



# **FACTORS INFLUENCING THE CUSTOMER FOR SELECTION AND PREFERENCE OF RESTAURANTS: A STUDY ON DHAKA CITY, BANGLADESH**

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## **Abstract**

*The tourism sector is one of the largest growing sectors in Bangladesh and this sector comprises of many sub-sectors like food, traveling, leisure, transportation are few among others but food industry is considered the 'back bone' of this sector. The market and the product range have evolved significantly over the last decade and many companies have entered the food business which was otherwise not into this level of diversification in the past. The aim of this study was to discover the factors of restaurants service attributes that influence customer's to select and prefer of restaurants in Dhaka city. Descriptive research has been conducted to gain an insight of the topic and to find out the factors and in turn, this paper reports on the findings based on a conclusive (descriptive) research. To conduct this study, a survey was administered*

*among 160 respondents using a type of non-probability sampling that is convenience sampling technique. To analyze the data, factor analysis, correlation, regression analysis and frequency distribution table have been used. Results indicate that significant factors of restaurants service attributes have a direct influence on customer's selection and preferences of restaurants in Dhaka city. From this study we get six factors (brand reputation, cost and quality relationships, environment, service attributes, recreational facilities, service personnel attitudes) and these all seven factors are interrelated and highly influential.*

*Keywords: Customers, restaurants, food, service attributes, factor analysis, Dhaka city*

## **INTRODUCTION**

Bangladesh has a rapidly growing consumer market and due to a large population base, the demand for food products is always on the rise. Various types of restaurants are increased significantly in Dhaka. Every marketers or restaurant business holders tried to provide various attractive amenities and facilities for mixture age ranges customers. Every restaurant tries to focus on customer on demand services. Restaurants manager always monitor their service personnel attitudes and behavior towards customers. As every customers want their values in exchange for services. So providing a “memorable experiences” to customers is very vital task for every restaurants management level. Restaurant experience is often linked with the evaluation of restaurant attributes (Johns and Pine, 2002; Park, 2004). The purchase decision is influenced by the customers' evaluation of various attributes in the offering. Thus, the assessment of restaurant experience is determined by the presence of various attributes and the importance these attributes have in the customer's purchase decision (Chen and Hu, 2010). Wide range of services should be available for both domestic and foreign guests such as available bill payment procedures (cash, debit card, credit or master/visa card, Bkash, Upay, DBBL mobile banking, wide range of food items (buffet, meal bundle, well-done menu, daily varying menu, themed menu, exquisite cuisines, multi-ethnic cuisines, fusion cuisines), take-out services, door keeping services etc. Recreational and entertainment facilities should be increased for both elders and kids. Moreover special amenities (baby sitter, handicapped chair for paralyzed, Wi-Fi, game, banquet hall for any business seminars or conference, birthday/anniversary celebration arrangements should be available for customers. Well groomed appearance of service personnel is very important to grab attentions of customers. So, special training should be conducted by management levels of restaurants in every month to monitor and guide the service personnel's.

## LITERATURE REVIEW

Many studies have been conducted examining service quality, food quality and customer satisfaction constructs in different settings in different countries, for example the healthcare industry (Yeşilada & Direktör, 2010), the automobile repair services sector (Izogo & Ogba, 2015), the hotel industry (Dedeoğlu & Demirer, 2015), retail settings (Anselmsson & Johansson, 2014; Omar, Shaharudin, Jusoff, & Ali, 2011), tourism industry (Debata, Patnaik, Mahapatra, & Sree, 2015; Al-Tit & Nakhleh, 2014), the gaming industry (Wu, 2014), the telecoms and cellular sector (Ahmed et al., 2010; Ali, Rehman, Yilmaz, Nazir, & Ali, 2010; Omotayo & Joachim, 2008), public transport (Kumar, 2012), the banking sector (Malik, 2012) and hair care services (Jeon, Dant, & Gleiberman, 2014), as well as the food industry (Marinelli, Simeone, & Scarpato, 2015; Wang, 2015; Kafetzopoulos, Gotzamani, & Psomas, 2014; Bujisic, Hutchinson, & Parsa, 2014; Jang & Ha, 2014; Wettstein, Hanf, & Burggraf, 2011). The results of these studies have confirmed the significance of relationships between these constructs. However, little attention has been paid to investigating how to improve customer satisfaction by enhancing service quality and food quality, thus increasing customer retention in the food industry, particularly in limited service restaurants in Bangladesh. Consumers may attempt to simplify the process of choosing a restaurant by first deciding on a restaurant type (quick-service vs. fine dining) for a specific occasion (celebration vs. casual meal), given their nuanced income and age (Auty, 1992). One of the most important findings of Parasuraman, Zeithaml and Berry (1994) study is that service quality can be assessed by comparing the expectations of customers against their perceptions of the actual service experience. That is, service quality is an outcome of the difference between service expectations and customer perceptions of actual service performance (Naik, Gantasala, & Prabhakar, 2010; Yeşilada & Direktör, 2010). Izogo and Ogba (2015) argued that service quality leads to enhanced customer satisfaction and loyalty as a result of several factors. Studies conducted to investigate restaurant service quality have used three main dimensions of service quality: food quality, physical environment (ambience) and employee service (Dutta, Parsa, Parsa, & Bujisic, 2014; Ryu, Lee, Kim, & Woo, 2012). As a result, five aspects of food quality were adopted from Ryu et al. (2012), namely: the food is fresh, the food is delicious, the food is nutritious, there is a variety of menu items and the smell of the food is enticing. Qin and Prybutok (2009) explored the potential dimensions of service quality and examined the relationships between service quality, food quality, perceived value, customer satisfaction and behavioral intentions in fast-food restaurants and pointed out that food quality has a positive and direct influence on customer satisfaction. A number of studies have identified and ranked key restaurant attributes: food quality is consistently noted as the highest influential factor driving consumer dining choices, regardless of the occasion (Auty,

