



Influential Factors on Customer Loyalty of La Moosh (Café), Hyderabad, Pakistan: An Empirical Approach

Zuhaib Khokhar^{1*} and Ramima Khokhar¹

¹*Department of Management Sciences, SZABIST Hyderabad Campus, Pakistan.*

Authors' contributions

This work was done in collaboration between both authors. Author ZK designed the study, performed the analysis and wrote the first draft of the manuscript. Authors ZK and RK supervised the study and analysed the data. Authors ZK and RK managed the literature search writing of the final manuscript. Both authors read and approved the final manuscript.

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ABSTRACT

Customers are the kings of any enterprise. They are considered as the backbone behind the triumph of a company. This is the quantitative and correlational research in nature. It aims at identifying the most influential factors or elements that can bring about impacts on customer loyalty. The most influential factors came out to be our service quality, customer satisfaction, customer trust and brand image have an impact on the loyalty of customers. The elements like service quality, customer satisfaction, customer trust and brand image are independent variables, whereas the dependent variable only includes customer loyalty. The targeted population is comprised of all those people and customers who visit La Moosh (Café), Hyderabad, Pakistan. For a collection of data, a closed-ended 5-point likert scale was established (from strongly disagree to strongly agree). A sample of 250 questionnaires was distributed and administered in IBM SPSS version 25. Three major tests are entertained for analysis such as factor analysis, reliability analysis (Cronbach's

*Corresponding author: E-mail: zkhokhar1995@hotmail.com;

Alpha) test and regression analysis test. Findings show that there is a significant and direct relationship of independent variables including service quality, customer satisfaction, customer trust and brand image on the dependent variable i.e. customer loyalty on La Moosh, Hyderabad, Pakistan. Therefore, it was recommended to enhance all the variables (service quality, customer satisfaction, customer trust and brand image) that have a significant positive impact on customer loyalty.

Keywords: *Customer loyalty; customer satisfaction; service quality; customer trust; brand image; La Moosh; Hyderabad.*

ABBREVIATIONS

ANOVA : *Analysis of Variance*
AVE : *Average Variance Extracted*
CFA : *Confirmative Factor Analysis*
IBM : *International Business Machine*
KFC : *Kentucky Fried Chicken*
MS : *Microsoft*
SEM : *Structural Equation Modeling*
SPSS : *Statistical Package for the Social Sciences*

1. INTRODUCTION

According to Saeed et al. [1] fast food industry is becoming more and more crucial because it provides you with food when someone is away from home. There is a higher ratio of youngsters who prefer fast food over other foods. Food quality, service quality and environment are the main forces that influence the behaviour of the consumers. Customer loyalty passes through different passages, it does not increase automatically. If customers get what they demanded, they will be happy, if they received what they didn't expect may result in nothing but an utter disappointment and if they receive that exceeds expectations then the customers become delighted. The most influencing factors of customer loyalty that can have an impact are service quality, customer satisfaction, customer trust, and brand image. These factors have a significant relationship with one another [2].

1.1 Service Quality

Service quality is of great significance because it can change the perceptions and perceived value that an individual possesses. In addition to it, if the quality of any product or service is up to the mark, it can have a positive significant relationship on the customers and their loyalty as well [3]. Service quality is the main driver behind the customer's intensity of being loyal towards a brand. Service quality enables customers to have

a visit to any restaurants and may alter their decisions depending upon the type of services being rendered to them. Quality service for one person doesn't need to be same for the other person. With the advent of globalization, competition has drastically increased among the industries. Therefore, it is the need of time to render high-quality service to customers because service has a direct effect on an individual [4]. Service quality has been highlighted as the main ingredient behind the customer's retention. When customers find the quality of service they won't bother to shift to other opponents hence customers' needs and preferences must always be checked and acted accordingly. The main motive behind service quality is not just to meet the expectations of customers but also to mould and affect the behaviour of customers. Once they are attracted by elite service, they are more to be influenced [3].

