

## CUSTOMER BRAND EQUITY AND SATISFACTION INFLUENCING BRAND LOYALTY

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### ABSTRACT

*This paper means to look at the mediating impacts of customer satisfaction on the connection between customer-based brand equity and brand loyalty in the restaurant industry. This study is based on a sample of 220 students (respondents) and the following are the six dimensions of customer based brand equity is been considered. Food quality, Ambience, Price, Self-Congruence, Service Level and Brand Identification tend to have the positive influence on customer satisfaction which transpires Brand Loyalty. The findings of this paper purposes that customer satisfaction partially mediates the effects of Self-congruence and brand Identification on brand loyalty. It has discovered that the impact of Food quality, Price, Brand identification, Ambiance and Service level on brand loyalty has been fully mediated by customer satisfaction if there should be an occurrence of Lahore. The paper will empower the managers and decision makers to change approach and to prepare the staff so they can fulfill the customer needs and make them loyal to the organization. This study is confined just to the restaurants situated in the city of Lahore. Future studies can be led crosswise over various sort of organizations and cultures.*

**Keywords:** Customer based Brand Equity (Food quality, Ambience, service quality, price, Brand identification, self-congruence), Customer Satisfaction, Brand Loyalty

### INTRODUCTION

Customer satisfaction is basic to long haul business achievement, and one of the most researched topics in the modern era. Customers are primarily engaged by the service firm, producers and retailers. Products are produced demanded and consumed by the customers. Along these lines, to contend and to have upper hand over competitive organizations attempt to retain customers, fulfilling their needs and construct loyalty among them by serving the high-quality products and services. In such manner, a constant inclination given by the customers to a particular restaurant while dinning out transpires loyalty with that restaurant. Customer based equity, satisfaction and loyalty have the influence on the business of restaurant and it's been a formidable one. Since customer satisfaction has been determined as a significant aspect of long term business achievement, a great part of the research on customer satisfaction examines its effect on customers' post consumption appraisal, for instance, behavioral and attitudinal loyalty. It's been a fact that satisfied customers are less price sensitive and they have a little influence of the competitors available of that specific brand unlike unsatisfied customers. So, company's try their level best to retain satisfied

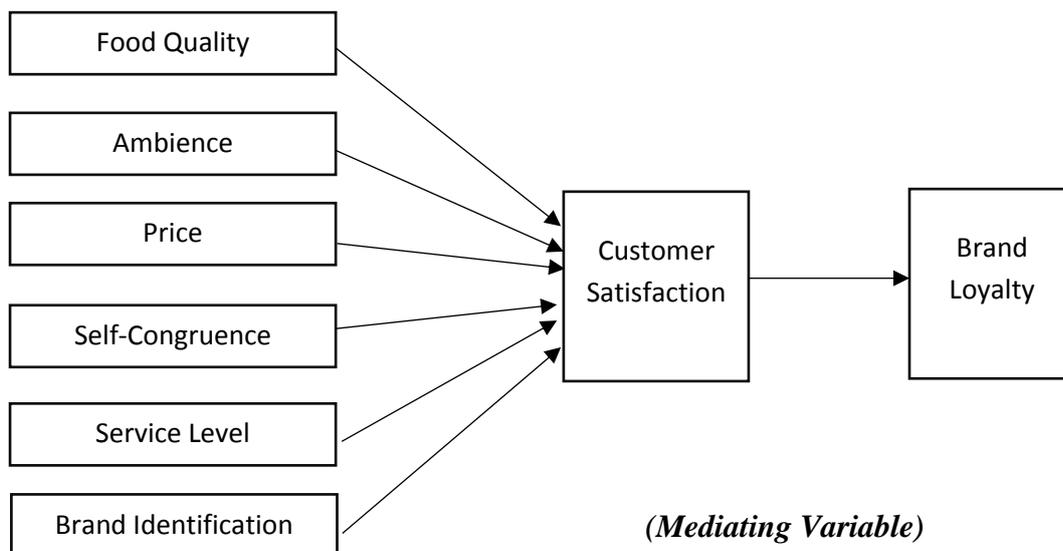
customers by providing them with complementary services that build long term brand loyalty.

