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FACTORS ASSOCIATED WITH CUSTOMER LOYALTY FOR INTERNATIONAL DINING RESTAURANTS LOCATED IN JEDDAH, SAUDI ARABIA

DISSERTATION

Presented in Partial Fulfillment of the Requirements for the Degree Doctor of Philosophy in the Graduate School of The Ohio State University

By

Ayman M. Tuns, M.S.

The Ohio State University 2000

Dissertation Committee:

Professor R. Thomas George, Adviser
Professor Wayne Johnson
Professor Lydia Medeiros
Professor Kay N. Wolf

Approved by

Advisor
College of Human Ecology
Department of Human Nutrition and Food Management
This study of international dining restaurants in Jeddah, Saudi Arabia was conducted during December 1999 through January 2000 by means of a survey questionnaire. The main objective of this study was to identify what international dining restaurant customers value the most in a restaurant’s overall operation (quality of food and service, atmosphere, customer accommodation, and reputation related factors). To examine all factors that affect customer loyalty, demographic information about respondents was collected and its relationships with customer loyalty were tested in this research.

Customer loyalty was measured as the proportion of customers’ total number of visits that are made to their favorite group of international restaurant to total number of visits made to all groups of international dining restaurants. This measurement was analyzed by regression trees to determine the effect of international dining
restaurants' dimensions and customers' demographics on customer loyalty. These analyses showed strong relationships between customer loyalty and the dimension of atmosphere in an international dining restaurant. Loyalty was also affected by service quality, food quality, and reputation at international dining restaurants. The results of this research provide a list of the elements that are related to the dimensions of a restaurant and a list of the demographics of diners that affect customer loyalty.

This study assists present restaurant owners to improve their operations and new businesspersons to decide what kind of international restaurant to establish with respect to the preferences of Saudi diners. By evaluating the market by means of looking at the international dining restaurant customers' demographics, this study helps restaurant owners in Jeddah, Saudi Arabia to consider customer loyalty when adjusting their business.
DEDICATION

Dedicated to my parents after God
ACKNOWLEDGMENT

I would like to dedicate this dissertation to my God who blessed me with life, ability, patience, resources, and everything that made this study possible. In addition, I would like to thank God for gracing me with two of the greatest people alive that I have ever known, my parents, Mohammed and Najah Tuni. I wish to express my sincere appreciation to them, for their love and caring, for their sacrifices, and for their encouragement.

I wish to thank my adviser, Dr. R. Thomas George who has encouraged and provided continuous support to grow my academic interests. Without his supervision and direction, this study would not have been possible. I will always be grateful for the time and effort that he invested in my work and his determination and courage when I needed it most. It is very suitable here to mention what Erich Fromm said about giving, which I consider a rose of appreciation that should be awarded to Dr. George: "Not he who has much
is rich, but he who gives much”.

I would like to express my gratitude to all of my committee members, Dr. Wayne Johnson, Dr. Lydia Medeiros, and Dr. Kay Wolf for their time and effort, which made this study possible.

My expression of gratefulness is to Dr. Barbara Ligget, who provided a priceless guidance and encouraged me to pursue research in the food service management at a preliminary level of my academic path. She is one of the greatest teachers that I will never forget.

Finally, my genuine appreciation is also extended to my wife Areej and both of my daughters Amal (Hope) and Najah (Success) whose love and patience has cherished me all the time.
VITA


1987 - 1992 ................ B.S. Biochemistry, King Abdul-Aziz University


1997 ......................... M.S. Development Administration, Western Michigan University.

FIELD OF STUDY

Major Field: Human Ecology, Food Service Management
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CHAPTER 1

INTRODUCTION

In developed countries, the food service industry has been confronted with strong competition that continues to cause many companies to leave the industry. An important concept that has received much attention since the early 1980s is customer retention (Knox, 1998). Industries have started to realize that in addition to seeking new customers, establishing an ongoing relationship with their regular customers is very important.

Customers who return to use a specific service are classified into two groups: habitual and loyal (Reichheld & Teal, 1996). According to Knox (1998), habitual customers are those who return to use the same service or product simply out of habit, location, price, or convenience with no special preference for the service or the product. In contrast, loyal customers return because of a connection...
that they feel to the product, or the various factors associated with that particular service such as taste or product quality. Knox (1998) stated that both loyal and habitual customers constitute the most profitable segment of customers. All businesses should try to have a regular group of both types of customers. The present study has focused on identifying the factors that attract the second group of customers—that is, those who have a loyalty to a group of international dining restaurants in Jeddah, Saudi Arabia. In this research, a group of international dining restaurants is defined as a group of restaurants that provide food from the same nationality such as the Chinese group or the Italian group.

In the current research, “international dining restaurant” is defined as all dining restaurants, casual and fine dining, that provide international food, which is non-Saudi food or food not native to the area, such as French, Chinese, or Turkish cuisine. In this research, a “group of international dining restaurants” is defined as a group of restaurants that provide food from the same nationality such as the Chinese group or the Italian group. International dining restaurants represent the majority of the dining restaurants located in Jeddah.
The purpose of this research is to identify the specific factors (e.g., atmosphere, food quality, reputation) that cause people to be loyal to one group of international dining restaurants. The second purpose is to determine the strength of each of these factors.

The New Movement

In businesses and industries in developed countries, it is evident that much research is focused on the customer. Corporations are now transferring from a central objective of profit to one of fulfilling customer needs (Reichheld & Teal, 1996). Current research is increasingly considering the customers' preferences. Some researchers have explored the issue of customer loyalty in the hospitality industry in developed countries. For example, Bowen and Shoemaker (1998), who focused on customer loyalty in the hotel industry, concluded that there are six major factors that impact hotel customers' loyalty. Jutkins (1995) also studied ways to build customer loyalty through the implementation of a marketing database in the food service industry. This program has five major elements that address customer loyalty in the restaurant industry. Both studies will be discussed in chapter two.
Wallace (1995) states that new strategies are needed to attract and retain customers in the quick-service restaurant industry. There are three steps in implementing the use of technology to encourage customer loyalty. First is to gather information, second is to transfer this information into knowledge, and third is to turn this knowledge into actions and interactions with the customers in order to gain their loyalty.

**Does it Pay?**

Reichheld and Teal (1996) discussed the loyalty effect in several different businesses, including advertising, publishing, and insurance. In these studies it was asserted that a five percentage-point increase in customer retention rate influences customer net present value by 95 percent in the advertising business, 90 percent in the life insurance business, and 85 percent in the publishing industry (Reicheld & Teal 1996). These statistics show the importance of customer retention. In addition, customer retention costs less than what acquiring new customers would cost (Kotler, 1994). More specifically in the restaurant industry, Nations' Restaurants News Fact File (1986) reports that 44 percent of customers who visited
restaurants for the first time were referred by a friend, and 10 percent came for the first time with someone who had dined there before.

In general, as one of the factors related to customer retention, customer loyalty plays a major role in influencing customers to choose a specific company over others within a specific industry. Determining the various factors associated with customer loyalty will allow companies to improve their operation and influence customer net present value.

**Customer Loyalty in Saudi Arabia**

The types of the above-mentioned research have not been explored up till now in Saudi Arabia, which is a developing country that has had a very short experience with the restaurant industry. In the last 20 years, dining out has become an essential part of many people's way of life in Jeddah. As free time activity among the Saudis has increased, the number of restaurants has increased considerably. In Jeddah, one of the major cities in Saudi Arabia, there are less than 900 restaurants, divided between dining and fast food restaurants (Annual Report of Jeddah Chamber of Commerce, 1998).
Jeddah is the second largest city in the Kingdom after the capital Riyadh. It is the major seaport located on the shore of the Red Sea, in the Western province of Saudi Arabia. The population of Jeddah is about 2.5 million. This study has focused on the dining restaurants in Jeddah, Saudi Arabia, and more specifically, on the international dining restaurants. International dining restaurants are ones that provide international food, with or without providing the relevant atmosphere.

Within a considerably short (20-year) experience with the food service industry, many restaurants in Saudi Arabia have gone out of business for a variety of reasons. Among the restaurants that failed in the last ten years are Disney Dining Restaurant and several branches of Wemby Restaurants and many smaller independent restaurants (Jeddah Chamber of Commerce Annual Report, 1998). Because of the lack of formal research concerning the area of food service in Saudi Arabia, the researcher depended on informal resources and experiences.

As a result of the events of the Gulf War in 1989, buyers' challenging conditions have begun to influence in the market, as demonstrated by the eruption of increased competition, the emergence of more demanding consumers, and
the rising complexities in marketing practices (Luqmani et al., 1989). This new state of affairs has forced many firms to redesign their marketing programs in an attempt not only to protect market share, but also to ensure their survival in the marketplace. As noted earlier, however, falling oil revenues have eroded disposable incomes and forced consumers increasingly to seek value for money (Leonidou, 1995). Moreover, today's consumers are very sophisticated and competent: they want better quality, product assortment, reasonable prices, support services, and more information (Leonidou, 1995).

In view of this historical context, today's consumers in the Kingdom are concerned with obtaining value for money (Leonidou, 1991; Tuncalp, 1990). This has increased price competition in the market and has led many firms both to reduce various operating, financial, and managerial costs and to have brought about a decline in their profit margins.

Among the problems that Saudi restaurant owners have encountered are ignorance of customer satisfaction, poor understanding of consumer behavior and needs, and competition for consumer money among restaurants that serve the same market. In addition, there is a lack of
understanding about the concept of customer loyalty. However, no research related to customer loyalty in the food service industry has been conducted specifically in Saudi Arabia, to date. Due to cultural differences, the factors that affect customer loyalty in Saudi Arabia may vary and may be quite different than factors that determine customer loyalty in other countries.

In general, customers are most likely to be loyal to restaurants that meet their expectations. In search of the restaurant that best meets their needs, customers may patronize more than one restaurant from several restaurant alternatives. That is, they may have multi-restaurant loyalty. Consequently, assessing customer loyalty toward a single restaurant may provide an insufficient indication of customer loyalty. In light of this, a measure that indicates a consumer's loyalty across a selection of restaurants is needed to investigate a consumer's multi-restaurant loyalty behavior. Meeting customer needs is a key factor; however, businesses must first identify these needs. Learning about customer behavior, what customers value, and their preferences may lead companies to reorganize and improve their businesses to meet the ever-
growing trend toward increasing customer satisfaction and building loyalty.

Objectives of the Study

The primary objectives of this study are as follows:

1. First is to discover what items international dining restaurant customers rate in degree of importance in an international dining restaurant’s overall operation (e.g., quality of food, service, atmosphere). These factors will be rated in the matter of their importance according to the respondents in this research.

2. Second is to gather demographic information about respondents such as age, income, gender, level of education, and marital status.

3. Third is to determine the relationship between selected factors, customer loyalty, and demographic information.

Considering these objectives, this study will provide an exploration of the Saudi customers’ preferences in order to enable existing restaurant owners to improve their performance and future restaurant owners to design their operation, based on these preferences.
The uniqueness of Jeddah among the rest of the country’s cities is that it is the closest city to the holy city of Makkah. Makkah, which is located in the west province of Saudi Arabia, is a holy city because of the presence of the shrines. It is a target for all Muslims to make the pilgrimage (hajj). Thus, Makkah is an open city for all Muslims. There is no airport in Makkah; therefore, most pilgrims from all over the world use Jeddah as the major path to Makkah. Because of these reasons, Jeddah has a unique culture formed from the varying backgrounds of many people.

Research Questions

(1) What are the factors in the overall operation (quality of food, service, or atmosphere, among others) of international dining restaurants in Jeddah, Saudi Arabia that contribute to customer loyalty?

(2) What is the degree of importance of each of the factors that contribute to customer loyalty to international dining restaurants in Jeddah, Saudi Arabia?

(3) What are the relationships between customer loyalty, factors that affect customer loyalty, and the demographic information of the Saudi customers?
Significance of the Study

The restaurant industry is rapidly changing in Jeddah, Saudi Arabia. As more restaurants open for business, others close. The successful restaurant business seeks to create a strong program of customer retention. Due to the specific culture of Jeddah, these restaurants need to understand factors that influence customer loyalty. This study will provide information for the development of customer loyalty programs for international dining restaurants in Jeddah. Present and new companies will be able to use the findings from this study to modify their operation in ways that create customer loyalty.

Definition of Terms

The following definitions will be used in the current study. “International dining restaurant” refers to all dining restaurants casual and fine dining that provide international food, which is non-Saudi food or food not native to the area, such as French, Chinese, or Turkish cuisine. In this research, a “group of international dining restaurants” is defined as a group of restaurants that provide food from the same nationality such as the Chinese group or the Italian group.
"Customer loyalty" is defined as constancy of preference over a certain length of time (Blackwell, et al 1984). "Retail store loyalty" is defined as a biased, behavioral reaction, established over time, by some decision-making element, with regard to one or more substitute stores out of a collection of the sort stores, and as a function of a psychological series of actions (Jacoby & Kyner 1973).