1.2 Customer Satisfaction

Customer satisfaction is defined as by which the service meets the expectations of customers. Customer satisfaction acts as an intermediary between two different extremes namely; service quality and customer retention. However, customer satisfaction and customer trust are intermingled. If one increases, the other will certainly increase and vice versa [3]. Customer's only and prime concern is quality and almost all customers are quality-oriented. They pay higher prices for the quality of service that, in turn, will increase customer satisfaction if the quality is not compromised by the restaurants or fast-food restaurants [1]. The customer satisfaction for any person is the level of performance for any product or service that meets or exceeds the expectations. The customers will become more satisfied only if they found the services meet their estimated expectations [2]. It is a notion that a firm can improvise their profits and yield a higher return by satisfying the customers [5].

1.3 Customer Trust

Customer trust has been categorized as one of the most sensitive and the most critical element to engender healthy and successful associations, no matter whether they are for business to business or they are for business to consumer market [6]. Trust has been inspected as a behavioural and is seen to make an association for the positive outcomes [7]. Customer trust is something when one person or party has an utter confidence in the other person or the other party. It means that a person can rely on another person only if he or she has that level of trust that he or she believes won't be broken [8]. Trust is an element which mitigates the probability of risks and uncertainty in consumers if they are aware that they can hope upon the brand [9]. According to Saeed et al. [1], certain factors such as service quality, customer satisfaction, food quality, price and atmosphere affects brand loyalty. It was found that quality, trust and satisfaction have a significant impact on the loyalty of customers.

1.4 Brand Image

Developing a brand image in consumers' mind is very essential and plays an important strategy in creating revenues and loyalty amongst the consumers [10]. Brand image can modify or change the perceptions of people about a certain company, it can change positively or negatively. Image is considered as an ability to affect the perceptions of people while they purchase [5].

1.5 Customer Loyalty

Customer loyalty is defined as the repetitive purchase of a specific product or service by customers. It is purchasing a specific product on daily conventions. It plays a very crucial role for organizations because different companies can easily get an edge or competitive advantage over their rivals if they succeeded to create loyalty amongst their customers and build a loyal perception in their minds [11].

1.6 Research Significance

This research is the most dynamic and detailed analysis that will assist people of Hyderabad and market of Hyderabad in the light of café based enterprises. This will engender a sense of idea for the people of Pakistan as what is the trend of cafes in Pakistan if someone is willing to invest

and open a start-up of café. This research will also tell the utmost determinants that may cause an effect on the customer loyalty of La Moosh, Hyderabad, Pakistan.

1.7 Objectives of the Study

The major objectives of the study are:

- To analyze the determinants that influence customer loyalty of La Moosh, Hyderabad, Pakistan.
- To identify the significant relationship of the determinants of customer loyalty of La Moosh, Hyderabad, Pakistan.

1.8 Research Gap

In the preceding researches, different restaurants focused on the loyalty of customers, however, this research primarily emphasizes on the loyalty of customers of a renowned café in Hyderabad, Pakistan named as "La Mosh". The current analysis on the research perspective depicts that there have been some researches done on customer loyalty in Hyderabad but there isn't any quantitative analysis done on the variables such as service quality, customer satisfaction, customer trust, brand image and customer loyalty which can form the basis of reference for other similar café based enterprises. Therefore, these variables have been adopted.

1.9 Research Limitations

The research limitations in this study were the difference in the level of education. Also, the availability of the customer was also an issue. Some respondent did not respond and other were uninterested.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Service Quality on Customer Loyalty

The research was done to study the factors that affect the loyalty of brand of fast food restaurant (KFC) in Pakistan. They collected data from 200 respondents via a survey using a survey on a convenient basis of non-probability sampling. The questionnaire was developed using 5-point likert scale ranging from strongly disagree to strongly agree. Three (3) variables were developed, namely independent variables (variables including food quality, price, service

quality, restaurant atmosphere and restaurant location), mediating variables (including customer satisfaction and customer trust) and dependent variable (including loyalty). In addition to it, these aforesaid variables were tested in software and found that the service quality has a positive impact on customer loyalty. Based on these findings, it was recommended that the restaurants must focus on service quality since it has a significant relationship and customers can't compromise on the service quality [1].

