Functional And Humanistic Clues As Determinants of Consumer Loyalty: A Study of Fast Food Restaurant Business, Pokhara

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ABSTRACT

Consumer experience is a determinant that assists in attaining the customer satisfaction, customer loyalty, and customer retention. The fast-food restaurant segment has been one of service sectors that has experienced unprecedented expansion due to the rising number of local and foreign visitors and the shifting lifestyle trend of urban consumers. The experience of the consumer is usually defined by the reaction to three main aspects of the dining experience the physical space, the service quality and behavior of staff, and the quality of food delivered. The main objective of this study is to identify the relationship between functional cues and humanistic cues on consumer loyalty in fast food restaurant business along with intermediating role of perceived quality.

The research adopted a positivism paradigm and quantitative research design. The research was conducted through deductive approach by relying on existing theories and hypotheses. The sample size of 300 respondents was chosen by use of convenience sampling among the inhabitants of Pokhara. The respondents were the customers of fast food restaurants that are available within Pokhara valley. A structured questionnaire based on functional and humanistic cues was used to collect data. The mediation effect of perceived quality with consumer loyalty is analyzed. PLS-SEM was used to analyze the relationship between variables and verification

of hypotheses of the suggested model.

This study result indicated that Humanistic clues and Functional clues play a significant role in consumer loyalty. Whereas, the mediation effect of perceived quality between Humanistic clues and consumer loyalty is substantial but the mediation effect of perceived quality between Functional clues and consumer loyalty is non-significant. Thus, the study conclude that the customer retention and their positive word of mouth to the other customers relies on the way the service provider treat the customers and the quality and physical appearance of the products delivered to them.

Keywords: Consumer experience, consumer loyalty, functional clue, humanistic clue, perceived quality, restaurant

INTRODUCTION

Consumer experience is a determinant that helps to achieve customer satisfaction, loyalty and retention. It acts as a fundamental indicator to the overall success of the product or service business. It dwells on the level to which the expectations of the customers are met or surpassed after intermingling with the offer of a company. Consumer satisfaction is brought about by the differences between what is expected of the customers and what they perceive and see in terms of service or product. Consumer experience, refers to the overall sum of the perception, feelings and responses that a consumer forms during the entire process of interacting with a product, service, brand or an organization. This is also a broader experience, which encompasses all the steps of consumer experience, including the pre-purchase stage, the purchase and the post-purchase stage.

Previously, the concept of consumer experience was limited to merchandise or product based businesses, where consumer satisfaction was pegged on the quality and performance of tangible goods. Nevertheless, due to the blistering development of service economy, the focus has shifted on the construction and management of experiences in service-based industries. Contemporary service organizations have realized that customer experience is an effective differentiator and are embracing various marketing approaches in order to improve customer satisfaction, build stronger relationships and aim at developing emotional bonds with customers. Compared to a negative and unpleasant experience, a positive and memorable experience with a service provider can have a strong impact on the perceptions of customers towards a specific organization and support their long-term loyalty towards the organization (Rane, 2023).

With Nepal, a country with natural beauty and rich culture, the service industry has become a leading economic sector as it has grown and contributed more than the traditional manufacturing and merchandise industries. The growth of other businesses that depend on services, such as hospitality, travel, and restaurant services, has been promoted by tourism, in particular. The fast-food restaurant segment has been one of these and has experienced unprecedented expansion due to the rising number of local and foreign visitors and the shifting lifestyle trend of urban consumers. One of the largest segments of this market is young adults, as they are more predisposed to convenience-oriented food options.

In the hospitality and restaurant, the experience of the consumer is usually defined by the reaction to three main aspects of the dining experience the physical space, the service quality and behavior of staff, and the food. A combination of these aspects impacts four dimensions of the experiential value, namely, consumer pleasure, service quality, physical attractiveness, and efficiency (Chua et al., 2014). Therefore, the comprehensive view and management of consumer experience in these dimensions are critical in the case of restaurants and other service providers who want to increase satisfaction and ensure repurchase of their services to gain customer loyalty. The purpose of the study is to analyze the relationship between experience clues, i.e., functional and humanistic clues, and consumer loyalty in fast-food restaurant industry of Pokhara Valley, a significant tourism capital of Nepal. It is devoted to the interpretation of the personal perception of the customer about the quality of services and the impact of the determinants of the functional and humanistic clues on the degree of their loyalty to fast-food restaurants.