Blackwell (1990) defines loyalty as "more than repeated purchases and preferences" and recognizes the fact that it costs less to keep a customer than to attract a new one. Blackwell goes on to categorizes loyalty as: undivided loyalty AAAAAA, divided loyalty (ABABAB), unstable loyalty (AABBB), and no loyalty (ABCDEF). According to Blackwell, a company's goal is to seek undivided loyalty which is difficult to achieve, and almost impossible to measure. The key is to find people who are truly satisfied with their purchase. Many loyal households exhibit a wide range of loyalty (12% to 73%) across products. Blackwell concludes that customer loyalty requires an organization's total efforts especially in their customer relations.
From the previous definitions of customer loyalty, the present study defines “customer loyalty,” in terms of international dining restaurants, as the customer’s decision to go frequently to, or leaning to go to, a group of international dining restaurants, among other groups of international restaurants from the same segment (international dining restaurants). As an example, a person may be leaning to go to Chinese dining restaurants more than Egyptian dining restaurants. The major influences of such a decision are due to a combination of customer attitudes and behaviors. “Attitudes and behaviors” refer to the ideals through which customers view the product's value. “Product value” refers to the relationship between price, service, and quality.

Runyon and Stewart (1987) said that one of the ways that customer loyalty has been measured by is proportion of patronage. For purposes of this study, the operational definition of customer loyalty is defined as the proportion of customers’ total number of visits that are made to their favorite group of international restaurants to the total number of visits made to international restaurants. This way of measuring store loyalty has two advantages, as Oh (1995) stated: first advantage is that it is a quantifiable
easy way; second is that it allows determination of multi-store loyalty.

The operational definition of factors associated with customers’ loyalty is the mean score of 32-items from five dimensions, as measured on a seven-point Likert scale. These 32 items were derived from a number of sources: the literature review, the focus groups, and the survey pilot test. The scale measures the importance of each factor that is connected with customers' willingness to patronize a self-defined international dining restaurant.

Limitations of the Study

Although most of the data will be collected through a survey, the study will be limited by resources available in the field of food service in Saudi Arabia. Time, distance, and financial resources available to the investigator will limit the study.

The research will be limited only to adults, males, and females who hold the Saudi nationality, who constitute the majority of Jeddah’s population. Covering both genders' point of view of the Saudi customers' is the other reason behind choosing males and females who hold Saudi nationality. In addition, the research will be limited to those people who are living in Jeddah, in order to get an
accurate evaluation of the existing Saudi customers of international dining restaurants in Jeddah.

Extraneous errors that might affect other research such as gender, marital status, income level, and level of education were excluded because they were built in the study's design as demographic "variables."

**Structure of the Presentation**

The next chapter (chapter 2) will review the literature related to customer loyalty and explores factors associated with it. The chapter also offers a definition of terms, a measurement of customer loyalty, and the effects and results of customer loyalty on the hospitality industry. Chapter 3 introduces the setting of the research study, outlines the research questions, and describes the procedures to test the relationship between factors associated with customer loyalty, demographic information, and customer loyalty. Chapter 4 introduces the results of the research questions arrived at by using the statistical techniques applied to the data collected from surveys that the researcher distributed in Jeddah, Saudi Arabia in 1999-2000. Finally, chapter 5 discusses the implications and
limitations of the study and makes recommendations for future research.
CHAPTER 2

REVIEW OF THE LITERATURE

Introduction

The purpose of this chapter is to review the related literature for examining the effect of the international dining restaurant dimensions on customer loyalty. First, differences between customer retention, customer satisfaction, and customer loyalty are reviewed. Second, definitions of customer loyalty are offered. Third, measurement of customer loyalty is provided. Fourth, research examining effects and results of customer loyalty are reviewed. Fifth, research examining effects and results of customer loyalty on the hospitality industry are reviewed. The last section explores factors associated with customer loyalty in restaurant’s overall operation.
The Relationship between Customer Loyalty, Customer Satisfaction, and Customer Retention

According to Smith (1998), there are two different motives that cause customers to go back to buy a specific service or a product. The first motive is the benefit that is represented by a special offer or discount. The second motive depends on the emotional attachment that customers hold for a specific service or product. The reason behind retention that occurs from the first motive is the benefit that comes from the products' discount that will be ended with the end of providing this motive. On the other hand, the second motive, which relates to loyalty, influences retention because of the relationship that customers hold toward a specific product (Smith, 1998).

Smith's distinction of the two kinds of motives for customer retention is connected to customer loyalty. Bowen & Shoemaker (1998) build on the second motive in customer retention, which acknowledges the emotional aspect of retention. They state that real loyalty focuses on an individual's emotional and rational needs that should be built through personal brand relationships. These authors also point out that traditional frequency focuses on profitability that depends on reward programs or discounts.
Bowen and Shoemaker (1998) further address the difference between customer loyalty and customer satisfaction. Customer satisfaction weighs how well a customer’s prospects are met by a presented business action, while customer loyalty measures how likely a customer is to go back and retain partnership actions (Bowen & Shoemaker, 1998). They argue that every loyal customer is a satisfied customer, although not every satisfied customer is a loyal customer. Goderis (1998), in support of Bowen and Shoemaker, adds that customer satisfaction should be increased to be complete satisfaction in order to increase the level of loyalty. According to Bowen and Shoemaker (1998), Xerox Company reported that entirely gratified customers are six times more loyal than those customers who are barely satisfied.

In addition to examining the relationships between customer loyalty and customer satisfaction, as well as customer loyalty and customer retention, researchers have also studied the relationship between customer satisfaction and customer retention. In order to gain customer retention, organizations should attain customer satisfaction (Kotler & Armstrong 1994). A few studies, which used real purchasing data, tested the relationship
between customer satisfaction and retention. These studies continually reveal only a poor association between both variables (Thurau & Klee 1997). For example, according to Kordick (1988), only 40 percent of car purchasers, who filled out the survey, claimed that they were satisfied, were involved again in purchasing behavior (Kordick, 1988). In addition, Kordick (1988) claims that 15 percent of the unsatisfied customers who were surveyed came back to the same vendor in defiance of their dissatisfaction.

According to Bowen and Shoemaker (1998), to create loyalty, organizations should administer three functions evenly well. They present these three functions throughout the loyalty triangle, which formed by the following sides:

1- Process
2- Value Creation (Added and Recovery)
3- Database Management/Communication

The first side of the loyalty triangle is the process that includes everything that happens from the time a customer initiates purchasing the service or the product to the time he or she vacates the property (Bowen & Shoemaker, 1998).
Definitions of Customer Loyalty

The following definitions of loyalty show types of loyal customers. If a customer patronizes restaurant A and intends to return to restaurant A while also patronizing others (B, C) of the same type, that customer is still considered somewhat loyal. Blackwell (1990) categorizes loyalty as follows: undivided loyalty AAAAAA, divided loyalty (ABABAB), unstable loyalty (AABBB), and no loyalty (ABCDEF). According to Blackwell, a company's goal is to seek undivided loyalty which is difficult to achieve and almost impossible to measure.

Griffin (1995) divides customers into four categories: inertia loyalty, latent loyalty, premium loyalty, and no loyalty. The "inertia loyalty" category represents customers who repurchase a specific service without emotional attachment. Customers who are included in the "latent loyalty" category are those who feel attached to a specific product or service while they purchase the product infrequently. The third category is the "premium loyalty" that is related to customers who have a high repeat visit or purchase rate for a specific service with high level of emotional attachment to this service. The "no loyalty"
category represents in customers who have no attachment for a specific product or repurchase intention (Griffin, 1995).

The following definitions of customer loyalty contain three major keys in defining loyalty: first, is that customers’ needs were met and second is the favorable feeling that been created from the first key and third is the frequent patronage over a specific period of time that occurs as a result of the first two keys.

Customer loyalty has been defined as constancy of preference over a certain length of time (Blackwell, et al. 1984). Retail store loyalty is defined as a biased, behavioral reaction, established over time, by some decision-making element, with regard to one or more substitute stores out of a collection of the same sort of stores, and as function of a psychological series of actions (Jacoby & Kyner 1973). Loyalty has been pointed out as a long-term promise to return, including both frequent patronage and a favorable feeling (Dick & Basu 1994).

The following definitions of customer loyalty view loyalty from the point of view of competition. Customer loyalty happens when “the customer feels so strongly that you can best meet his or her relevant needs that your
competition is virtually excluded from the consideration set and the customer buys almost exclusively from you referring to you as 'their restaurant' or 'their hotel’” (Smith, 1998). Loyalty is the probability of a customer’s coming back to a hotel and that customer’s eagerness to act as a partner to the firm (Bowen & Shoemaker, 1998). Therefore, companies that implement customer loyalty programs desire to guard their market share from opponents, take high value customers from them, and retain and increase the number of high-value customers (Dunn, 1997).

In “Finding Customers: Market Segmentation,” Bull and Passewitz (1999) discuss two markets: (1) Undifferentiated Marketing focuses on the needs that customers have in common and relies on mass advertising. It succeeds the most when there is low competition in the same market. (2) Differentiated Marketing focuses on target marketing in specialized market segments. This form of marketing builds greater loyalty by recognizing the needs of specific target customers. The authors define market segmentation as “dividing a larger market into sub markets based upon different needs or product preferences.” They conclude that those businesses that direct their marketing efforts toward making customers aware of the special benefits
(quality, low price, or convenience) of their product, benefit the most from their marketing efforts. In the current study, differentiated marketing of international restaurants in Jeddah is examined by identifying their customers' needs.

Measuring Customer Loyalty

Runyon and Stewart (1987) say that one of the ways that customer loyalty has been measured is by proportion of patronage. This way of measuring store loyalty has two advantages as Oh (1995) stated: the first advantage is that it is a quantifiable easy way; second is that it allowed determination of multi-store loyalty. Blackwell (1990) said that the most frequently used definition of brand loyalty is the proportion of total purchases within a given product category devoted to the most frequent purchased brand or company. Proportion of purchases is quantifiable and relates more closely to market share. Customer loyalty is a buyer's preferential attitudinal and behavioral response toward one or more brands (companies, stores, etc.) in a product category over a period of time.

There are also other ways of measuring loyalty. For instance, Oh (1995) measures store loyalty in a combination
of behaviors: (1) a psychological commitment, expressed in terms of the likelihood of future purchases at a particular store; (2) proportion of purchases in past experience.

It is the personal observation of the author of the current research that dining out is a new phenomenon for the average Saudi family. Therefore, Saudis do not plan for a long stretch of time ahead to eat out. Consequently, measuring loyalty through future intention would be completely misleading. It is for this reason that the current study is based only on past visits of diners to groups of international dining restaurants.

For purposes of this study, customer loyalty is measured by the proportion of a customer's total visits to groups of international restaurants that are made to their favorite group of international restaurants.

**Effects and Results of Customer Loyalty**

Reichheld and Teal (1996) discusses the effect of loyalty in several different businesses, including advertising, publishing, and insurance. They assert that a five percentage-point increase in customer retention rate influences customer net present value by 95 percent in the advertising business, 90 percent in the life insurance business, and 85 percent in the publishing industry. These
statistics show the importance of customer retention. In addition, customer retention costs less than what acquiring new customers costs (Kotler, 1994). More specifically in the restaurant industry, Nations' Restaurants News Fact File (1986) reports that 44 percent of customers who visited restaurants for the first time were referred by a friend, and 10 percent came for the first time with someone who had dined there before.

Dunn (1997), Smith (1998), Gould (1995), Kotler (1988), and Reichheld (1993) offer other arguments on the effects of customer loyalty on business performance. Companies that implement customer loyalty programs desire to guard their market share, attract high-value customers, and retain and increase the number of high-value customers (Dunn, 1997). Customer loyalty happens when "the customer feels so strongly that you can best meet his or her relevant needs that your competition is virtually excluded from the consideration set, and the customer buys almost exclusively from you - referring to you as 'their restaurant' or 'their hotel'" (Smith, 1998). Essential marketing strategy for achieving competitive benefits can be granted by developing, sustaining, and strengthening customer loyalty (Gould, 1995; Kotler, 1988; Reichheld,
The following section discusses the effects and results of customer loyalty specifically in the hospitality industry.

**Effects and Results of Customer Loyalty in the Hospitality Industry**

Bowen and Shoemaker (1998) and Barsky (1996) assert that the key to satisfying and gaining customers is through developing a partnership with customers and collecting information to identify factors that influence customer satisfaction and loyalty in the hotel industry. Bowen and Shoemaker (1998) discuss the competition that started in the hospitality industry toward gaining customers' loyalty through knowing factors that affect it. The authors stated that developing customers as partners is at the heart of loyalty creation. To learn the important factors that affect customers' loyalty, the authors distributed a survey for hotel customers.

According to Bowen and Shoemaker (1998), the six factors that impact hotel customers' loyalty are as follows. First, providing upgrades makes a difference in the loyalty of 69.4 percent of the survey’s population. Second, 59.2 percent of the sample that were surveyed was
concerned with the flexibility in the check-in and checkout times. Third, using information from previous stays for customers to create a suitable service for them matters to 57.7 percent of the customers surveyed. The possibility of requesting a specific room is the fourth factor that 44.7 percent valued for remaining loyal. The fifth factor that 42.6 percent of the customers value is that employees act with the attitude that the customer's problem is their problem, which they are more than happy to solve. Customers stated that this kind of personal attention greatly affects their loyalty. The last point that affects 41.1 percent of the sample's loyalty is that on their second visit to a hotel, the registration process is speeded up. The hotel industry will benefit greatly from applying the above-listed factors to their operations. Ultimately, through this information, they can gain the customers' loyalty (Bowen & Shoemaker, 1998). While Bowen and Shoemaker's (1998) research is on hotels and not restaurants, this research is specifically interested in the fact that they are looking for the significance of individual factors that gain customers' loyalty.