Olise et al. [4] studied the factors that can bring about impacts on customer patronage of fast good restaurants. Their prime objective was to analyze the factors that cause impacts on customer's patronage of fast-food restaurants. A sample of 53 fast food restaurants was selected out of which 8 restaurants were selected using quota sampling in four regions of Nigeria namely; Nnewi, Awka, Ekwulobia and Onitsha. However, two restaurants from each economic hub is selected. Quota sampling was used to collect data from 240 respondents each hub containing 30 responses by creating and administering the questionnaire. A 5-point likert scale questionnaire was developed to collect data ranging from strongly agree to strongly disagree. It was interpreted that service quality, perceived value, atmospheric quality, environment and demographics of consumers significantly influence the dependent variable. Based on these results, it was further recommended by the authors to improve service quality, atmospheric quality, environment, perceived value, consumer demographics and modernity.

Al-Tit [2] in his research on the effect of service and food quality on customer satisfaction and customer retention focused to examine the relationship between service quality, food quality, customer satisfaction and customer retention. The questionnaire was formed for gathering data and the target audience for this research was all students and customers who have served 10 limited restaurants. A total sample of 400 questionnaires was distributed among which 387 questionnaires were completed filled and returned with a response rate of 70 percent. The responses were entered in IBS SPSS version 20 for the analysis of data. Reliability and regression analysis tests were done for analysis. The findings show that service quality, food quality and service quality dimensions (reliability, tangibles, responsiveness and assurance) have a positive impact on customer retention.

H₁: There is a significant impact of service quality on customer loyalty.

2.2 Customer Satisfaction on Customer Loyalty

Raduzzi and Massey [12] did research on determining drivers for customer satisfaction and customer loyalty at McDonald's and to evaluate the relationship between these two. They entertained their research at the restaurants of McDonald's in Morocco. For that, they collected data from those people of Morocco who have ever visited McDonald's in Morocco as a population. A 5-point Likert scale questionnaire was formed ranging from strongly agree to strongly disagree and distributed online to collect data from 178 respondents of Moroccans. The variables were tested in software called as SPSS (Statistical Package for the Social Sciences). ANOVA (Analysis of Variance) test was entertained to evaluate the effect of independent variables (price, food quality, service quality, physical environment) on dependent variables (customer satisfaction and brand loyalty). The results proved that independent variables and dependent variables have a positive relationship with one another. Based on these empirical findings, it was recommended that McDonald's must focus on price, food quality, service quality, physical environment that will prove to be positive for customer satisfaction and that of brand loyalty.

Saeed et al. [1] in their respective research on an empirical study of factors affecting customer loyalty, evidence from fast food restaurants in Pakistan. They aimed to probe the factors that have a significant impact on brand loyalty in fast food restaurants of Pakistan. KFC was selected for this research and 200 responses were collected via self-administered survey consisted of 5 point likert scale (from strongly disagree to strongly agree). They conducted three tests namely; descriptive statistics, structured equation model (SEM) and regression analysis. The results depicted that food quality, service quality and price have a direct impact on customer satisfaction and customer satisfaction has a direct impact on customer loyalty. It was then recommended that KFC must focus on improving and maintaining the quality of food.

Kandampully and Suhartanto [5] emphasized on identifying the relationships between customer satisfaction, image and customer loyalty of the

hotel industry. It mainly focuses on hotel chains. For analysis, data were collected from chain hotels, New Zealand. It was found that customer satisfaction, hotel image, performance and price are directly related to customer loyalty.

H₂: There is a significant impact of service quality on customer loyalty.

2.3 Customer Trust on Customer Loyalty

Ling et al. [6] were inclined to identify those factors that affect customer loyalty among Generation Y in Malaysia for the fast food industry. Their motive was to identify the relationship of customer trust on customer loyalty as well. Their independent variables were corporate image, trust and perceived switching cost, whereas the dependent variable was customer loyalty. For the purpose to study, they formed 5-point likert closed-ended questionnaire (ranging from strongly disagree to strongly agree) and distributed to 250 sets of questionnaires, among which only 200 responses were collected. The study found that corporate image, trust and perceived switching cost had a positive association with customer loyalty. Base on analyses, it was recommended the level of trust, switching cost and image that would ultimately become a reason for alleviation in customer loyalty.

