



Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants

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Abstract

The aim of the study is to test the validity of the model that determines the effect of the physical environment of upscale restaurants on customer satisfaction and loyalty as well as to test the physical environment factors. The sample group of the study consisted of the customers of five upscale restaurants in Silifke in January-April 2018. A survey technique measuring the physical environment of upscale restaurants (Dinescape) has been used as a data collection tool in the study and descriptive analysis such as arithmetical averages and frequency analysis together with confirmatory factor analysis for construct validity (CFA) and statistical techniques such as exploratory factor analysis (EFA) and reliability analysis have been used to analyze the collected data. Furthermore, the associations between the independent physical environment variable and the dependent variables of satisfaction and loyalty have been analyzed with the Structural Equation Model (SEM). While lighting in terms of the physical environment elements was the most perceived dimension by consumers in the study, it has been determined that the physical environment variable in upscale restaurants has a positive effect on consumer satisfaction and loyalty.

Article Type

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