1992; Lewis, 1981; Namkung and Jang, 2007). For example, taste and presentation of food are found to significantly affect customer satisfaction and future return visits to the restaurant (Namkung and Jang, 2007), while the restaurant's style and atmosphere play a role in the decision making process only after the consumer's demanded food type and quality are satisfied (Ponnam and Balaji, 2014). Hui and Zheng (2010) defined satisfaction as an evaluative judgment of a specific transaction resulting from perceived quality. On the other hand, Danesh, Nasab and Ling (2012, p. 142) defined customer retention as "the future propensity of a customer to stay with the service provider". According to them, customer satisfaction is not the only variable that influences the retention of customers. Ramakrishnan, (2006, cited in Molapo & Mukwada, 2011, p. 52) defined customer retention as the marketing goal of preventing a customer from switching to another competitor. Edward and Sahadev (2011, p. 33) stated that "customer retention indicates customer's intention to repurchase a service from the service provider". Much of the extant consumer behavior literature provides empirical evidence that food quality is highly correlated to consumer decision-making and choice (Olsen, 2002; Baker and Crompton, 2000; Cronin et al., 2000). Yet service quality and price also have proven to be critical antecedents and determinants of restaurant choice (Auty, 1992; Okeiyi et al., 1994; Koo et al., 1999; Iglesias and Guillen, 2004; Ladhari et al., 2008; Teng and Barrows, 2009; Ha and Jang, 2010; Cheng et al., 2012). Teng and Barrows (2009) argued in their review that service orientation and performance are closely tied with customer-perceived service quality, satisfaction, commitment, and value.

### **Research Objectives**

- a. To identify the factors influencing customers for the selection and preferences of restaurants in Dhaka city.
- b. To find out gender wise, age wise and education wise differences in frequency, preference to dine out in casual restaurant
- c. To make recommendation on service strategy as well as customer hospitality of the fast food industry in Bangladesh.

### **CONCEPTUAL MODEL**

#### **Service**

Services are (usually) intangible economic activities offered by one party to another. The attribute package offered by the service provider includes the quality of infrastructure and equipment and staff performance (Sasser et al., 1978), the core service, peripheral services and the production system.

## Customer Satisfaction Concept

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations'.

## Proposed Model of Restaurants Service attributes of in Customer Selection and Preferences of Restaurants in Dhaka City

