

UNIVERSITI TEKNOLOGI MARA

**THE CAUSAL RELATIONSHIP
BETWEEN HOTEL RESTAURANT
BRAND ATTRIBUTES, CUSTOMER
BRAND PERSONALITY, WALK-IN
CUSTOMER DINING
EXPERIENCE, SATISFACTION
AND POST BEHAVIOUR
INTENTION**

TUAN AHMAD TUAN ISMAIL

Thesis submitted in fulfillment
of the requirements for the degree of
Doctor of Philosophy

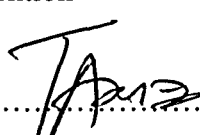
Faculty of Hotel and Tourism Management

November 2017

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Tuan Ahmad Tuan Ismail
Student I.D. No.	:	2013599209
Programme	:	Doctor of Philosophy (Hotel and Tourism Management) – HM950
Faculty	:	Hotel and Tourism Management
Thesis Title	:	The Causal Relationship between Hotel Restaurant Brand Attributes, Customer Brand Personality, Walk-in Customer Dining Experience, Satisfaction and Post Behavior Intention
Signature of Student	:	
Date	:	November 2017

ABSTRACT

Brands are becoming a dominant trend in all industries as building a strong brand creates value for both the firm and the customer. The relationship between brands and consumers is built once the customers get to know a brand, use its facilities and experience it. The importance of brand is without an exception is also associated with the restaurant industry. That's the reason why creating a strong brand is one of the strategies used by many independent and hotel restaurant operations in attracting and retaining customers for its performance and operational survival. Nevertheless, despite the increasing interest in the concept of brand loyalty, brand awareness, brand image, brand competitiveness in general restaurant setting and its operational aspects, there has been still very little research looking at the association of brands with the hotel restaurant setting in particular. In this sense, the influence of hotel restaurant brands attributes together with the customer brand personality on the customers dining experience, satisfaction and their post behavior intention has yet not holistically been investigated. With this gap, the present study empirically investigates the causal relationship between the five-star hotel restaurant brand attributes, customer brand personality and the walk- in customer dining experience, satisfaction and their post purchase behavior. In achieving the outcomes, a causal research design using through a quantitative approach was used and the walk-in customer who patronage of the selected five-star hotel restaurants in the Klang Valley were chosen as a sample for this study. Through drop-off and collect approach adopted for the administration, 482 usable questionnaires were successfully collected. With the various statistical analyses ranging from frequency, descriptive, inferential and the Multivariate Structural Equation Modeling (SEM) via AMOS (Analysis of Moment Structures) is used to answer the objectives, research questions and hypotheses. With that, some useful insights pertaining to the issues investigated was significantly obtained. The results of the structural modelling revealed that the hotel restaurant brand attributes (food quality, service quality and physical environment) have a very slight influence on the walk-in customer post purchase behavior compared to customer brand personality. The hotel restaurant brand attributes (food quality, service quality and physical environment) and customer brand personality however have a strong influence of the walk-in customer dining experience and their dining experience at the five-star hotel restaurants also influences their level of satisfaction as well as the post purchase behavior intention. It is interesting to note that the intangible dining experience has an indirect effect on the relationship between the customer brand personality and the walk-in customer satisfaction. As expected, satisfaction is giving a mediating effect on the relationship between dining experience and customer post purchase behavior. These optimistic indications carry varying consequences and implications to the academic perspective and practical perspective particularly pertains to the walk-in customers and hotel restaurant operational management and those closely associated with this kind of business operation.

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