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Thinking of Going Canting Again: Factors Affecting Customers' Revisit Intention to Chinese Restaurants in Karachi, Pakistan

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Abstract

This study measured the impact of the fairness of price, quality of food, and quality of service on the revisit intention of Chinese restaurants' customers, mediated by customer satisfaction. Purposive sampling technique and snowball sampling technique were used for data collection. Two hundred questionnaires were received through online Google forms. The analysis of the collected data was executed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Descriptive statistics were analyzed via SPSS software; whereas, inferential statistics were analyzed via SmartPLS software. The findings revealed that food quality has a strong impact on the revisit intention of customers. Quality of service and fairness of price also have a considerable effect on the revisit intention of customers.

Introduction

In today's day and age, the restaurant business has become highly competitive. If a restaurant has good customer service, it gives them a competitive advantage over other restaurants and can boost its profits and business. Thus, if a restaurant wants business longevity in the food industry, they need more and more consumer loyalty and satisfaction. Consumer loyalty is necessary to restaurant businesses since it affects consumer reliability (Shariff et al., 2015). When a foreign cuisine-based restaurant wants to enter such a market, it must strive to capture the dominant share in a highly competitive environment. Chinese cuisine penetrated the Pakistani market in the 1970s, with Mei Kong being the first Chinese

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restaurant introduced in Rawalpindi. With the launch of the China Pakistan Economic Corridor (CPEC), the number of Chinese restaurants has increased year after year in Pakistan, especially in big cities like Karachi, Lahore, and Islamabad.

Food quality comprises external factors such as taste, quantity, visual appeal, and hygiene (Abdullah et al., 2018). Service quality is defined as the degree of responsiveness and timely service to the customer (Karki & Panthi, 2018). At the same time, price fairness depends on the price of a product and the standard price (Gumussoy & Koseoglu, 2016). A customer's degree of satisfaction with a particular purchase is termed customer satisfaction (Cronin et al., 2000). The intention to re-patronize is defined as a customer's preference to purchase a product again from the same place (Yang & Chang, 2011).

Problem Statement

The restaurant industry mostly relies on a customer-oriented strategy rather than a sales-oriented strategy (Yeow et al., 2014). A restaurant's business grows more when consumers' intention to revisit increases. Chinese restaurants need to increase their market share in the Pakistani market by increasing their revisit intention. A vast amount of research has been conducted to measure the revisit intention of restaurants and cafes. Most research conducted on food and restaurant business has not used the Stimulus Organism Response (SOR) theory to measure the consumer's revisit intention effectively.

Much of the existing research related to the impact of individual factors on revisit intention has been done using SmartPLS (Abdullah et al., 2018). Most research works relied on only one software to measure their results, which indicates that their results might be unreliable. Similarly, the sample sizes in previous studies were often small. For example, Abdullah et al. (2018) collected 110 responses. His sample size was too small and insufficient for Partial Least Square Structural Equation Modeling (PLS-SEM) (Hair, 2014). Their small sample size led to non-generalized results and created a sense of bias.

Objectives

This research assessed the effect of fairness of price, quality of food, and quality of service on revisit intention of Chinese restaurants situated in a non-Chinese environment such as Karachi, Pakistan.

Research Questions

In the current study, we will investigate the research questions given below:

Does consumer satisfaction mediate the relationship of the fairness of price, quality of food, and quality of service on the revisit intention in Chinese restaurants of Karachi, Pakistan?

This study's target population consists of all consumers who like Chinese food in Karachi, Pakistan. A total of 200 questionnaires were distributed and filled through social media.

Literature Review

The stimulus Organism Response (SOR) Model was first introduced by (Mehrabian & Russell, 1974). They suggested that the shopping environment has certain stimuli (S) which attract the organisms (O, consumers) and capture their response (R), either to purchase or to avoid the stimulants. For the current analysis, five constructs were chosen. The relationships between them are explained in detail in the results of this study. Based on existing studies, it was assumed that the variables (fairness of price, quality of food, and quality of service) affect customer satisfaction. Consequently, customer satisfaction was expected to be directly related to the revisit intention (Shapoval et al., 2018; Zhong & Moon, 2020).