Salarzahi and Rahmaninejad [13] in their research on the study of factors affecting customer loyalty in banking industry in Iran. The objective of the study was to investigate the elements that can influence customer loyalty. External elements were regarded as independent variables having constructs such as satisfaction, commitment, trust, commitment and mental image, whereas dependent variable includes loyalty. The population was the customers of private bank. And for data collection, a questionnaire was formed and later was analyzed using SPSS software. Based on the analysis, it was concluded that independent variables have a significant relationship on the dependent variable.

H₃: There is a significant impact of service quality on customer loyalty.

2.4 Brand Image on Customer Loyalty

Jin et al. [14] focused to identify what restaurant experiences affect the brand image and that of

loyalty. This piece of study probes the effects of brand image and customer loyalty. Independent variables were environment, food quality and price fairness; mediating variables were brand image and customer satisfaction and the dependent variable was customer loyalty. A 7-point likert scale was formed ranging from strongly disagree to strongly agree and conducted. They conducted an online survey and distributed questionnaires and collected data from 368 respondents as responses, among which 50.5% were female and 49.5% were male. Confirmative Factor Analysis (CFA), Average Variance Extracted (AVE) and Structural Equation Modeling (SEM) tests were done. The study showed that the brand image has an utter significant effect on customer's loyalty. This study also recommends a managerial stake to strengthen marketing strategies further to enhance brand image that has a direct and positive relationship with customer loyalty.

Kandampully and Suhartanto [5] argued on identifying the relationships between customer satisfaction, image and customer loyalty of hotel industry. The study is based on hotel industry. Target population for this study was chain hotels and so the data was gathered by taking responses from the customers of New Zealand. So it was concluded that independent factors such as hotel image, performance, customer satisfaction and price are having direct impact on dependent variable such as customer loyalty.

Majid et al. [15] probe the relationship of service quality, brand image, food quality on customer loyalty of hotel restaurant, Terengganu, Malaysia. The target audience for this study comprised of those people who visited a 2-star restaurant. A questionnaire was formed to collect the data from the targeted population using a convenience sampling technique. A sample size of 268 questionnaires was distributed and out of 268 questionnaires, 231 questionnaires were fully filled and returned so 231 questionnaires were implemented in SPSS version 23 for an analysis whose response rate was 86.2 percent. Regression analysis test was implemented for the analysis. Based on empirical results, it was found that image, service quality and food quality have a positive impact on customer loyalty. It was recommended by the authors that only improving service quality, food quality and image is not an end, but also improving the reputation of hotel plays a very significant role for sustainability.

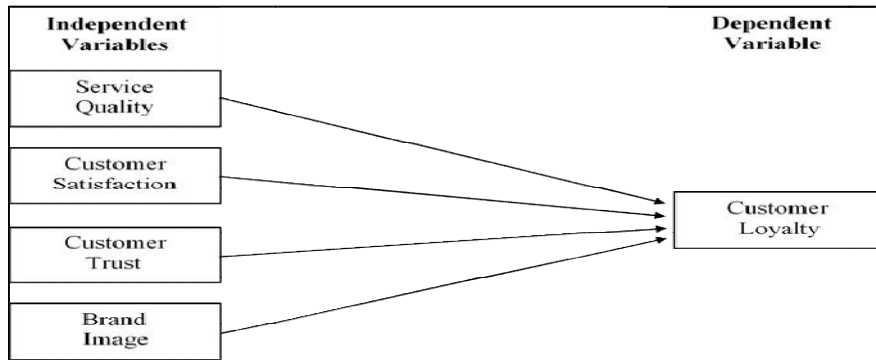


Fig. 1. Theoretical framework

H₄: There is a significant impact of service quality on customer loyalty.

sampling where each member of the sample is selected on the basis of convenience.

3. RESEARCH METHODOLOGY

3.5 Variables

The motive of this piece of study to analyze the significant relationship of those determinants that have some link or association with the loyalty of customers of La Moosh, Hyderabad. The determinants that influence the customer loyalty of La Moosh (Café), Hyderabad are: service quality, customer satisfaction, customer trust and brand image.

There are two variables consisting of independent variables and dependent variable. Independent variables include constructs such as service quality, customer satisfaction, customer trust and brand image. On the contrary, the dependent variable includes a construct namely; customer loyalty.