Kevin Lane Keller in the mid of 1960's has introduced brand equity and by the same time the concept of brand loyalty emerged as well. Equity tend to measure the influence of memory factors on consumer behavior, however loyalty measures continuous preference of customers. Ekinci, Dawes, and Massey (2008) studied the antecedents and consequences of customer's satisfaction in the realm hospitality. These researchers laid down the basic platform to the mediation of customer satisfaction for quality service, self-congruence and customer's intention. Not many researchers have studied the mediating influence of customer satisfaction on the relationship between brand equity and brand loyalty. As the study of Nam, Ekinci, and Whyatt (2011) is indeed very significant in the context where customer satisfaction is considered as mediator between customer based-brand equity dimensions and brand loyalty, author consider customer satisfaction as full or partial mediator and build a basis for the relationship. The contemporary study concentrates on how the brand equity identifies with brand loyalty and what is the effect of customer satisfaction on the connection between these two factors in restaurant industry. Subsequently the paper aims to bolster the mediating impact of customer satisfaction on the connection amongst trust and brand loyalty and in such a path adds to the current body of literature identifying with hospitality segment of Pakistan. In addition, the study means to bolster the full mediating part of customer satisfaction on the connection between Brand equity and brand loyalty with regard to restaurants serving in Pakistan. Researcher suggests that integrated approach of enhancing brand experiences should be taken into account; by successful brand development and brand loyalty. Thus positive customer experiences are confirmed by the brand image and brand loyalty. Likewise, the impact of brand equity on brand loyalty is determined when customers have direct brand experience.

**AIM OF STUDY**

The aim of this study is to examine the mediating role of customer satisfaction on the connection amongst customer based-brand equity and brand loyalty. Following figure depicts the research model that'll direct this research:

*(Independent Variable)*



*Customer Based Brand Equity (CBBE)*

Figure represents some important variables in the likes of: customer based-brand equity as independent variable, customer satisfaction depicts mediating variable whereas brand loyalty is dependent variable. Keller (1993 p.7) defines brand equity “the differential effect of brand knowledge on customers’ response to the marketing of a brand”. Iglesias, Del Rio, Vazquez (2002) defines brand Equity as the general utility that the consumer associates with the utilization and consumption of the brand, including affiliations manifesting both functional and symbolic characteristics.

## **LITERATURE REVIEW**

### **Customer Based Brand Equity**

As noted, mark value has been characterized in an assortment of routes, contingent upon the specific reason. Because the objective of this article is to encourage the development of more powerful promoting systems and strategies, the attention is on mark impacts on the person shopper. The upside of conceptualizing brand value from this viewpoint is that it empowers managers to consider particularly how their promoting program enhances the estimation of their brands. Despite the fact that the possible objective of any advertising program is to in-wrinkle deals, it is first important to build up knowledge structures for the brand so that purchasers respond positively to advertising movement for the brand. The first area gives a point by point structure of brand information. In this area, that system is utilized to consider in more detail how information affects shopper reaction to the advertising of a brand by characterizing client based brand value and examining how it is assembled, measured, and overseen.

Brand value has been contemplated in alternate points of view by various specialists. The structure of (Aaker, 1991) and (Keller, 1993) were perceived as two primary constituents of brand value. Both scientists have characterized it contrastingly while considering buyer's point of view. (Keller, 1993), recognizes that the brand's learning of a customer relies on affiliations like elements, advantages, clients and general state of mind, this information relies on earlier speculation for commercial, advancement and advertising exercises. In addition, mark value relates with client's response to the promoting exercises and differential effect of brand information in view of earlier showcasing exercises. Techniques which are utilized to gauge the brand value can be arranged in one of the three classes money related, client and joined (Lehman, 2001).

In past explores the operationalization of brand value brings about two gatherings (Ruble, 1995) one is shopper conduct and other is purchaser discernment. Customer conduct incorporates ability for higher installment and brand devotion while shopper observation incorporates mark affiliation, saw quality and brand mindfulness. Different specialists have characterized mark value from budgetary point of view. That is the estimation of brand to the firm (Papu, 2005).