Fairness of price

Fairness of price is defined as the consumer's perception of whether the difference in price for a service or a product of a seller and their competitor is reasonable and acceptable (Xia et al., 2004). Fairness of price or value of price plays an integral part in driving the customer back to the seller, as proven by various researchers (Yeow et al., 2014). It also has a positive effect on a consumers' revisit intention as discussed by (Abdullah et al., 2018). According to a study on the fast food industry in Malaysia

(Hanaysha, 2016), price fairness may also impact brand equity and loyalty. The above-mentioned research has certain limitations. For example, Abdullah *et al.* (2018) used only 110 respondents, which may lead to non-generalized results.

Limited research has been conducted to assess the factors affecting the Chinese restaurant's quality of service and food in Pakistan. To fill out the research gap in existing literature, we made sure that the data set used in our research was comprehensive. The research setting for this study was Chinese restaurants in a non-Chinese environment.

Quality of Food

Food quality is determined by consumers' perceptions and different factors such as taste, visual appeal, and hygiene. In the existing literature, many researchers have worked on the effect of food quality on various factors. For example, Mohaydin et al. (2017) researched the impact of food quality on customer satisfaction using food safety as the mediating factor. Al-Tit (2015) identified that food quality positively affected customer satisfaction around Jordan's universities. The work done by the researchers on the quality of food is not limited to Chinese cuisine or Chinese Restaurants. Thus, the literature indicates that the quality of food has a direct effect on customer satisfaction. In this study, the quality of Chinese food is associated with customer satisfaction, which leads to higher revisit intention.

Quality of Service

Good quality of service in the restaurant industry helps retain customer base for years to come. It can affect the growth of a restaurant positively or negatively. Many researchers analyzed the effect of service quality using the SERVQUAL model. The SERVQUAL model is used to study those factors that affect a customer's intention to revisit a restaurant, such as five assurance, responsiveness, reliability, empathy, and tangibles.

Assurance: Restaurant's ability to fulfil consumer's trust.
Responsiveness: It shows a restaurant's eagerness to help and provides immediate solutions.
Reliability: It is a restaurant's ability to deliver what was promised.

Empathy: It is a restaurant's ability to value for each customer by giving them individual attention.

Tangibles: It is a physical quality that refers to interaction activity between the service provider and their customers.

Shaikh and Khan (2011) identified two factors of service quality, namely, tangibles and responsiveness. He claimed that they are directly related to customer satisfaction in the Pakistani restaurant industry. Recent research also revealed that the quality of service is directly related to customer satisfaction in Vietnamese Restaurants, it is also supported by factor and regression analysis (Chi et al., 2019). These studies focused on local restaurants and their cuisine. There is very little research on Chinese cuisine in a non-Chinese locality.

Customer Satisfaction

Customer satisfaction is a consumer's degree of satisfaction, it denotes how well an organization or a firm delivered a customer what was promised. According to existing research, food quality is the least influential factor affecting customer satisfaction. (Sabir et al., 2014).

In the above-mentioned study, researchers concluded that the second factor is the restaurant's physical location or atmosphere. Researchers used customer satisfaction as the mediating factor to study revisit intention for halal foods in Malaysian restaurants (Abdullah et al., 2018). Sabir et al. (2014) admitted that there is a limitation. The effect of various factors on revisit intention has been studied by many researchers in the past years.In contrast, our study has more depth in the data collection since it covers the above given limitation.

Revisit Intention

Revisit intention is the consumer's desire for repeat sales from the same seller or organization (Yang & Chang, 2011). Revisit intention plays a vital role in maintaining the sustainability of any organization. The effect of various factors on revisit intention has been studied by many researchers in the past years. For example, in India, researchers have estimated that perceived value and emotional consumption play a mediating role on customers' revisit intention in local restaurants (Mathur & Gupta, 2019).

