

Critical Factors Affecting Revisit Intention for the “Feel Restaurant” in Yangon, Myanmar

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Abstract

Purpose: This research aims to investigate the impact of food quality, service quality, physical environment quality, and price on customer satisfaction and revisit intention at "Feel Restaurant" in Yangon, Myanmar. **Research Design, Data, and Methodology:** Utilizing primary and archival research approaches, this study examines factors influencing customer satisfaction and revisit intention. Data were collected from 384 respondents enjoying dining at Burmese Restaurants in Yangon. The researcher developed a new conceptual framework and incorporated two frameworks from previous studies to comprehensively determine the key factors influencing customer satisfaction and revisit intention. **Results:** The research findings reveal that price, physical environment quality, service quality, and food quality significantly affect customer satisfaction. Furthermore, customer satisfaction significantly influences revisit intention. **Conclusions:** The critical factors impacting the revisit intention of "Feel Restaurant" encompass price, physical environment quality, service quality, and food quality, contributing to customer satisfaction. Moreover, customer satisfaction was identified as affecting revisit intention in this Yangon, Myanmar restaurant. **Limitations:** Several limitations exist in identifying key factors influencing revisit intention. The study is geographically confined to Yangon, limiting its generalizability to other regions in Myanmar. This research specifically investigates key factors affecting revisit intention at "Feel Restaurant" in Yangon, Myanmar.

Keywords: Food Quality; Service Quality; Physical Environment Quality; Price; Customer Satisfaction; Revisit Intention

JEL Classification Code: M31, M37, L81, L82

1. Introduction

1.1 Background of the study

Myanmar's economic landscape is deeply rooted in agriculture, and the Food and Beverage (F&B) industry significantly contributes to the nation's gross domestic product (GDP), accounting for up to 30% (Opportunities for

Growth in Myanmar's F&B Industry, n.d.). The purchasing power of consumers witnessed an uptick from 2014 to 2019, coinciding with an increase in GDP per capita. During this period, international food companies established a presence in urban areas, fostering a competitive environment within Myanmar's F&B industry. However, the pandemic disrupted the industry's growth in 2020, leading to shifts in consumer behavior, with a preference for essential purchases over in-

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store dining. Expat departures and closed borders further impacted the industry's dynamics, posing challenges for restaurant owners.

Post-pandemic, Myanmar's restaurant business rebounded but intensified competition. The proliferation of diverse restaurants, including Chinese, Korean, Indian, Burmese, and European establishments, offered consumers abundant choices. This variety poses a significant challenge for restaurant owners aiming to secure revisit intentions. Dining out is ingrained in Myanmar's culture, and customer preferences are influenced by factors like service quality and food quality. Amidst fierce competition, maintaining high-quality service becomes crucial for long-term success.

The study focuses on exploring the key factors influencing revisit intentions for "Feel Restaurant" in Yangon, Myanmar, a prominent chain with over 30 branches nationwide. Established in 1992, Feel Group, the parent company, has been a key player in the industry, offering various cuisines and emphasizing Burmese culinary offerings. As one of Myanmar's largest restaurant chains, Feel Restaurant has expanded its reach to neighboring countries, showcasing a commitment to ethical practices, quality assurance, and customer satisfaction through continuous staff training and examination of food safety and quality. The study aims to delve into precursor factors affecting customer satisfaction and revisit intentions, providing valuable insights for sustaining success in the highly competitive F&B industry.

1.2 Problems Statement

As discussed earlier, the burgeoning number of restaurants in Myanmar poses an ongoing challenge for restaurant proprietors, affecting customers' intentions to revisit. The likelihood of customers returning to a restaurant is intricately tied to their satisfaction level, a pivotal determinant in the restaurant industry. When considering revisiting a dining establishment, individuals commonly seek a consistent level of value akin to their prior experiences. Critical factors influencing customers' decisions typically include food quality, service quality, the physical environment, and pricing. This study aims to identify the primary determinants influencing customers' choices to revisit "Feel Restaurant" in Yangon, Myanmar.

Despite extensive research on various restaurants in Myanmar, there is a notable dearth of analysis centered on Burmese cuisine and prominent Burmese restaurant chains,

such as "Feel Restaurant." As one of Myanmar's largest restaurant chains offering a diverse menu, this study focuses on exploring the appeal of Burmese cuisine specifically offered by "Feel Restaurant." It is noteworthy that "Feel Restaurant" contends with three principal rivals: Khine Khine Kyaw Burmese Cuisine Restaurant, Khine Soe Soe Burmese Cuisine Restaurant, and Danuphyu Daw Saw Yee Burmese Cuisine Restaurant. However, "Feel Restaurant" maintains a more extensive geographical presence compared to its competitors. Consequently, "Feel Restaurant" emerges as a promising chain restaurant with the potential to champion Burmese cuisine both domestically and in neighboring countries.

1.3 Objectives of the study

Customer satisfaction and the intention to revisit a restaurant are influenced by several key factors. These factors, encompassing food quality, service quality, physical environment quality, and price, function as independent variables impacting the dependent variables of customer satisfaction and revisit intention. Additionally, customer satisfaction, serving as an independent variable, exerts an influence on the dependent variable of revisit intention. This study aims to examine these influential variables on revisit intention, focusing specifically on the context of "Feel Restaurant" in Yangon, Myanmar.

1. To determine the influence of food quality and customer satisfaction on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.
2. To determine the influence of service quality and customer satisfaction on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.
3. To determine the influence of physical environment quality and customer satisfaction on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.
4. To determine the influence of price and customer satisfaction on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.
5. To determine the influence of customer satisfaction on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.