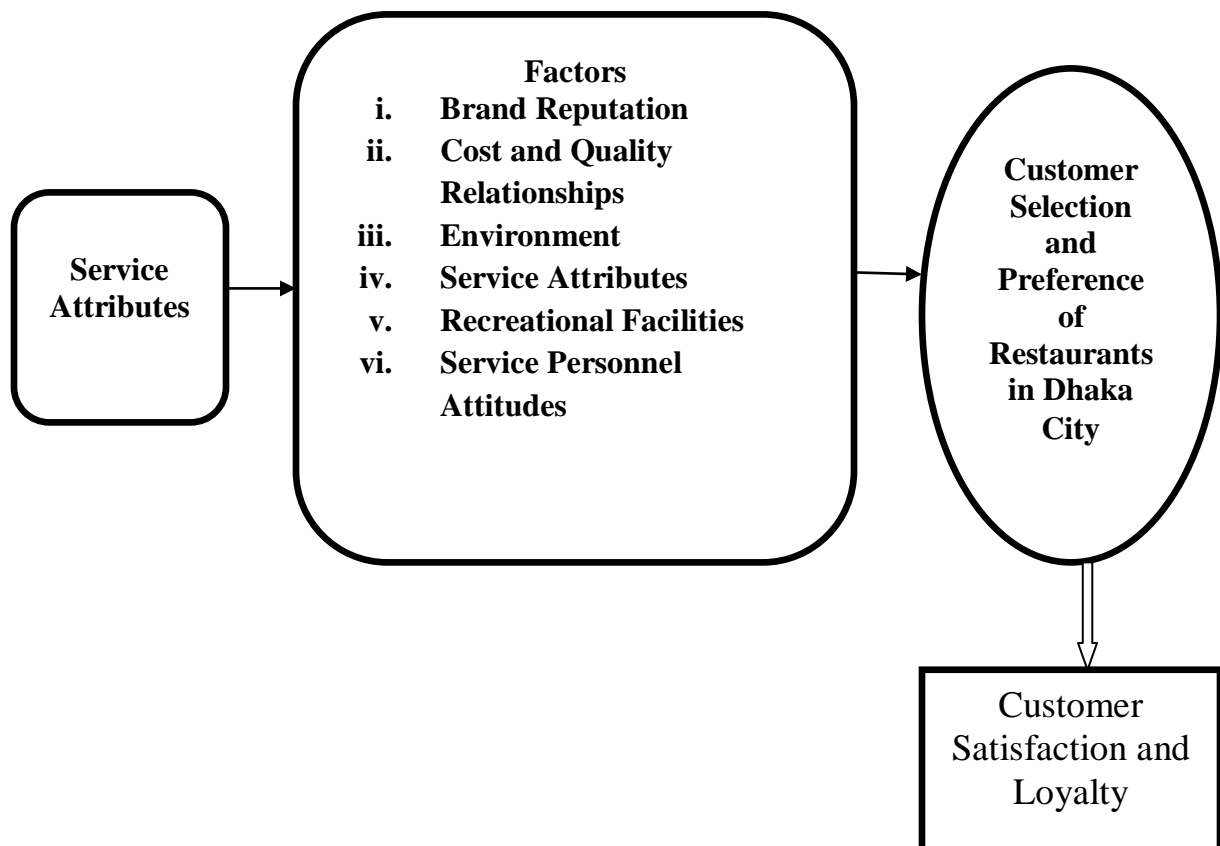


Figure 1: The Factors Influencing Customer Selection and Preferences of Restaurants in Dhaka City

## METHODOLOGY

### Type & Approach of Study

This study is a descriptive type of research and data have been collected by using a convenience sampling method. To conduct this study quantitative data have been collected that belongs to descriptive research respectively. The survey questionnaire was self-designed and it consisted of total 26 most vital sample questions.

## Area & Data Sources

In order to achieve the objectives and to test hypotheses, necessary information is gathered from both primary and secondary sources to bring out the research objective. Primary data have been collected from the respondents through a questionnaire who are food lovers and always love to visit restaurants. Secondary data and Statistical data were collected from Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB), students of Dhaka University (DU), various restaurants, , and Tourism Stakeholders. Moreover some data were gathered from review of available documents, online and printed articles.

## Measurement & Scaling Techniques

For scaling purpose, the *5-point Likert Scale* of the itemized rating scale (*Noncomparative Scaling*) has been used. Respondents were asked to rate 26 variables of restaurant service attributes of on a 5-point Likert Scale from Strongly Agree ( SA) , Agree( A), Neutral ( N ), Disagree( D) and Strongly Disagree ( SD)

## Target population

- **Elements:** Both male and female respondents ( age between 5 to 65)
- **Target Group:** customers, consumers, foreign tourists, businessman, students, food lovers, young people, restaurants managers. Service personnel, catering business personnel.
- **Time:** From 1 January, 2019 to 20 March, 2019

## Sampling Design

Data have been collected using a convenience sampling (non-probability) sampling and the total sample size is 160. Male and female of various ages have been selected. Among 160 samples, 66 respondents are the male and 94 respondents are the female.

## Statistical Techniques Used to Analyze the Data

Factor and regression analysis (dependence techniques) of *multivariate techniques* have been carried out and to get the results, SPSS (a popular computer program for analyzing marketing data) has been used. The data have been collected on 26 *variables are our main field of study for factor analysis and regression analysis* that are closely related. For the purpose of the data reduction and summarization, relationships among sets of many interrelated variables are examined and represented in terms of few underlying factors. At the beginning, the data was factor analyzed using *principal components analysis* with varimax rotation and personal

correlation to come up with a set of small number of uncorrelated factors. Then *multiple regression analysis* has been conducted to show how the dependent variable changes according to the changes in independent variables.

### Proposed Analytical Model (Mathematical)

For the Factor Analysis:

$$F_i = W_1X_1 + W_2X_2 + W_3X_3 + \dots + W_kX_k$$

Where,

$F_i$  = Estimate of the  $i$ th factor

$W_i$  = Weight or factor score coefficient

$K$  = Number of variables

I1= Brand image	I2= Quality food and beverage services	I3= Sitting arrangements	I4= Behavior and attitudes of service personnel	I5= Cleanliness of environment	I6= Decoration
I7= Entertainment and recreational facilities (specially for children, kids such as kids zone)	I8= Alternative bill payment procedures (cash, debit card, credit or master/visa card, Bkash, Upay, DBBL mobile banking)	I9= Exact time of service delivery	I10= Well groomed appearance of service personnel	I11= Variety of menu with different languages	I12= Convenient location
I13= Delivery of promising services	I14= Skilled service personnel in handling guests query	I15= Promptness of service	I16= Safety and Security	I17= Reasonable price	I18= Availability of promotion coupons and schemes
I19= Special amenities (baby sitter, handicapped chair for paralyzed, Wi-Fi, game, banquet hall for any business seminars or conference, birthday/anniversary celebration arrangements)	I20= Availability of promotion on Facebook and other social media	I21= Availability of all types of foods (Bengali food, Indian, Chinese, Thai, Italy, Mexico etc.)	I22= special discount for students	I23= Convenient operating hours	I24= Available parking facilities
I25= Renting facilities (wedding, reception, birthday party, political seminars,)	I26= parcel/ take out facilities	I27= Customer selection of restaurants			

For the Regression Analysis:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_kx_k$$

Where,

Y= Dependent or Criterion Variable

x= Independent or Predictor Variable

a= Intercept of the Line

b1= Slope of the Line

## Hypotheses

For the quantitative analysis, the following hypothesis has been developed:

Hypothesis-1:

H0: There is no correlation among the set of identified factors of customer selection and preference of restaurants attributes that means twenty six (26) identified variables are uncorrelated.

H1: The variables are highly correlated.

Hypothesis-2:

H0: No relationship exists among the dependent variable (customer selection and preference of restaurant attributes) and the independent variables (obtained uncorrelated factors, i.e. brand reputation, cost and quality relationships, environment, service attributes, recreational facilities, service personnel attitudes) that form selection and preference of restaurants attributes in the Dhaka City.

H1: There is relationship among customer selection and preference of restaurant attributes and obtained uncorrelated factors.

The final analysis has been performed by using different statistical techniques, namely factor analysis, correlation, multiple regression and descriptive statistics via SPSS 25.0 package program.

## RESULTS

### Factor Analysis

There were twenty six (26) variables, most of which are correlated and which must be reduced to a manageable level. By using factor analysis, the whole set of interdependent relationships among variables have been examined. Using Varimax rotation, twenty six (26) variables are reduced into six (6) uncorrelated factors having Eigen Value greater than 1.0. *Principle Component Analysis* has been selected to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis.



### Testing Hypothesis-1: KMO and Bartlett's Test

The null hypothesis, that the twenty six (26) variables are uncorrelated is rejected by the Bartlett's test of sphericity (Table 1). A large value of the test statistic favors the rejection of the null hypothesis. From the table, it has been found that the approximate chi-square statistics is 3163.555 with 325 degrees of freedom which is significant at .05 levels. Besides, high values (between .5 and 1.0) of KMO measure of sampling adequacy indicate that the factor analysis is appropriate. Here, as the value of the KMO statistic (Table 1) is .702, the factor analysis is considered an approximate technique for analyzing the data.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.702
Bartlett's Test of Sphericity	Approx. Chi-Square		3163.555
	Df		325
	Sig.		.000

### Initial Eigen values and Extraction Sums of Squared Loadings

The Eigen value for a factor indicates the total variance attributed to the factor. The total variance accounted by all the twenty six variables is 26, which is equal to the number of variables. Factor 1 account for a variance of 5.396, which is (5.396/26) or 20.755% of the total variance. Likewise the next five factors (4.323/26), (3.467/26), (2.483/26), (1.795/26), and (1.401/26) account for 16.625%, 13.333%, 9.552%, 6.905% and 5.387% of the total variance respectively. Here the first six (6) factors combined account for 72.558% of the total variance. The 'Extraction Sums of Square Loadings' shows the variances associated with the factors that are retained. These are the same as under 'Initial Eigen Values'.

Table 2: Initial Eigen values and Extraction Sums of Squared Loadings

Component	Total Variance Explained								
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.396	20.755	20.755	5.396	20.755	20.755	4.724	18.171	18.171
2	4.323	16.625	37.380	4.323	16.625	37.380	4.128	15.875	34.046
3	3.467	13.333	50.713	3.467	13.333	50.713	2.975	11.443	45.489
4	2.483	9.552	60.265	2.483	9.552	60.265	2.770	10.654	56.143
5	1.795	6.905	67.170	1.795	6.905	67.170	2.578	9.915	66.057
6	1.401	5.387	72.558	1.401	5.387	72.558	1.690	6.500	72.558
7	.970	3.730	76.287						
8	.883	3.395	79.683						

9	.771	2.964	82.647
10	.677	2.603	85.250
11	.571	2.197	87.447
12	.512	1.971	89.417
13	.435	1.672	91.089
14	.374	1.440	92.529
15	.338	1.299	93.828
16	.291	1.120	94.948
17	.225	.864	95.812
18	.210	.809	96.622
19	.175	.672	97.293
20	.144	.555	97.848
21	.128	.492	98.340
22	.117	.449	98.789
23	.099	.382	99.171
24	.089	.341	99.512
25	.074	.286	99.798
26	.052	.202	100.000

Table 2...