REVIEW OF LITERATURE

Consumer experience

Customer experience is much more than a simple interaction: it involves mental, emotional and sensory impact as well physical responses that we have to use products or services for our customers in their everyday life. This occurs mainly in direct and indirect interactions during the consumption journey (McColl-Kennedy et al., 2015). In a service dominant business environment, customer experience management is recognized as one of the critical dimensions for establishing sustainable differentiation to build powerful service brand and has attracted considerable attention from both practitioners and researchers. Service companies that want to

differentiate themselves need to create memorable and lasting consumer experiences in order for people be able to identify their brand (Sirapracha & Tocquer, 2012).

Customer experience generates a particular value for the customer that is very difficult to reproduce by rivals and has a tremendous impact on customers' loyalty and behavior. (Nwankwo & Kanyangale, 2023). Organizations who focus on understanding the numerous components that effect customer experience, creating memorable encounters for consumers, and impressing them, can achieve customer loyalty better than those that do not. (Ceesay, 2020). As other service industries, fast food dining is multi-layered experience which include three clues, namely, functional, mechanic, and Humanistic (Berry et al., 2006). Although delivering good food is crucial in fast food business, the ambiance and the atmosphere of the restaurant and the presentation of employees influence the consumer experience. The collaborative effect of both Humanistic and mechanic clues primarily influence the perception towards service (Garg, 2014b).

The Humanistic Cue

Humanistic cues point to what the staff of an institution does and how it expresses themselves, such as their body language, excitement-intensity level, words using, pace, volume, flexibility, focus, facial expressions, dress style, overall look etc (Berry et al., 2006). Humanistic as well mechanical cues communicate the "how" of a customer service experience, both providing afflatus regarding how vested an institution is in coming to grips with fulfilling and understanding what their customers want and expect. The human side may have an impact on the service quality as it can generate them a good experiences with and from the organization.

Service providers those who are polite, well-skilled and very effective in their services will give potential clients an impression of exceptional service (Zeithaml et al., 1996). Hence, the influence of human elements on how that affects customer perception in services is very high. While a friendly "hello" can boost someone's experience, so would the polite worker in the restaurant that asked them what they need after exchanging greetings (Walls et al., 2011). These interactions have an enormous influence on whether the customers will remain loyal towards the organization or not (Zeithaml et al., 1996). The respectful, polite, knowledgeable, and efficient employees of an organization determine the positive perception of customers towards the quality of the goods and services delivered. The study also shows that polite, skilled, and efficient service staff can create a perception of outstanding service quality. Based on this discussion, the following hypotheses are proposed:

Hypothesis 1 (H1): *There is a direct relationship between Humanistic clues and customer loyalty*

Hypothesis 2 (H2): *There is a direct relationship between Humanistic clues and perceived quality*

Hypothesis 3 (H3): *The relationship between Humanistic clue and customer loyalty is mediated by perceived quality*

The Functional Cue

Functional clues are one of the crucial dimensions of consumer experience that is usually related to the technical quality and reliability of a product or a service. They mirror the what of the customer experience, which implies the effectiveness with which the core offering is used to meet its aim (Berry et al., 2006). In contrast to mechanic clues, which are the physical and sensory (ambience, decor, music) ones or the Humanistic clues, which are the ones, which concern the behavior and interactions of the employees, the functional ones are concerned with the competence and reliability of the provided service.

Functional clues in the hospitality industry especially the food industry are usually presented through quality of food, its taste, presentation, freshness, temperature, variety and general healthiness (Wall & Berry, 2007). These are the components that make the dining experience a good one and have direct impact on customer satisfaction. A study conducted by Sulek and Hensley (2004) revealed that the quality of food has the greatest effect on the satisfaction and intention to visit again among customers as compared to other aspects like the atmosphere and waiting time. On the same note, Parsa, Self, Njite, and King (2005) noted that food quality alone is not a determinant of restaurant success, though, it is a critical element that defines positive perceptions and positive business results of a restaurant. Taken together, all these outcomes indicate the fact that functional clues are essential, because they are the foundation of the service delivery process, which other experiences (aqua or customer service) are built on to generate a complete and fulfilling consumer experience. Based on this discussion, the following hypotheses are proposed:

Hypothesis 4 (H4): *There is a direct relationship between Functional clues and customer loyalty*