1.4 Research questions

In this study, the research questions are set up to adjust with the goal of the research, as follows:

1. Does food quality have a significant influence on customer satisfaction towards revisiting the intention to "Feel Restaurant" in Yangon Myanmar?

2. Does service quality have a significant influence on customer satisfaction towards revisiting the intention to “Feel Restaurant” in Yangon Myanmar?

3. Does physical environment quality have a significant influence on customer satisfaction towards revisiting the intention to “Feel Restaurant” in Yangon Myanmar?

4. Does price have a significant influence on customer satisfaction towards revisiting the intention to “Feel Restaurant” in Yangon Myanmar?

5. Does customer satisfaction have a significant influence on revisit intention towards “Feel Restaurant” in Yangon Myanmar?

2. Literature Review and Hypotheses Development

2.1 Food Quality and Customer Satisfaction

Shariff et al. (2015) have underscored the significance of food quality, emphasizing its profound impact on customer satisfaction and its pivotal role in determining dining behavior intentions.

Namin (2017) and Nuangjamnong (2022) have highlighted the enduring importance of food quality as a fundamental consideration for customers when deciding whether to patronize quick-service restaurants. Rajput and Gahfoor (2020) have emphasized the integral role of food quality in satisfying consumer needs within the restaurant industry. The significance of food quality extends to influencing customer perceptions of food and meal selection choices (Röhr et al., 2005). Achieving customer satisfaction in restaurants is contingent upon the critical aspect of food quality, with the presentation of food further enhancing diners' overall satisfaction (Carins et al., 2020; Josiam & Monteiro, 2004).

Grunert (2005) have asserted that food quality not only shapes consumer perceptions of food but also influences their judgments about what to consume. Carranza et al. (2018) have stressed the importance of consistently providing outstanding food and adapting cuisine styles to attract positive retrospective reviews of customer satisfaction experiences. Erkmén and Hancer (2019) have emphasized that the quality of food is a paramount aspect of the restaurant industry, serving as a key metric to measure client happiness and foster repeat business. In light of these

considerations, the following hypothesis was formulated:

Hypothesis 1 (H₁): Food Quality has no significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

2.2 Service Quality and Customer Satisfaction

A heightened level of customer satisfaction, as emphasized by Mill (2011), corresponds to increased purchasing behavior and cultivates the ongoing development of positive relationships within the restaurant business. Dabholkar (2015) and Nitchote and Nuangjamnong (2022) assert that service quality serves as a measurable metric across various industries, including travel, retail, hotels, airlines, and restaurants. In the competitive landscape of the restaurant industry, maintaining a high standard of service is crucial for brands to thrive (Dabholkar et al., 2000).

Maizura et al. (2015) note that the perceived delivery of service during interactions between service representatives and customers is as significant as the actual service provided. Consequently, a customer's evaluation of service quality can be influenced by the actions and attitudes of the staff (Brady & Cronin, 2001). Gong and Yi (2018) highlight that customer satisfaction is generally perceived as having perceived service quality (PSQ) as its antecedent.

Cronin et al. (2000) delineate the relationship between technical service quality (linked to food quality) and service quality, which is associated with personnel performance in restaurants. Clients utilize five criteria—food quality, tangibles, staff, convenience, and tips—to assess the service received from restaurants (Marinkovic et al., 2014). Previous research has consistently demonstrated a positive correlation between perceived service quality and food quality, underscoring their collective impact on customer satisfaction. Accordingly, the following hypothesis was formulated:

Hypothesis 2 (H₂): Service Quality has no significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

2.3 Physical Environment Quality and Customer Satisfaction

Hornig et al. (2013) noted that enhancing customer satisfaction involves providing a pleasant and relaxing

dining environment. Additionally, Mattila (2001) emphasized the substantial impact of a restaurant's environment on customer satisfaction, with patrons seeking a pleasing physical atmosphere to enhance their overall dining experience (Adam et al., 2015). The influence of the dining setting extends to customer motivation, as demonstrated by Turley and Milliman (2000), who found that customers tend to make more purchases in a nicer environment. Service industries such as restaurants, hotels, hospitals, retail establishments, and banks all exhibit the evident impact of the physical environment on customer behavior (Baek et al., 2015).

Banerjee and Singhania (2018) stressed the importance for restaurant owners to invest effort in creating and furnishing comfortable spaces for patrons, as the environment of a restaurant is deemed just as significant as the cuisine itself. Considering the cumulative insights from previous studies, it becomes apparent that the physical environment or atmosphere plays a crucial role in influencing customer satisfaction (Ryu et al., 2008). Therefore, based on the findings of these studies, the following hypothesis was formulated:

Hypothesis 3 (H₃): Physical Environment Quality has no significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

2.4 Price and Customer Satisfaction

In the restaurant industry, customers' overall satisfaction and behavioral intentions are significantly influenced by their perceptions of pricing, where the perceived fairness or unfairness of prices strongly correlates with customer satisfaction (Han & Ryu, 2009). Saad Andaleeb and Conway (2006) introduced the concept of an internal reference price—an internal benchmark for evaluating or contrasting actual prices when establishing restaurant prices.

Rajendran (2009) highlighted the importance of pricing that the buyer deems appropriate for goods or services, emphasizing the significance of reasonable and suitable pricing. Yeow et al. (2014) underscored the critical role of price fairness in enticing customers back to the supplier, as evidenced by various studies. The fairness of price, defined as the consumer's assessment of whether the price gap between a seller and their rival is reasonable and acceptable, has been explored by Xia et al. (2004).