For the present investigation, shopper based brand value has been utilized as an autonomous variable and brand value is operationalized through seven sub-measurements utilized as a part of past investigations of (Johnson, 2006); (Hunt, 1994); (Ekinici, 2008); (Hyun, 2009) and (al, 2011). These measurements incorporate put stock in Food quality, Ambience, Price, Self-Congruence, Service Level and Brand Identification, the investigation decides their effect on customer's fulfillment and after that of shopper's devotion in eatery industry, especially in the city of Lahore.

Now we are going to discuss the six following Dimensions which affect the customer based brand equity which are the following:

### ***Service Quality***

Administration quality is vital to the advancement of solid administration predominant brands since it improves saw prevalence of the brands and aides over separate brands in focused markets (Aaker, 1996); (Lamb, 2000); (Yoo, 2000); (Zeithaml, 1998). The idea of administration quality is generally acknowledged as multidimensional, yet the substance and number of its measurements is still faced off regarding (Chao, 2008). The North American School of Thought's model of administration quality best known as the SERVQUAL demonstrate comprises of five administration quality measurements: effects, dependability, responsiveness, affirmation, and compassion (Parasurman, 1998). Despite the fact that scholastics and experts have connected the SERVQUAL show, legitimacy of the model is genuinely addressed. The hugest contradiction encompasses the correct number of measurements and its reasonableness to a particular administration segment (Buttle, 1996).

The Nordic School's perspective of administration quality comprises of two measurements: specialized quality and practical quality (Gronroos, 1984). Specialized quality is the net result of the administration assessment while practical quality is the subjective assessment of administration connection. Exact investigations (e.g., (Cronin, 2001); (Ekinici, 2001); (Madanoglu, 2004); (Mels, 1997) recommend that the two dimensional administration quality model offered by the Nordic School is more substantial when connected to friendliness administrations. Considering the developing collection of research in the administration business, this investigation proposes two administration quality measurements for assessment of inn and eatery mark value: physical quality and staff conduct (e.g., (Cronin, 2001); (Ekinici, 2008); (Parasurman, 1998). Physical quality is the picture anticipated by the outline, gear, offices, and materials of the lodging or eatery while staff conduct is the picture anticipated by fitness, supportiveness, neighborliness, and responsiveness of the inn or eatery workers ( (Ekinici, 2008); (Madanoglu, 2004).

### ***Self-Congruence***

Self-idea can be seen as the totality of a person's considerations and sentiments with reference to the individual as a protest of thought (Rosenberg, 1979). Self-harmoniousness alludes to how much a purchaser's genuine or perfect self-idea harmonizes with a brand picture (Sirgy, 1982); (Sirgy G. a., 2000). The hypothesis of self-congruence states that individuals purchase or claim marks keeping in mind the end goal to manage or upgrade their confidence (Graeff, 1996). Steady with earlier research, the flow contemplate embraces the view that self-compatibility identifies with the degree to which mark picture harmonizes with customer's optimal self-idea (Ekinici, 2008); (Zinkhan, 1995).

### ***Brand Identification***

Brand identification is the unmistakable components of a brand, (for example, hues, plan, logotype, name, image) that together recognize the brand in the customers' psyche.

Hierarchical distinguishing proof hypothesis expresses that an individual turn into an individual from a social gathering so as to help his personality and his feeling of having a place (Mael, 1992). So also, customers characterize their social personality by expending brands or connecting with brands (Del rio, 2001). Customers emphatically esteem those brands that appreciate a decent notoriety among the gatherings to which they have a place or yearn with have a place (Shiffman, 2000). Brand utilization likewise separates a customer's social character from other social personalities (Kim, 2001). Subsequently mark

distinguishing proof enables the customer to incorporate or separate with the gatherings of people who constitute the group of friends.

### ***Ambience***

Another vital variable that has impact upon stylish assessment of eatery by client is that of condition in eatery (Britner, 1992); (Soriano, 2002). Atmospheric are utilized to frame general condition of eatery and it is measured utilizing four measurement; general outside, general inside, format and plan, and P-O-P enhancements (Turley, 2002). The analyst has concentrated on inside condition in general which has been contemplated in explore as a sub measurement of general inside (Turley, 2002).