Conversely, quality of food and price play a prominent role in affecting consumers' revisit intention in a café in Klang Valley, Malaysia. Thus, it was concluded in one study that the quality of service, word-of-mouth, cost, quality of food, and café surroundings are associated with revisit intention (Yeow et al., 2014).

Most studies concluded that service quality and food quality are more important for customers, and are positively associated with revisit intention. Mathur and Gupta (2019) have researched low to mid-size fast-food restaurants in India. This type of research has not been conducted in Pakistan, especially not for famous Chinese restaurants. Thus, in this study, we researched the revisit intention of customers of Chinese restaurants in Pakistan.

Conceptual Model
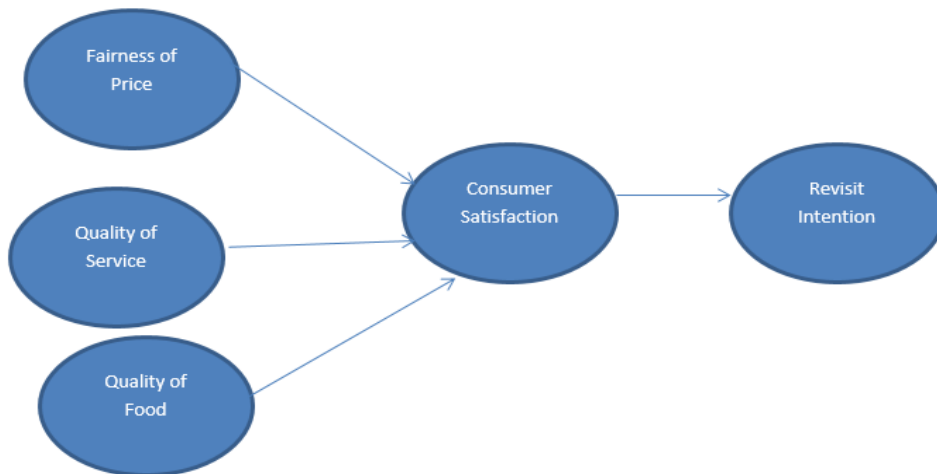
Hypotheses

H₁: Customer satisfaction positively mediates the relationship between fairness of price and consumer revisit intention

H₂: Customer satisfaction positively mediates the relationship between quality of food and consumer revisit intention

H₃: Customer satisfaction positively mediates the relationship between quality of service and consumer revisit intention

Methodology

The research philosophy used in this study is the theory of positivism. This theory is one of the essential elements of quantitative research and supports experimental science. This theory is based on natural phenomena (Ryan, 2018). The research design used in this research article is causal explanatory.

Quantitative data design focuses on the objective responses obtained from questionnaires and polls and analyzes those responses numerically or through computer software (Babbie, 2010). We used the deductive approach in this study, this approach creates a hypothesis represented by the current theory and assesses them using sample data (Wilson, 2010). The sampling design we used in this article is a non-probability sampling design. The target audience is not defined in this form of sampling. The responses are entirely rational (Ayhan, 2011).

Purposive sampling, along with the snowball sampling technique, is used in this study. In purposive sampling, respondents that meet the criteria set by the researcher are selected (Black, 2010). In snowball sampling, respondents are asked to refer other participants who have experienced dining in a Chinese restaurant.

The sample size for this study is 200. According to Hair et al. (2014), the sample size must be large to receive more generalized results and findings. The statistical technique used for this study was Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair, 2014). Past researchers do not primarily use this technique.