Chun and Nyam-Ochir (2020) noted the negative impact on customer return likelihood, satisfaction levels, and word-of-mouth reputation when customers perceive a restaurant's pricing as unfair. Kaura et al. (2015) asserted that pricing perception positively influences customer satisfaction and behavioral intentions. Additionally, Ali et al. (2021) emphasized the substantial impact of customers' impressions of fairness or injustice in pricing on overall customer satisfaction. Therefore, based on this body of literature, we propose the following hypothesis:

Hypothesis 4 (H₄): Price has no significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

2.5 Customer Satisfaction and Revisit Intention

Satisfied customers, as noted by Prayag et al. (2017), are more likely to engage in repeat purchases and recommend products to others. Cho and Park (2001) observed that satisfaction in the restaurant industry is a complex compilation of reactions to various aspects of product acquisition and consumption, characterized by different intensities, a specific point of determination, and short durations. Baker and Crompton (2000) regards customer satisfaction as a pivotal factor for ensuring long-term profitability, client retention, and loyalty.

Customer satisfaction encompasses the feelings that occur after purchasing a product or service, including attitudes toward product and service performance compared to competitors (Marinkovic et al., 2014; Shi & Nuangjamnong, 2023). Sabir et al. (2014) emphasized that customer satisfaction measures how well a company fulfills its commitments to a client, and current research suggests that the quality of cuisine is the least significant factor influencing customer happiness. Unsatisfied customers are reluctant to revisit the establishment (Alegre, 2010; Toe & Nuangjamnong, 2022; Zhang & Nuangjamnong, 2022).

Revisit intention, defined by Yan et al. (2015) as the consumer's desire for repeat purchases from the same vendor or business, aims to foster loyalty through satisfactory experiences and positive recommendations to friends (Chien, 2017). Chen (2010) highlighted customer revisit intention as the inclination to return to the same restaurant and recommend it to others. The degree of satisfaction, crucially noted by Baker and Crompton (2000), serves as a significant antecedent to revisit intention,

motivating customers to return to the same location.

However, Gholipour Soleimani and Einolahzadeh (2018) identified customer happiness as a major element influencing customer loyalty and the intention to revisit a location, emphasizing the emotional response associated with specific transactions. Therefore, to explore the impact of customer satisfaction on revisit intention, the following hypothesis is proposed:

Hypothesis 5 (H₅): Customer satisfaction has no significant influence on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.

2.6 Conceptual Framework

The conceptual framework presented here is developed through a synthesis of prior research, incorporating insights from two theoretical frameworks and an extensive literature review. These sources collectively assert that independent variables such as food quality, service quality, physical environment quality, and price exert influence on dependent variables like customer satisfaction, subsequently impacting other dependent variables, including revisit intention. The theoretical foundation draws from two key frameworks. The first is derived from "Satisfaction and Revisit Intentions at Fast Food Restaurants" by Rajput and Gahfoor (2020). The second theoretical framework is based on the "Effects of Fast-Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale" by Chun and Nyam-Ochir (2020).

The conceptual framework, illustrated in Figure 1, outlines the interrelationships among these variables. The depicted connections illustrate the intricate web of factors influencing customer satisfaction and revisit intention within the context of the fast-food restaurant industry.

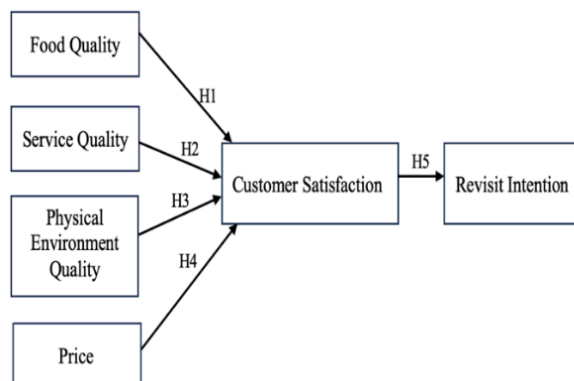


Figure 1: Critical Factors Affecting Revisit Intention for the "Feel Restaurant" in Yangon, Myanmar

Sources: Constructed by authors.

3. Research Methods and Materials

The main aim of the research design is to investigate the factors that influence revisit intention toward "Feel Restaurant" in Yangon, Myanmar. These factors encompass food quality, service quality, physical environment quality, price, and customer satisfaction. The study adopts a quantitative approach, employing analytical methods such as Cronbach's Alpha, Multiple Linear Regression, Simple Linear Regression, and Descriptive Statistics.

The questionnaire comprises 38 questions distributed across three sections, encompassing six research model variables, three screening questions, 28 measurement questions, and seven items for demographic information. To ensure reliability and address ambiguities, Cronbach's Alpha was initially utilized through a preliminary pilot survey involving 30 respondents.

The subsequent analysis involves Multiple Linear Regression (MLR) to assess the factors influencing customer satisfaction (food quality, service quality, physical environment quality, and price). Simple Linear Regression (SLR) is then employed to explore the impact of customer satisfaction on revisit intention.

This study relies on primary data derived from survey results involving 384 respondents. This comprehensive approach facilitates a thorough examination of the factors influencing revisit intention at "Feel Restaurant" in Yangon, Myanmar.

The target population consists of individuals residing in Yangon, Myanmar, who frequently dine at Burmese restaurants. Yangon, with a population of approximately 5.6 million, was selected due to its status as Myanmar's commercial hub and second capital.

The research sample comprises 384 participants, determined based on Morgan's table for finite populations (Krejcie & Morgan, 1970). This sample size aligns with sound statistical sampling principles and is appropriate for Yangon's population size. Established sampling principles support confidence in drawing meaningful insights from this sample.

Convenience sampling, a non-probability strategy, was chosen due to pre-screening alignment with specific objectives and time constraints. This method allows efficient data collection from individuals meeting the study's criteria, streamlining the research process.