(Chang, 2000) directed an examination in the administration segment utilizing the buyer's recognition about physical condition, return expectation and fulfillment. Facilitate customer's arrival goal is measured by his fulfillment and fulfillment has been observed to be influenced by physical condition. (Hyun, Creating a model of customer equity for chain restaurant brand formation, 2009) considered condition as branch of significant worth value while contemplating determinants of shopper value in which relationship value, mark value and esteem value were observed to be determinant of client value.

The present investigation has characterized the inside condition in general in sense that a pleasant, clean and outwardly pulling in condition would make positive valuation of eatery and would be a contributory piece of brand value of eatery, since client cooperate with the proprietor in the eatery's condition (Britner, 1992).

### ***Price***

Price, which is a continuing component of the first Ps of the advertising blend, may by and large be seen as far as the particular financial esteem that a client appends to products and enterprises (Omar, 2003). (Chattarjee, 2008) conceptualize cost inside the protection of the esteem relegated to something purchased, sold or offered for deals, communicated regarding money related units. It additionally relates to how purchasers see an item's cost, as high, low or reasonable, which at last influences buyers' eagerness to purchase the item (Vays, 2011). Estimating is an essential vital variable because of its immediate association with the organization's objectives and its connection with other advertising blend components (Yesawich, 2004). Estimating empowers organizations to portion markets, characterize items, make motivations for purchasers and even send signs to contenders (Histoshi, 2007). Merchandise and enterprises must be valued in a way that accomplishes benefit for the organization and fulfills clients, notwithstanding adjusting to different limitations, for example, rivalry (Sahay, 2007).

Value, as other key calculates trade connections, is one of the instruments advertisers may use to stand up to the market, either by specifically pulling in and holding customers or battling against contenders (Boonlertvanich, 2009). Besides, value displays an extraordinary chance to make unwaveringness, hold existing clients and pull in forthcoming clients (Sahay, 2007). To this degree, most organizations, particularly in the administration showcase, utilize limited time instruments, for example, cost to persuade the offer of a particular item (yaque, 2007). Be that as it may, this must be satisfied if the procedure evaluating is arranged decently, sincerely and direct, instead of unjustifiably and aimlessly (Lusch, 2008).

A grouping of estimating procedures might be utilized to control the buy conduct of shoppers (Ramos, 2005). This accessibility of an assortment of estimating systems shows a vital yet

enticing situation to organizations (Boonlertvanich, 2009). The test is exacerbated through the acknowledgment by advertisers that all estimating methodologies must be steady with the organization's general picture (situating), deals, benefits and quantifiable profit objectives, which in itself is an overwhelming assignment (Herrmaan, 2007). Organizations may pick to value high or low or simply be value devotees (Thomas, 1998). The 'consistently low costs' (EDLP) approach and the 'high and low costs' (hello there lo) approach have additionally risen as famous estimating techniques among organizations (Cataluna et al. in the same place). EDLP procedures are utilized by retail foundations as a publicizing offer to pull in shoppers and include the upside of guaranteeing consistency in deals (Casielles, 2005); (Suri, 2000). Besides, the utilization of basic, one-dimensional costs, citing a solitary figure (e.g. a standard R10.00), has cleared a path for odd even evaluating (or mental valuing) techniques gone for abusing specific data elaboration procedures or viewpoint predispositions related with particular value introductions (Boonlertvanich in the same place).

Reference evaluating alludes to the cost against which purchasers look at the recorded cost of an item or administration with the marked down value (Anttila, 2004). Along these lines buyers assess whether a cost is too low or too high as they settle on their item decisions. At the point when a shopper sees that a retailer charges high costs for an item, the buyer likewise sees that the retailer has a quality of extravagance, which may prompt rehash buys (Lusch, 2008); (Yesawich, 2004). Because of the affectability of cost to various portions of the market, a few retailers have turned to presenting bland items or house brands to cook at the cost delicate segment of the market (Yelkur, 2000). This methodology is prefaced on the view that for a few purchasers, high cost basically implies surrendering more assets for the item while a few customers see that high costs are a flag of better quality and esteem.