Barsky (1996) also focuses on customer loyalty in the hotel industry. His approach is similar to this research,
because it focuses on the customers and their satisfaction in order to determine the factors that will attract them to return. Barsky (1996) discusses a program that is being carried out by Hotel Sofitel North America to reach the highest possible level in customer satisfaction. He states that within ten months of building this program, the results were measured to show a substantial increase in the customers' satisfaction levels, which is one of the loyalty's requirements.

At the beginning, a customer survey was developed to identify all factors that affect customers' satisfaction with the participation of employees who are close to customers in performing their jobs (Barsky, 1996). Thus, information could be collected in order to form a suitable program that can be outfitted to gain the customers' satisfaction. He followed three steps to collect the desired information from the customers' survey. The first step is to write down the actual details that each task consists of. Second is to compare what is happening in each task with what should happen. Finally, the goal is to determine the gaps between both, in order to determine what should be done to reach the desired service standard.
Moreover, Barsky (1996) discusses several tools that Sofitel's management uses to assure carrying out the program. Sofitel created a newsletter to bring employees up to date on their accomplishments with a suitable reward. They also created a mission statement to make it a clear goal for employees to reach. In addition, management established an internal 800-telephone number for employees' service support. The writer of the current study suggests that all of these tools would contribute to fulfilling the major goal for which this program was created.

Barsky's (1996) research shows the extent to which Hotel Sofitel went to ensure customers' satisfaction and to gain their loyalty. In this sense, his research is relevant to the current study on customer loyalty. In the current research, the desire is to make a similar contribution to the better performance in the hospitality industry in Jeddah, Saudi Arabia. In this research, the focus is on international dining restaurants and not hotels.

While the above two studies focus on the hotel industry, the following three studies discuss the effects and results of customer loyalty in the restaurant industry. Cohen (1997) points out the success story of the Old San
Francisco chain of restaurants. He asserts the difficulties that restaurant owners have confronted in the 1990s because of the strong competition in the industry. Cohen predicates the success of this chain, Old San Francisco, to the "wow" effect that is being understood and implemented by top management and employees. The objective of the "wow" effect is to maintain an exciting environment and exceed the expectations of all managers, employees, and customers.

Using the "wow" effect will allow managers to be creative in this supportive environment (Cohen, 1997). Cohen insists on balancing between managers' time to perform their duty and time to be creative in their thinking to improve and develop their effectiveness. For example, the "wow" effect might be applied to featuring an unusual menu item that customers cannot find anywhere else, which may influence their loyalty. Moreover, focusing on the quality of the ingredients is considered necessary to gain customers' loyalty. Finally, providing big portions and great service will always be an effective way to "wow" customers.

Cohen's (1997) comments are relevant to the current study, which also tries to find the factors that attract
people as customers, by creating unique menu items and unique ways of service. The current research is trying to find the Saudi diners' attraction to factors that create loyalty. This research hopes to identify the important factors that influence Saudi diners' preferences when eating out.

Jutkins (1995) and Wallace (1995) assert that the key to satisfying and gaining customer loyalty is through making use of technology and creating marketing database to determine dining customers' need. Jutkins (1995) discusses building customers' loyalty through implementing a marketing database program. This program starts by giving the customer a special feeling that they are important (Jutkins, 1995). Therefore, they are establishing the loyalty program to attract their business and maintain their loyalty. Jutkins (1995) classifies this loyalty program into five major elements that make it successful. Included among these elements is developing this program as part of the whole structure of the organization and determining what the customers want, through using the knowledge that is being collected from them. Yet another element the authors stated is that since customers are not
equal, some of them need more attention than others do (Jutkins, 1995).

Like Jutkins (1995), the researcher of the current study aims at identifying all of the factors involved in a dining out experience. The current study pays particularly close attention to the demographics of Saudi diners, thereby recognizing the variety of diners.

Wallace (1995) discusses the movement of the quick-service restaurants (QSR) toward using technology to develop their performance. The QSR strategies can be summed up in the following three steps (Wallace, 1995). First is to gather information, second is to transfer this information into knowledge, and third is to turn this knowledge into actions and interactions with the customers in order to gain their loyalty. To implement these three steps, the authors suggest three new technologies that will work soon in QSR. The first technology is the interactive TV that will offer a new channel for delivery by pressing some buttons on the TV remote control. The second new technology is kiosks. It is a simple unit located inside the QSR with a screen and a few buttons through which customers can place their orders. The third technology is the smart card, which contains a microchip.
Wallace (1995) study is relevant to the current study because of its focus on getting to know their customers’ preferences. Thus, Saudi international restaurants will focus on these preferences in order to keep their customers and to gain new customers.

Customer loyalty plays a major role in influencing customers to choose a specific company over others within a specific industry. Determining the various factors associated with customer loyalty will allow companies to improve their operation and influence customers’ net present value.

Factors Associated with Customer Loyalty

In order to create loyalty, there are three functions that organizations should administer evenly throughout the loyalty triangle that has the following sides (Bowen & Shoemaker, 1998):

1- Process
2- Value Creation (Added and Recovery)
3- Database Management/ Communication

The first side of the loyalty triangle is the process that includes everything that happens from the time a customer initiates purchasing the service or the product to
the time he or she vacates the property (Bowen & Shoemaker, 1998). This side also includes all of the interactions between guests and employees throughout the whole visit. There are three other elements included in the process side that Bowen & Shoemaker 1998 stated in their research. These elements are:

1- Design of the service operation

2- Hiring and training of service personnel

3- Collecting information about customers' needs and expectations to understand them

The current study benefits from Bowen and Shoemaker's (1998) distinctions between the three functions of loyalty. It focuses on the first side of the loyalty triangle, which is the process of all of the interactions between guests and employees throughout the whole dining experience.

In an early research on restaurants and customer loyalty, Lewis (1981) study considered food quality, menu variety, price, atmosphere, and convenience factors. These attributes vary in significance according to the type of restaurant. The three significant factors that make a restaurant attractive to customers is a family restaurant, a restaurant with nice atmosphere, or a gourmet restaurant. In all three cases, Lewis still found food quality to be
the most important factor that affects restaurant selection by consumers.

Auty (1992) examined ten categories of factors that affect customer loyalty, in order to determine the particular effect of each factor on loyalty in the restaurant industry. Auty interviewed customers in 22 restaurants, and conducted 155 subsequent house-to-house interviews based on a random sample of customers.

Business meals are excluded from this study. The ten categories include the following: food type (71%); food quality (59%); value for money (46%); image and atmosphere (33%); location (32%); speed of service (15%); recommended (11%); new expedience (9%); and opening hours and child facilities (8% each). Auty (1992) also found that customers rank these factors in different orders depending on type of restaurant and on the occasion for dining out. Auty concludes that food type and food quality are the most frequently cited choice variables for dining out, and image and atmosphere are not selected among the top influential factors; nor does speed and convenience make much difference to customers.

Clark and Wood (1998) set out to assess loyalty as a meaningful consumer response in restaurant choice. In
their opinion, to do this requires focusing on those “inferences to be drawn from assessments of the factors consumers rate as important.” They conduct their study on academic staff at two universities in the U.K. where they were employed: the University of Dundee in Dundee and the University of Strathclyde in Glasgow. Out of 100 questionnaires per institution, 31 responses were usable. Their sampling of participants in the survey had relatively homogeneous demographic characteristics and they dined out with some frequency. On a five-point scale, the respondents ranked ten aspects of their preferred restaurant in the matter of their importance to patronize that restaurant.

Clark and Wood (1998) found that 18 (58%) of the respondents chose a restaurant based on their own preference of type of food and taste. Out of the 22 loyal or very loyal customers, 19 (61%) respondents also asserted that staff and management contributed to their loyalty for restaurants. That is, these customers value the recognition from restaurant staff and management as an influential factor on their loyalty. Eight (42%) mentioned that the friendliness of staff mattered to them. Some 25 (80%) of the 31 respondents visited their preferred
restaurant between one and five times a month with 14 of these (56% of the total) doing so on two or more occasions in any one month. Some 45 percent of respondents said they spent between $0-20 and 42 percent in excess of $42 with 32 percent spending more than $50 on each visit.

In this study (Clark & Wood, 1998), the most significant factor recognized is "Quality of food," which was rated more than 50 percent of the time as "very satisfactory." "Friendliness of staff" also proved to be voted as "very satisfactory according to more than 50 percent of the participants in the survey. All of the "very loyal" customers rated quality of food first in overall importance. The result was much more variable for the "loyal" respondents. Clark and Wood (1998) suggest that their hypothesis that food quality is the most important factor in affecting customer loyalty should be further studied. However, it must be recognized that the sample was limited and the response rate (15.5%) was small.

Oh (1995) examined customer loyalty of seven casual diner houses and investigates the relationship between image dimensions and customer loyalty of the selected seven diner restaurants, using the patronage intentions for the next 60 days toward the seven casual diner houses chains as
the measurement of loyalty. He concludes that quality of food and beverage and the service quality are the most influential image dimensions that affect customer loyalty. In addition, Oh (1995) asserts that dimensions that contribute the least to customer loyalty are location and advertising/promotion.

Image dimensions that relate to customer loyalty for casual diner houses are divided into two main categories (Oh, 1995). The first category contains tangible factors that can be measured objectively such as the products and physical facilities. The second category contains the intangible factors that cannot be measured objectively such as store atmosphere and attitudes of the store's employees.

Maintaining and improving customers' perception of the service of any restaurant is very important to their business because if they don't, 91 percent of dissatisfied customers will never come back (Plymire, 1991). In addition, each customer will spread the word about his or her bad experience for eight to ten people. On the other hand, word-of-mouth advertising represents 44 percent of customers who visited restaurants for the first time and 10 percent who visited with someone who had been there before (NRN Fact File, 1986).
According to Kotler and Armstrong (1994), retained customers tend to spread the word about the product they like. Moreover, people tend to listen when others have referred them to use a specific product (Krugman, 1967). Therefore, the word of mouth is worth testing in this research. Advertising by using different techniques will be always an effective tool to increase customer retention (Peterson, 1995).

According to Goderis (1998), relationship marketing, which relates to the effort that all personnel in an organization make in order to help the customer, is the key factor in establishing customer loyalty. In other words, to ensure loyalty, a relationship should be established with customers depending on the knowledge of their needs.

Providing extra services to customers is an effective factor that influences a consumer's decision to patronize a specific product (Reichheld, 1993 & 1995). Adding new products and services, collecting information about customers' preferences, and using this information to meet customers' satisfaction are all tools that companies use to improve their service and gain their customers' loyalty.

Expenditure level and enthusiasm to visit the store are influenced by store atmosphere (Donova & Rossiter
1982). Therefore, atmosphere is a considerable factor that will be tested in this study.

Oh (1995) stated that service is a very influential factor that affects customer loyalty in the restaurant industry. Employees' quick response, friendliness, and sociability are all important service dimensions that affect customers' motivation to patronize a specific product (Isen, Nygren, & Ashby 1988). Zajonc (1980) asserted that employees' affective responses are important factors that leave a positive impression on customers, thus affecting decision to patronage.

Product quality plays a major role in satisfying the consumer's judgment (Cadote, Woodruff, & Jenkins 1987). Westbrook and Oliver (1991) pointed out that a product's quality is an essential factor that affects the customer's satisfaction.

The relationship between product provided and price is very important in determining consumer's behavior (Klein & Oglethorpe 1987). The consumer's intention to buy is extremely affected by the product price (Rao & Monroe 1988).
Conclusion

In most of the literature reviewed above, the major path that researchers follow to establish customer loyalty is by gathering information about customers, their preferences, and their needs. It seems that this is the key to customer loyalty in the hospitality industry. From the literature reviewed above, the following factors related to the restaurant industry are isolated and used in the current research. These factors are as follows:

Accommodating children.   Appearance of food
Atmosphere.               Cleanliness.
Comfortable seating.       Decor.
Exterior design.            Knowledgeable staff.
Layout of dining area.      Lighting.
Location.                  Music.
Noise level.               Nutritional quality.
Parking facility.           Promotion/Advertising.
Quality of food & beverage. Reputation.
Service friendliness.       Taste of menu items.
Uniform of the staff.       Value for the money.
Variety of menu selection.  Waiting-area for seating.
The literature review shows that different restaurants have tried countless ways to attract customers. Quick-service restaurants have relied on technology to aid them in attracting and keeping customers, especially by using computer database in order to collect information about the customers' preferences and priorities and to allocate resources most effectively. Although the current research is on groups of international dining restaurants, the literature review also includes literature on the hotel industry and quick-service restaurants. This is because both industries have paid attention to ways of attracting and satisfying customers and noticing what they value the most, for the purpose of improving their service and retaining customers' patronage and loyalty.
CHAPTER 3

METHODOLOGY

Introduction

The preceding two chapters identified the research realm as studying the international dining restaurant dimensions that affect customer loyalty. In addition, they show the research purpose of examining the collected demographic information to determine their relationships with restaurant dimensions. This chapter will introduce the setting of the research study, outline the research questions and hypotheses, and describe the procedures to test these relationships.

