

THE IMPACT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON REVISIT INTENTION IN RESTAURANTS: A STUDY OF RESTAURANTS IN HO CHI MINH CITY

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ABSTRACT

The study explores the relationship between service quality, customer satisfaction, and the intention to revisit the restaurant. In addition, the study also examines the mediating role of customer satisfaction in the relationship between service quality and revisit intention in the restaurant. We used the convenience sampling method to collect data from 494 customers who had utilized the restaurant's services. The data was analyzed using SmartPLS 4.0 software. The research results indicate that service quality and customer satisfaction have a positive impact on the restaurant's revisit intention. In addition, customer satisfaction also plays a mediating role in the positive relationship between service quality and the intention to return to the restaurant. Based on the findings, the study also suggests several solutions to enhance customer satisfaction and revisit intention.

Keywords: Service quality, DINESERV, revisit intention, customer satisfaction.

1. INTRODUCTION

The food and beverage (F&B) industry is experiencing significant growth amidst fierce competition, especially following the COVID-19 pandemic. Customers increasingly expect high-quality service, encompassing staff attitude, ambiance, and pricing [1]. Retaining customer loyalty has become crucial for restaurants, as the cost of acquiring new customers is 5–7 times higher than that of retaining existing ones [2]. However, the relationship between service quality and return intention is not always straightforward; it is often mediated by customer satisfaction [3].

Many prior studies have primarily concentrated on the direct positive relationship between service quality and customer satisfaction [2, 4, 5], as well as behavioral intention [4] and customer loyalty [2]. Furthermore, customer satisfaction serves as an intermediary in the effect of service quality on customer loyalty in restaurants [2]. Other studies indicate that customers' intention to return is positively correlated with service quality [6]. Additionally, customer satisfaction has a positive influence on behavioral intentions [4] and return intentions [7].

These studies predominantly examine the relationship between service quality, customer satisfaction, and loyalty or the intention to return to the restaurant, yet they have not clarified the mediating role of satisfaction in the correlation between restaurant service quality and the intention to return [4, 7]. This gap in the literature indicates a need for further research to

investigate how customer satisfaction functions as a mediator in this context. By delving deeper into this relationship, we may obtain valuable insights into how restaurants can improve their service quality to promote greater customer loyalty and encourage repeat visits [4, 7]. This study aims to analyze the impact of service quality on the intention to return to the restaurant. Additionally, it examines the mediating role of customer satisfaction.

2. THEORETICAL BACKGROUND, HYPOTHESIS AND MODEL

2.1. Theory of Reasoned Action

The Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen is considered one of the pioneering and most important foundational theories in social psychology research in general [8] and consumer behavior in particular [9]. According to this theory, behavioral intention is the determining factor of customer behavior. Therefore, instead of studying consumer behavior, TRA focuses on studying behavioral intentions.

According to TRA, behavioral intention is influenced by two factors: the individual's attitude and subjective norms, as well as the individual's perception of the pressure of social norms on their behavior. The customer's belief in the product's attributes measures the individual's attitude. Reference groups, in turn, influence subjective norms [8]. TRA is believed to be related to rational behaviors that individuals can control [8].

The Theory of Reasoned Action (TRA) model has four parts: (1) behavior (what we can observe happening, which is influenced by our intention to act); (2) behavioral intention (what we plan to do, shaped by our personal feelings and perceptions of others' expectations); (3) attitude (how we feel about the behavior, based on our beliefs and personal views); and (4) subjective norm (how we perceive social expectations and our desire to fit in). Behavioral intention increases if the behavior brings benefits [8]. Beliefs, personal evaluations, and social pressure measure attitude and subjective norms [8].

Therefore, the author uses the TRA theory to explain customers' perceptions of service quality and their attitudes (satisfaction) toward their intention to return to the restaurant.

2.2. Concepts and hypotheses

2.2.1. Service quality

There have been numerous researchers who have conducted studies measuring service quality for over 40 years. McCleary and Weaver (1982) emphasized that the relationship between significant measurable behaviors toward customers is crucial for determining excellent service [10]. Parasuraman, Zeithaml, and Berry (1988) developed a multivariate scale for measuring perceived service quality, known as SERVQUAL [11]. The authors assert that ten factors influence customers' perceptions of service quality for any given service.