### ***Food Quality***

Food quality is the quality attributes of nourishment that is adequate to shoppers. This incorporates outside components as appearance (size, shape, shading, sparkle, and consistency), surface, and flavor; variables, for example, government review models (e.g. of eggs) and interior (concoction, physical, microbial).

Sustenance quality speaks to the entirety of all properties and assessable traits of a nourishment thing. Generally, this is finished by the three acknowledged classes of value: sensoria esteem, appropriateness esteem and wellbeing esteem. Every one of the three manage evaluations, that is, judgements with a subjective segment.

Notwithstanding the esteem related elucidation of value there is the esteem impartial term in the feeling of condition, that is the entirety of properties of an item. From this can be reasoned that quality is not effortlessly perceptible logically and that it involves a wide range of perspectives. Compulsory and uniform definitions are likewise made troublesome, since those perspectives are liable to steady change.

Inconsistencies in the discourse about nourishment quality emerge principally due to self-serving interests of makers, processors and merchants of sustenance and in addition customers, since concerning the appraisal of straightforward quality elements of items these intrigue bunches frequently hold very extraordinary perspectives. The current disagreements can be overcome, if every advocated intrigue is viewed as, that is, with an all-encompassing perspective of all the different viewpoints.

An all-encompassing evaluation of nature of sustenance includes, notwithstanding the three perceived fractional qualities, extra classes of value which are as of now picking up in noteworthiness. From one view point, there is a mental or notional estimation of sustenance,

in light of generally hard to-clarify originations, sentiments (partialities) and desires of shoppers concerning an item. Sustenance's are ascribed to have certain properties which decide, regardless of whether these will be chosen and eaten. Without an unmistakable delimitation to this zone sustenance's have a social or social esteem. The eminence estimation of nourishment is dictated by sustenance propensities for certain populace bunches and in addition by supply and cost. Nourishments that are unthinkable or that are utilized as reward get their social incentive in this way. The political estimation of nourishments contains perspectives like the import of sustenance's and encourages, particularly from creating nations and also generation and treatment of nourishment surplus and work of nourishment help. A further classification of value is the biological estimation of nourishments which surveys the results on nature because of sustenance generation and nourishment preparing, and additionally their complex connections and inputs.

## **CUSTOMER SATISFACTION**

Consumer satisfaction measures how well the desires of a client concerning an item or administration given by your organization have been met. Consumer satisfaction is a unique idea and includes such variables as the nature of the item, the nature of the administration gave, the environment of the area where the item or administration is bought, and the cost of the item or administration

Fulfillment specifically influences client faithfulness and is not the same as other related ideas i.e. quality, faithfulness and mentality (Lassar, 1998) .Fulfillment has been characterized as "fulfillment is a buyer's satisfaction reaction. It is a judgment that an item/benefit highlight, or the item or administration itself, gave a pleasurable level of consumption related satisfaction, including level of under or over satisfaction" (Oliver, 2010).

(Kim L. a., 2008), examined the impact of fulfillment on dedication with mark, utilizing co-marking as an autonomous variable having impact on fulfillment in Korean's eateries. The investigation uncovered a critical impact of fulfillment on steadfastness with the eatery mark. Additionally, joint advancement was found to make exchanging obstruction, increment fulfillment and a successful publicizing technique.

(Nesset, 2011), examined the interceding impact of fulfillment and picture on dedication drivers (benefit quality, combination, store area and cost) and store steadfastness. Study bolster intervening impact for benefit quality and cost. Additionally, picture and consumer loyalty's decidedly influence store reliability. In current examination consumer loyalty is arbiter and alluded as client's involvement, his subjective evaluation of brand and satisfaction of his needs.

(Martin, 2008) recommend that shopper fulfillment is subjective as well as enthusiastic. While the writing contains noteworthy contrasts in the meaning of fulfillment, there are no less than two regular plans of fulfillment: exchange particular and general fulfillment. Exchange particular fulfillment is a quick post-buy evaluative judgment and, all things considered, is a full of feeling response to the latest involvement with a firm (Oliver, Cognitive, affective and attribute bases of the satisfaction response, 1993). The value-based particular approach recommends that fulfillment happens at the post-utilization arrange following a solitary experience with the specialist co-op (e.g., fulfillment with a particular representative) (Suh, 2000).