Extraction Method: Principal Component Analysis.

### ***Determining the Number of Factors***

The numbers of factors have been determined based on several considerations: (i) Eigen Value (only six (6) factors with Eigen values greater than 1.0 are retained, [Table 2]); (ii) Screen plot (the plot [Fig 2] has a distinct break ( at six factors between the steep slope of factors, with large Eigen values and gradual trailing off (Screen) associated with the rest of the factors); (iii) percentage of variance ( the factors extracted should account for at least 60% of the variance and here, the first seven (7) factors account for 72.558% of the total variable [ Table 2]).

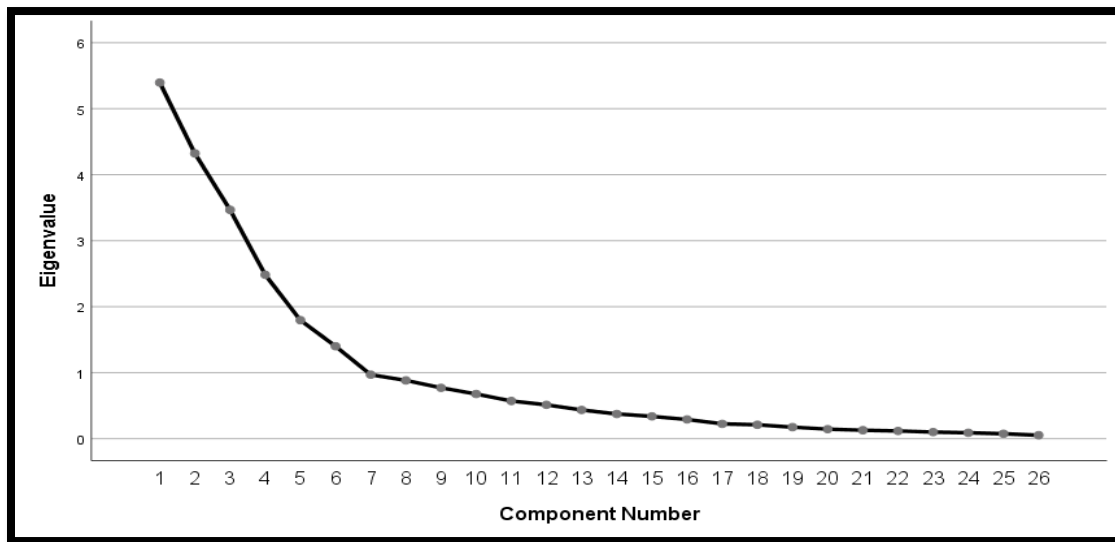


Figure 2: Screen Plot

**Rotated Component Matrix**

Table 3: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
I1	.834	.261	.145	.143	.259	-.087
I2	.171	.761	-.080	-.324	-.141	.131
I3	-.057	-.039	.512	-.223	-.124	.160
I4	-.247	.166	.103	-.316	.011	.769
I5	-.366	.357	-.601	.196	-.124	.341
I6	-.132	-.310	-.738	.312	.396	-.054
I7	.268	-.052	-.002	.120	.607	.145
I8	-.416	-.209	-.365	.786	.333	-.185
I9	.136	.024	.117	.528	-.029	-.027
I10	-.254	.320	-.438	.027	.218	-.612
I11	.141	.667	-.209	.018	-.417	-.327
I12	-.353	.353	.678	.184	.060	-.457
I13	-.045	.077	-.264	.791	.352	.105
I14	.296	-.069	-.284	-.102	.231	-.502
I15	.072	.147	-.012	.864	.494	-.009
I16	-.031	-.150	.329	-.544	.014	-.092
I17	.143	.625	.240	.273	.167	-.129
I18	.619	-.073	.277	.423	.111	.054
I19	.133	.143	-.158	-.322	-.507	.119
I20	.801	-.155	.058	.017	-.369	-.172
I21	.202	-.843	.312	.448	.293	-.043
I22	.071	.715	-.376	.110	-.356	.029
I23	-.215	.215	-.105	.734	-.292	.157
I24	-.370	-.112	-.780	-.468	-.201	-.168
I25	.495	.117	.648	.233	-.251	.411
I26	.180	.042	.278	.610	.189	.066

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

A six (6) factor solution resulted from the 26 variables, with the factors being labeled as:

Table 4: Factor labeling

<b>1. Brand Reputation (I1)</b>	I1= Brand image, I18=Availability of promotion coupons and schemes, I20= Availability of promotion on facebook and other social media
<b>2. Cost and quality relationships (I2)</b>	I2= Quality food and beverage services, I11= Variety of menu with different languages, I17= Reasonable price, I21= Availability of all types of foods (Bengali food, Indian, Chinese, Thai, Italy, Mexico etc.), I22= special discount for students