Instrument Development

This section deals with the way the instrument was created from the literature review and the results of the conducted focus groups. Classification or grouping of the independent variables that will be tested in the
questionnaire will follow. Measuring the instrument’s reliability and validity is the last part in the instrument development.

Results of the Conducted Focus Groups. According to Ary, Jacobs, and Razavieh (1996), focus group discussions help the researcher in suggesting issues, concerns, or points of view about the topic. The writer in Jeddah, Saudi Arabia conducted four focus groups. Two of them were conducted with female participants and the other two groups were with male participants. The groups were divided into four small groups for two reasons. First, females and males could not gather in the same group because of Muslim Saudi society, where the sexes are segregated. Second, it was best to divide the total number of 24 participants into four groups, in order to create smaller groups in which the participants could have more time to speak. The reason behind using focus groups is that the writer desired to explore the independent variables that affect customer loyalty with these focus groups.

Participants were volunteers from King Abdul-Aziz University from both female and male sections. Two focus groups were formed from each section, which sum the four
focus groups. Each group contained six participants.

All participants were asked to provide factors that may affect their loyalty to international dining restaurants located in Jeddah. The following statement was provided to all participants. "In Jeddah, Saudi Arabia, what are the factors that motivate you to go back to eat at a specific international dining restaurant and to be loyal to this restaurant?"

People are varied in their interests to be loyal to certain restaurants. One of the main objectives in the current study is to specify the factors that make people loyal to a specific group of international dining restaurants in Jeddah, Saudi Arabia.

Information from the participants was gathered in the focus group sessions. The conducted discussions were used to gather information about how much the group knows and what they feel about the issue being discussed. The conductor of this research moderated these discussions with the help of a second moderator, who was a Saudi female. Both moderators took notes. Each focus group took approximately one hour.

Regarding the bias that could be generated from moderators of the focus groups, the researcher considered
the following process. (1) The researcher himself, as a moderator, was aware of the bias that could be generated out of not being neutral. He did not provide any extra information beside the focus group question even when he was confronted with questions that may bias the focus group results. (2) The female moderator who assisted the researcher did not have any knowledge concerning the research topic. Therefore, she did not provide the participants with any information that could influence their comments. Furthermore, she was instructed to be aware of the moderator bias that could influence the participants' responses.

All members were given a chance to write their ideas first. Then, they had a chance to explain their factors individually. Finally, all members were provided a last chance to add any other ideas that generated from other members' ideas. Factors were collected and eliminated from repetition by the researcher. The following observations were concluded from the focus group activity.

Adding to the 24 independent variables presented in Oh's (1995) research and cited in chapter 2, these focus group participants provided another six items that we are taking into consideration. These variables are crowd
level, home delivery service, management quality, quickness of service, reception friendliness, and restaurant specialty in providing specific dishes.

**Classifying Independent Variables.** The researcher has classified five major groups in which all of the 32 independent variables, which been gained from the literature review, the focus groups, the survey’s pilot test, and content validity test, could be categorized. This classification was made possible through the use of note cards. On each of the note cards, the researcher wrote one of the 32 independent variables. Next, he gathered factors that he considered to be related into one group, ending up with five groups of related elements. Finally, the researcher named each of these five groups according to their common characteristics.

The first category is *atmosphere*, which is related to elements surrounding the restaurant’s service. There are nine elements contained in the atmosphere category.

1. Calmness level.
2. Comfortable seating.
3. Crowd level.
4. Decor.
5. Exterior design.
7. Lighting.
9. Waiting-area for seating.

The second category is the food quality, which carries all of the elements related to the food provided.
1. Appearance of food presentation.
2. Cleanliness of tables, dishes, and food utensils.
4. Quality of food & beverage.
5. Restaurant's unique dishes.
6. Taste of menu items.
7. Value for the money.
8. Type of cuisine.

The third category is the service quality, which comprises all elements associated with services provided.
1. Cleanliness of staff.
2. Knowledgeable management and staff.
3. Quickness of service.
4. Reception friendliness.
5. Service friendliness.
6. Uniform of the staff.
7. Welcoming waiting area. 

The fourth category is the restaurant’s reputation that customers hold by the following subcategories.
1. Word of mouth.
2. Advertising.
3. Promotion.

The fifth category is customer accommodation and service-related factors. This category has the following subcategories.
1. The accessibility of the restaurant’s location.
2. The ease of finding parking.
3. The ability to accommodate children.
4. Home delivery service.

The Instrument’s Validity. Validity of the instrument was established by using the method of content validity. Content validity relates to the stage to which a measure covers the range of meanings included within the concept (Rubin & Babbie 1997). Content validity “is gathered by careful and critical examination by expert judges of the test’s content to determine the relationship between the test and the defined universe” (Ary, et al. 1996). Content validity should determine whether the items in the test stand for the course and purposes of the research (Ary, et
If all experts agreed the questionnaire items symbolize the content field acceptably, the test could be said to have content validity (Ary, et al. 1996). The survey instrument should be examined in the matter of any factors that might influence the purpose of the measurement to eliminate them. Therefore, the English and Arabic versions of the questionnaire were given to a panel of four experts to assess the instrument for content validity. Two of the members in the panel of experts were chosen, taking into consideration their ability to read the Arabic language.

This assessment took place during and after the creation of the instrument. The first member was a scholar in research method. The second member was an expert in the food service industry. The third person was a marketing expert. The last member in the panel of experts was also in an expert in the food service industry. The last two members in the panel of experts were chosen from Saudi Arabia to help in evaluating the Arabic version of the questionnaire.

After the panel of experts reviewed the instrument, a field test of ten people from the target population was created to examine the appropriateness of the instrument.
The present researcher selected a group of students who are originally from Jeddah, Saudi Arabia and were studying at that time in the United States, to perform the field test on them.

The Instrument's Reliability. The method that was used to assess the reliability of the instrument was test and retest. Ten instruments were distributed to the pilot test group. Then, two weeks later, second copies were given to the same group of people in the same manner. The coefficient alpha was calculated to evaluate the instrument's reliability. The instrument was found to be reliable (Alpha = .8111).

Sample Selection

The population of Jeddah is 2.5 million with 20 percent non-nationals (Union-Transport, 1999). The population of Saudi’s people in Jeddah, Saudi Arabia, is two million. Adults represent 55 percent of the population in Jeddah; therefore, the targeted population will be approximately 1,100,000 people.

The sample size of 225 observations meets the ratio of 15 samples to each of the 15 independent variables (Hair, Anderson, Tatham, & Black 1998). However, the pilot test revealed that to gain greater representation of the
population, the researcher must increase the sample size. A larger sample provides more information and is preferable. There is also some concern about correlation in the responses taken in the same family or in the same company. This could reduce the effective sample size, making a larger sample desirable.

Consequently, sample size was increased from 225 to 1,230. A stratified cluster-sampling scheme was planned in an effort to obtain a representative sample with a low non-response rate.

**Sampling Process**

The primary means of data collection was a survey questionnaire distributed directly to the participants. The study was conducted during December 1999 and January 2000. With the help of ten people, 1230 questionnaires were distributed to eight different organizations. As an incentive to increase participation, a gift (a copy of the Holy Quran) was given to each participant.

The sample was selected from public and private companies in different regions in Jeddah. Public sector companies are government owned and operated organizations. Private sector companies are privately owned and operated organizations by businessmen. The clusters of observations
were pairs of males and females belonging to the same family. The researcher searched for employees who voluntarily were willing to fill out the questionnaire. Reasons that stand behind choosing this way are first, the unreliable mail system. Second, is the unavailability of reliable mailing lists. Ten employees from both the private and the public sectors were chosen to distribute the questionnaire among their colleagues.

Each participant completed one questionnaire and was given a second copy to be completed by an adult female in the participant’s household. For each company, from both the private and the public sectors, the researcher created checklist of the respondent names for follow up purposes. Seven hundred and eighty two questionnaires were collected, thus the response rate was approximately 63 percent. After reviewing the entire collected questionnaires, there were 462 usable questionnaires (38%). The surveys that could not be used contained some questions that participants did not answer. Reasons of skipping these answers might be related to the respondent’s secretive behavior, misunderstanding of the question, or just a pure mistake. For instance, if some of the demographic information was missing, the whole questionnaire was unusable. The reason
behind that is that we can’t determine to which group the respondent is related to (e.g. male or female). In addition, if more than three items in the first part of the survey (the rating of the importance of items) was not answered, the survey was again thrown out. The reason behind that is that more than three items represent ten percent of the total number of items, which will influence the usability of the survey. Finally, if the number of visits to their favorite group of restaurants or the number of visits to other groups of restaurants were not given, the whole survey was again eliminated because the measurement of loyalty could not created for this specific respondent.

Data Analysis

The data were coded and analyzed by using the following programs: SPSS (version 9.0), SAS (version 7), and Plus 2000 (release 1). The researcher used SPSS to do the descriptive analysis portion. The other two programs, SAS and Plus 2000, were used to measure customer loyalty and to create regression trees. The following statistics were used in analyzing data:
1. Customer loyalty will be represented by the proportion of times a person visits his favorite group of international dining. Store loyalty has been specified in terms of an individual behavioral buying at a given outlet as a percent of the sum purchases (Monroe & Guiltinan, 1975; Sirgy, Johar, Samli, & Claiborne, 1991). To provide a relational multidimensional loyalty measure, visits to each group of international dining restaurants were computed over a three-month period. That is, the respondent's total number of visits was divided into the number of visits made to each international dining restaurant to give a set of 14 proportions summing to 100 percent. Dealt with altogether, the 14 measures verified the customer's patronage pattern for each of the 14 international dining restaurants. These 14 international dining restaurants were determined from two different resources, Jeddah Chamber of Commerce Annual Report (1998) and Jeddah's phone book (1999).

2. To investigate the simultaneous effect of the dimensions on loyalty, a regression tree was used to identify combinations of factors that define strata of individuals with a high mean incidence of visits to
restaurants (Breiman, 1984). Additionally, a classification tree was used to discover what combinations of factors defined strata of people who have a high probability of visiting the same type of restaurant (Breiman, 1984). The reasons behind choosing the regression tree method is that according to Breiman, (1984) a regression tree is more adapt at picking up non-linear behaviors. Also, regression trees pick up general interaction factors and main effects. In addition, Breiman said that regression trees are simple to use, read, and interpret.

3. Frequency and percentage distribution. Measures of central tendency and measures of variability were generated for the data.

Data Collection

The questionnaire was distributed to the selected sample. The selected sample was informed about the purpose of this research and that the confidentiality and privacy of their responses are assured. In addition, each questionnaire contained instructions in order to guide participants throughout the process of completing the
questionnaires. A copy of the holy Quran was given to each participant as a gift.

Because of the difficulty of reaching nonrespondents, the possibility of nonrespondents' bias must be considered. Chi-square test on questionnaires that arrived later than the due date indicated that there were no dramatic differences as compared with the earlier questionnaires. This leads us to assume, as Armstrong and Overton (1977) suggested, that the nonrespondents might have the same responses as those that were collected past the deadline.

Research Framework

The major purpose of this research was to test the relationship between five dimensions of groups of international dining restaurants with customer loyalty. Customer loyalty of these restaurants was measured by the proportion of customer's total visits to groups of international restaurants that are made to their favorite group of international dining restaurants.

The other major purpose was to determine the relationship between these dimensions and the demographic information collected from respondents. The proposed model presented in Figure 3.1 is supported from the literature review of customer loyalty and factors connected to it.
This model involves three sets of variables: customer loyalty, five categories of restaurant dimensions, and respondents’ demographic information. The dependent variable was customer loyalty toward international dining restaurants located in Jeddah, Saudi Arabia. The independent variables were divided into two groups. The first group of independent variables comprised the five dimensions that represented factors associated with customer’s loyalty.

1. Atmosphere related factors.
2. Food quality related factors.
4. Reputation related factors.

The second group was the demographic information, tested in their relationships with the five dimensions associated with customer loyalty. Demographic information contained nine items.

1. With whom customer would most likely be having meals with at international dining restaurants.
2. What charge per person that customer is willing to pay for a meal?
3. Customer’s gender.
5. Customer’s age.
7. Customer’s level of education.
8. Number of dependents in customer’s household.
9. The customer’s monthly income.

Both of the English and the Arabic versions of the instrument are included in the appendices of this research.
Dependent Variable

Customer Loyalty of International Dining Restaurants Located in Jeddah, Saudi Arabia

Multiple Independent Variables

Atmosphere  Food Quality  Service Quality  Reputation  Customer Accommodation & services

Respondents Demographic Information

Figure 3.1: The Proposed Model
CHAPTER 4

RESULTS AND DISCUSSION

Introduction

The previous chapter has specified the research methodologies that were used to examine the research questions. This chapter introduces the results of the research questions arrived at by using the statistical techniques applied to the data collected from surveys distributed in Jeddah, Saudi Arabia in 1999-2000.