Hypothesis 5 (H5): *There is a direct relationship between Functional clues and perceived quality*

Hypothesis 6 (H6): *The relationship between Functional clue and customer loyalty is mediated by perceived quality*

Consumer loyalty

Every business organizations are focusing on maintaining loyalty among the customers. Many researchers including practitioners have attempted to find more effective way to generate loyal customer and to uncover the influencing factors of loyalty. Consumer loyalty is influenced by service quality factors and company image (Safirda & Salim, 2024). According to (Kim et al., 2009), loyal consumers are more likely to purchase goods and services again and again, recommend to the friends and family and deliver positive and good message to the other customers. They are likely to purchase more than a new customer. Consumer loyalty not only increases the willingness to repurchase but also enhance the flow of positive word of mouth (Ladhari et al., 2008). To earn consumers' loyalty to a product or service, business managers must identify consumers' perceived expectations and meet those expectations with their perceived product quality (Idris et al., 2021). Consumer pleasure has already been identified as a significant mediator of the relationship between a fair price and consumer loyalty, as well as the association between perceived quality and consumer loyalty

Perceived quality

Perceived quality is the outcome of individual judgment of customer on the product and service. Individuals have their own evaluation towards the product they consumed and the service they experienced, on the basis of this they make perception towards the overall quality. Perceived quality is different from the objective quality. Objective quality is influenced by the real time presentation whereas the subjective quality is influenced from the previous consumer's experiences. Perceived quality is influenced by internal and external environment other than the product itself, which is an evaluation basis for customers. The study of Gálvez-Ruiz et al., (2023) found that two dimensions of perceived quality have a positive influence on perceived value (employees) and satisfaction (facilities). Consumers' perception of overall quality includes product- and service-related dimensions. Perceived quality influences re-purchase intentions through the mediating role of customer satisfaction (Kumar et al., 2025). Based on this discussion, the following hypotheses is proposed:

Hypothesis 7 (H7): *There is positive relationship between perceived quality and customer loyalty.*

MATERIALS AND METHODS

The research employed positivist paradigm and have quantitative research design to determine the impact of both Functional cue and Humanistic cues on consumer loyalty to restaurant

industry in Pokhara Valley. The study has assumed a deductive research design, which involves the application of the already developed theories and hypotheses to formulate the research questions. This study has focused on all the customers of Pokhara Valley who have visited the fast food restaurant at least once. Using the formula proposed by Yamane, a sample of 300 respondents was used to ensure the level of statistical significance and representativeness. Convenience sampling method was adopted since it makes data collection easy as they are easily available and willing to take part in the study. This method is provides a feasible way of reaching the target population.

Close ended structured questionnaire was used as the instrument for the data collection process. 7 point likert scale was used for the items used in the instrument. The items for the various constructs were adopted and modified from the previously tested instruments. The constructs used in the study were, Functional cues, Humanistic cues, perceived quality and consumer loyalty. A pilot test was conducted on 30 customers prior to the further data collection, to check the validity of the instrument and any alleged issue with respect to questionnaire design. The study has adopted the cross-sectional research design. The effectiveness of data collection and prompt analysis made possible through this strategy is important in comprehending the current consumer behavior.

Smart PLS (Partial Least Squares) tool was used for the analysis process. Basically this tool is used in Structural Equation Modeling (SEM) to analyze the complex relationship among variables. By using this approach it is possible to research complex associations between variables, i.e. the mediating factor of perceived quality between mechanical and Humanistic cues and consumer loyalty. The SEM methodology has aided in hypothesis testing and validating the postulated model.

RESULTS

Table 1 illustrates the demographic features of the respondents of the study. Here the gender, age group of the respondents, qualification and marital status are analyzed. While talking about the gender, Majority of the sample size were female (56.3%), 42.3% of the respondents were male and rest of the other i.e. 1.3% do not prefer to reveal their gender. In this study, 62.3% of total respondents having age between 18-23 are found to have participated in this study. Which is followed by age group 24-29 with 12.7% of total participants, 8.3% of them are among 30-35 age group and 6.3% of respondents are found have age between 36 to 39 while the remaining lies above 40.