<b>3. environment (I3)</b>	I3=Sitting arrangements, I12= Convenient location ,I5= Cleanliness of environment, I6= Decoration, I24= Available parking facilities ,I25=Renting facilities (wedding, reception, birthday party, political seminars,)
<b>4. Service attributes (I4)</b>	I8= Alternative bill payment procedures (cash, debit card, credit or master/visa card, Bkash, Upay, DBBL mobile banking), I9= Exact time of service delivery, I13= Delivery of promising services , I15= Promptness of service, I16= Safety and Security, I23=Convenient operating hours, I26=parcel/ take out facilities
<b>5. Recreational facilities (I5)</b>	I7= Entertainment and recreational facilities (specially for children, kids such as kids zone), I19=Special amenities (baby sitter, handicapped chair for paralyzed, Wi-Fi, game, banquet hall for any business seminars or conference, birthday/anniversary celebration arrangements)
<b>6. Behavior and attitudes of service personnel (I6)</b>	I4= Behavior and attitudes of service personnel, I10=Well groomed appearance of service personnel, I14= Skilled service personnel in handling guests query

Table 4...

### Regression Analysis

The six (6) factors that have been identified from the factor analysis are used as independent variables (metric) in the regression analysis and the dependent variable (metric) is customer selection and preference of restaurants attributes. In order to examine the predictability of customer selection and preference of restaurants attributes, multiple regression analysis has been administered. The results are presented in the following table:

Table 5: Model Summary &amp; ANOVA (b)

<b>Model Summary</b>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.920	.847	.841	.39584	.847	141.223	6	153	.000

a. Predictors: (Constant), Brand reputation, cost and quality relationships, environment, service attributes, recreational facilities, service personnel attitudes

<b>ANOVA</b>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.770	6	22.128	141.223	.000 <sup>b</sup>
	Residual	23.974	153	.157		
	Total	156.744	159			

a. Dependent Variable: Customer selection and preference of restaurant attributes

b. Predictors: (Constant), Brand reputation, cost and quality relationships, environment, service attributes, recreational facilities, service personnel attitudes

### **Strength of Association**

Model summary (Table-5) shows that, the *multiple correlation coefficients*, R is .920. That means there are significant positive relationship existing among dependent and independent variables. So customer selection and preference of restaurant attributes are highly correlated with the identified predictors brand reputation (I1), cost and quality relationships (I2), environment (I3), service (I4), recreational facilities (I5), behavior and attitudes of service personnel (I6).

The strength of association in multiple regressions is measured by the *coefficient of multiple determinations*; R Square is .847 that means 84% of the customer selection and preference of restaurants attributes is influenced by factors which is accounted for by the variation in brand reputation, cost and quality relationships, environment, service, recreational facilities, behavior and attitudes of service personnel. It is then adjusted for the number of independent variables and the sample size to account for diminishing returns and the Adjusted R Square is .841 and Standard Error of the Estimate is .39584. The value of Adjusted R Square is close to R Square. This suggests that all the independent variables make a contribution in explaining in customer selection and preference of restaurants attributes.

### **Testing Hypothesis-2**

#### *Significance of the Overall Regression Equation (ANOVA (b))*

The F test is used to test null hypothesis for the overall test that the coefficient of multiple determination in the population, R square (pop) = 0. Here R square=.847 which means that the null hypothesis can be rejected. This is equivalent to testing the null hypothesis:  $H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = 0$ .

Analysis of variance (Table-5) shows that the overall test is conducted by using an F statistic where,  $F = 141.223$  which means the relationship is significant at  $\alpha = .05$  level with 6 and 153 degrees of freedom.  $\beta$ 's value associated with each of the independent variables for the model is not same and that means the null hypothesis can be rejected. So, it can be concluded that customer selection and preference of restaurants attributes can be explained by brand reputation, cost and quality relationships, environment, service, recreational facilities, behavior and attitudes of service personnel. The explained variables have varying level of influences on forming that have positive or negative results on customer selection and preference of restaurants attributes of Dhaka City, Bangladesh.

*Significance of the Partial Coefficients (Coefficients (a))*

Table 6: Significance of the Partial Coefficients (Coefficients (a))

<b>Coefficients</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.319	.031		74.095	.000
	<b>Brand Reputation (I1)</b>	.559	.031	.563	17.791	.000
	<b>Cost and quality relationships (I2)</b>	-.244	.031	-.246	-7.777	.000
	<b>Environment (I3)</b>	.272	.031	.274	8.651	.000
	<b>Service (I4)</b>	.294	.031	.296	9.355	.000
	<b>Recreational Facilities (I5)</b>	.338	.031	.340	10.754	.000
	<b>Behavior and attitudes of service personnel (I6)</b>	-.435	.031	-.438	-13.868	.000

a. Dependent Variable: Customer selection and preference of restaurant attributes

The above table-6 presents the regression coefficient of independent variables. Analysis of coefficient shows which independent variables have a significant relationship with the dependent variable as well as the importance of each independent variable. Analysis of the coefficient suggests that factors of restaurants attributes such as brand reputation, cost and quality relationships, environment, service, recreational facilities, behavior and attitudes of service personnel that have a strong influence on customer selection and preference of restaurants in Dhaka city.