The researchers utilized the Item Objective Congruence (IOC) Index to evaluate the item quality of each question in the questionnaire. To ensure content validity, input from three field experts was sought. The IOC result obtained was 0.67. Following established content validity standards, questions with an IOC result exceeding 0.5 were retained in the questionnaire design, indicating their validity and relevance for inclusion in the survey and alignment with the study's objectives. Table 1 provides the details of the IOC index.

To assess the consistency and reliability of the measurement variables, a pilot test involving 30 participants was conducted. Cronbach's Alpha, a well-established method for evaluating internal consistency, was employed to identify potential errors or confusion in the questionnaire. As per Cronbach (1951) and emphasized by Frost et al. (2022), Cronbach's Alpha (CA) is particularly valuable when employing surveys with 5-point Likert scales. An alpha value above 0.9 is considered excellent, 0.8 to 0.9 is good, 0.7 to 0.8 is acceptable, 0.6 to 0.7 is questionable, 0.5 to 0.6 is poor, and below 0.5 is unacceptable.

Cronbach's Alpha values were computed for independent variables (food quality, service quality, physical environment quality, price, customer satisfaction, and revisit

intention) based on data from the pilot study. Results are as follows: Food quality (5 items): $\alpha = 0.773$; Service quality (5 items): $\alpha = 0.897$; Physical environment quality (4 items): $\alpha = 0.853$; Price (4 items): $\alpha = 0.782$; Customer satisfaction (5 items): $\alpha = 0.834$; Revisit intention (5 items): $\alpha = 0.819$.

These values, surpassing the widely accepted threshold of 0.6, indicate strong internal consistency, rendering the questionnaire reliable and suitable for further use. The results affirm the questionnaire's internal consistency, instilling a high degree of confidence in its reliability and effectiveness for studying factors influencing revisit intention at "Feel Restaurant" in Yangon, Myanmar.

Table 1: displays IOC weight scores provided by three experts and includes Cronbach's Alpha results from the pilot test (n=30)

Variables	Before Number of items	After Number of items	Range IOC weight scores	Cronbach's Alpha
Food Quality	5	5	0.67 – 1.00	0.773
Service Quality	5	5	0.67 – 1.00	0.893
Physical Environment Quality	5	4	0.67 – 1.00	0.853
Price	5	4	0.67 – 1.00	0.782
Customer Satisfaction	5	5	0.67 – 1.00	0.834
Revisit Intention	5	5	0.67 – 1.00	0.819

4. Results

4.1 Descriptive Analysis of Demographic Data

Using the JAMOVI software for descriptive analysis, the researcher examined the demographic information of individuals who frequently dine at Burmese restaurants in Yangon. The collected demographic data encompassed gender, age, monthly income, current occupation, preferred Burmese restaurants, revisit frequencies, and the purpose of dining out, all analyzed through descriptive statistics to portray responder characteristics.

In a sample of 384 respondents, Table 2 illustrates the frequency distribution and percentages for various demographic variables:

Gender: Among the participants, 45.1% were male, 54.4% were female, and 0.2% chose not to disclose. This resulted in 173 male respondents, 209 female respondents, and 2 respondents who preferred not to specify.

Age: The majority of respondents, 36.7%, fell within the 36-50 age range, followed by 33.1% in the 26-35 age group, 22.7% over 50 years old, and the smallest percentage, 7.6%, in the 18-25 age range.

Income per month: Out of 384 respondents, 58.3% had a monthly income of 500,000 MMK (8,500 baht) or lower, 30.2% earned between 600,000 MMK (12,000 baht) and 1,500,000 MMK (25,000 baht), 6.8% earned between 1,600,000 MMK (27,000 baht) and 2,500,000 MMK (42,000 baht), and 4.2% had an income exceeding 2,500,000 MMK (42,000 baht).

Occupation: The majority of respondents (59.6%) were private organization employees, followed by 16.9% in various other occupations, 8.6% government employees, 7% business owners, 6.5% students, and 0.3% each for respondents in engineering, dependent roles, hotel staff, online shop workers, and waiters.

Preferred Burmese Restaurants: Among the 384 respondents, 75.3% chose Feel Restaurants as their preferred establishment, followed by 11.5% for Khine Khine Kyaw Burmese Restaurant, 7% for Khine Soe Soe Burmese Restaurant, and 6.3% for Danuphyu Daw Saw Yee Restaurant.

Revisit Frequencies: The majority (73.6%) revisited restaurants once a month, 21.4% revisited 2 to 4 times a month, 4.2% revisited 5 to 10 times a month, and 0.8% revisited more than 10 times a month.

Purpose of Dining Out: Respondents stated socializing with friends (30.2%), family gatherings (26.8%), special occasions (21.6%), other reasons (20.1%), lunch (0.8%), and taking a break during lunchtime (0.3%).

