

The Impact of Food Quality on Customer Loyalty in Restaurant Industry: The Moderator-Mediator Distinction of Perceived Price Fairness and Switching Barriers



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Abstract:

Customer loyalty plays a very vital role in restaurant industry. This study investigates the impact of food quality on customer loyalty. There are four variables used in this study food quality (independent variable) customer loyalty (dependent variable) perceived price fairness (moderator variable) and switching barriers (mediator variable) these variables were used to check the relationship with each other. There are different variables used in this study based on these variables I have conduct questioner based survey and distributed to 100 students at different restaurant. The data collected then analyzed through SPSS.

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Dedication:

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