Demographic Characteristics of Respondents

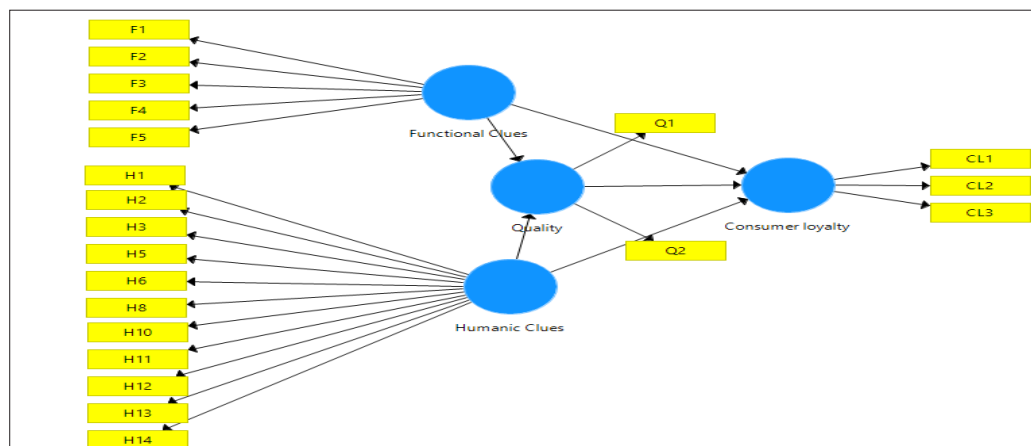**Table 1**

Demographic Characteristics

Profile	Categories	No. of Respondents (n)	% of total n
Gender	Male	127	42.3%
	Female	169	56.3%
	Prefer not to say	4	1.3%
Age Group	18-23	187	62.3 %
	24-29	38	12.7%
	30-35	25	8.3%
	36-39	19	6.3%
	40 and Above	31	10.3%
Education	High School	78	26%
	Bachelor's degree	136	45.3%
	Master's degree	80	26.7%
	PhD	6	2%
Marital Status	Single	189	63%
	Married	111	37%

The next section of the table shows the qualification level of the respondents. Majority (45.3%) of the customers surveyed were with Bachelor's degree. Approximately the similar proportion i.e. 26% of the of High school and Master's degree respondents were participated in this study. Whereas, only 2% of the respondents are with PhD. The marital status of the respondents reveals that 63% of the respondents are single and remaining 37% are married.

Measurement Model

Figure 1

PLS-SEM result

Reliability and Validity

Indicator Reliability

The indicator reliability value can be calculated by using the square of each of the outer loading. The results of Smart PLS are presented in Table 2, which indicate that all of the indicators have individual indicator reliability values that are much larger than the minimum acceptable level of 0.4 (Hulland, 1999)

Internal Consistency Reliability

Cronbach's α is the conventional measure to measure internal consistency reliability. However, in Partial Least Squares Structural Equation Modeling (PLS-SEM), it is viewed as a modest approach that is likely to undervalue reliability. This has led researchers to propose the use of composite reliability instead because this gives a more accurate reflection (Jonge, 2006). The results reported in Table 2 indicate the composite reliability scores are greater than 0.6, which confirms that there are high rates of internal consistency reliability among all the latent variables.

Table 2

Convergent Validity and Reliability

Constructs	Items	Loading	SD	AVE	CR	Cronbach's Alpha
Humanistic Clues	H1	0.789	0.025	0.605	0.944	0.934
	H2	0.803	0.026			
	H3	0.799	0.026			
	H5	0.834	0.02			
	H6	0.72	0.034			
	H8	0.77	0.028			
	H10	0.765	0.033			
	H11	0.817	0.029			
	H12	0.755	0.033			
	H13	0.782	0.025			
	H14	0.712	0.043			
Functional Clues	F1	0.768	0.032	0.675	0.912	0.879
	F2	0.795	0.032			
	F3	0.789	0.037			
	F4	0.814	0.027			

	F5	0.797	0.025			
Quality	Q1	0.922	0.008	0.819	0.901	0.781
	Q2	0.888	0.022			
Consumer Loyalty	C1	0.858	0.026	0.844	0.942	0.907
	C2	0.946	0.007			
	C3	0.95	0.007			

Convergent Validity and Reliability

To evaluate the convergent validity within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework, an in-depth analysis of the Average Variance Extracted (AVE) for each latent variable was performed. As shown in Table II, all AVE values exceed the accepted threshold of 0.5, indicating that a substantial amount of the variance in observed indicators is accounted for by the underlying latent constructs. This supports convergent validity, confirming that the model meets the recommended standards of CR > 0.70 and AVE > 0.50