Table 2: Demographics of the Respondents

Demographic Factors	Frequency	Percent
Gender		
Male	173	45.1
Female	209	54.4
Prefer not to say	2	0.5
Total	384	100
Age		
18-25 years old	29	7.6
26 -35 years old	127	33.1
36-50 years old	141	36.7
Over 50 years old	87	22.7
Total	384	100

Demographic Factors	Frequency	Percent
Income per month		
500,000MMK or lower	224	58.3
600,000MMK to 1,500,000MMK	116	30.2
1,600,000MMK to 2,500,000MMK	28	7.3
2,500,000MMK or over	16	4.2
Total	384	100
Occupation		
Student	25	6.5
Private Organization Employee	229	59.6
Government Employee	33	8.6
Business Owner	27	7.0
Other	65	16.9
Dependent	1	0.3
Engineer	1	0.3
Hotel Staff	1	0.3
Waiter	1	0.3
Total	384	100
Burmese Restaurants that respondents revisit the most		
Feel Restaurant	289	75.3
Khine Khine Kyaw Burmese Restaurant	44	11.5
Khine Khine Soe Burmese Restaurant	27	7.0
Danuphyu Daw Saw Yee Restaurant	24	6.3
Total	384	100
Revisit frequencies to restaurants		
Once a month	282	73.6
2-4 times a month	82	21.4
5-10 times a month	16	4.2
More than 10 times a month	3	0.8
Total	384	100
Purpose of dining out		
Special Occasions	83	21.6
Socializing with friends	116	30.2
Family gathering	103	26.8
Dining out mostly	1	0.3
Lunch	3	0.8
Take a relax in lunch time	1	0.3
Others	77	20.1
Total	384	100

4.2 Descriptive analysis with Mean and Standard Deviation

In Table 3, the analysis of food quality reveals that the statement "I appreciate that this restaurant offers a diverse

range of menu options, catering to different preferences" achieved the highest mean, scoring 4.42. Conversely, the lowest mean is attributed to "The presentation of the food at this restaurant was visually appealing to me," scoring 4.29. Additionally, the highest standard deviation is linked to the latter statement, registering at 0.744, while the lowest standard deviation pertains to "I appreciate that this restaurant offers a diverse range of menu options, catering to different preferences," measuring 0.621.

Concerning service quality, Table 3 indicates that the highest mean is associated with "Throughout my dining experience, the staff at the restaurant was friendly and courteous," scoring 4.37. On the other hand, the lowest mean is shared by two statements, "The staff from this restaurant is attentive to customer needs" and "I didn't have to wait long for the food I ordered," both receiving a score of 4.32. The highest standard deviation is associated with "I didn't have to wait long for the food I ordered," at 0.736, while the lowest standard deviation is observed with "Throughout my dining experience, the staff at the restaurant was friendly and courteous," measuring 0.688.

Regarding physical environment quality, Table 3 indicates that the highest mean is shared by two statements: "The interior design and ambiance enhance my likelihood to revisit this restaurant" and "Comfortable seating arrangement gives me enough space," both scoring 4.33. Conversely, the lowest mean is shared by two statements: "The restaurant area's cleanliness and hygienic condition encourage me to revisit this restaurant" and "The restaurant's lighting and atmosphere play a significant role in my intention to revisit this restaurant," both receiving a score of 4.32. The highest standard deviation is linked to "The interior design and ambiance enhance my likelihood to revisit this restaurant," measuring 0.734, while the lowest standard deviation is observed in "The restaurant area's cleanliness and hygienic condition enhance me to revisit this restaurant," with a measurement of 0.708.

In Table 3, the analysis of price reveals that the highest mean is associated with the statement "No one is ever overcharged at this restaurant," scoring 4.42. Conversely, the lowest mean is attributed to "This restaurant pricing is not more expensive than other restaurants in Yangon," with a score of 4.24. The highest standard deviation is linked to the latter statement, registering at 0.825, while the lowest standard deviation pertains to "No one is ever overcharged at this restaurant," measuring 0.646.

For customer satisfaction, the highest mean in Table 3 is associated with the statement "The food quality and taste meet my expectation," scoring 4.38. Conversely, the lowest mean is attributed to "I was satisfied with the pricing strategy of this restaurant," with a score of 4.31. The highest standard deviation is linked to the latter statement, registering at 0.726, while the lowest standard deviation pertains to "I was satisfied overall with the dining experience at this restaurant," measuring 0.628.

In Table 3, the analysis of revisit intention indicates that the highest mean is associated with the statement "I would like to say positive things to others about this restaurant," scoring 4.40. Additionally, the lowest mean for customer brand switching behavior is shared by two statements: "I have the potential to become a repeated customer for this restaurant" and "When I think to eat out with my family or myself, this restaurant comes to my mind first," both receiving a score of 4.30. The highest standard deviation is linked to "When I think to eat out with my family or myself, this restaurant comes to my mind first," measuring 0.772, while the lowest standard deviation pertains to "I expected to visit this restaurant again," with a measurement of 0.659.

Table 3: Mean and Standard Deviation of Variables

	Mean	S.D.
Food Quality	4.35	0.677
FQ1: The flavors of the food at this restaurant resonate with traditional Burmese cuisine, which I appreciate.	4.30	0.706
FQ2: The food from this restaurant is tasty.	4.39	0.657
FQ3: The presentation of the food at this restaurant was visually appealing to me.	4.29	0.744
FQ4: I value that the food at this restaurant is served with a focus on freshness and maintaining high levels of hygiene.	4.37	0.658
FQ5: I appreciate that this restaurant offers a diverse range of menu options, catering to different preferences.	4.42	0.621
Service Quality	4.34	0.713
SQ1: The staff from this restaurant is attentive to customer needs.	4.32	0.735
SQ2: All the staff from this Restaurant is well trained.	4.33	0.695
SQ3: The restaurant's staff have a good understanding of the restaurant's menus, and they can recommend menus.	4.34	0.711
SQ4: I didn't have to wait long for the food I ordered.	4.32	0.736
SQ5: Throughout my dining experience, the staff at the restaurant was friendly and courteous.	4.37	0.688
Physical Environment Quality	4.33	0.724