The typical respondent visits international dining restaurant about once a month. The price that typical respondent pays per person for a meal at an international dining restaurant in Jeddah is between SR50.00 and SR75.00 Saudi Riyals (approximately $13.25 and $19.89). The typical respondents are married males between the ages of 18 and 44 who had four years of college. The typical respondents had between four and six dependents in their household. The typical respondents are employees in the
private sector who have monthly income of SR10,000.

Dining Characteristics of Participants. The respondents' dining characteristics in relation to international dining restaurants are presented in Table 4.1. Of the total number of respondents (n=462), 23 percent indicated that they eat at international dining restaurants once a month and 19 percent indicated that they go out to eat at international dining restaurants once every two months. People who dine out once every two weeks constituted 17.5 percent of the respondents. Similarly, people who dine out every week represent 16.9 percent of the respondents.

<table>
<thead>
<tr>
<th>Eating out</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a week</td>
<td>53</td>
<td>11.5</td>
</tr>
<tr>
<td>About once a week</td>
<td>81</td>
<td>17.5</td>
</tr>
<tr>
<td>About once every 2 weeks</td>
<td>78</td>
<td>16.9</td>
</tr>
<tr>
<td>About once every 3 weeks</td>
<td>54</td>
<td>11.7</td>
</tr>
<tr>
<td>About once a month</td>
<td>107</td>
<td>23.2</td>
</tr>
<tr>
<td>About once every 2 months</td>
<td>89</td>
<td>19.3</td>
</tr>
<tr>
<td>Total</td>
<td>462</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.1: Description of the respondents according to frequency of eating at international dining restaurants
With regard to spending habits, as shown in Table 4.2, 33 percent of the respondents indicated that the price they paid per person for a meal at an international dining restaurant in Jeddah was between SR50.00 and SR75.00 Saudi Riyals (approximately $13.25 and $19.89), while 27.5 percent of the respondents paid SR100.00 ($26.52) or more per meal per person.

<table>
<thead>
<tr>
<th>Average price paid</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than SR50</td>
<td>62</td>
<td>13.4</td>
</tr>
<tr>
<td>SR50 to less than SR75</td>
<td>153</td>
<td>33.1</td>
</tr>
<tr>
<td>SR75 to less than SR100</td>
<td>120</td>
<td>26.0</td>
</tr>
<tr>
<td>SR100 or more</td>
<td>127</td>
<td>27.5</td>
</tr>
<tr>
<td>Total</td>
<td>462</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.2: Description of the respondents according to average price paid for a meal per person at international dining restaurants

**Demographic Characteristics of Participants:**

The demographic information gathered from the questionnaire is presented in Table 4.3 through Table 4.9. Half of the respondents were approximately (51.9%) males (240) and the other half (48.1%) females (222). The
majority (70.3%) of the sample was married (325), while 137 participants (29.7%) were single.

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary or less</td>
<td>7</td>
<td>1.5</td>
</tr>
<tr>
<td>Intermediate school</td>
<td>25</td>
<td>5.4</td>
</tr>
<tr>
<td>High school</td>
<td>135</td>
<td>29.2</td>
</tr>
<tr>
<td>Four years of college</td>
<td>257</td>
<td>55.6</td>
</tr>
<tr>
<td>Graduate school</td>
<td>38</td>
<td>8.2</td>
</tr>
<tr>
<td>Total</td>
<td>462</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.3: Description of the respondents according to highest level of education

With regard to education, 55.6 percent reported four years of college, while 29.2 percent reported a high school education as shown in Table 4.3.
Table 4.4: Description of the respondents according to number of dependents

<table>
<thead>
<tr>
<th>Number of dependents</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 people</td>
<td>107</td>
<td>23.2</td>
</tr>
<tr>
<td>4-6 people</td>
<td>251</td>
<td>54.3</td>
</tr>
<tr>
<td>7-9 people</td>
<td>80</td>
<td>17.3</td>
</tr>
<tr>
<td>10 or more people</td>
<td>24</td>
<td>5.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>462</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The majority of the respondents reported between four and six dependents in their household.

Table 4.5: Description of the respondents according to income per month

<table>
<thead>
<tr>
<th>Income per month</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than SR2,000</td>
<td>113</td>
<td>24.5</td>
</tr>
<tr>
<td>SR2,000 to &lt;SR4,000</td>
<td>51</td>
<td>11.0</td>
</tr>
<tr>
<td>SR4,000 to &lt; SR6,000</td>
<td>49</td>
<td>10.6</td>
</tr>
<tr>
<td>SR6,000 to &lt; SR8,000</td>
<td>37</td>
<td>8.0</td>
</tr>
<tr>
<td>SR8,000 to &lt; SR10,000</td>
<td>67</td>
<td>14.5</td>
</tr>
<tr>
<td>SR10,000 or more</td>
<td>144</td>
<td>31.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>461</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

There were two major groups of household income levels:

1. 31.2 percent reported monthly income SR10,000 ($2,652) or
more; (2) while 24.5 percent reported an income of SR2,000 ($530) or less.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years old</td>
<td>142</td>
<td>30.7</td>
</tr>
<tr>
<td>25-34 years old</td>
<td>130</td>
<td>28.1</td>
</tr>
<tr>
<td>35-44 years old</td>
<td>131</td>
<td>28.4</td>
</tr>
<tr>
<td>45-54 years old</td>
<td>51</td>
<td>11.0</td>
</tr>
<tr>
<td>55-64 years old</td>
<td>8</td>
<td>1.7</td>
</tr>
<tr>
<td>Total</td>
<td>462</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.6: Description of the respondents according to age

Approximately 87 percent of the respondents were between the ages of 18 and 44.

<table>
<thead>
<tr>
<th>Job</th>
<th>Frequency (n)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>119</td>
<td>25.8</td>
</tr>
<tr>
<td>Public sector employee</td>
<td>59</td>
<td>12.8</td>
</tr>
<tr>
<td>Private sector employee</td>
<td>211</td>
<td>45.7</td>
</tr>
<tr>
<td>Businessperson</td>
<td>15</td>
<td>3.2</td>
</tr>
<tr>
<td>Retired</td>
<td>3</td>
<td>.6</td>
</tr>
<tr>
<td>Housewife</td>
<td>55</td>
<td>11.9</td>
</tr>
<tr>
<td>Total</td>
<td>462</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.7: Description of the respondents according to present job
The majority of the respondents were employees in the private sector (45.7%). Nearly 25.8 percent of the respondents were students.

**Loyalty Groups**

Tables 4.8 through 4.16 are the frequency tables that show how the three groups, low, moderate, and high loyalty, differ with respect to demographics and favorite restaurant. The surveyed respondents were divided into three loyalty groups, using the most efficient method available. Our goal was to construct strata that were the most heterogeneous with respect to mean loyalty. The algorithm that creates the regression tree finds the strata that minimize the deviance, and hence creates groups that differ the most with respect to mean loyalty. This was the first step.

The second step was to aggregate the strata into three smaller groups. This was done by examining the mean loyalty estimates of the strata and noting that there appeared to be three natural groups or levels. One node had a mean in the high 40s, suggesting a moderate loyalty level. The other strata either had means smaller than 40, the low loyalty group, or above the high 50 percent, forming the high loyalty group. Moreover, the resulting three groups were sufficiently large in numbers to create three meaningful groups.
Due to the use of two different statistical programs to analyze the data, S Plus 2000 and SPSS, there was a difference of 10 respondents. These were not identified by the S Plus 2000 program. The reason is that the S Plus 2000 program ignores any respondents with a single missing item from the restaurant dimensions. This difference between the programs does not affect the results. Descriptive analysis by SPSS showed 462 respondents, while S Plus 2000 showed 452 respondents. Regression trees and loyalty measurement were analyzed using S Plus 2000 program, representing 452 respondents. This difference does not affect the results by any mean.

<table>
<thead>
<tr>
<th>Terminal Nodes</th>
<th>Loyalty Group</th>
<th>Frequency (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low (mean&lt;40)</td>
<td>211</td>
</tr>
<tr>
<td>2</td>
<td>Moderate (mean 40-47)</td>
<td>158</td>
</tr>
<tr>
<td>3</td>
<td>High (mean&gt;47)</td>
<td>83</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>452</td>
</tr>
</tbody>
</table>

Table 4.8: Loyalty group population

The table above shows the breakdown of population sizes in the low, moderate, and high loyalty levels.
<table>
<thead>
<tr>
<th>Loyalty Level</th>
<th>Male Row %</th>
<th>Female Row %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low n= 99</td>
<td>46.92</td>
<td>53.08</td>
<td>100%</td>
</tr>
<tr>
<td>Moderate n= 93</td>
<td>58.86</td>
<td>41.14</td>
<td>100%</td>
</tr>
<tr>
<td>High n= 43</td>
<td>51.81</td>
<td>48.19</td>
<td>100%</td>
</tr>
<tr>
<td>Total n= 235</td>
<td>n= 112</td>
<td>n= 65</td>
<td>n= 211</td>
</tr>
</tbody>
</table>

Table 4.9: Loyalty level by gender

Table 4.9 shows the breakdown of population sizes by gender and level of loyalty.

<table>
<thead>
<tr>
<th>Loyalty Level</th>
<th>Unmarried Row %</th>
<th>Married Row %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low n= 61</td>
<td>28.91</td>
<td>71.09</td>
<td>100%</td>
</tr>
<tr>
<td>Moderate n= 38</td>
<td>24.05</td>
<td>75.95</td>
<td>100%</td>
</tr>
<tr>
<td>High n= 34</td>
<td>40.96</td>
<td>59.04</td>
<td>100%</td>
</tr>
<tr>
<td>Total n= 133</td>
<td>n= 150</td>
<td>n= 120</td>
<td>n= 211</td>
</tr>
</tbody>
</table>

Table 4.10: Loyalty level by marital status

Table 4.10 shows the breakdown of population sizes by marital status and level of loyalty.
Table 4.11 shows the breakdown of population sizes by education level and level of loyalty. There are five levels of education as follow:

1 Elementary school
2 Intermediate school
3 High school
4 Four years of college
5 Graduate school
<table>
<thead>
<tr>
<th>Loyalty Level</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>n= 41</td>
<td>n= 122</td>
<td>n= 48</td>
<td>n= 0</td>
<td>n= 211</td>
</tr>
<tr>
<td></td>
<td>19.43</td>
<td>57.82</td>
<td>22.75</td>
<td>0.00</td>
<td>100%</td>
</tr>
<tr>
<td>Moderate</td>
<td>n= 45</td>
<td>n= 85</td>
<td>n= 28</td>
<td>n= 0</td>
<td>n= 158</td>
</tr>
<tr>
<td></td>
<td>28.48</td>
<td>53.80</td>
<td>17.72</td>
<td>0.00</td>
<td>100%</td>
</tr>
<tr>
<td>High</td>
<td>n= 20</td>
<td>n= 36</td>
<td>n= 3</td>
<td>n= 24</td>
<td>n= 83</td>
</tr>
<tr>
<td></td>
<td>24.10</td>
<td>43.37</td>
<td>3.61</td>
<td>28.92</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>n= 106</td>
<td>n= 243</td>
<td>n= 79</td>
<td>n= 24</td>
<td>452</td>
</tr>
</tbody>
</table>

Table 4.12: loyalty level by number of dependents

The table above shows the breakdown of population sizes by number of dependents and level of loyalty.

Level 1 (1-3) people
Level 2 (4-6) people
Level 3 (7-9) people
Level 4 (10 or more) people
<table>
<thead>
<tr>
<th>Loyalty Level</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>n= 56</td>
<td>n= 26</td>
<td>n= 19</td>
<td>n= 17</td>
<td>n= 39</td>
<td>n= 54</td>
<td>n= 211</td>
</tr>
<tr>
<td></td>
<td>26.54</td>
<td>12.32</td>
<td>9.00</td>
<td>8.06</td>
<td>18.48</td>
<td>25.59</td>
<td>100%</td>
</tr>
<tr>
<td>Moderate</td>
<td>n= 30</td>
<td>n= 15</td>
<td>n= 20</td>
<td>n= 12</td>
<td>n= 19</td>
<td>n= 62</td>
<td>n= 158</td>
</tr>
<tr>
<td></td>
<td>18.99</td>
<td>9.49</td>
<td>12.66</td>
<td>7.59</td>
<td>12.03</td>
<td>39.24</td>
<td>100%</td>
</tr>
<tr>
<td>High</td>
<td>n= 23</td>
<td>n= 9</td>
<td>n= 9</td>
<td>n= 7</td>
<td>n= 9</td>
<td>n= 26</td>
<td>n= 83</td>
</tr>
<tr>
<td></td>
<td>27.71</td>
<td>10.84</td>
<td>10.84</td>
<td>8.43</td>
<td>10.84</td>
<td>31.33</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>n= 109</td>
<td>n= 50</td>
<td>n= 48</td>
<td>n= 36</td>
<td>n= 67</td>
<td>n= 142</td>
<td>452</td>
</tr>
</tbody>
</table>

Table 4.13: Loyalty level by income

The table above shows the breakdown of population sizes by income level and level of loyalty.

