SERVICE QUALITY AND REPURCHASE INTENTION OF CUSTOMERS IN SELECTED RESTAURANTS IN KIDAPAWAN CITY

Xyza C. Auditor
Justin Paul G. Enad
Jay Ryan Amena
Randy Jul B. Badting
Jorge M. EstañoJr
Susan T. Casulla

ABSTRACT

This study determined the relationship between service quality and repurchase intention of customers in selected restaurants of Kidapawan City. The descriptive correlational design was utilized in this study. Sets of survey questionnaires were administered to 50 customers who dined in restaurants in Kidapawan City.The data was analyzed using statistical tools such as the mean and correlation analysis.Results show that the level of service quality and the level of store atmosphere are described as high. Furthermore, there is a relationship between service quality and store repurchase intention of customers.

Keywords: Service Quality, Repurchase Intentions, Restaurants, Kidapawan City

INTRODUCTION

The organization can be successful in providing service when the services meet the expectations of customers. However, the National Restaurant Association (2009) indicated that 60 percent of new restaurants fail because they are not able to satisfy their customers. A lot of restaurants have close due to lack of customer repurchasing the same products. Thus, this problem is important among the restaurant so that they can be able to investigate factors that influence customer behavior such as repurchase intention

In the restaurant business, it takes more than a meal to create a great dining experience among customers, thus the importance of service quality. As a matter of fact, Jailil et al.,(2016) stated that customers frequently eat out and are selective in finding an atmosphere that makes them feel enjoyed with merchandise and amenities that suit their desires. With this, food services outlets should offer food and amenities with good value in a favorable atmosphere (Soriano, 2002) as customers are becoming more cautious in their spending to maximize the worth of every dollar (Sun, 2011).

Customer attention is captured by restaurant services, according to a study conducted by Ryu et al.,(2012) Customers may spend more time in the store and

consider returning to use the services again if they are satisfied with the experience. Thus, an effective strategy for attracting customers is one that emphasizes the importance of service quality and the feel of the store.

With the above scenario, this study investigated the relationship between service quality and repurchase intention of customers in Kidapawan City, as it adds dimensions to the debate whether services provided by restaurants could result to customer return.

Statement of the Problem

This study investigated the relationship between service quality and repurchase intention of customers in selected restaurants in Kidapawan City. More specifically, it sought answers to the following questions:

1. What is the level of service quality of restaurants in Kidapawan City as perceived by respondents?

2. What is the level of repurchase intention in the restaurant in in Kidapawan City

3. Is there a significant relationship between service quality and repurchase intentions of customers?

FRAMEWORK

This study is anchored on Martin &Ajzen (1967) theory of Reasoned Action proposes that a consumer's behavior is defined by his or her intention to implement the behavior that this intention is in turn a role of his or her approach towards the behavior and specific practice. The top predictor of behavior is intention. Intention is basically the intellectual depiction of a person's willingness to accomplish given behavior. Thus, intention is influence by attitude, subjective norm, and perceived behavioral control. Moreover, if customers are keen and contented to purchase a certain product, it means they have purchase intention. Purchase intention indicates that consumers would keep an eye on the external environment, assess alternatives, purchase decision and post purchase understanding (Naderibani et al., 2016).

METHOD

Research Design

This study utilized the descriptive- correlational research design. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize

results to wider populations (Creswell, 2008). In this study, it was used to determine the relationship between service quality and repurchase intention of customers.

Research Locale

The study was conducted in Kidapawan City. The city is geographically located at the southern part of Cotabato Province. It is traversed by the Davao-Cotabato national highway, and is midway between cities of Davao and Cotabato. It spans an area of about 33, 926 hectares of flat to rugged hilly and mountainous terrain.

Research Respondents

The respondents of this research were the selectedrestaurants in Kidapawan City. The purposive sampling technique was employed in selecting the respondents. This technique is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher, based upon a variety of criteria which may include specialist knowledge of the research issue, or capacity and willingness to participate in the research (Oliver, 2006). Meanwhile, the selection of the respondents follows with criteria that he/she must be a customer who availed the restaurant service for more than 2 times within the year.

Research Instrument

Adopted questionnaires were utilized to gather data from the respondents, namely: service quality questionnaire (Raquel, 2017) and repurchase intention scale (Mohamed, 2016). The tools were subjected for content validity and reliability tests having Cronbach's alpha values above .70.

Statistical Tools

Mean and Standard Deviation. This was used to determine the levels of social media utilization and buying behavior of College students.

Pearson r correlation. This was employed to determine the relationship between social media utilization and online buying behavior of college students.

RESULTS AND DISCUSSION

Service quality

In terms of service quality the highest result indicates that the customers feel that they are safe with the mean of 4.22. On the other hand, the lowest mean is 3.92 in the aspect of willingness to handle the special requests of their customers. The overall mean is 4.02 described as high. This suggest that service quality is oftentimes observed among the restaurants. This results further denotes that restaurants are performing

good services to entice customers. According to Pine & Gilmore (2011), safety is paramount when it comes to experiencing comfort, and the more comfortable the customers feel, the longer they will hang around.

Repurchase Intention

In terms of repurchase intention, the result show that customers will still continue to patronize the products and services of the restaurant in the future with the mean of 4.16, while the lowest mean is 3.94 in the aspect of eating again in the restaurant the next time. The overall mean is 4.06 described as high. This means that repurchase intention is oftentimes manifested among the customers.

Relationship between Service Quality and Repurchase Intention

In Table 1, the correlation analysis reveal that there is a significant relationship between service quality and repurchase intention of customers (r =.635, p<.05). The positive correlation coefficient denotes a directly proportional relationship between the two variables. In other words, the increase in service quality would also likely increase the repurchase intention of customers. This conforms to the findings of Mbete and Tanamal (2020) that service quality provide a very important contribution to the purchasing intentions of the customers.

Table 1. Relationship between service quality and repurchase intention of customers

INDEPENDENT VARIABLES	REPURCHASE INTENTION		
	R	p-value	Remarks
SERVICE QUALITY	.635	.000	Significant

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