	Mean	S.D.
PEQ1: The restaurant area's cleanliness and hygienic condition enhance me to revisit this restaurant again.	4.32	0.708
PEQ2: The interior design and ambiance enhance my likelihood to revisit this restaurant again.	4.33	0.734
PEQ3: Comfortable seating arrangement give me enough space.	4.33	0.721
PEQ4: The restaurant's lighting and atmosphere are significant role of my intention to revisit this restaurant.	4.32	0.732
Price	4.31	0.741
P1: This restaurant offers reasonable price and provide good quality of food and service.	4.29	0.742
P2: All the menu items are affordable price and worth to pay.	4.29	0.749
P3: This restaurant pricing is not expensive than other restaurants in Yangon.	4.24	0.825
P4: No one is ever overcharged at this restaurant.	4.42	0.646
Customer Satisfaction	4.35	0.673
CS1: I was satisfied overall dining experience at this restaurant.	4.37	0.628
CS2: I received an excellence service quality during my visit essentially influenced my intention to revisit.	4.35	0.654
CS3: The food quality and taste meet my expectation.	4.38	0.682
CS4: I really satisfied this restaurant decor and spatial layout.	4.33	0.677
CS5: I was satisfied with the pricing strategy of this restaurant.	4.31	0.726
Revisit Intention	4.35	0.703
RI1: I expected to visit this restaurant again.	4.38	0.659
RI2: I have potential to become repeated customer for this restaurant.	4.30	0.713
RI3: When I think to eat out with my family or myself, this restaurant come to my mind first.	4.30	0.772
RI4: I am likely to recommend this restaurant to my friends and relatives.	4.39	0.680
RI5: I would like to say positive things to others about this restaurant.	4.40	0.689

4.3 Hypothesis Testing

Results of Multiple Linear Regression for H1, H2, H3, and H4

Statistical Hypotheses:

H₀: Food Quality (H₁), Service Quality (H₂), Physical Environment Quality (H₃), and Price (H₄) have no significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

H_a: Food Quality (H₁), Service Quality (H₂), Physical Environment Quality (H₃), and Price (H₄) have a significant influence on customer satisfaction toward revisit intention at "Feel Restaurant" in Yangon, Myanmar.

In Table 4, multiple linear regression was applied to assess the impact of food quality (H₁), physical environment quality (H₃), and price (H₄) on customer satisfaction. The results indicate that the p-values, signifying significance, are all below 0.05. Consequently, the null hypotheses for food quality (H₁), service quality (H₂), physical environment quality (H₃), and price (H₄) are rejected. Furthermore, the R-square value is 0.906 at a 95% confidence level, suggesting that approximately 90.6% of the variation in customer satisfaction can be explained by the independent variables (food quality, service quality, and price).

Upon examining individual contributions for each factor, it was revealed that food quality (B = 0.265, p < 0.05), physical environment quality (B = 0.226, p < 0.05), and price (B = 0.361, p < 0.05) significantly influence customer satisfaction. The results confirm that there is no issue of multicollinearity among the independent variables, as reflected in the VIF values, all of which are less than 10: food quality (VIF = 4.19), service quality (VIF = 5.76), physical environment quality (VIF = 4.09), and price (VIF = 4.14).

Table 4: Multiple Linear Regression for H₁, H₂, H₃, and H₄

Variable	B	SE B	β	t	p	VIF
H₁: Food Quality	0.265	0.032	0.261	8.11	<.001*	4.19
H₂: Service Quality	0.079	0.035	0.084	2.24	0.026*	5.76
H₃: Physical Environment Quality	0.264	0.029	0.284	8.95	<.001*	4.09
H₄: Price	0.361	0.029	0.392	12.23	<.001*	4.14

Note: R² = 0.906, Adjusted. R² = 0.905,

*p < 0.05. Dependent Variable = Customer Satisfaction

Result of Simple Linear Regression of H₅

Statistical Hypotheses:

H₀: Customer satisfaction (H₅) has no significant influence on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.

H_a: Customer satisfaction (H₅) has a significant influence on revisit intention towards "Feel Restaurant" in Yangon, Myanmar.

In Table 5, a simple linear regression was conducted to explore the potential impact of customer satisfaction (H₅) on revisit intention. The outcomes from hypothesis 5 revealed a significance level of less than 0.05, leading to the rejection of the null hypothesis. Consequently, it can be concluded that customer satisfaction significantly influences revisit

intention. Furthermore, the R-squared value was 0.806 at a 95% confidence level, signifying that the independent variable, customer satisfaction, can elucidate approximately 80.6% of the variation in the dependent variable, revisit intention. The model was considered significant ($B = 0.938$, $p < 0.05$). The VIF value for customer satisfaction was 1, indicating the absence of multicollinearity issues, as the VIF is below 5.

Table 5: Simple Linear Regression for H₅

Variables	B	SE B	β	t	P
H ₅ : Customer Satisfaction	0.938	0.023	0.898	39.78	<.001*

Note: $R^2 = 0.806$, Adjusted $R^2 = 0.805$,

* $p < 0.05$. Dependent Variable = Revisit Intention

5. Discussion and Conclusion

5.1 Summary of Demographic Findings

From a sample of 384 respondents, the survey demographics highlighted a predominant female participation (209, 54.4%), primarily aged between 36-50 years (141, 36.7%), with a monthly income below 500,000 MMK (8,500 baht) (224, 58.3%), and mainly employed in private organizations (229, 59.6%). "Feel Restaurant" was the preferred Burmese restaurant for revisitation (289, 75.3%), and the most frequent revisit frequency was once a month (282, 73.6%). The primary purpose for dining out was socializing with friends (116, 30.2%).