1. Less than SR2,000
2. SR2,000 to less than SR4,000
3. SR4,000 to less than SR6,000
4. SR6,000 to less than SR8,000
5. SR8,000 to less than SR10,000
6. SR10,000 or more
Table 4.14: Loyalty level by age group

<table>
<thead>
<tr>
<th>Loyalty Level</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>31.75</td>
<td>31.28</td>
<td>24.64</td>
<td>11.37</td>
<td>0.95</td>
<td>100%</td>
</tr>
<tr>
<td>n= 67</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>n= 211</td>
</tr>
<tr>
<td>Moderate</td>
<td>25.95</td>
<td>27.85</td>
<td>34.18</td>
<td>10.76</td>
<td>1.27</td>
<td>100%</td>
</tr>
<tr>
<td>n= 41</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>n= 158</td>
</tr>
<tr>
<td>High</td>
<td>36.14</td>
<td>21.69</td>
<td>26.51</td>
<td>10.84</td>
<td>4.82</td>
<td>100%</td>
</tr>
<tr>
<td>n= 30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>n= 83</td>
</tr>
<tr>
<td>Total</td>
<td>n= 138</td>
<td>n= 128</td>
<td>n= 128</td>
<td>n= 50</td>
<td>n= 8</td>
<td>452</td>
</tr>
</tbody>
</table>

Table 4.14 shows the breakdown of population sizes by age group and level of loyalty.

1. 18-24 years old
2. 25-34 years old
3. 35-44 years old
4. 45-54 years old
5. 55-64 years old
6. More than 64 years old
Table 4.15: Loyalty level by job

Table 4.15 shows the breakdown of population sizes by occupation level and level of loyalty.

1 Students
2 Employees in the private sector
3 Employees in the public sector
4 Businessperson
5 Retired
6 Housewife
<table>
<thead>
<tr>
<th>Group of Restaurant</th>
<th>Low Loyalty Column%</th>
<th>Moderate Loyalty Column%</th>
<th>High Loyalty Column%</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese</td>
<td>n= 56</td>
<td>n= 31</td>
<td>n= 26</td>
<td>n= 113</td>
</tr>
<tr>
<td></td>
<td>26.54</td>
<td>19.62</td>
<td>31.33</td>
<td></td>
</tr>
<tr>
<td>American</td>
<td>n= 54</td>
<td>n= 36</td>
<td>n= 14</td>
<td>n= 104</td>
</tr>
<tr>
<td></td>
<td>25.59</td>
<td>22.78</td>
<td>16.87</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>n= 27</td>
<td>n= 26</td>
<td>n= 10</td>
<td>n= 63</td>
</tr>
<tr>
<td></td>
<td>12.80</td>
<td>16.46</td>
<td>12.05</td>
<td></td>
</tr>
<tr>
<td>Lebanese</td>
<td>n= 26</td>
<td>n= 20</td>
<td>n= 12</td>
<td>n= 58</td>
</tr>
<tr>
<td></td>
<td>12.32</td>
<td>12.66</td>
<td>14.46</td>
<td></td>
</tr>
<tr>
<td>Turkish</td>
<td>n= 10</td>
<td>n= 10</td>
<td>n= 2</td>
<td>n= 22</td>
</tr>
<tr>
<td></td>
<td>4.74</td>
<td>6.33</td>
<td>2.41</td>
<td></td>
</tr>
<tr>
<td>Indonesian</td>
<td>n= 11</td>
<td>n= 7</td>
<td>n= 3</td>
<td>n= 21</td>
</tr>
<tr>
<td></td>
<td>5.21</td>
<td>4.43</td>
<td>3.61</td>
<td></td>
</tr>
<tr>
<td>Mexican</td>
<td>n= 11</td>
<td>n= 5</td>
<td>n= 2</td>
<td>n= 18</td>
</tr>
<tr>
<td></td>
<td>5.21</td>
<td>3.16</td>
<td>2.41</td>
<td></td>
</tr>
<tr>
<td>Egyptian</td>
<td>n= 4</td>
<td>n= 8</td>
<td>n= 4</td>
<td>n= 16</td>
</tr>
<tr>
<td></td>
<td>1.90</td>
<td>5.06</td>
<td>4.82</td>
<td></td>
</tr>
<tr>
<td>Indian</td>
<td>n= 3</td>
<td>n= 3</td>
<td>n= 3</td>
<td>n= 9</td>
</tr>
<tr>
<td></td>
<td>1.42</td>
<td>1.90</td>
<td>3.61</td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>n= 4</td>
<td>n= 3</td>
<td>n= 1</td>
<td>n= 8</td>
</tr>
<tr>
<td></td>
<td>1.90</td>
<td>1.90</td>
<td>1.20</td>
<td></td>
</tr>
<tr>
<td>French</td>
<td>n= 1</td>
<td>n= 4</td>
<td>n= 1</td>
<td>n= 6</td>
</tr>
<tr>
<td></td>
<td>0.47</td>
<td>2.53</td>
<td>1.20</td>
<td></td>
</tr>
<tr>
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<td>n= 3</td>
<td>n= 1</td>
<td>n= 1</td>
<td>n= 5</td>
</tr>
<tr>
<td></td>
<td>1.42</td>
<td>0.63</td>
<td>1.20</td>
<td></td>
</tr>
<tr>
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<td>n= 2</td>
<td>n= 2</td>
<td>n= 5</td>
</tr>
<tr>
<td></td>
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<td>1.27</td>
<td>2.41</td>
<td></td>
</tr>
<tr>
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<td>n= 2</td>
<td>n= 4</td>
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<tr>
<td></td>
<td>0.00</td>
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<td>n= 211</td>
<td>n= 158</td>
<td>n= 83</td>
<td>452</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.16: Loyalty level and frequency of visits by type of restaurants

76
Table 4.16 represents level of loyalty and type of restaurants. The groups of international dining restaurants in this table are ranked by frequency of visits. The four most frequented groups of restaurants were Japanese (n=113), American (n=104), Chinese (n=63), and Lebanese (n=58).

Regression Trees

The simultaneous effect of dining dimensions on the mean rate of loyalty was investigated using regression trees. Regression trees are similar to regression models in that the conditional mean is the response. They differ from conventional regression models in that they do not require a restrictive additive form for terms in the model and interactions are not restricted to a multiplicative form. The models are fitted by binary recursive partitioning, whereby a dataset is successively split into increasingly homogeneous subsets until it is infeasible to continue. These subsets or strata are defined using independent variables for which the deviance or error sum of squares is minimized. Regression trees are simpler to interpret than regression models and are more adept at capturing non-additive behavior and interactions that are
more complex. The independent and dependent variables used in the current study are derived from the literature review. The independent variables include atmosphere, food quality, service, reputation, accommodations, and demographic characteristics. The dependent variable is loyalty: the number of visits to one's favorite restaurant divided by the total number of visits. Descriptive statistics of the five dimensions are present in Table 4.17 to assist in reading the regression trees.

Regression trees determine clusters or groupings of similar respondents. Therefore, in this study the regression trees show similar loyalty groups of respondents and factor that influenced their loyalty. In the current research, our decision was somewhat arbitrary to ignore nodes with fewer than (19) respondents. The apprehension about nodes with fewer than (19) respondents is that unless there is theory supporting the pattern, we may be seeing a change in the mean loyalty that is attributable to chance. We want to guard against growing too large a tree because we want to guard against modeling noise.
<table>
<thead>
<tr>
<th>Restaurant Dimensions</th>
<th>Median</th>
<th>Mode</th>
<th>Range</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
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<td>Atmosphere Related Factors (9 items)</td>
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<td>42.00</td>
<td>39.00</td>
<td>15.00</td>
<td>54.00</td>
</tr>
<tr>
<td>Food Quality Related Factors (9 items)</td>
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<td>51.00</td>
<td>25.00</td>
<td>29.00</td>
<td>54.00</td>
</tr>
<tr>
<td>Service Quality Related Factors (7 items)</td>
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<td>42.00</td>
<td>36.00</td>
<td>6.00</td>
<td>42.00</td>
</tr>
<tr>
<td>Reputation Related Factors (3 items)</td>
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<td>15.00</td>
<td>15.00</td>
<td>3.00</td>
<td>18.00</td>
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<td>20.00</td>
<td>20.00</td>
<td>4.00</td>
<td>24.00</td>
</tr>
</tbody>
</table>

Table 4.17: Descriptive statistics of international dining restaurants’ dimensions

Each restaurant’s dimension in table 4.17 contains many items. Respondents rated these items on a scale from one to six. The median column on table 4.17 shows the 50th percentile score of each of the five dimensions. The second column presents the most frequently occurring score in all respondents. The third column in table 4.17 shows the differences between the highest score and the lowest score recorded for each dimension. The last two columns present the highest and the lowest score for each dimension.
Figure 4.1: Effects of dimensions (atmosphere, reputation, service quality, accommodation, food quality) on customer loyalty.
Examining the regression tree 4.1 for mean loyalty, we see that the most important variables were atmosphere, service quality, and reputation. The first cut was on atmosphere >53.5. The first cluster on the top right of the regression tree (n=19) had a mean loyalty of 67.54, so these restaurant goers visited their favorite restaurant more than two thirds of the time that they dined out and atmosphere is important to their return visits.

The cluster on the bottom right of the regression tree (n=44) had a mean loyalty of 55.04, implying a moderately high score on atmosphere, high score on service quality and reputation. The second cluster from the bottom right (n=130) implies a moderately high score on atmosphere, high score on service quality, and moderately high score on reputation.
Figure 4.2: Effects of the elements of the five dimensions on customer loyalty. (Numbers beside elements represent: 1 = extremely unimportant, 6 = extremely important)

This large regression tree (Figure 4.2) suggests how the items within the five dimensions affect loyalty. Exterior design >5.5 becomes the first cut. The people with scores of 6 on this item consider exterior design extremely important. Layout of dining area and delivery interact with exterior design for this branch. The first cluster on the bottom right of the regression tree (n=29) indicates mean loyalty of 64.11. These restaurant goers...
scored high on taste, layout area, delivery, and exterior design. They did not score high on music. Another interesting node is composed of 189 people, who have moderate mean loyalty 46.03. They have low or moderate exterior design, high taste, and moderate or high waiting area score.
In the regression tree 4.3, number of dependents comes into the tree first, and interacts with job and age.
Two interesting nodes whose mean loyalty is high are the first and third nodes from the bottom left. The first is composed of 22 students with 1 to 3 dependents; they have mean loyalty 68.06. While the third node from the bottom left is comprised of 25 people who are not students, 35 years old or elder, their mean loyalty is 61.29. The majority of the respondents (312) are in the second node from the bottom right: they have 4-9 dependents and their mean loyalty is 46.31.
4.4: Effects of the demographics and dimensions on customer loyalty. (i1 = dining out with family, i3 = dining out with friends)
In this regression tree (Figure 4.4), all possible predictors in the model to see which variables are the most important ones. Dimension variables and demographic variables including the with-whom factor were used. The regression tree indicates that atmosphere is the most important factor in determining the mean loyalty. Reputation comes into the tree right after atmosphere. The node on the far right of the regression tree has a mean loyalty 67.54. It is comprised of 19 people with high atmosphere score. 219 people are in the first node on the bottom left: they have low or moderate atmosphere, low or moderate reputation, and their mean loyalty is moderate with a score of 45.07.

The node in the bottom middle (n=125) with i3<0.5, refers to customers who dine out without their friends (i3), indicating high loyalty 50.7. On the other hand, respondents who dine out with their friends showed low loyalty with a mean of 34.39.

The node in the left to the previous node (n=51) with i1<0.5, refers to customers who dine out without their family (i1), indicating high loyalty 59.04. Respondents who dine out with their family also showed high loyalty, but less than those who dine out without their family.
Figure 4.5: Effects of the elements of dimensions and demographics on customer loyalty. (1= extremely unimportant, 6= extremely important)

In the regression tree 4.5, crowd level becomes the first cut. For crowd level score less than 4.5, cleanliness of the staff is the next factor coming in. While for crowd level score greater than 4.5, quickness of service is the next important factor. There are two interesting nodes with high mean loyalty.
The second node from the bottom right of the regression tree 4.5 with 21 people has high crowd level score and quick service score, but low or moderate taste score. Its mean loyalty is 76.33. In addition, there is a large node with 160 people who have high crowd level, high quick-service, high taste, and their loyalty is 51.99.

Discussion

The current study on international dining restaurants in Jeddah, Saudi Arabia examined the relationship between customer loyalty and dining dimensions of restaurants and demographics of respondents. This section of chapter 4 discusses the (1) dimensions that affect loyalty, (2) the elements of dimensions that affect loyalty, and (3) the respondents' demographics that affect loyalty, including the with-whom factor.