3.1 The Study Area

3.6 Data Collection

This is the primary data conducted in Hyderabad, Pakistan, whereas the population is comprised of all those individuals who visit or use the services rendered by La Moosh, Hyderabad, Pakistan.

A 5-point likert closed-ended questionnaire ranging from strongly disagree to strongly agree (1-5) was formed to collect data from respondents. The questionnaire was formed by adopting the theoretical framework having two sections. First, it catered the demographics and other one is items related to constructs. Every construct contains five (5) elements within itself. The responses were collected using convenience sampling technique and those responses were entered in IBM SPSS version 25 for the analysis.

3.2 Research Design

3.7 Theoretical Framework

Primary data was used to in this research and in this research, questionnaire was formed to collect data. In addition, this is correlational research aimed at identifying the associations of external factors (independent variables) on internal factor (dependent variable).

The theoretical framework has been described in Fig. 1. The independent variables were service quality, customer satisfaction, customer trust and brand image. The dependent variable was customer loyalty for all the cases.

3.3 Sample Size

4. RESULTS AND DISCUSSION

A sample size of 250 was taken as per the rule propounded by Roscoe (1975) [16] by using a simple formula which states "number of items in a questionnaire * 10 (25*10 = 250).

4.1 Demographic Study of Respondents

3.4 Sampling Technique

The responses were collected using a convenience sampling technique. It is a type of

Table 1 shows the demographic study of respondents who gave the responses and participated in the study. They are segregated

into six (6) classifications namely; gender, age, marital status, education, job status and salary. 250 questionnaires were distributed to the users of La Moosh (Café) of Hyderabad, Pakistan. Out of 250 responses, higher ratio is related to male comprising of 58.8 percent and seconded by female with 41.2 percent. Majority of respondents are of age between 20-30 with 70.4 percent, and the age groups like 31-40, 41-50 and above 51 has 16.8, 9.6 and 3.2 percent respectively. 64.8 percent of the respondents in the study are single whereas, 35.2 percent are married. 12.8 percent of basic, 54.4 percent of bachelors, 28.8 percent of masters and 4.0 percent of doctoral

backgrounds of education are catered in this research. As per job status 53.2 percent are students, 28.4 percent are employed, 4.8 percent are unemployed, 1.6 percent are self-employed and 9.2 percent are having a business. Salary-wise segregation illustrates that 58.0 percent are those respondents who don't have salary because they are student, 12.0 percent having salary below 50,000, 12.0 percent having salary between 50,000-80,000, 8.0 percent having salary between 81,000-100,000, .8 percent having salary between 100,001-130,000 and 9.2 percent respondents are having salary above 130,000.

Table 1. Demographic study of respondents

| Gender | Frequency | Percentage |
|-----------------------|------------------|-------------------|
| Male | 147 | 58.8 |
| Female | 103 | 41.2 |
| Total | 250 | 100.0 |
| Age | | |
| 20-30 | 176 | 70.4 |
| 31-40 | 42 | 16.8 |
| 41-50 | 24 | 9.6 |
| Above 51 | 8 | 3.2 |
| Total | 250 | 100.0 |
| Marital Status | | |
| Single | 162 | 64.8 |
| Married | 88 | 35.2 |
| Total | 250 | 100.0 |
| Education | | |
| Basic | 32 | 12.8 |
| Bachelors | 136 | 54.4 |
| Masters | 72 | 28.8 |
| Doctoral | 10 | 4.0 |
| Total | 250 | 100.0 |
| Job Status | | |
| Student | 133 | 53.2 |
| Employed | 78 | 31.2 |
| Un-Employed | 12 | 4.8 |
| Self-Employed | 4 | 1.6 |
| Business | 23 | 9.2 |
| Total | 250 | 100.0 |
| Salary | | |
| None | 145 | 58.0 |
| Below 50,000 | 30 | 12.0 |
| 50,000-80,000 | 30 | 12.0 |
| 81,000-100,000 | 20 | 8.0 |
| 100,001-130,000 | 2 | .8 |
| Above 130,000 | 23 | 9.2 |
| Total | 250 | 100.0 |

Source: Calculated using IMB SPSS version 25 by the authors

4.2 Factor Analysis

Table 2 shows the results of factor analysis of variables. It depicts that all variables (including service quality, customer satisfaction, customer trust, brand image and customer loyalty) have Eigenvalue greater than 1 and total cumulative variance in percentage is 54.63, 75.888, 71.756, 69.841, 76.057 respectively. The Kaiser-Meyer-Olkin (KMO) of Sampling Adequacy of service quality, customer satisfaction, customer trust, brand image and customer loyalty is greater than .50 i.e. .821, .864, .868, .845, .818 respectively with level of significance of .000 which is less than .05. This test illustrates that now further tests can be entertained since all the constructs are significant as KMO is greater than .50 and significance level is less than .05.