To determine which specific coefficients ( $\beta$ 's) are nonzero, the significance of the partial coefficient for all the variables is tested by t-statistics (Table 6). The partial regression coefficient for brand reputation (I1) is .559. The corresponding beta coefficient is .563. The value t statistics,  $t = 17.791$ , with 153 degrees of freedom which is significant at  $\alpha = 0.05$ . Similarly, the partial regression coefficient for cost and quality relationships (I2) is -.244 with value of beta coefficient is -.246 and value of t statistics is -7.777 which is also significant at  $\alpha = 0.05$ . The partial regression coefficient for environment (I3) is .272 with value of beta coefficient is .274 and value of t statistics is 8.651 which is also significant at  $\alpha = 0.05$ . The partial regression coefficient for service attributes (I4) is .294 with value of beta coefficient is .296 and value of t statistics is 9.355 which is also significant at  $\alpha = 0.05$ . The partial regression coefficient for recreational facilities (I5) is .338 with value of beta coefficient is .340 and value of t statistics is 10.754 which is also significant at  $\alpha = 0.05$ . Finally, the partial regression coefficient for behavior and attitudes of service personnel (I6) is -.435 with value of beta coefficient is -.438 and value of t statistics is -13.868 which is also significant at  $\alpha = 0.05$ .

## Descriptive Statistics

### Gender

Table 7: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	5.9	5.9	5.9
Male	66	38.8	38.8	44.7
Female	94	55.3	55.3	100.0
Total	170	100.0	100.0	

From Table 7, we can see that among 160 sample size, 66 (38.8%) respondents are the male and 94 (55.3%) respondents are the female.

### Age

Table 8: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 10	12	7.1	7.5	7.5
	10-20	72	42.4	45.0	52.5
	20-30	25	14.7	15.6	68.1
	30-40	20	11.8	12.5	80.6
	40 and above	31	18.2	19.4	100.0
	Total	160	94.1	100.0	
Missing	System	10	5.9		
Total		170	100.0		

From the above table-8, we can see that among 160 sample size, it demonstrates different age groups of 160 respondents who actively participated in the study process. From the data it can be seen that 10-20 age group of participants was the highest number and most of the respondents were belong to 15, 16,17, 18,19, 20 age and after that 40 and above , 20-30 age groups were respectively belong to the second and third in the position are about 18.2% and 14.7% respectively. Rest of the other groups belong to 30-40 and under 10. Many of the kids, children are loved to dine out at restaurants because of play zone.

### Education Level

From Table- 9, we can see that among 160 sample size, between 41.2% and 12.4% belongs to S.S.C and H.S.C level students whereas 11.8% and 9.4% belongs to graduate and post graduate respondents. Only 19.4% belongs to school level respondents who are very much food lovers.

Table 9: Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Level	33	19.4	20.6	20.6
	SSC Passed	70	41.2	43.8	64.4
	HSC Passed	21	12.4	13.1	77.5
	Graduate	20	11.8	12.5	90.0
	Post graduate	16	9.4	10.0	100.0
	Total	160	94.1	100.0	
Missing	System	10	5.9		
Total		170	100.0		

### Monthly Income

Table 10: Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 5000	91	53.5	56.9	56.9
	5000-10000	34	20.0	21.3	78.1
	10000-20000	11	6.5	6.9	85.0
	20000-30000	8	4.7	5.0	90.0
	30000 and above	16	9.4	10.0	100.0
	Total	160	94.1	100.0	
Missing	System	10	5.9		
Total		170	100.0		

From Table-10, we can see that among 160 respondents, 53.5% respondent's income belongs to below 5000 because most of them are under S.S.C. 20.0% and 6.5% respondent's income level belongs to between 5000-20000. Here 4.7% respondent's income level belongs to 20000 to 30000. And finally 9.4% respondent's income level is 30000 and above.

### Overall Descriptive Statistics

Table 11: Overall Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
I1	1.00	5.00	2.5500	1.16446
I2	1.00	5.00	1.8125	1.36988
I3	1.00	5.00	2.2875	.99298
I4	1.00	5.00	3.1250	1.44392
I5	1.00	5.00	3.3250	1.36234
I6	1.00	5.00	3.4812	1.25879
I7	1.00	5.00	2.4313	1.13060
I8	1.00	5.00	3.7438	1.52236
I9	1.00	5.00	1.6250	1.18029
I10	1.00	5.00	2.6875	1.19321



I11	1.00	5.00	1.8187	1.29766
I12	1.00	5.00	2.1250	1.10886
I13	1.00	5.00	4.3375	1.22288
I14	1.00	5.00	3.7687	1.03536
I15	1.00	5.00	2.4625	1.09250
I16	1.00	5.00	1.5188	.99667
I17	1.00	5.00	1.8000	1.29731
I18	1.00	5.00	2.1000	.96609
I19	1.00	5.00	2.4625	1.21255
I20	1.00	5.00	1.5875	1.05442
I21	1.00	5.00	2.2250	.95792
I22	1.00	5.00	3.9688	1.51894
I23	1.00	5.00	2.2125	1.04843
I24	1.00	5.00	3.8625	1.45147
I25	1.00	5.00	2.6625	1.42700
I26	1.00	5.00	2.0062	1.44282

From the overall results we can see that, the results of mean and standard deviation are 2.5500 and 1.16446 for I1. Similarly for all the others variables (I2 to I26) results of mean and standard deviation are shown on table-11.