Dimensions that Affect Loyalty

The regression tree in Figure 4.1 that focuses on dining dimensions (atmosphere, reputation, food quality, service quality, and accommodation) that may influence customer loyalty, indicates that there is a strong correlation between the dimension of atmosphere in an international dining restaurant and customer loyalty. That
is, customers who show high loyalty also have picked atmosphere as very important to their decision to be loyal. These results of the current study are similar to Donova's (1982) study of retail stores, in which Donova found that expenditure level and enthusiasm to visit retail stores were influenced by store atmosphere.

The regression tree in Figure 4.1 also shows that loyal customers considered service quality and reputation at a particular international dining restaurant to be important. The results of the current study are similar to Bowen and Shoemaker's (1998) research on loyalty in the hotel industry, which showed that 42.6 percent of customers value service quality. Moreover, Oh (1995) stated that service quality is a very influential factor that affects customer loyalty in the restaurant industry as a result of his study on seven casual diner houses. On the other hand, Auty's (1992) study concludes that atmosphere is not selected among the top influential factors that make much difference to customers.

As reported in the Nation's Restaurant News Fact File, with regard to reputation, the word of mouth represents 44 percent of customers who visited restaurants for the first time and 10 percent who went with someone who had been
there before. In addition, Peterson (1995) said that advertising by using different techniques will be always an effective tool to increase customer retention. The current study found that there was a high correlation between reputation and loyalty (55.04%) (Figure 4.1).

**Elements of Dimensions that Affect Loyalty**

The regression tree in Figure 4.2 examined the effects of elements of dimensions on customer loyalty. The elements examined included atmosphere-related factors, food quality-related factors, service quality-related factors, reputation-related factors, and customer accommodation-related factors.

The elements that were considered under the atmosphere dimension included the calmness level, comfortable seating, crowd level, décor, exterior design, layout of dining area, lighting, music, and waiting area for seating. In order of their importance, the most important according to Saudi diners was exterior design, as shown in Figure 4.2. This shows that Saudi diners are strongly influenced by their first impressions, which in this case is the exterior design of an international dining restaurant. According to the Saudi diners, exterior design is considered one of the reasons that create the emotional attachment to a specific
restaurant. The first visit for Saudi diners to an international dining restaurant is influenced by the restaurant’s exterior design adding to that if these diners find other elements that affect their loyalty in the overall operation, they will be emotionally attached to this restaurant.

Furthermore, the layout of the dining area is an important factor that affects Saudi diners’ loyalty, while the waiting area before seating shows only moderate loyalty (Figure 4.2). This reflects the preference in Saudi culture for privacy. Saudi diners consider the dining layout as very important because they are seeking privacy when they eat out with their families and friends. The Saudi diners’ preference for private dining areas is taken for granted at all dining restaurant in Jeddah, Saudi Arabia, and is accommodated without question. Therefore, their decision to be loyal to an international dining restaurant is strongly affected by the design of the layout.

Other elements of the atmosphere dimension that showed a relationship with customer loyalty included music and crowd level. The regression tree in Figure 4.2 showed that the twenty-nine diners who scored high on loyalty did not
indicate any preference for music. The regression tree in Figure 4.5 indicates another important atmosphere-related factor, which is crowd level. Saudi diners who said crowd level is highly important to them showed moderate loyalty.

The elements that were considered under the food quality dimension included the appearance of food, variety of menu selection, nutritional quality, type of cuisine, and taste, etc. The food quality dimension was mentioned by Cohen (1997) in his study of the restaurant industry. He stated that focusing on the quality of ingredients is necessary to gain customers' loyalty. In his study Lewis (1981) finds food quality to be the most important factor that affects restaurant selection by consumers. Auty's study concludes that food quality is one of the most frequently cited choice variables for dining out.

In the current study, especially the element of taste is highly significant within the food quality dimension, which is shown in Figures 4.2 and 4.5. Taste is important because of the nature of the culture in Jeddah, which formed from many varying backgrounds of people. People tend to try different kinds of foods that create a unique sense of taste and they are highly knowledgeable in exactly how a certain dish should be prepared.
Auty (1992) concludes that food type is one of the most important factors that affect customer loyalty. The current study contradicts Auty's result because type of food or cuisine did not show any effect on customer loyalty in the point of view of the Saudi diners.

The elements that were considered under the service quality dimension included the cleanliness of staff, knowledgeable management and staff, quickness of service, reception friendliness, service friendliness, uniform of the staff, and a welcoming waiting-area. The regression tree in Figure 4.2 indicates that those diners who ranked reception friendliness as an important element scored high in their loyalty. Isen, Nygren, and Ashby (1988) stated that employees' friendliness is an important service element that affect customers' motivation to patronize a specific product.

Clark and Wood (1998) study showed that the friendliness of staff had a significant relationship with high customer loyalty. Saudi diners are concerned with reception friendliness more than staff friendliness to be an element that influences their loyalty. Like the element of exterior design that scored high with Saudi diners under the atmosphere dimension, the reception friendliness is
another first impression that matters greatly to Saudi diners.

The regression tree in Figure 4.5 indicates that those diners who ranked quickness of service as an important element showed high loyalty. Likewise, Isen, Nygren, and Ashby (1988), stated that employees' quick response is an important service element that affect customers' motivation to patronize a specific product. In addition, Zajonc (1980) asserted that employees' affective responses is an important factor that leaves a positive impression on customers, thus affecting decision to patronage.

In the current study, another element under the service quality dimension, staff cleanliness, is shown in Figure 4.5. As with quickness of service, staff cleanliness also had a significant relationship with high customer loyalty.

The elements that were considered under the accommodation dimension included the accessibility, ease of parking, ability to accommodate children, and home delivery service. The regression tree in Figure 4.2 shows that Saudi diners who said that home delivery service was very important to them scored high loyalty. Customers who are able to have their favorite dish delivered to their home
highly value the home delivery service. This is especially true when they have already eaten at that restaurant or they know about it from friends, and want to eat that restaurant’s food in the privacy of their home. The Saudi culture is one in which most families enjoy getting together to share a meal on a regular basis. At these gatherings, they sometimes like to order food to be delivered for a change.

**Demographics of Respondents**

Oh (1995) examined the relationship between customer loyalty and restaurant image at seven casual dinner houses and recommended that future researchers look into the relationship between the demographics of dining customers and customer loyalty. In the current research, the regression trees in Figures 4.3, 4.4, and 4.5 address this relationship with regard to international dining restaurants.

The demographics of participants that were studied in this research include gender, marital status, education, number of dependents, age, present job, and household income. The with-whom customers usually visit an international dining restaurant factor was combined with the demographics of the participants.
The present research showed that present job, number of dependents, and age were very significant demographic factors that affect loyalty. Jutkins (1995) also paid attention at determining how to treat customers according to their differences and their needs.

It appears that loyalty occurs across the spectrum of age and affluence. The regression tree in Figure 4.3 indicates that students and those with one to three dependents in their household scored high loyalty. With regard to age, those who were 35 years old or older also ranked high loyalty, while those under 35 years old scored moderate loyalty. This could be because younger people are more willing the new restaurants that are available. Diners who had ten or more dependents scored high loyalty. Those with four to nine dependents in their household scored moderate loyalty (Figure 4.3).

In the regression tree in Figure 4.4, the effect of dimensions and demographics were combined with the factor, "with whom do you dine" in order to evaluate their relationship to loyalty. In Figure 4.4, customers who dine out without their friends (i3) indicated high loyalty. On the other hand, respondents who dine out with their friends showed low loyalty. This may suggest that people will go
where their friends like to eat rather than the same restaurant each time.

In Figure 4.4, customers who dine out without their family (il) indicated high loyalty. Respondents who dine out with their family also showed high loyalty, but less than those who dine out without their family.

It is obvious that when people dine out with others their decision tends to be more flexible. These nodes also show that flexibility tends to be more when people dine out with friends than with family.

**Summary**

This chapter presented and discussed the study's results. Analysis of regression trees was used to determine the effect of international dining restaurants' dimensions and customers' demographics on customer loyalty in Jeddah, Saudi Arabia.

These analyses showed significant relationships between customer loyalty and the dimension of atmosphere in an international dining restaurant. According to Saudi diners, the most important element related to atmosphere was exterior design, which shows that Saudi diners are strongly influenced by their first impressions of an international dining restaurant. The layout of the dining
area is also an important element related to atmosphere that affects Saudi diners' loyalty, which reflects the most wanted condition in the Saudi culture—that is, to insure privacy.

Loyal customers were also impressed by service quality, food quality, and reputation at international dining restaurants. In the current study, especially the element of taste showed to be highly significant within the food quality dimension.

This research showed with-whom one dines out, the number of dependents, and age as very significant demographic factors that affect loyalty. A further discussion of the findings' implications is presented in the next chapter.
CHAPTER 5

IMPLICATIONS AND RECOMMENDATIONS

Introduction

The previous chapter has specified and discussed the research findings. This chapter discusses the implications and limitations of the study and makes recommendations for future research.

Summary of the Findings

This study of international dining restaurants in Jeddah, Saudi Arabia was conducted during December 1999 through January 2000 by means of a survey questionnaire. 1230 questionnaires were distributed to employees at eight different public and private organizations in different regions in Jeddah. The response rate was approximately 63 percent, yielding 462 (38%) usable questionnaires.

Customer loyalty was measured as the proportion of customers' total number of visits that are made to their
favorite group of international dining restaurants to total number of visits made to international restaurants. These measurements were analyzed by regression trees to determine the effect of international dining restaurants’ dimensions and customers’ demographics on customer loyalty. These analyses showed strong relationships between customer loyalty and the dimension of atmosphere in an international dining restaurant.

Exterior design was found to be the most important element related to atmosphere, which shows that Saudi diners might be strongly influenced by their first impressions. According to the Saudi diners, exterior design is considered one of the influential factors that affect their loyalty or emotional attachment to a specific restaurant. Saudi diners might be attracted by a restaurant’s exterior design if they have no previous experience of the food there adding to that if these diners find other elements that affect their loyalty in the overall operation, they will be emotionally attached to this restaurant. In addition, diners may remember their visit to an attractive restaurant that has a unique exterior design whenever they see it from outside.
The layout of the dining area also proved to be an important element of a dining restaurant’s atmosphere that affects Saudi diners’ loyalty. This reflects the most desirable condition in the Saudi culture, which is to insure privacy. Saudi diners consider the dining layout as very important because they are seeking privacy when they eat out with their families and friends. The Saudi diners’ preference for private dining areas is taken for granted in Saudi Arabia, and is accommodated without question.

Loyal Saudi customers were also impressed by service quality, food quality, and reputation at international dining restaurants. In the current study, especially the element of taste showed to be highly significant within the food quality dimension.

With respect to the relationship between customer loyalty and demographic factors of the respondents’ number of dependents, with-whom they go out to eat, and age showed to be factors that affect customer loyalty.

Implications of Findings

The most important element related to atmosphere was found to be the exterior design of a dining restaurant. It matters to Saudi diners to see that a restaurant’s grounds look well kept and are clean and that the front of the
building is painted in an attractive color, or that they have a classy sign in the front, etc. If they like the exterior appearance of a restaurant, they may want to try it once as a new experience. They may assume that the exterior beauty of the place reflects excellent food and service. The implications of this for international dining restaurant owners are that they must pay close attention to the appearance of their property, because first impressions matter greatly to Saudi diners.

Second, the findings imply that the layout of the dining area strongly affects Saudi diners' loyalty. This is because in the Saudi culture, families who dine out seek privacy. The implications of this finding for restaurant owners is that they must design the layout of the dining area so that it respects each family’s need for privacy. In Jeddah, Saudi Arabia, every restaurant is required to offer a separate section for bachelors and for families in order to insure privacy to customers. In addition, in the section set aside for families, dining restaurants can provide separate dining rooms so that customers can have the choice between dining in an individual and private room and dining in the open dining area.
With respect to music, the findings of this study showed that twenty-nine diners who scored high on loyalty did not indicate any preference for music. There are implications of the use of music in Saudi culture, which is connected to the religion of Islam. Therefore, some Saudis intentionally avoid listening to music, while others overlook it. This is why restaurant owners who reduce or eliminate playing music in the dining area will meet their customers' preference.

Reception friendliness, which appeared to correlate strongly with customer loyalty, must also be taken into consideration in the training process of receptionists. Restaurant owners should teach their reception personnel to be gracious and welcoming to customers without being overly friendly and intrusive in order to affect customer loyalty. The ultimate goal is to show to the customer that they are valued.

Among the elements that constitute the food quality dimension, the findings of this study showed that the element of taste strongly affected loyalty. Especially in Jeddah, which has a unique culture formed by people from a variety of backgrounds, taste is of utmost importance. Diners in Jeddah consider many international foods as part
of the usual food one finds in western Saudi Arabia. These include Indonesian, Turkish, Lebanese, Egyptian, or Syrian food, among others. Therefore, an international dining restaurant must be aware of the exact taste of a particular dish, since they have to please expert diners who know how these dishes should taste. Furthermore, since diners in Jeddah enjoy trying new foods, restaurant owners can create new dishes that would appeal to their customers' sense of taste.