Measures

Table 1

Measurements of the Study

Constructs	Item code	Items	Citation
Quality of Food	FQ1	The food taste reflects exactly the Chinese taste.	Karki and Panthi (2018)
	FQ2	This restaurant serves tasty food.	Yeow et al. (2014)

Constructs	Item code	Items	Citation
Quality of Service	FQ3	The food presentation is visually appealing to customers.	Yeow et al. (2014)
	FQ4	The food serves at the appropriate temperature.	Yeow et al. (2014)
	FQ5	This restaurant serves fresh food.	Yeow et al. (2014)
	SQ1	This restaurant gives individual attention to its customer.	Yeow et al. (2014)
	SQ2	This restaurant serves within the promised time.	Yeow et al. (2014)
	SQ3	This restaurant's staff is attentive to customer needs.	Yeow et al. (2014)
	SQ4	This restaurant's staff is well trained.	Yeow et al. (2014)
	SQ5	This restaurant's staff is consistently courteous to its customers.	Gumussoy and Koseoglu (2016)
Fairness of Price	PF1	I am satisfied with the pricing policy of this restaurant.	Gumussoy and Koseoglu (2016)
	PF2	The last meal I had was worth good value of money	Gumussoy and Koseoglu (2016)
	PF3	This restaurant never overcharges its customers.	Gumussoy and Koseoglu (2016)
	PF4	The pricing of this restaurant influences my decision to visit here.	Yang and Chang (2011)
	PF5	This restaurant offers discount deals.	Gumussoy and Koseoglu (2016)
Customer Satisfaction	CS1	I enjoy spending time in this restaurant.	Gumussoy and Koseoglu (2016)
	CS2	Overall, I am satisfied with this restaurant.	Gumussoy and Koseoglu (2016)
	CS3	I am satisfied with the meals from this restaurant.	Karki and Panthi (2018)
	CS4	I am satisfied with the parking facility of this restaurant.	Karki and Panthi (2018)
	CS5	This restaurant is situated in a convenient location.	Karki and Panthi (2018)
	RI1	I would consider revisiting this restaurant in the future.	Yeow et al. (2014)

Constructs	Item code	Items	Citation
Revisit Intention	RI2	I would recommend this restaurant to my friends.	Yeow et al. ([2014](#))
	RI3	I would say positive things about this restaurant to others.	Yeow et al. ([2014](#))
	RI4	This restaurant is my first choice when I am hungry.	Yang and Chang ([2011](#))
	RI5	I have no intention to go elsewhere for a meal other than this restaurant.	Gumussoy and Koseoglu ([2016](#))

Note. This table shows the items used in the data collection of the constructs and their citations.

Results and Analysis

Descriptive Statistics

In the first part of the analysis, demographical data was analyzed. Two hundred responses were collected from people of different backgrounds in Karachi, Pakistan. Out of the 200 responses, 117 were male respondents, and 83 were female respondents. Skewness and kurtosis calculations were performed in SPSS to check the reliability and validity of the demographic data

Table 2

Descriptive Statistics

	Frequency	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
VISITFR	200	-1.022	0.172	-0.114	0.342
OCC	200	0.231	0.172	-0.679	0.342
VISITWITH	200	0.087	0.172	-0.383	0.342
WAITTIME	200	0.601	0.172	0.503	0.342
GENDER	200	0.348	0.172	-1.898	0.342
AGE	200	1.044	0.172	0.819	0.342
QUAL	200	-0.679	0.172	0.388	0.342
PROF	200	0.3	0.172	-1.219	0.342
INCOME	200	1.483	0.172	1.585	0.342

Note. The above table shows the frequency of responses, skewness, and kurtosis of the demographic data.

Table 2 indicates the respondent's visit frequency, the occasion of the visit, gender, age, qualification, profession, income, and waiting time for an order. The skewness and kurtosis of the data were found to be valid in SPSS.

Table 3

Gender and Age of Respondents

Age Intervals		Male	Female
	16-25	29	47
	26-35	64	22
AGE	36-45	12	11
	46-55	10	3
	56-65	2	0
	65+	0	0

Note. The table shows the correlation between gender and age of the respondents.

Table 4

Visit Frequency and Gender of Respondents

		GENDER	
		Male	Female
	Once a week	17	6
	Daily	11	2
Visit frequency	Few times a week	13	7
	Once in a month	40	28
	Rarely	36	40

Note. The table shows the correlation between visit frequency and gender of the respondents

The correlation between the gender of the respondents with age and visit frequency of the respondents is given separately in Table 3 and Table 4, respectively. By observing Table 3, it is clear that most of the respondents were between the age of 16 and 35. From the visit frequency values given in Table 4, it can be concluded that the respondents seldom visit Chinese restaurants or once a month. It indicates that the market share of Chinese

restaurants in Karachi is low. Interestingly, females seldom visited Chinese restaurants than male respondents, as shown in Table 4.