In 1995, Stevens, Knutson, and Patton created DINESERV by adapting the SERVQUAL tool to the restaurant sector [12], building on the LODGSERV model developed by Knutson, Wullaert, Patton, and Yokoyama in 1990 [13]. The DINESERV scale measures customer expectations regarding service quality across three types of restaurants: fast service, casual dining, and fine dining [12]. Researchers have consistently tested and concluded that service quality encompasses five fundamental elements: (1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy, and (5) Tangibles. The DINESERV model demonstrates a high level of reliability, with an overall alpha coefficient of 0.95, while the reliability coefficients for all five components range from 0.89 to 0.92. The results highlight the value and reliability of DINESERV as a tool for assessing expectations of restaurant

service quality. So, this study uses restaurant service quality based on the five components of the DINESERV model [12], and the DINESERV model is a valuable tool for measuring different aspects of service quality [14].

2.2.2. Service quality and customer satisfaction

In the theory of service quality, the most common concept of customer satisfaction is articulated through customers comparing their expectations with the perceived quality following the purchase of a product or the use of a service. In other words, if the perceived service quality exceeds customer expectations, a positive outcome is generated, indicating that the customer is satisfied. Conversely, if the perceived service quality falls short of the customer's expectations, negative results arise, signifying that the customer is dissatisfied [15]. Based on this premise, customer satisfaction and service quality are closely related to each other. There are two distinct perspectives on this relationship. The first viewpoint suggests that the experience of satisfaction leads to the perception of service quality [16]. According to the second viewpoint, customer satisfaction is a function of perceived service quality [17]. Combining these two perspectives demonstrates that customers can perceive service quality immediately after use as well as over time, comparing their perceptions with their expectations [18]. In other words, the perception of service quality will create customer satisfaction.

Stevens and colleagues (1995) regard the DINESERV model as a widely used tool for measuring restaurant service quality [12]. When customers rate the quality of the restaurant's service positively, the relationship between them and the restaurant becomes closer; consumers perceive the service positively, potentially leading to greater satisfaction with the restaurant [19]. Specifically, the DINESERV measurement scales help shape the quality of service delivery, influencing the dining experience and ultimately determining customer satisfaction. The findings of Wu and Mohi (2015) emphasized that each dimension measured by DINESERV, from the condition of the restaurant's facilities to the communication skills of the staff, plays a crucial role in shaping customer satisfaction [20]. Studies have shown that excellent restaurant service quality contributes to increased customer satisfaction [2, 4, 5, 7, 21, 22, 23]. Therefore, in this study, the author proposes a hypothesis.

H1: The service quality has a positive impact on customer satisfaction.

2.2.3. Service quality and revisit intention

Kim and colleagues' study (2009) emphasized the hypothesis that there is a strong consistency between customers' expectations and perceptions, which directly affected their satisfaction and intention to return [24]. The study by Nguyen and Nguyen (2015) utilized the five components of the DINESERV scale to investigate customers' intention to return [6]. The research findings indicate that the components of the DINESERV model influence the intention to return to the restaurant. The results confirm that higher service quality contributes to an increased intention to return to the restaurant [7, 25, 26]. Therefore, in this study, the author proposes hypothesis H2 as follows:

H2. The service quality has a positive impact on the revisit intention.

2.2.4. Customer satisfaction and revisit intention

The intention to return is often regarded as a direct consequence of customer satisfaction. Many studies have experimentally confirmed that satisfied customers are more likely to indicate an intention to return to a restaurant. For instance, the research conducted by Richardson and colleagues (2019) revealed a significant relationship among overall dining

experience, customer satisfaction, and future return intentions [26]. The findings affirm that a thorough evaluation of dining experiences is crucial in encouraging customers' intention to return to the restaurant. Furthermore, Edeh and colleagues (2021) showed various attributes of the dining experience, such as the physical environment, positively influenced customer satisfaction, which in turn enhanced behavioral intentions [27].

In various contexts across different types of restaurants, we can observe the relationship between satisfaction and the intention to return [28]. Several studies have also indicated that increased customer satisfaction leads to a higher intention to return to the restaurant [24, 29]. Consequently, the author asserts that customer satisfaction positively impacts the intention to return to the restaurant. Thus, the author proposes hypothesis H3:

H3. Customer satisfaction has a positive impact on the revisit intention to the restaurant.