Among the demographic factors of the respondents, students were a group that showed high loyalty. Likewise, diners older than 35 and those with 10 or more dependents were also considered a highly loyal group. The implications for restaurant owners is that they should train their employees to be able to identify customers with regard to these demographics and treat them royally, giving them a special feeling that they are important, in order to insure their loyalty. In addition, restaurants should use small surveys that are brought to the diners at the end of a meal, to further determine their demographic characteristics and preferences. Both through training and through the surveys, restaurants can create a database of
loyal customers to target them for discounts and special offers.

In his 1995 study, Jutkins suggested implementing a marketing database program. He suggested that this program should be built as part of the whole structure of the organization to determine what the customers want, through using the knowledge that is collected from them. The author stated that since customers are not equal, some of them need more attention than others do. As Knox (1998) pointed out, loyal customers constitute the most profitable segment of customers and therefore all businesses should find ways to establish a regular group of loyal customers.

**Limitations of the Study**

One of the limitations of this study is the halo effect, which presents a limitation in measuring the raters’ general impression of the rated elements. If a diner has an overall positive impression of a restaurant, he or she may project that impression onto particular dimensions of that restaurant.

Another limitation of this study is that in the survey it did not include national restaurants or any fast-food restaurants. It focused solely on international dining restaurants.
This study was limited in its focus on one of the three customer loyalty dimensions as identified by Bowen and Shoemaker (1998). It focuses on "Process" and does not examine "Value Creation" or "Database Management/Communication." The dimension of "Process" includes everything that happens from the time diners enter a restaurant to their departure after a meal. Process also includes all of the interactions between the diners and employees throughout the whole visit.

**Recommendations for Future Research**

Parallel research is recommended for other types of restaurants in Saudi Arabia such as fast food, national food restaurants, and retail stores. Dimensions of companies and demographics of customers that affect customer loyalty may differ in different industries. Therefore, future research in the hospitality industry in Saudi Arabia can help to improve the general Saudi market.

Further and more detailed research should focus on groups of customers who were characterized as highly loyal customers in order to examine their specific needs. Research should focus on those groups of customers because they are the most profitable segment of customers as Knox (1998) stated. Examples of these specific details that
should be examined include the favorable tastes of dishes that Saudi customers prefer, attractive features in the exterior design of restaurants, favorable promotions that customers like, and others.

Further research on international dining restaurants can focus on the other two dimensions of loyalty, which were suggested in Bowen and Shoemaker’s (1998) loyalty triangle: “Value Creation” and “Database Management/Communication.”

Finally, there are rapid changes in the restaurant industry all the time. Furthermore, customer perceptions and preferences change over time. Therefore, ongoing analysis and research is needed in this industry to determine the changing customer perceptions and changes in a restaurant’s operation.
REFERENCES


APPENDIX

Questionnaire Introductory Letter

Dear Participant:

The researcher is a student at the Ohio State University. He is conducting this study for his doctoral dissertation in food service management to discover what international dining restaurant customers value the most in an international dining restaurant’s overall operation in Jeddah, Saudi Arabia. These factors are associated with the customer’s decision to patronize international dining restaurants. The findings of this research will be valuable for both the researcher and the restaurant industry in Jeddah.

Your thoughts of international dining restaurant are important to this study. Please answer all of these questions carefully and please be frank. The questionnaire will take approximately 20 minutes to complete. Please remember that there is no right or wrong answer. Your completion of this questionnaire is voluntarily.

Please give the second copy of the questionnaire to a female adult in your household to fill it out. After the completion of filling both copies please return them to the same person who provided you with the questionnaire.

So that confidentiality will be maintained, please do not sign the questionnaire or identify yourself. I will highly appreciate you carefully responding the questions.

Thank you for your cooperation.

Sincerely,

Ayman M. Tuns

Doctoral Student

College of Human Ecology
**THE QUESTIONNAIRE**

**Part A**

**Definition of International Dining Restaurants:** Those dining restaurants that provide international food with or without providing the relevant atmosphere.

**Directions:** Depending on your experience as a customer of international restaurants located in Jeddah, Saudi Arabia, please think about the factors that encouraged you to return to a self-defined international restaurant. There are many features listed below. Evaluate the importance of each feature and circle the number that best suits your feeling toward this feature.

<table>
<thead>
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<th>Atmosphere Related Factors</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calmness level.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
<td>Comfortable seating.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>N/A</td>
</tr>
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<td>Crowd level.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
<td>Decor.</td>
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<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
<td>Music.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tr>
<tr>
<td>Waiting-area for seating.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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**Service Quality Related Factors**

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**Reputation Related Factors**

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<td>28. Promotion (such as discount or coupons).</td>
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**Customer Accommodation Services**

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<td>30. The ease of locating parking.</td>
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<td>31. The ability to accommodate children.</td>
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<td>32. Home delivery service.</td>
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Part B

33. How frequently do you eat at international dining restaurants?
   ☐ More than once a week.
   ☐ About once a week.
   ☐ About every 2 weeks.
   ☐ About every 3 weeks.
   ☐ About once a month.
   ☐ Less than once a month.
   ☐ Less than once every two months.

34. With whom would you most likely be having dinner at international restaurants?
   ☐ Family (with children).
   ☐ Spouse (husband/wife).
   ☐ Friends.
   ☐ Business Associates.
   ☐ Alone.

35. Roughly, what is the average per person that you actually pay for eating at international dining restaurants?
   ☐ Less than SR50.
   ☐ SR50 to less than SR75.
   ☐ SR75 to less than SR100.
   ☐ SR100 or more.
36. Please answer by Yes or No if you have had a meal at each of the following international dining restaurant in Jeddah, with indicating roughly how many times you have had a meal at each type in the prior three months, if the answer is yes?

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<td>Japanese</td>
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37. Would you please indicate the number of times you have visit the international dining restaurant that you prefer the most in the previous three months.

(..........................)
Part C

Please provide us with some information about yourself by circling the response that best describes you.

38. Your gender?
   □ Male
   □ Female

39. Marital status?
   □ Single
   □ Married

40. Your highest level of education?
   □ Elementary school or less
   □ Intermediate School
   □ High School
   □ Four Years of College
   □ Graduate school (Master, Doctorate, or Ph.D.)

41. Number of dependence in your household including yourself?
   □ 1-3 people
   □ 4-6 people
   □ 7-9 people
   □ 10 or more people

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42. Household income per month?

- Less than SR 2,000
- SR 2,000 to less than SR 4,000
- SR 4,000 to less than SR 6,000
- SR 6,000 to less than SR 8,000
- SR 8,000 to less than SR 10,000
- SR 10,000 or more

43. Age?

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- More than 64 years old

44. Present job?

- Student
- Employee in the public sector
- Employee in the private sector
- Businessperson
- Retired
- Housewife
THE ARABIC VERSION OF THE QUESTIONNAIRE

استخبارات

حوالي العوامل المؤثرة
على وراء الزريبون
للطعام الأجنبي في مدينة تبوك

إعداد
زهير محمد أحمد
عنيزي المواطن
السلام عليك وسلم رحمة الله وبركاته

* لقد أصحت المطاعم الأجنبية متوفرة بشكل كبير في مدينة جدة. وتشكل هذه المطاعم أشكال تنوع
تناول الأكلات العالمية الشهية في جو عائلي جميل جذاب وهادئ يساهم في إيضاح وقت ممتع مع أفراد الأسرة
أو الأصدقاء. * بالإضافة إلى ذلك تشتمل المطاعم الجو الهادئ والمناسب لرجال الأعمال لإقامة مأدبة عشاء
منافحة الصفقات والمشرعين التجاريين. كما للطفلين اهتمام خاص بالمطاعم التي توفر لهم الجو المناسب
المطاعم السياحية. والأعمال العالمية.

* من أجل الارتقاء بمستوى الخدمات المختلفة المقدمة في هذه المطاعم يجب علينا معرفة حاجات ورغبات
الزبائن بالإضافة إلى معرفة العوامل التي تؤثر على ولاء الزبون واستمراره في الذهاب إلى مطعم معين.
* إنه من المهم جدا معرفة رأيك ووجهة نظركم عن المطاعم التي تؤثر على اختياركم مطعم معين دون غيره
ومع نفس الوعي (مثلا: تفضيل مطعم صيني معين عن مطعم صيني آخر). مشاركم لنا في إجابات على
هذا الاستبيان سوف تساعدا على فهم سلوك ورغبات المستهلك السياحي والمطاعم التي تؤثر على اختيار المطعم
الجديد الذي يفضل الذهاب إليه.

* إن ناجح هذا البحث سيكون إذن الله ذات قيمة للباحثين في هذا المجال وكذلك ستعمد بالبعثة الكبيرة
للزبائن أنفسهم حيث أنه من المتوقع أن تساعد هذه الدراسة على تطوير وتحسين أداء المطاعم الأجنبية.
* إنه أكب ككم هذا الخطاب راجياً مرتكبكم بالمساعدة في إنجاز هذا البحث الذي هو من متطلبات
إكمال درجة الدكتوراه من جامعة أرشف د. الحقوق في الولايات المتحدة الأمريكية، وذلك نحن كمشكرين
بالإجابة على كافة الأسئلة في الاستبيان الموجه. نرجو أن تكون المعلومات
 سوف تعبر بسرعة قارين وسوف نستخدم فقط لتزويد البحث العلمي لهذه الدراسة.

وأخيراً تقبلنا مني فائق الاحترام ولكم جزيل الشكر على تعاونكم.

الباحث
أيمن محمد تونسي

122
القسم الأول

المعارف التي تؤثر على اختيار الطعام

هدف من هذا الجزء هو تحديد العوامل التي تؤثر على اختياركم لمطعم أجنبي معين.

تعريف الطعام الأجنبي: هو الطعام الذي تقدم أكلات عربية من بلاد مختلفة باستخدام مطاعم الروجات السريعة.

استناداً على خبرنا سابقاً لكيفية الطعام الأجنبية الموجودة في مدينة جدة، وراءها تحديد أهمية العوامل الفي وجانية بالنسبة لكم عند اختياركم للمطاعم الأجنبية الذي ترغبون فيه.

الرجال في معنى من العناصر الفي وجانية وضع دائرة حول الإجابات المناسبة.

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العوامل المتعلقة بجودة الطعام

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<th>الخدمات المتعلقة براحة المسافرين</th>
<th>لا جملة</th>
<th>جملة غير مفيدة</th>
<th>جملة مفيدة</th>
<th>جملة ممتازة</th>
<th>جملة نجاح</th>
<th>جملة جيدة</th>
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</tr>
</tbody>
</table>

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القسم الثاني
سلوك المستهلك

الهدف من هذا الجزء هو معرفة سلوك المستهلك للمطاعم الأجنبية في مدينة جدة.

الرجاء وضع علامة (✓) أمام الإجابة المناسبة

33. في العادة، كم مرة تذهب لتناول الطعام في المطاعم الأجنبية؟
☐ أكثر من مرة واحدة في الأسبوع
☐ مرة واحدة في الأسبوع
☐ مرة كل أسبوعين
☐ مرة كل ثلاثة أسابيع
☐ مرة في شهر
☐ مرة كل شهر أو أقل

34. مع من في العادة تذهب لتناول الطعام في المطاعم الأجنبية؟
☐ مع أفراد العائلة والأطفال
☐ مع الزوج أو الزوجة
☐ مع الأصدقاء
☐ غداء أو عشاء عمل
☐ بمفردهك

35. ما هو مقدار إنفاقكم في المطاعم الأجنبية للشخص الواحد تقريباً؟
☐ أقل من 50 ريالاً
☐ من 51 إلى 75 ريالاً
☐ من 76 إلى 100 ريال
☐ أكثر من 100 ريال
القسم الثالث
المعلومات الشخصية

الهدف من هذا القسم هو معرفة بعض المعلومات المتعلقة بك كمشترك غير معرف.

شرح من عمليه هذا البحث من أجل الفائدة الإحصائية فقط.

العلاقة وضع علامة (X) أمام الإجابة المناسبة

38. الجنس؟

 □ ذكر

 □ أنثى

39. الحالة الاجتماعية؟

 □ عزب

 □ متزوج

40. المستوى التعليمي؟

 □ ابتدائية أو أقل

 □ متوسطة

 □ ثانوية عامة

 □ بكالوريوس

 □ دراسات عليا

41. عدد أفراد الأسرة بما فيهم أنت؟

 □ 3-6

 □ 6-7

 □ 8-9

 □ 10-11 أو أكثر
ما هو دخلك الشهري؟

- أقل من 1,000 ريال في الشهر
- من 1,000 إلى أقل من 2,000 ريال في الشهر
- من 2,000 إلى أقل من 3,000 ريال في الشهر
- من 3,000 إلى أقل من 4,000 ريال في الشهر
- من 4,000 إلى أقل من 5,000 ريال في الشهر
- 5,000 ريال أو أكثر

كم تبلغ من العمر؟

- 18 سنة
- 19-20 سنة
- 21-25 سنة
- 26-30 سنة
- 31-40 سنة
- 41-50 سنة
- 51-60 سنة
- أكبر من 60 سنة

ما هي الوظيفة الحالية؟

- طالب
- موظف في القطاع الخاص
- موظف حكومي
- أعمال خبر
- متقاعد
- رابطة منزل

ولعلك الشكر يجعل علي شأوناك مغناً