Measurement Model

After the descriptive analysis, the measurement model was assessed. Additionally, constructs' outer loadings, construct reliability, construct validity, and discriminant validity were analyzed briefly in the measurement model analysis.

The outer loading of the item was more than 0.5 meeting the minimum criteria for reliability of items (Hair et al., 2014). Table 5 shows that each item of the construct has an outer loading value of more than 0.708. This result indicates that the items used to measure each construct are reliable and valid.

Table 5

Construct Reliability and Validity

Construct	Item	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	CS1	0.673	0.735	0.736	0.883	0.790
	CS2	0.82				
	CS3	0.856				
Fairness of Price	PF1	0.825	0.680	0.681	0.862	0.758
	PF2	0.829				
	PF3	0.635				
Quality of Food	FQ1	0.556	0.744	0.756	0.853	0.659
	FQ2	0.787				
	FQ3	0.687				
	FQ4	0.748				
	FQ5	0.786				
Quality of Service	SQ1	0.739	0.821	0.821	0.875	0.583

Construct	Item	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	SQ2	0.775				
	SQ3	0.772				
	SQ4	0.77				
	SQ5	0.762				
Revisit Intention	RI1	0.806	0.743	0.768	0.852	0.659
	RI2	0.886				
	RI3	0.738				

Note. The table shows outer loading, composite reliability and average variance of each construct

Composite reliability will be achieved if the value is more than 0.708 (Hair et al., 2014). From Table 5, it can be observed that the composite reliability of each construct is achieved. The lowest composite reliability is 0.852, which is greater than 0.708. Convergent validity is achieved when the Average Variance Extracted (AVE) is more than 0.5 (Hair et al., 2014). The lowest value of the average variance is 0.583, which is greater than 0.5 as shown in Table 6. Thus, convergent validity is also achieved.

Table 6

Discriminant Validity (HTMT Ratio)

	Customer Satisfaction	Fairness of Price	Quality of Food	Quality of Service
Customer Satisfaction				
Fairness of Price	0.639			
Quality of Food	0.747	0.495		
Quality of Service	0.692	0.502	0.752	
Revisit Intention	0.737	0.802	0.767	0.657

Note. The table shows the Heterotrait – Monotrait Ratio matrix of all the constructs.

Discriminant validity is used to determine how much a construct differs from other constructs (Abdullah et al., 2018). Suppose the value of

discriminant validity (HTMT ratio) is equal to 0.85 or less. In that case, discriminant validity is said to be achieved (Hair et al., 2014). In Table 6, the highest value of discriminant validity (HTMT ratio) is 0.802, which is less than 0.85. Hence, discriminant validity is achieved.

Structural Model

In the structural model analysis, collinearity issues, the hypothesized relationships among the constructs, coefficient of determination with its effect size, and predictive relevance with its effect size were assessed.

Figure 1

Structural Model
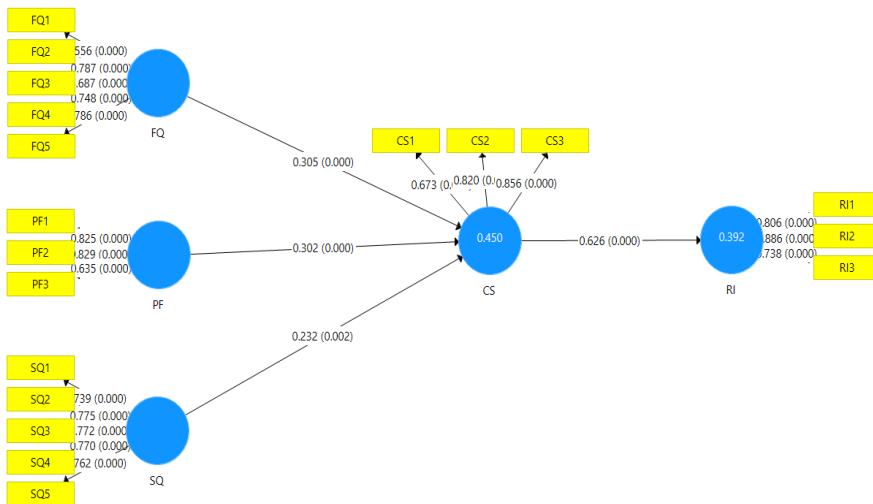
Note. FQ = Food Quality, PF = Price fairness, SQ= service quality, CS = customer satisfaction and RI = revisit intention.