2.2.5. The mediating role of customer satisfaction.

Many recent studies have emphasized the mediating role of customer satisfaction in the relationship between restaurant service quality and customer loyalty. For instance, the research conducted by Chun and Nyam-Ochir (2020) highlighted that positive dining experiences enhance overall satisfaction, which significantly influences customers' intention to return [30]. Similarly, the study by Kukanja and Planinc (2019) confirmed that service quality directly affected customer satisfaction, which in turn impacted the intention to return to the restaurant [31]. Additionally, Apostol and his team noted that customer satisfaction plays a crucial role and urged researchers to connect service quality measures to outcomes such as the intention to return, utilizing customer satisfaction as an intermediary step [32]. These studies collectively reinforce the view that increased customer satisfaction is driven by service quality, as evaluated by the DINESERV model, which is vital for fostering return intentions. Therefore, in this context, the author proposes hypothesis H4:

H4. Satisfaction plays a mediating role in the positive relationship between service quality and revisit intention to the restaurant.

2.3. Conceptual model

Customer satisfaction is regarded as a crucial mediating factor between service quality and customers' intention to return to the restaurant. According to Dietz (1997), satisfaction arises from the evaluation of service quality and directly influences customers' future behavior [33]. This study aims to assess the extent to which satisfaction impacts on the relationship between service quality and customers' intention to return to the restaurant.

The research findings will offer valuable insights for restaurant managers seeking to enhance service quality and boost customer satisfaction, thereby encouraging the intention to return. This information is particularly significant in light of the growing competition within the restaurant service industry [34].

The component scales of DINESERV directly measure service quality, as indicated by previous research referenced in the hypotheses above. Service quality has a positive effect on both satisfaction and the intention to return to the restaurant. Furthermore, satisfaction has a direct influence on the intention to return and acts as a mediating variable in the relationship between restaurant service quality and the intention to return. The conceptual model proposed by the author is as follows:

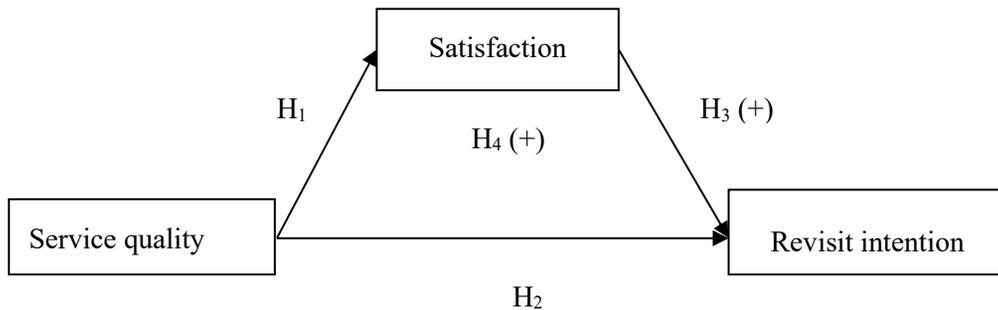


Figure 1. Conceptual model

3. METHODOLOGY

3.1. Procedures and sample

The study was conducted in two phases: the first phase involved an official qualitative and quantitative study. Qualitative research was conducted by gathering input from six experts in the restaurant industry, each with at least three years of experience in teaching and practical work (three experts holding doctoral degrees and three with master's degrees). The complete questionnaire was created in Vietnamese and English through direct feedback from eight customers who had recently experienced services at restaurants in Ho Chi Minh City. Ultimately, the result after receiving feedback from the customers is the official bilingual (Vietnamese and English) survey questionnaire.

The official quantitative research was conducted by collecting data from customers who had experienced services at restaurants in Ho Chi Minh City and came from various regions of Vietnam. Before collecting data, the research team introduced the purpose of the study and ensured the confidentiality of the questionnaire. The official survey was conducted by directly sending it to customers and providing a QR code linked to a Google Docs page for convenience, allowing customers to fill it out using their smartphones. We collected 513 of the 520 survey questionnaires, discarded 19 invalid ones, and retained 494 valid ones. Of these, 350 questionnaires were filled out directly by customers when experiencing at restaurants (from February 15, 2025, to March 3, 2025), and 144 were answered via a QR code linked to the questionnaire when the responder does not enough time to respond the questionnaire directly at the restaurant (from February 15, 2025, to March 1, 2025). The characteristics of the survey sample are presented in Table 1.