4.3 Reliability Analysis

Table 3 shows the reliability (Cronbach's Alpha) test of the constructs. A construct is said to be reliable if its Cronbach's Alpha is greater than or equal to .60. However, it can be seen from Table 3 that all the constructs are having values greater than the critical value of 0.60. Cronbach's Alpha value for service quality is .775, customer satisfaction having .919. customer trust having .898, brand image having .885 and customer loyalty having .919 which describe that all the constructs of the study are reliable.

4.4 Regression Analysis

Table 4 tells about regression analysis of various variables. The relation between service quality and customer loyalty is .766 (76.6%) and there

exists .586 (58.6%) of variation of service quality on customer loyalty. Beta depicts the relationship between dependent and independent variable, beta is .766. t value is 18.739 which is greater than 1.96 and the significance level is .000 which is less than the critical value of .05. Hence the hypothesis: "There is a significant relationship of service quality on customer loyalty" is accepted.

In Table 4, correlation of customer satisfaction on customer loyalty is .833 and variation between customer satisfaction and customer loyalty is .694. Beta value is .833. t value is valued at 23.727 which is greater than 1.96 and significance value is .000 which is less than .05 hence the hypothesis: "There is a significant relationship of customer satisfaction on customer loyalty" is accepted.

In Table 4, the relationship between customer trust and customer loyalty is .802 and variation between customer satisfaction and customer loyalty accounts for .643. Beta value is .802. t value is valued at 21.146 which is greater than 1.96 and significance value is .000 which is less than .05 hence the hypothesis: "There is a significant relationship of customer trust on customer loyalty" is accepted.

In Table 4, the relationship between brand image and customer loyalty is having a value of .847 whereas the variation between brand image and customer loyalty accounts for .717. Beta value is .847. t value is valued at 25.085 which is greater than 1.96 and significance value is .000 which is less than .05 so the hypothesis: "There is a significant relationship of brand image on customer loyalty" is accepted.

Table 2. Factor analysis of variables

| Constructs | Eigenvalue | Total variance cumulative (%) | KMO | Sig. |
|-----------------------|------------|-------------------------------|------|------|
| Service Quality | 2.730 | 54.603 | .821 | .000 |
| Customer Satisfaction | 3.794 | 75.888 | .864 | .000 |
| Customer Trust | 3.588 | 71.756 | .868 | .000 |
| Brand Image | 3.492 | 69.841 | .845 | .000 |
| Customer Loyalty | 3.803 | 76.057 | .818 | .000 |

Source: Computed via SPSS version 25 by the authors of this study

Table 3. Reliability analysis test of constructs

| Constructs | Cronbach's Alpha | Number of items |
|-----------------------|------------------|-----------------|
| Service Quality | .775 | 5 |
| Customer Satisfaction | .919 | 5 |
| Customer Trust | .898 | 5 |
| Brand Image | .885 | 5 |
| Customer Loyalty | .919 | 5 |

Source: Computed via SPSS version 25 by the authors of this study

Table 4. Regression analysis test of constructs

| Constructs | R | R ² | Beta Value | t | Sig. |
|---|------|----------------|------------|--------|------|
| Service quality on customer loyalty | .766 | .586 | .766 | 18.739 | .000 |
| Customer satisfaction on customer loyalty | .833 | .694 | .833 | 23.727 | .000 |
| Customer trust on customer loyalty | .802 | .643 | .802 | 21.146 | .000 |
| Brand image on customer loyalty | .847 | .717 | .847 | 25.085 | .000 |

Source: Computed via SPSS version 25 by the authors of this study

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The prime objective of this research was to analyze and identify the most influential factors that have an impact on customers’ loyalty of La Moosh, Hyderabad, Pakistan. The study showed that the Cronbach’s Alpha of all variables have a value greater than .60 that showed that all the constructs are significantly reliable and Chi-Square test reveals that significance level of independent variables on a dependent variable is .000 which is less than the standardized threshold i.e..05.