The variance inflation factor of all the variables below 2 shows that the constructs do not suffer from multicollinearity issues (Hair et al., 2014). The relationships shown in the structural model represents the above-mentioned hypotheses in the methodology. The relationships in the structural model and the above-mentioned hypothesis were measured with Smart PLS software. In structural relationships, the bootstrapping function with 5000

random sub-samples helped calculate T Statistics and P Values with one tail testing (Chin et al., 2008).

Table 7

Specific Indirect Effects

	Hypotheses	Coefficients	Standard Error	T Statistics	P Values	Decision
H_1	Fairness of Price -> Customer Satisfaction -> Revisit Intention	0.133	0.045	2.959	0.002	Supported
H_2	Quality of Food -> Customer Satisfaction -> Revisit Intention	0.177	0.041	4.345	0.000	Supported
H_3	Quality of Service -> Customer Satisfaction -> Revisit Intention	0.145	0.045	3.260	0.001	Supported

Note. The table shows the indirect effects of the original sample, the sample means, standard deviation, T statistics, and P values of the mediating effect of customer satisfaction between exogenous and endogenous variables.

In Table 7, the said hypotheses are tested by the values of T statistics and p-values. For hypotheses to be supported, t-statistic threshold value should be 1.64 or above, when using one tail testing (Fisher, 1992). All the values of T statistics of the hypotheses in this study were above 1.64. Similarly, for the hypotheses to be accepted, p-value should be less than 0.05. From the table, we can see that all the p-values of the hypothesis in this study were below 0.05. Thus, all the hypotheses, H_1, H_2, and H_3, given in the in the structural model were supported.

The results given in Table 7 also suggest that the mediating effect of customer satisfaction in between fairness of price and revisit intention was significant since it had a p-value of 0.002, which means that H_1 was supported. The mediating effect of customer satisfaction in between quality of food and revisit intention was highly significant because the p-value was less than 0.05, which means H_2 was also supported. The mediating effect of customer satisfaction in between quality of service and revisit intention was

significant since the p-value was less than 0.005, which means that H_3 was also accepted.

The coefficient of determination (R^2) of the endogenous constructs was above 0.33, it indicated moderate explanatory power of the model (Chin, 1998). The effect sizes (f^2), shown in the table below, indicated that all exogenous variables have a substantial and statistically significant small effect on the endogenous variables (Cohen, 1988). Additionally, a blindfolding procedure was used to assess the predictive relevance of the model, which showed that the Q^2 of the endogenous variables was higher than 0.It indicated that the model had sample predictive relevance (Hair et al., 2017). The effect size of each exogenous variable (shown in the table below) was between 0.02 and 0.17, which established a statistically significant small effect size (Hair et al., 2017).

Table 8

Coefficient of Determination and Predictive Relevance

Endogenous Constructs	R^2	Q^2	Paths	f^2	q^2
Customer Satisfaction	0.45	0.256			
			FQ -> CS	0.096	0.036
			PF -> CS	0.138	0.050
			SQ -> CS	0.055	0.020
Revisit Intention	0.35	0.245	CS -> RI	0.644	NA

Note. FQ = Food Quality, PF = Price fairness, SQ= service quality, CS = customer satisfaction and RI = revisit intention

Discussions and Findings

Hypothesis H_1 suggested that customer satisfaction positively mediates fairness of price and revisit intention for customers of Chinese restaurants. The t-value and the p-value of H_1 endorsed this mediation effect. According to Cakici et al. (2019), price justice and satisfaction positively influence revisit intention of restaurant customers, while revisit intention positively influences restaurant loyalty.