Among the 494 respondents, 82.4% enjoy dining at restaurants with Asian, Chinese, and European styles, while the remaining 17.6% frequently dine at establishments offering a mix of Asian, Chinese, and European cuisines. All tourists surveyed in the past six months have had dining experiences at restaurants in Ho Chi Minh City. The characteristics of the participants are presented in Table 1.

Table 1. Descriptive statistics of the sample

N = 494		Frequency	Percent
Gender	Male	266	53.8
	Female	228	46.2
Educational level	Below College	56	11.3
	College	159	32.2
	Bachelor	269	54.5
	Master	10	2.0
Income	Belov 260	116	23.5
	From 260 USD to 400 USD	144	29.1
	From 401 USD to 800 USD	167	33.8
	Over 800 USD	67	13.6
Age group	18-24 years old	220	44.5
	25-34 years old	225	45.5
	35-44 years old	45	9.1
	45-54 years old	3	0.6
	>55 years old	1	0.2

Source: Results processed from research data

3.2. Measurement

All the scales in this study utilize a 7-point Likert scale, where 1: Strongly Disagree, 2: Disagree, 3: Slightly Disagree, 4: Neutral, 5: Slightly Agree, 6: Agree, and 7: Strongly Agree.

The service quality scale within the DINESERV model is a second-order concept derived from the scale developed by Stevens et al. (1995) [12]. The DINESERV model has five main parts: tangibles, which includes 8 observed variables (TAN1 to TAN8) after removing two during research; assurance, with 6 observed variables (ASS1 to ASS6); reliability, which has 5 observed variables (REL1 to REL5); empathy, with 5 observed variables (EMP1 to EMP5); and responsiveness, which has 3 observed variables (RES1, RES2, and RES3). The qualitative research process led to the exclusion of the tangible asset-related observed variables TAN9 and TAN10.

The customer satisfaction scale incorporates four observed variables from Han and Ryu's scale (2009) [35]. The observed variables measuring satisfaction were retained without change during the discussion process, and participants accurately understood the content of these observed variables to clarify the concept. The observed variables measuring satisfaction are coded as SAT1, SAT2, SAT3, and SAT4. The return intention scale includes three observed variables derived from Kim and Moon's scale (2009) [36]. The discussion groups clearly understood the observed variables related to return intention and recommended their retention. We have coded the observed variables measuring return intention as INT1, INT2, and INT3.

3.3. Common method variance

Since this study uses a seven-point Likert scale with a questionnaire with the same respondents at one point in time, there may be a common method variance phenomenon [37]. Therefore, it is necessary to control for it before analysing the structural model. To control the common method variance phenomenon, the author conducts a Harman one-factor analysis under the condition that the total extracted variance must be less than 50% and the correlation coefficients between the concepts must be less than 0.9 [38]. If the conditions are met, there will be no presence of common method bias.

The Harman test results show that the total extracted variance is 35.01% (less than 50%). Additionally, the correlation coefficients between the concepts are all less than 0.9 (Table 2). Thus, the common method variance is not a factor influencing the result bias.

4. RESULTS

4.1. Measurement model

This study employs the Consistent Partial Least Squares (PLS) Algorithm analysis method to evaluate the model in measurement. The results presented in Table 2 below indicate that the load factors of the measured variables and the reliability of the scales (CA) are all above 0.7, after excluding any variables with load factors below this threshold. Consequently, the scales achieve convergent validity [39], with composite reliability (CR) values in the model exceeding 0.8. Additionally, the square root of the Average Variance Extracted (AVE) is greater than its correlations with other variables, demonstrating that the measures of the research variables are distinct from one another [39].

Table 2. The reliability and validity of constructs

Variable	CA	CR	AVE	R2	ASS	EMP	INT	REL	RES	SAT	TAN
ASS	0.808	0.874	0.636		0.718						
EMP	0.747	0.856	0.665		0.655	0.705					
INT	0.817	0.892	0.733	0.679	0.774	0.586	0.775				
REL	0.781	0.860	0.606		0.680	0.775	0.671	0.691			
RES	0.777	0.871	0.693		0.629	0.805	0.506	0.639	0.735		
SAT	0.830	0.886	0.661	0.486	0.696	0.597	0.751	0.634	0.416	0.742	
TAN	0.818	0.874	0.581		0.545	0.657	0.644	0.667	0.559	0.554	0.691

Note(s): The square roots of the AVE of latent constructs are shown in the parentheses: CA = Cronbach's alpha, CR = composite reliability (ρ_c), R2 = R-squared, and AVE = average variance extracted, TAN: Tangibles, SAT: Satisfaction, RES: Responsiveness, REL: Reliability, INT: Revisit intention, ASS: Assurance, EMP: Empathy

Source: Results processed from research data

The results of the SRMR analysis to assess the model's fit indicate that the SRMR coefficient of the saturated model is 0.110 and the SRMR coefficient of the estimated model is 0.118, both of which are less than 0.12. Therefore, we can conclude that the survey data and market data satisfy the study's compatibility requirements.