Discriminant Validity

Table 3

Discriminant Validity of the constructs

	Consumer Loyalty	Humanistic Clues	Functional Clues	Quality
Quality	0.775	0.802	0.623	0.905
Functional Clues	0.646	0.697	0.822	
Humanistic Clues	0.798	0.778		
Consumer Loyalty	0.919			

The evaluation of discriminant validity in the measurement model, characterized by reflective indicators as illustrated in Table 3, involves the examination of construct cross-loading. When the correlation between a construct and measurement items is greater compared to other latent constructs, it is an indication that it has a higher propensity to predict the concerned latent construct as compared to other latent constructs. Discriminant validity is further substantiated by larger cross-loading values presented in Table 3.

An alternative approach for discerning discriminant validity entails comparing the square root of Average Variance Extracted (AVE) for each latent construct with the correlation values among the latent constructs, as proposed by (Fornell & Larcker, 1981). If the square root of AVE is greater than the other correlation values, it indicates the well-established nature

of the latent construct. In Table 2, Consumer Loyalty (CL) exhibits an AVE value of 0.844, surpassing other correlation values among the constructs, affirming its robust establishment.

Structural Model or Path Analysis

Table 4

Path coefficients and F squared

	Path Coefficients	F Square
Functional Clues -> Consumer loyalty	0.130	0.028
Functional Clues -> Quality	0.124	0.023
Humanistic Clues -> Consumer loyalty	0.424	0.173
Humanistic Clues -> Quality	0.716	0.755
Quality -> Consumer loyalty	0.354	0.144

When the research proceeds from the measurement model to the structural model, the emphasis shifts from the relationships between latent constructs and observable variables to the nature and magnitude of the linkage between the constructs. As the path coefficients seems positive for all the variables used in the study, the strength and direction of relationships between variables is positive. F^2 gauged the effect size, revealing the practical significance of the model. Criteria for evaluating f^2 suggest that effects of 0.02, 0.15, and 0.024 correspondingly indicate minor, and moderate impacts of the exogenous latent variable (Cohen, 2013). It shows a clear picture of the relationships and explanatory power within the model, contributing essential insights to the research findings.

Table 5

SRMR

SRMR	
Saturated Model	0.055
Estimated Model	0.055

To scrutinizing the adequacy of the structural equation model, the Standardized Root Mean Square Residual (SRMR) for both the saturated and estimated models are evaluated as shown in Table 5. A satisfactory fit is indicated by values below 0.10, extending down to 0.08 in a cautious interpretation (Hair Jr et al., 2021). The model demonstrates a favorable SRMR of

0.055. Thus, the SRMR value suggests our estimated model adequately captures a significant portion of the data's variability.

Table 6

R Square

	R^2
Consumer Loyalty	0.696
Quality	0.651

The Coefficient of Determination (R^2) values for the structural model represent the proportion of variance in the dependent variable by each respective independent variables (Chin, 1998). The above table 6 illustrates that, the value of 0.700 for Consumer Loyalty indicates that approximately 70% of the variance in Consumer Loyalty can be accounted for by the independent variables included in the model. In addition to this, 64.8% of the variance in Quality is explained by the other variables in the model respectively. This substantial suggests a strong explanatory power of the model in capturing and explaining the variability in Consumer Loyalty.

Table 7

Predictive Relevance (Q^2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Consumer Loyalty	900	377.809	0.581
Humanistic Clues	3300	3300	
Functional Clues	1500	1500	
Quality	600	288.317	0.519

Stone–Geisser's Q^2 is one of the valuable metric to evaluate the fitness of structural model. A positive value signifies the model's ability to predict the omitted variable, with higher values indicating enhanced predictive performance (Geisser, 1974). Values above 0.2 are commonly seen as indicative of good predictive relevance. In table 6 the Q^2 value are positive (Q^2>0.2), thus the evidence for a good model fit can be claimed.