General fulfillment is an evaluative judgment of the last buy event and in light of all experiences with specialist co-op (Hubbert, 1994)In this manner, general fulfillment is a conglomeration of all exchange particular fulfillment with benefit experiences (Veloustsou,

2005). Exchange particular fulfillment is probably going to differ for a fact to involvement while general fulfillment is a moving normal that is moderately steady and most like a general state of mind towards acquiring a brand (Johnson A. S., 2003) This conceptualization is remarkable in light of the fact that general fulfillment is a superior marker of future faithfulness and business execution .Along these lines, we see customer fulfillment as a shopper's general passionate reaction to the whole brand encounter following the last buy.

## **BRAND LOYALTY**

Brand reliability happens when a client decides to more than once buy an item delivered by a similar organization rather than a substitute item created by a contender. For instance, a few people will dependably go to McDonalds while other will go to burger king.

Brand faithfulness is frequently in light of discernment. A buyer will reliably buy a similar item since she sees it just like the predominant item among the decisions accessible. You should take note of that brand steadfastness for the most part identifies with an item, not an organization.

Steadfastness has been viewed as a piece of relationship building systems; anticipating and characterizing it is troublesome. Past looks into has uncovered two measurements of reliability that are attitudinal and behavioral unwaveringness (Martell, 2007).From the behavioral measurement dedication implies extent of obtaining a brand over and over. From the attitudinal perspective dependability implies mental duty of purchaser in purchasing act, i.e. goal to prescribe and purchase an item without leading any genuine buy in account (Wilcox, 1976).

Brand devotion was being contemplated with various builds and found to have connection with them. (Bosque, 2013), contemplated client ID, trust and fulfillment as a middle person between saw CSR and brand dedication in inn industry and found the impact of purchaser's apparent CSR on mark steadfastness. (Bianchi, 2014), expressed that higher fulfillment would come about because of trust on the brand. Along these lines, the consumer loyalty with the said mark is a considerable driver of dedication.

In the writing for tourism, the behavioral faithfulness has been reprimanded by (Gursoy, 2011), the analyst contends that voyager's dependability can be best measured through attitudinal approach. Along these lines, in current investigation attitudinal approach for dependability has been utilized.

Notwithstanding the extensive number of concentrates on mark reliability, a great part of the examination in the course of recent decades researches purchaser unwaveringness from two points of view: behavioral dedication and attitudinal devotion (e.g., (Martell, 2007); and (Basu, 1994) )Behavioral devotion alludes to the recurrence of rehash buy. Attitudinal dedication alludes to the mental responsibility that a buyer makes in the buy demonstration, for example, expectations to buy and goals to prescribe without essentially considering the real rehash buy conduct (Wilcox, 1976). In the tourism writing, emphatically reprimand the behavioral approach and contend that the attitudinal approach is more suitable to consider voyager dependability, since explorers can be faithful to a goal notwithstanding when they don't visit the place (Gursoy, 2011). Henceforth the investigation receives' attitudinal dedication and characterizes mark reliability as the shopper's expectation to visit or ability to prescribe the lodging or eatery mark.

## **PROBLEM STATEMENT**

This paper examines the impact of customer-based brand equity on brand loyalty while taking customer satisfaction into account as a mediator.

## HYPOTHESIS DEVELOPMNT

**H1:** Food quality has a positive effect on consumer satisfaction with the restaurant brand experience.

**H2:** Ambience has a positive effect on consumer satisfaction with the restaurant brand experience.

**H3:** Ideal self-congruence has a positive effect on consumer satisfaction with the restaurant brand experience.

**H4:** Price has a positive effect on consumer satisfaction with the restaurant brand experience.

**H5:** Service level has a positive effect on consumer satisfaction with the restaurant brand experience.

**H6:** Brand identification has a positive effect on consumer satisfaction with the restaurant brand experience.

**H7:** Consumer satisfaction with the restaurant brand experience has a positive effect on brand loyalty.

Food quality and customer satisfaction has a positive relation with one another.