Analysis of the survey instrument revealed the mean and standard deviation of customer satisfaction and revisit intention variables. The highest mean among these variables toward "Feel Restaurant" in Yangon, Myanmar was for price ($\bar{x} = 4.36$, $SD = 0.620$), followed by customer satisfaction ($\bar{x} = 4.35$, $SD = 0.630$), service quality ($\bar{x} = 4.33$, $SD = 0.667$), and physical environment quality ($\bar{x} = 4.32$, $SD = 0.677$). The lowest mean was attributed to revisit intention ($\bar{x} = 4.31$, $SD = 0.683$).

In hypothesis testing, both multiple and simple linear regression models were employed to discern causal relationships. Simple linear regression (SLR) gauged the influence level between customer satisfaction and revisit intention, while multiple linear regression (MLR) assessed the influence of food quality, service quality, physical environment, price, and customer satisfaction. Hypothesis

testing outcomes indicated that all independent variables were statistically significant at a level less than 0.05.

The results of hypothesis testing through Multiple Linear Regression (MLR) and Simple Linear Regression (SLR) elucidate the potency of variables shaping customer satisfaction and revisit intention at "Feel Restaurant." Notably, Customer Satisfaction emerges as the most influential factor on revisit intention, boasting a substantial impact with $\beta = 0.898$. The hierarchical ranking of factors influencing revisit intention is delineated, with Price securing the foremost position ($\beta = 0.392$), followed by Physical Environment Quality in the second position ($\beta = 0.284$), Food Quality in the third position ($\beta = 0.261$), and Service Quality in the fourth position ($\beta = 0.084$).

5.2 Influence of Food Quality on Customer Satisfaction

The outcomes of this study underscore the significant impact of food quality on customer satisfaction. The statistical analysis unveiled a highly noteworthy relationship between food quality and customer satisfaction, with a significance value below 0.05 and a t-value surpassing 1.96 ($t = 8.95$). This robust statistical evidence confirms that the food quality at "Feel Restaurant" significantly influences customer satisfaction.

Drawing insights from Ramanathan et al. (2016), it is emphasized that food quality plays a pivotal role in the food industry, directly affecting customer satisfaction. The continuous commitment of the food industry to providing superior dishes and adapting cooking styles is essential for attracting and retaining customers (Carranza et al., 2018). Descriptive analysis of the statistical data revealed a mean food quality score of 4.36, derived from responses to five survey questions. Notably, the aspect with the lowest mean pertained to the presentation of the food, specifically, "The presentation of the food at this restaurant was visually appealing to me," scoring 4.29. Additionally, the question regarding food presentation exhibited the highest standard deviation at 0.744. In light of these findings, it is recommended that "Feel Restaurant" pays attention to maintaining and enhancing the visual appeal of its food presentation to uphold customer satisfaction.

5.3 Influence of Service Quality on Customer Satisfaction

The results of this study highlight the significant impact of service quality on customer satisfaction at "Feel Restaurant." The statistical analysis revealed a highly significant relationship between service quality and customer satisfaction, with a significance value of 0.026, falling below the 0.05 threshold. This indicates a positive influence of the service quality provided by "Feel Restaurant" on customer satisfaction.

Success in the business realm, particularly in the restaurant industry, relies on a restaurant's ability to consistently deliver well-perceived service quality—a crucial factor in both attracting and retaining customers (Haming et al., 2019; Nuangjamnong, 2022). Previous studies, including those by Cronin et al. (2000), consistently demonstrate the pivotal connection between service quality and customer satisfaction.

The statistical data obtained from a descriptive analysis of service quality, encompassing five survey questions, indicates a mean score of 4.33. Notably, the questions with the lowest means pertain to the staff's attentiveness to customer needs and the wait time for ordered food, both scoring 4.32. Furthermore, the question with the highest standard deviation was "I didn't have to wait long for the food I ordered." Consequently, it is recommended that "Feel Restaurant" standardizes the timing of food preparation across all branches to enhance overall service quality and customer satisfaction.

5.4 Influence of Physical Environment Quality on Customer Satisfaction

The results of this study highlight the significant impact of physical environment quality on customer satisfaction at "Feel Restaurant." The statistical analysis revealed a highly significant relationship between physical environment quality and customer satisfaction, as indicated by a significance value of less than 0.05 and a t-value of 8.11, surpassing the 1.96 threshold. This suggests that the physical environment quality at "Feel Restaurant" has a substantial impact on customer satisfaction.

Wu and Ko (2013) emphasize that the quality of the physical environment serves as the foundation for customer satisfaction. Customers actively seek an enjoyable dining experience, underscoring the importance of a quality

physical environment (Yuksel et al., 2010). The statistical data, derived from a descriptive analysis of physical environment quality involving four survey questions, reveals a mean score of 4.32. Notably, the questions with the lowest means pertain to the restaurant's cleanliness and hygienic conditions and the role of lighting and atmosphere in revisiting the restaurant, both scoring 4.32. Furthermore, the question with the highest standard deviation is "The interior design and ambiance enhance my likelihood to revisit intention," with a standard deviation of 0.734. Therefore, it is recommended that "Feel Restaurant" maintains and enhances physical environment quality, focusing on aspects such as interior design, spatial layout, cleanliness, lighting, and atmosphere within the restaurants.

5.5 Influence of Price on Customer Satisfaction

The results of this study underscore a highly significant and positive relationship between price and customer satisfaction at "Feel Restaurant." The statistical analysis reveals a significance value of less than 0.001, well below the 0.05 threshold, indicating that price has a substantial and positive influence on customer satisfaction. The effect size, represented by $\beta = 0.392$, emphasizes a significant impact of price on customer satisfaction, signifying its importance as a key determinant for patrons of "Feel Restaurant."