Structural Model and Hypothesis Testing

Figure 2

Structural Path significance in Bootstrapping
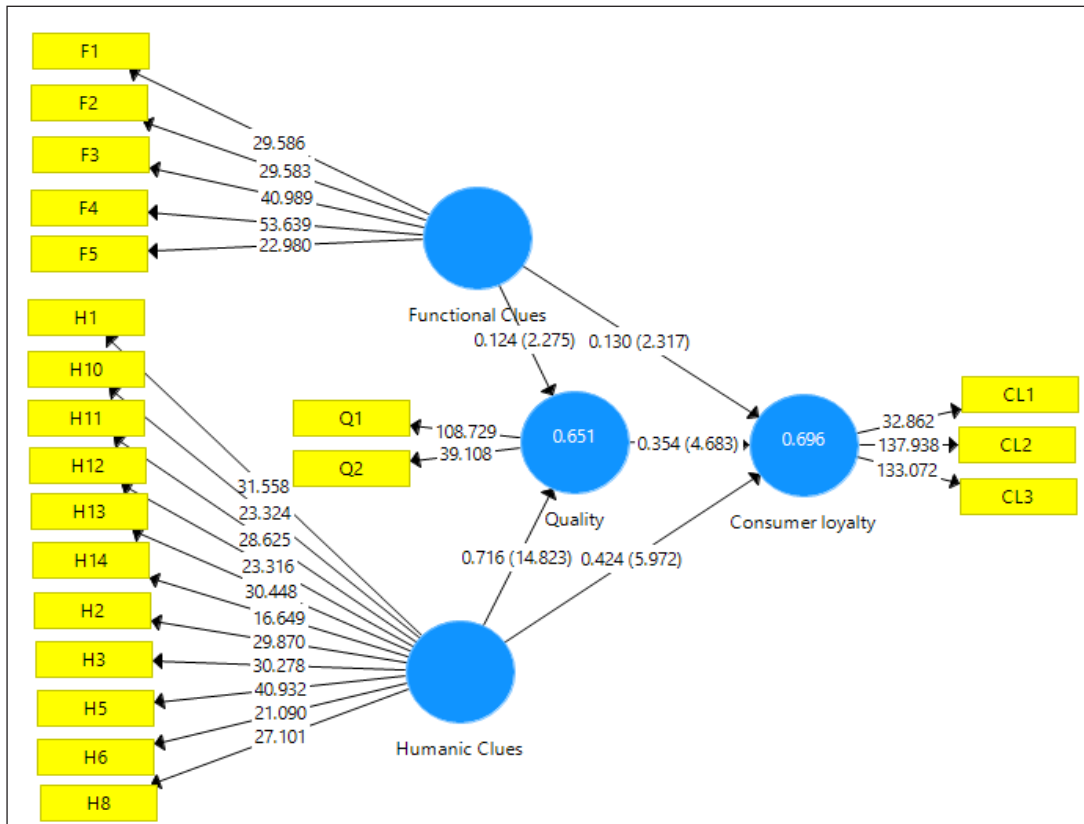
Note: Data analyzed in Smart-PLS for hypothesis testing

Table 8

Results of structural model path coefficient (Direct relationships)

Relationship	Beta	Sample Mean (M)	SE	T-Value	P Values
FC -> CL	0.13	0.132	0.056	2.319	0.020
FC-> PQ	0.124	0.126	0.054	2.283	0.022
HC-> CL	0.424	0.424	0.072	5.879	0.000
HC-> PQ	0.716	0.715	0.048	14.888	0.000
PQ -> CL	0.354	0.352	0.077	4.605	0.000

Table 9

Results of structural model path coefficient (Indirect relationships)

Path		Indirect Path			Mediation Effect Beta	T-Value	P- Value	Decision
		Beta	Path	Beta				
H3	HC-PQ	0.727	Q-CL	0.356	0.259	4.597	0.000	Supported
H6	FC-PQ	0.100	Q-CL	0.356	0.036	1.605	0.05	Unsupported

After mandatory assessment of measurement model, analysis of structural model was performed in the second stage. The hypotheses were tested in a series of steps. First, the direct relationship among the latent variables HC, FC, and PQ with CL were examined. Bootstrap resampling method with 5,000 resamples (Ringle et al., 2005) was used to determine the significance of direct paths and estimate standard errors. Table 7 lists the test results of hypotheses proposed for direct relationships. The relationship among HC and CL (β0.424, 0.000), FC and CL (β0.130, 0.020), HC and PQ (β0.716, 0.000), PQ and CL (β0.354, 0.000) FC and PQ (β0.124, 0.022) are significant.