## RESEARCH MTHODOLOGY

Research model proposes six dimensions of customer based-brand equity; Food quality, Ambience, Price, Self-congruence, Service level and Brand identification have positive influence on Brand loyalty through Customer satisfaction as a mediating variable. This case has utilized causal type of examination as the study breaks down the impact of variables. The investigation is additionally cross sectional. The respondents for this paper are the students of restaurants located in Lahore. 220 students are the sample of size that are randomly drawn, for the data collection from student's questionnaire is been used for such purposes.

**Table 1. variable and number of item used to measure**

Variables	No of items used to measure
Brand Loyalty	8
Customer Satisfaction	5
Food quality	4
Ambience	3
Price	4
Self-congruence	3
Service level	7
Brand Identification	3

## Response Rate to the Questionnaire

Total 260 questionnaires were distributed to the students out of whom 220 were usable consisting 89.2% response rate,10 questionnaires were not returned consisting 2.37% of total distribution, 2.37%. Thirty questionnaires were not responded by the students constituting 6.82% of total distribution and was not used in such paper.

**DATA ANALYSIS AND DISCUSSION**

**Table 2. Demographic Profile**

Demographic Variables		Frequency	Percentage
Gender	Male	105	48%
	Female	115	52%
Age	17-20	76	35%
	21-23	89	40%
	24-26	55	25%
	McDonald's	33	15%
Most Visited Restaurant	Arcadian Café	15	7%
	Salt N Pepper	22	10%
	The Monal Restaurant	32	15%
	AFC	22	10%
	Gorma	25	11%
	Bundu Khan	30	14%
	Pearl Continental (Pc)	11	5%
	Yums	10	10%
	Others	20	9%

The demographic profile of respondents has been shown in table 2. Most of the respondents are female consisting of 115 and most of the respondents belong to age range (21-23) consisting of 220 of total respondents. Most of the respondents i.e.33 has tendency to visit once in a month to a specific restaurant. Lastly higher percentage of respondents i.e.15% has visited McDonalds as a preferred restaurant.

Table 3 below reflects the descriptive statistics, including mean that show average response of respondents, standard deviation showing variation, skewness that shows normality of data and factor wise reliability.

**Table 3. Descriptive Statistics**

Variables	Mean	S.D	Skewness	Reliability
Service Quality	3.8562	.58245	-.788	.634
Food Quality	3.9117	.63848	-.659	.624
self-congruence	3.6542	.66299	-.444	.609
Brand identification	3.2792	.94523	-.274	.666
Ambience	3.3592	.88909	-.528	.794
Price	3.9062	.56084	-.367	.690
Customer satisfaction	3.9010	.59387	-.602	.745
Brand loyalty	3.7956	.63494	-.266	.661

Table 4 indicates the correlation between variables. The relationship between variables is positive and highly significant at 1 percent level of significance  $p < 0.001$ .

**Table 4. Correlation Analysis Matrix**

Variables	1	2	3	4	5	6	7	8	9
<b>1</b> Brand Loyalty	<b>0.400</b>								
<b>2</b> Customer Satisfaction	.597*	<b>0.454</b>							
<b>3</b> Service Quality	.453*	.467*	<b>0.360</b>						
<b>4</b> Food Quality	.261*	.371*	.341*	<b>0.358</b>					
<b>5</b> Self-Congruence	.457*	.397*	.365*	.275*	<b>0.371</b>				
<b>6</b> Brand Identification	.437*	.398*	.302*	.142*	.404*	<b>0.413</b>			
<b>7</b> Ambience	.458*	.356*	.367*	.070*	.362*	.518*	<b>0.571</b>		
<b>8</b> Price	.514*	.580*	.483*	.321*	.373*	.378*	.414*	<b>0.301</b>	

\*\*  $p < 0.001$

**FINDINGS**

The findings of this article are that the most of the respondents are **female** consisting of 115, most of the respondents belong to age range (21-23) consisting of 220 of total respondents. Most of the respondents i.e.33 has tendency to visit once in a month to a specific restaurant. Lastly higher percentage of respondents i.e.15% has visited McDonalds as a preferred restaurant.

