

IMPACT OF SERVICE AND FOOD QUALITY ON CUSTOMER BEHAVIORAL INTENTIONS AT ETHNIC FAST FOOD RESTAURANTS IN THE USA

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ABSTRACT

To meet the needs of the increasing ethnic populations in the United States, a number of fast food restaurants are opened every day. These restaurants serve the ethnic foods in an artificially created ethnic environment. However, only a few of these restaurants survive in the industry in the long run. Therefore, we examine the behavioral intentions of customers at ethnic restaurants. This study considers the effect of service quality, food quality and price on customer satisfaction. Consequently, the impact of customer satisfaction on behavioral intention is examined. To examine these relationships, a set of questionnaires is designed and conducted among the customers at ethnic restaurants. The model was analyzed using structural equation modeling analysis with PLS-Graph 3.0. A practical implication of the study is that restaurants can implement the insights of the study to design their strategies not only to retain their existing customers but also to attract new customers.