The table 8 exhibits the indirect relationship of HC and FC with CL mediated by PQ. The hypothesis test result shows that the relationship between Humanistic clues and customer loyalty is mediated by perceived quality and which has significant effect (β0.356, 0.000). However the mediation relationship of functional clue and consumer loyalty by perceived quality is insignificant (β0.356, 0.05).

DISCUSSION

The research determined the role of Humanistic clues and Functional clues in influencing consumer loyalty in Nepal fast food restaurant. Besides this the study also established the mediation effect of perceived quality between them. This study result indicated that Humanistic clues and Functional clues play a significant role in consumer loyalty These results are aligned with the earlier investigation of (Garg, 2014b), which have concentrated to find the effects of HC and FC on the perceived quality of fast food restaurant. The study established that both the HC and FC have an influence on the perceived quality but the HC has greater effect on the perceived quality. The functional clues used in the study of (Borishade et al., 2021), has more influence on consumer loyalty compared to the Humanistic clues used in service oriented sector.

During the analysis of the indirect effect, the mediation effect of perceived quality between Humanistic clues and consumer loyalty is substantial but the mediation effect of perceived quality between Functional clues and consumer loyalty is insignificant. Interestingly the research reveals even when the direct effect on FC on CL is significant, there still is the presence of mediation effect (PQ) which alters the effect of FC and CL. This result shows that both the Humanistic and the Functional clues have been very significant in ensuring customer loyalty in a fast food restaurant. The previous study done by Garg, (2014) in fast food restaurant in Taylor university campus also shows the similar finding as of this study. In addition to the good tangible attributes of the service such as good food delivered, performance, and the other features that a customer likes most, the service provider should also pay attention to the employee performance, interaction with the customers, and dealing with problems. The treatment by the employee to his or her customers greatly influences the experience of the customers and lastly to their loyalty towards the business. The functional clues become closely linked to the quality of food and drinks that are served to the customers such that it directly affects the level of consumer satisfaction but due to mediation effect of the perceived quality, the effect becomes irrelevant. In the hospitality industry such as fast food restaurant business, the quality of the food and service is not only dependent on the quality of tangible goods such as ingredients and foods served but also with the human relation with the serving parties. The abstract experience is a very important in ensuring good co-existence with customers.

This study can be followed with a number of implications regarding the owner or manager of the service providing organization such as fast food restaurant. To implement an operation successfully and compete well in the market, the right strategies of delivering goods and service is required. The majority of the service industries have focused on consumer loyalty but the method of ensuring that the customers are satisfied and loyal remains unclear and disjointed. The paper is an attempt to make some contribution to such confusion of restaurant business sector through the analysis of different clues and their influence on consumer loyalty. Depending on the results, both the owner and the marketing manager of could concentrate on the behavior of employees such as how they interact with their customers, how they welcome them, their problem solving ability, their personalities and lastly what customers like and do not like about the hospitality of the employees side. In addition to this, the quality of food, the way it is served and how it is delivered to the ordered goods also count. Manager might ensure good environment with friendly customer environment through the provision of quality food at the right time and with proper management of hospitality. These operational signals may be

used in order to increase the intention to patronize the customers. Nonetheless, the results also demonstrate that how customers perceive the quality will be based on how the employees treat the customers. These results can be compared to the results of the earlier research that has also promote the idea that the experience clues play a significant role in retaining loyal customers (Abdullah et al., 2022).

CONCLUSION

Conclusively, the paper puts emphasis on the relevance of service experience clues in the creation of loyalty among customers in the fast food restaurant industry. The studies suggest that both Humanistic and Functional clues play a vital role in the good experience of the customers in the process of service delivery. The customer retention and their positive feedback to the other customers relies on the way the service provider treat the customers and the quality and physical appearance of the product delivered. Besides, the quality of the services is perceived based on the performance of the employees. This study has some limitations for instance, the sample size of 300 is not enough to generalize it with other country and culture so future research could increase the sample size. The study is based on cross-sectional research design so to analyze the long term impacts longitudinal study could be employed. The service provider ought to take into consideration such measures to facilitate his service quality and increase the reliability among the customers. It should be applied by not only the service sector but also merchandise business to the practical implication of the findings. Generally, the findings and recommendations could be used to the owner, the manager, employees and any other stakeholders in an effort to market their business. Furthermore, it would assist in effective management decision to sustain customer loyalty as well. More research on large sale and in new segment of industry is encouraged to make the findings more accurate and generalized.

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