Based on the empirical observations mentioned as above in discussions section, it is analyzed that the independent variables namely; service quality, customer satisfaction, customer trust and brand image have a direct significance and association with the dependent variable such as customer loyalty. If independent variables are enhanced, it will, ultimately, result in escalating the loyalty of customers.

5.2 Recommendations

Based on these empirical findings, it is recommended that the La Moosh (Café), Hyderabad, Pakistan must focus on service quality, customer satisfaction, customer trust and brand image because these are the elements that if improved further will ultimately make customers to be loyal for a sustainable and longer period. As this variable have a drastic impact on customers' loyalty and possess the potential to alleviate or aggravate the loyalty of customers if not considered with due seriousness and actions.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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APPENDIX

Section A: Basic Data – Please tick the appropriate answer

1. **Gender**
 Male Female
2. **Age (in Years)**
 20 – 30 31 – 40 41 – 50 Above 51
3. **Marital Status**
 Single Married
4. **Education**
 Basic Bachelors Masters Doctoral
5. **Job Status**
 Student Employed Unemployed Self-Employed Business
6. **Salary/month (in Rs.)**
 None Below 50,000 50,000–80,000 80,000–100,000 100,000–130,000 130,000–110,000 110,000–130,000 Above 130,000

Section B: “Determinants influencing the loyalty of customers: An Empirical Evidence in the light of La Moosh, Hyderabad (Fast Food Restaurant)” – Please tick the appropriate answer from 1–Strongly Disagree (SD), 2–Disagree (D), 3–Neutral (N), 4–Agree (A), 5–Strongly Agree (SA).

Service Quality

- | | | | | | | | | | | |
|---|--------------------------|----|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|----|
| ✓ Service of La Moosh is reliable. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | I | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |
| ✓ The location of La Moosh is near to my office and home. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | I | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |
| ✓ The environment and infrastructure of La Moosh is pleasant. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | I | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |
| ✓ Operations of Las Moosh meets my expectations. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | I | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |
| ✓ La Moosh staff is humble and cooperative. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | I | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |

Customer Satisfaction

- | | | | | | | | | | | |
|--|--------------------------|----|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|----|
| ✓ I am satisfied with my decision to select La Moosh. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | N | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |
| ✓ La Moosh gives services that meet my needs and expectations. | <input type="checkbox"/> | SD | <input type="checkbox"/> | D | <input type="checkbox"/> | N | <input type="checkbox"/> | A | <input type="checkbox"/> | SA |

- ✓ I am happy with the services provided by La Moosh. SD D N A SA
- ✓ La Moosh staff handles my queries efficiently and effectively. SD D N A SA
- ✓ La Moosh provides what they promise. SD D N A SA

Customer Trust

- ✓ La Moosh is trustworthy. SD D N A SA
- ✓ La Moosh keeps my information under strict confidentiality. SD D N A SA
- ✓ La Moosh is reliable and I can rely on it. SD D N A SA
- ✓ La Moosh is transparent and honest. SD D N A SA
- ✓ The order for food at La Moosh uses to be accurate and complete. SD D N A SA

Brand Image

- ✓ La Moosh is reputable and well established. SD D N A SA
- ✓ Perception of La Moosh in the minds of people is good. SD D N A SA
- ✓ The name of La Moosh is well known. SD D N A SA
- ✓ La Moosh provides me services better than other fast food restaurants. SD D N A SA
- ✓ I can easily recall symbol or logo of La Moosh. SD D N A SA

Customer Loyalty

- ✓ I will say good and positive things to others about La Moosh. SD D N A SA
- ✓ I would suggest others and my friends to use La Moosh. SD D N A SA
- ✓ I will always consider La Moosh as a first choice. SD D N A SA
- ✓ I will continue to use services of La Moosh. SD D N A SA
- ✓ La Moosh fulfills my requirements. SD D N A SA

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