4.2. Structural model

Use the consistent PLS-SEM bootstrapping analysis with a sample size of N = 5,000 to test the structural model. If the p-value is less than 1%, 5%, and 10%, then the hypotheses proposed in Table 2.2 will be statistically significant with corresponding confidence levels of 99%, 95%, and 90%, respectively. The structural model shows that the explanatory power of DINESERV on SAT and INT is $R^2_{adj} = 0.486$ and $R^2_{adj} = 0.679$, respectively. Thus, DINESERV explains 48.6% of the variance in the SAT variable and 67.9% of the variance in the INT variable.

Evaluating the multicollinearity phenomenon, the structural model estimation in Table 3 shows that the VIF indices are all < 2 , so there is no multicollinearity in the model. The explanatory power of the independent variables is reliable for the dependent variable.

Table 3. Results of structural model estimation

	β	B (Bootstrap)	STDEV	t	VIF	P-value
DINESERV -> INT	0.477	0.477***	0.087	5.504	1.949	0.000
DINESERV -> SAT	0.698	0.698***	0.039	17.900	1.000	0.000
SAT -> INT	0.418	0.418***	0.093	4.480	1.949	0.000
f2	f2 DINESERV -> INT = 0.365; f2 DINESERV -> SAT = 0.949; f2 SAT -> INT = 0.280					

Source: Results of analysis from research data

Note: **, *, and *** correspond to significance levels of 10%, 5%, and 1%, respectively; STDEV: Standard deviation; INT: Revisit intention; SAT: Satisfaction

The magnitude of the influence of DINESERV on SAT and INT is 0.949 (f2 DINESERV -> SAT = 0.949), 0.365 (f2 DINESERV -> INT = 0.365), and the magnitude of the influence of SAT on INT is 0.280 (f2 SAT -> INT = 0.280). This result proves that DINESERV has a strong influence on SAT and INT (f2 greater than 0.35) and that SAT has a moderate influence on INT (f2 less than 0.35 and greater than 0.15). This evidence shows that excellent service quality will significantly contribute to customer satisfaction and the intention to return to the restaurant.

Table 4 shows that the bootstrapping values deviate from the original weights by almost negligible amounts. The path coefficients have values ranging from 2.5% to 97.5%. Therefore, ensure the reliability of estimating the path coefficient.

Table 4. Estimation of the path coefficient and confidence interval

Relationship	Original sample	Sample mean	Bias	2.5%	97.5%
DINESERV -> INT	0.477	0.477	0.000	0.312	0.650
DINESERV -> SAT	0.698	0.701	0.003	0.620	0.772
SAT -> INT	0.418	0.418	0.000	0.231	0.591

Source: Results of analysis from research data

Note: INT: Revisit intention; SAT: Satisfaction

The results from the Q2 fit prediction using blindfolding, presented in Table 5, indicate that DINESERV predicts a moderate level of customer satisfaction ($Q^2 = 0.239$, which falls between 0.150 and 0.350). In comparison, DINESERV shows a strong link to the intention to return ($Q^2 = 0.371$, which exceeds 0.350). Additionally, DINESERV indicates a robust connection with the intention to return ($Q^2 = 0.371$, surpassing 0.350). Therefore, the quality of service plays a crucial role in influencing the intention to return to the restaurant in the future.

Table 5. Presents the results of the relevancy forecasting levels

	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
DINESERV	9386.000	9386.000	0.000
INT	1482.000	932.181	0.371
SAT	1976.000	1504.625	0.239

Source: Results of analysis from research data

Note: INT: Revisit intention; SAT: Satisfaction

The results of the structural model in Figure 2 indicate that the relationships among the concepts in the research model exhibit positive impacts. Specifically, DINESERV positively influences both SAT and INT. Furthermore, SAT also positively affects INT. All these relationships are statistically significant ($Sig. < 0.05$).