Han and Ryu (2009) argue that price awareness positively influences customer satisfaction, with reasonable prices contributing to an increase in overall customer satisfaction. This aligns with the results obtained from three full-service restaurants in the United States, where customer perceptions of fairness or unfairness in pricing significantly correlated with overall satisfaction and behavioral intentions (Nitchote & Nuangjamnong, 2022). The statistical data, derived from a descriptive analysis of price based on four questions in the questionnaire, reveals a mean score of 4.31. Among these questions, the lowest mean pertains to the perception that "This restaurant pricing is not as expensive as other restaurants in Yangon," scoring 4.24. Additionally, the highest standard deviation is associated with the same question, reaching 0.825. Therefore, it is recommended that the owner of "Feel Restaurant" maintains a strategic pricing approach to ensure customer satisfaction and foster repeat visits.

5.6 Influence of Customer Satisfaction on Revisit Intention

The findings of this study highlight the highly significant impact of customer satisfaction on revisit intention. The statistical analysis reveals a significance value of less than 0.005, emphasizing the critical role of customer satisfaction in shaping revisit intentions. Customer satisfaction serves as a pivotal factor influencing the strength of the connection between patrons and the restaurant, with a substantial effect size of $\beta = 0.898$. This magnitude of impact categorizes customer satisfaction as a key determinant for encouraging repeat visits.

Customer satisfaction is a crucial prerequisite for fostering revisit intentions (Marinkovic et al., 2014; Toe & Nuangjamnong, 2022; Zhang & Nuangjamnong, 2022). The statistical data presents a mean customer satisfaction score of 4.35, derived from a descriptive analysis of responses to five questions in the questionnaire. Notably, the lowest mean pertains to the statement "I was satisfied with the pricing strategy of this restaurant," scoring 4.31. Furthermore, the highest standard deviation is associated with the same statement, registering at 0.726. The prevalence of customer satisfaction, attributed to perceived fairness and value in pricing, underscores the significance of this factor in influencing patrons to consider revisiting the establishment.

6. Recommendations for Enhancing Customer Satisfaction Across Key Factors

Food Quality and Customer Satisfaction - The study highlights that food quality stands as the third most influential factor in shaping customer satisfaction at "Feel Restaurant." The positive impact of food quality on customer satisfaction is evident in the acceptance of the restaurant's Burmese cuisine. To boost food sales and enhance customer satisfaction, "Feel Restaurant" should concentrate on controlling and improving the quality of Burmese cuisine. This involves paying direct attention to flavors, authenticity, and variety to align with customer expectations and preferences.

Service Quality and Customer Satisfaction - Service quality emerges as the fourth critical factor influencing customer satisfaction. Ensuring excellence in service,

encompassing tangibility, reliability, responsiveness, empathy, and assurance, can significantly enhance customer satisfaction and revisit intention. Staff training is imperative to ensure attentiveness to customer needs, a deep understanding of the menu, and the ability to provide informed recommendations. Investing in service excellence is a key strategy for fostering customer satisfaction.

Physical Environment Quality and Customer Satisfaction - Physical service quality claims the second position in influencing customer satisfaction, encompassing elements such as restaurant decoration, cleanliness, and hygienic conditions. Regular evaluations of the restaurant's environment are crucial, as subpar conditions can negatively impact satisfaction and revisit decisions. Upgrading the interior design to resonate with Burmese restaurant aesthetics is recommended to create a positive and appealing atmosphere.

Price and Customer Satisfaction - Price is identified as the foremost factor influencing customer satisfaction, with perceptions of reasonable pricing contributing significantly to customer contentment. To bolster restaurant food sales, "Feel Restaurant" should maintain a fair pricing strategy. Strategic control and adjustments to pricing play a pivotal role in nurturing positive relationships with customers, directly impacting satisfaction levels.

Customer Satisfaction and Revisit Intention - The study establishes that customer satisfaction holds a highly significant influence on revisit intention. Patron happiness, driven by satisfaction with food quality, physical environment, and pricing, directly correlates with the likelihood of patrons returning. Elevating customer satisfaction levels should be a primary focus for "Feel Restaurant" to cultivate a strong intention among customers to revisit. A concerted effort toward enhancing customer contentment will result in a substantial increase in patrons' willingness to return.

7. Implications, Limitations, and Further Study

Implications Based on Findings and Theories - The study's outcomes and theoretical framework underscore the pivotal role of customer satisfaction in shaping revisit intentions, placing specific emphasis on food quality, service quality, physical environment quality, and price. To

enhance customer satisfaction, "Feel Restaurant" should prioritize improving the taste of Burmese cuisine and implement comprehensive training programs for staff. Ensuring excellence in service, maintaining food quality, upgrading interior design, and implementing strategic pricing control in Myanmar collectively contribute to heightened customer satisfaction. Such enhancements not only cultivate a positive brand image but also prompt patrons to share positive recommendations, fostering customer retention and attracting new clientele.

Limitations of the Study - The study's limitations stem from its geographic scope, confined to Yangon, Myanmar, which limits its generalizability to diverse regions and cultures. Time and resource constraints prevented an expansion to other areas, potentially impacting the relevance of findings for individuals from different backgrounds. The study's focus on five variables excludes consideration of other factors influencing revisit intentions. Additionally, the study predominantly reflects customer viewpoints, neglecting insights from the service firm's perspective.

Recommendations for Further Studies - Future research should address identified limitations by exploring additional factors influencing consumer satisfaction and revisiting intentions. A more expansive study incorporating a diverse set of variables would enhance the understanding of customer behavior. Employing a larger and more diverse sample size representative of various populations would bolster the generalizability and reliability of findings. Comparative studies across nations and cultures could further validate research outcomes. Future research endeavors should explore potential mediating interactions and delve into the service firm's perspective, broadening the depth and scope of investigations in this domain.

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