This study hypothesized that customer satisfaction positively mediates the relationship between food quality and revisit intention. The p-value

for/of H_2 endorsed that customer satisfaction positively mediates food quality and revisit intention for customers of Chinese restaurants. Previous research also suggested that food quality is the most influential factor affecting the revisit intention (Abdullah et al., 2018).

Quality of service also has a positive effect on revisit intention and is mediated by customer satisfaction. As suggested by Gumussoy and Koseoglu (2016), service quality is the most significant factor of the customer perceived value.

Thus, this study suggests that food quality is the most necessary factor for Chinese restaurants since it increases consumer revisit intention. People living in Karachi mostly prefer the quality, taste, and freshness of the food. Consistent with most previous research, we found that satisfaction is related to revisit intention, and customer satisfaction about food quality, service quality, atmosphere, and the price has a positive effect on revisit intention.

Quality of service should also be given importance by the restaurant management since it is the second most crucial factor affecting revisit intention. The fairness of price is relatively least important among the three independent variables examined in this study. Fairness of price is the least important because the quality of food and service is always preferred by customers over the fairness of the price. It was also identified in this paper that people readily pay more for better quality food and services.

Conclusion

This study found a positive and statistically significant impact of fairness of price, quality of food, and quality of service on the revisit intention of Chinese restaurants' customers in Karachi, Pakistan. Hence, this study made several important contributions to the literature on repurchase in general and revisitation of Chinese restaurant specifically related to restaurant industry and revisit intention of customers.

Theoretical Contribution

Many researchers have presented their work on the food and restaurant industry using various theories. However, little to no work has been done using the S-O-R theory. This theory is mostly used in the area of online shopping (Peng & Kim, 2014). Abdullah et al. (2018) are among the few

researchers who applied the S-O-R theory on Malaysia's Halal restaurant industry. Our research used the S-O-R theory in food industry to determine consumer behavior in Chinese restaurants in Karachi, Pakistan.

Methodological Contribution

The sampling method used in this study is a combination of purposive sampling and snowball sampling. The respondents had experience of dining in Chinese restaurants. Most of the respondents were asked to refer to other respondents who had knowledge of dining in Chinese restaurants. The combination of purposive sampling and snowball sampling techniques has not been used in previous research works. Moreover, our study used PLS-SEM technique to analyze data (Hair, 2014).Both the use of this technique and the said combination of sampling techniques are novel and have not been used before in previous studies.

Contextual Contribution

Chinese restaurants have a significant market share in the Pakistani market regardless of the local cuisine's tough competition. This is an atypical study that has examined foreign cuisine-based restaurants in environment where locals prefer local cuisine, such as Chinese restaurants in Karachi, Pakistan.

Practical Implication

This study will help Chinese restaurant owners increase their market share and retain their customer base since it urges them to improve their food quality and service quality. This study determined that these two factors are mostly responsible for affecting the revisit intention of customers.

Limitations

There are various limitations of this study which can be used for future research. One limitation is that this study was restricted to Karachi, Pakistan from where only 200 responses were collected. Secondly, this study only examined factors affecting Chinese restaurants. Future researchers may increase the sample size to get more generalizable findings. This study was limited to the use of online Google forms to collect data; however, future researchers may use a more diverse methods of data collection.

Additionally, future researchers may use other independent variables in their conceptual model to study their effects on the revisit intention of customers.

Further Research

As mentioned above, other factors such as brand preference, brand loyalty, perceived image, and word of mouth can also be incorporated into the conceptual model. However, due to time limitations, these were not included. It is also advised to future researchers that they may assess the revisit intention of customers of the dessert and baking industry in the future.

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