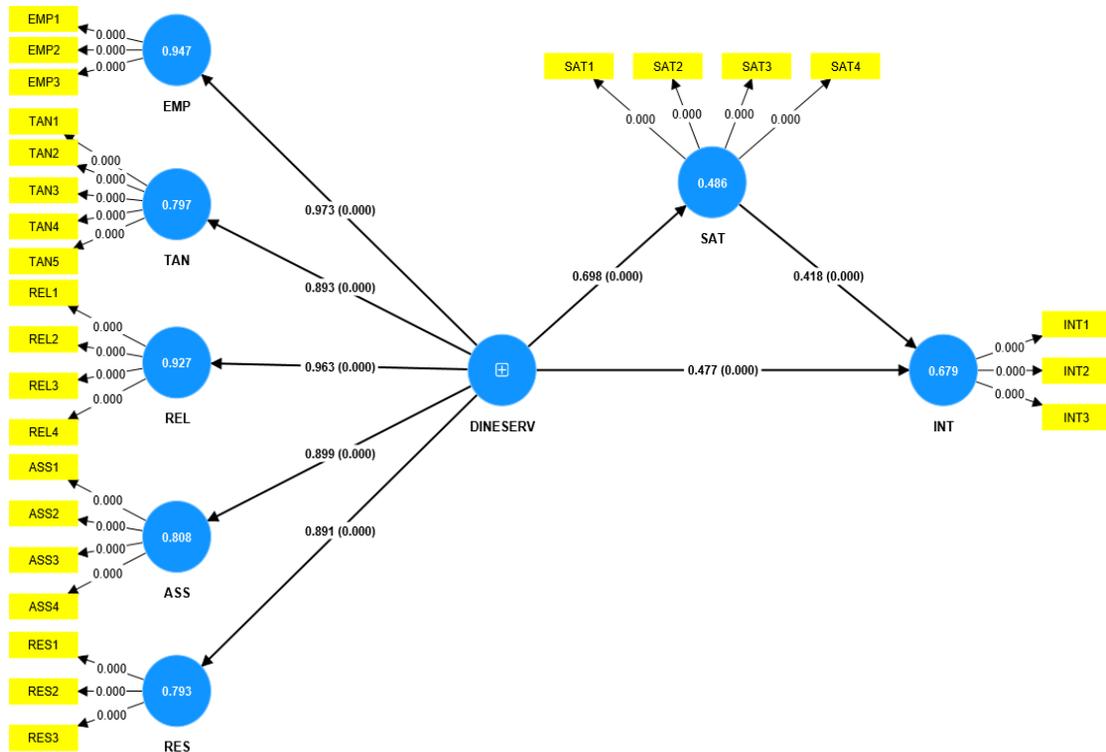


Figure 2. The PLS-SEM model

Source: Results of analysis from research data

The data in Table 6 indicates that DINESERV directly affects SAT with a value of 0.698, which is statistically significant, thereby confirming hypothesis H1. Furthermore, DINESERV

also directly impacts INT with a value of 0.477, which is statistically significant, confirming hypothesis H2. In addition, SAT has a direct impact on INT ($\beta_{total} = \beta_{direct} = 0.418$), which is statistically significant, thereby accepting hypothesis H3. Furthermore, DINESERV has a statistically significant direct impact on INT through SAT ($\beta_{indirect} = 0.292$), supporting hypothesis H4. Consequently, DINESERV's overall impact on INT is the strongest ($\beta_{total} = \beta_{direct} + \beta_{indirect} = 0.769$). Thus, SAT plays a supplementary or partial mediating role in the relationship between DINESERV and INT [40].

Table 6. Direct, indirect, and total effect

Dependent variable	Effect	DINESERV	SAT
SAT	Direct	0.698	
	Indirect	0.000	
	Total effect	0.698	
INT	Direct	0.477	0.418
	Indirect	0.292	0.000
	Total effect	0.769	0.418

Source: Results of analysis from research data

Note: INT: Revisit intention; SAT: Satisfaction

5. DISCUSSION

Based on the analysis results, the research has identified five components of service quality. The analysis results indicate that all four hypotheses are statistically significant (see Table 3, Table 4). These research findings align with previous studies as follows:

A higher quality of restaurant service (DINESERV) correlates with greater customer satisfaction (SAT). The findings of this study are consistent with earlier research by [5, 7, 21, 23, 24, 25, 29]. Good restaurant service quality enhances customers' intention to return, supporting earlier findings [6, 7, 25, 26, 29].