We conducted this research in Lahore from the students ranging from age to 17 to 26 which are all University going. From the results of the significant value  $p < 0.05$ , this indicated that there is a relationship between place/ambience and customer satisfaction. The positive value of Pearson correlation, r, indicates that the relationship between place/ambience and customer satisfaction is positive. Therefore, when perception towards place/ambience is good, customer satisfaction will also be high and vice versa.

In this exploration, the variable nature of place/feeling is measured through clients' apparent fulfillment with solace of the place, clamor level, appearance, temperature, cleanliness and format of furniture in the cafeteria. Hensley and Sulek (2007) additionally concur with Pun and Ho (2001) expressing that client observations might be impacted with appropriate lighting, temperature and agreeable decorations. In this examination, other than nourishment quality, put/mood is likewise described as item quality. There is a higher change of making a match between saw needs and administration is more prominent than saw needs and item coordinate.

Along these lines, to legitimize this result, assessments of respondents on sustenance quality must be investigated from the open finished inquiries. As fulfillment level of administration quality and place/climate was generally higher, this may have affected clients' fulfillment. Despite the fact that the sustenance at an eatery may not be as scrumptious as different acclaimed eateries, the client will perceive the eatery and have a tendency to be fulfilled if the administration of the eatery is superb. Thusly, consumer loyalty is high in spite of the fact that nourishment quality is low. Clients were likewise not affected by value factor in light of the fact that the nourishment was free and they could eat as much as they needed, hence, clients might not have considered getting their cash worth.

Clients may have likewise seen the nourishment quality to be low yet the sustenance was as yet consumable and they making the most of their dinners making their fulfillment be higher. At long last, there could be a plausibility that respondents don't consider sustenance quality while deciding consumer loyalty.

In light of the consequences of this exploration which is as per past research, consumer loyalty is high when clients see the administration quality to be great. Great administration quality in this setting is controlled by snappiness of revising issues, dependability of data gave, obligingness, invitingness and accommodation of the cafeteria staff and eating protection. Consequently, consumer loyalty is affected by these elements. From this exploration, obviously, consumer loyalty increments when they see dependability of data gave is high. It is vital for cafeteria staff to have individual characters of neighborly, well-disposed and accommodating with the end goal for clients to feel fulfilled.

Not all cafeterias can offer eating security but rather this exploration proposes that a cafeteria that can offer feasting protection when required can build consumer loyalty. Provoke benefit likewise impacts consumer loyalty. Responsiveness might be shown through speed of being engaged, readiness to react, exactness and reliability. The ability to react when an issue emerges builds consumer loyalty since this may demonstrate productivity. Additionally, specified by them, it is imperative for clients to feel business is receptive to their necessities. As when an issue is remedied instantly without the client reporting the issue various circumstances, the client feels fulfilled as in their recognition, the cafeteria staffs are reacting rapidly to their disappointment. Server mindfulness impact consumer loyalty as a client who feels dismissed or treated discourteously does not have any desire to encounter it again.

These clarifications recommend explanations behind administration quality to be decidedly related with consumer loyalty. In this manner, when impression of administration quality is high, consumer loyalty is high and the other way around.

## **CONCLUSION**

After directing this exploration, new discoveries were found. In any case, the primary targets of this examination were accomplished. The exploration figured out how to decide the connection between qualities properties of Customer based equity and customer satisfaction with brand loyalty. From the examination directed to test connections, every one of the six (food quality, ambience, service quality, self-congruence, price, brand identification) characteristics had a huge association with consumer loyalty. Nonetheless, just administration quality and place/mood had a positive relationship

At last, to close it all, future research is as yet expected to legitimize and reinforce the results of this exploration. There may have been inquire about like this subject however the

circumstances in all the explores might be distinctive, including this exploration. A slight change in the exploration setting could realize changes in discoveries. Consequently, future specialists are invited to direct a comparable research as this in a similar setting.

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