The research results also highlight the relationship between satisfaction and the intention to return. The more satisfied customers are with the service, the more likely they are to return. The findings of this study align with previous research [24, 27, 29].

Customer satisfaction mediates the influence of service quality on the intention to return to the restaurant. Additionally, the quality of restaurant service directly and positively influences the intention to return. Therefore, customer satisfaction plays a partially mediating role. This outcome is consistent with prior studies [7, 30, 31, 32].

6. CONCLUSION

The results of the hypothesis model testing indicate that all four hypotheses are accepted. This finding contributes meaningful insights both theoretically and practically. The study employed the second-order concept of the restaurant service quality model (DINESERV) to examine its relationship with customer satisfaction and the intention to return to the restaurant. The findings of this study support and confirm the connections established within the DINESERV model, suggesting that it can be viewed as a multifaceted tool when exploring its relationship with other outcomes.

To enhance service quality, businesses need to pay attention to five components: reliability, responsiveness, assurance, empathy, and tangibles. Research results confirm that excellent service quality contributes to increased customer satisfaction ($\beta_{\text{total}} = 0.698$) and the intention to return to the restaurant ($\beta_{\text{total}} = 0.769$). Therefore, the quality of restaurant service must be continuously maintained and improved to meet the increasingly diverse needs of diners today.

Customers rated their satisfaction with the quality of service at the restaurant with an average score ranging from 5.490 to 5.840. Additionally, research results indicate that customer satisfaction drives the intention to return ($\beta_{\text{total}} = 0.418$). Thus, the quality of service creates a pleasant atmosphere, helping customers maintain a positive mood while enjoying the cuisine at the restaurant.

The analysis of the observed variables for the intention to return shows that the average values of these observed variables range from 5.780 to 5.970, indicating a relatively high level of agreement among customers regarding their intention to return. Furthermore, research results indicate that both service quality and customer satisfaction positively influence the intention to return to the restaurant. Therefore, managers need to recognize the importance of service quality. Good service quality is the primary factor contributing to customer satisfaction and increasing their intention to return for future service experiences. Continuous improvement and innovation in service quality are necessary to attract customers and enhance their satisfaction and intention to return.

The study used a sample size of $N = 494$, surveyed in Ho Chi Minh City. However, urban customer expectations may differ from rural or international segments. Therefore, future studies need to generalize or validate in future multi-city or cross-cultural studies.

This study has not yet considered customer loyalty concerning customer satisfaction with service quality. Therefore, subsequent studies need to consider using customer loyalty as an outcome variable instead of the intention to return to the restaurant.

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TÓM TẮT

ẢNH HƯỞNG CHẤT LƯỢNG DỊCH VỤ VÀ SỰ HÀI LÒNG KHÁCH HÀNG LÊN Ý ĐỊNH TRỞ LẠI NHÀ HÀNG: TRƯỜNG HỢP CÁC NHÀ HÀNG TẠI THÀNH PHỐ HỒ CHÍ MINH

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Nghiên cứu khám phá mối quan hệ giữa chất lượng dịch vụ, sự hài lòng của khách hàng và ý định trở lại nhà hàng. Ngoài ra, nghiên cứu cũng xem xét vai trò trung gian của sự hài lòng khách hàng trong mối quan hệ giữa chất lượng dịch vụ và ý định trở lại tại nhà hàng. Nghiên cứu thực hiện phương pháp lấy mẫu thuận tiện để thu thập dữ liệu từ 494 khách hàng đã sử dụng dịch vụ của nhà hàng. Dữ liệu này được phân tích bằng phần mềm SmartPLS 4.0. Kết quả nghiên cứu cho thấy chất lượng dịch vụ và sự hài lòng của khách hàng có tác động cùng chiều đến ý định trở lại nhà hàng. Ngoài ra, sự hài lòng khách hàng cũng đóng vai trò trung gian trong mối quan hệ cùng chiều giữa chất lượng dịch vụ và ý định trở lại nhà hàng. Dựa trên các phát hiện này, nghiên cứu cũng đề xuất một số giải pháp để nâng cao sự hài lòng khách hàng và ý định trở lại nhà hàng.

Từ khóa: Chất lượng dịch vụ, DINESERV, ý định trở lại, sự hài lòng khách hàng.