## DISCUSSIONS

- i. From the Frequency Table (7, 8, 9, and 10) we can see that among 160 sample size, 66 respondents are the male and 94 respondents are the female. From the data it can be seen that between 10-20 (42.4%) age group of participants was the highest number because most of them were the students and they were very much food lovers and they loved to gossip among friends circle. 41.2% respondents were school passed students. As most of the respondents were students so their monthly incomes were below 5000. Here we also got our results of descriptive statistics from Table-11.
- ii. Here, as the value of the KMO statistic (Table 1) is .702, the factor analysis is considered an approximate technique for analyzing the data. Because if the values belongs to between .5 and 1.0, KMO measure of sampling adequacy will be appropriate. Using Varimax rotation, twenty six (26) variables are reduced into six (6) uncorrelated factors having Eigen Value greater than 1.0. The first six (6) factors combined account for 72.558% (Table-2) of the total variance.
- iii. Model summary (Table-5) shows that, the *multiple correlation coefficients*, R is .920. That means there are significant positive relationship existing among dependent and independent variables. So customer selection and preference of restaurant attributes are highly correlated with the identified predictors brand reputation (I1), cost and quality relationships (I2), environment (I3), service (I4), recreational facilities (I5), behavior and

attitudes of service personnel (I6). The strength of association in multiple regressions is measured by the *coefficient of multiple determinations*; R Square is .847 that means 84% of the customer selection and preference of restaurants attributes is influenced by factors which are accounted for by the variation in brand reputation, cost and quality relationships, environment, service, recreational facilities, behavior and attitudes of service personnel. To determine which specific coefficients ( $\beta$ 's) are nonzero, the significance of the partial coefficient for all the variables is tested by t-statistics (Table 6). The partial regression coefficient for brand reputation (I1) is .559. Here from the results of t statistics and significance value we can see that brand reputation is one of the most vital determinants to attract customers into restaurants. So the restaurants managers should ensure high and standard quality of food according to customer needs wants and demands that will help to create brand image for a restaurant. Moreover, promotion coupons and schemes should be made available on facebook and other social media to inform all types of customers in the Dhaka City. The results of cost and quality relationships (I2) determinant is also significant but there is a lack of maintaining quality food as well as most of the restaurants fail to provide fresh and hygienic food. Even many of the customers complained that price of food is very expensive and food quality is not up to the mark for the customers. So if the authority of the restaurants want to retain customers, they must have to ensure quality food and beverage services, with variety of menu with different languages. Food price should be reasonable. Sometimes special offers should be made for customer happiness. All types of foods (Bengali food, Indian, Chinese, Thai, Italy, Mexico etc.) should be available on the menu lists. The results of environment (I3) determinant are also significant. The restaurants should be nearness to school, college, university, shopping mall, parlor, saloon for the convenience of customers. As the target customers of any restaurants businesses in Dhaka city are majorly students and most of them were female. Sitting arrangements, cleanliness of environment, well decoration, and available parking facilities should be made available for customer satisfaction. Most important things in recent years is availability of renting facilities of rooms, ball room, party centre for wedding, reception, birthday party, political seminars purposes. These are one of the growing businesses for any restaurants in Dhaka city. The results of service attributes (I4) determinant are also significant. Here restaurant managers should keep available service facilities such as bill payment procedures (cash, debit card, credit or master/visa card, Bkash, Upay, DBBL mobile banking), exact time of service delivery, delivery of promising services, promptness of service, ensure safety and Security, convenient operating hours for customers as well as

parcel/ take out facilities. The partial regression coefficient for recreational facilities (I5) is .338 with value of beta coefficient is .340 and value of t statistics is 10.754 which is also significant at  $\alpha = 0.05$ . Entertainment and recreational facilities (specially for children, kids such as kids zone) as well as special amenities (baby sitter, handicapped chair for paralyzed, Wi-Fi, game, banquet hall for any business seminars or conference, birthday/anniversary celebration arrangements) should be made available on restaurants for the convenient of customers. Finally, the partial regression coefficient for behavior and attitudes of service personnel (I6) is -.435 with value of beta coefficient is -.438 and value of t statistics is -13.868 which is also significant at  $\alpha = 0.05$  but sometimes behavior and attitudes of service personnel are quite rough. Some service personnel are not well trained to handle customer's requirements properly. Well groomed appearances of service personnel are always impressive in any restaurants for customer's attention and skilled service personnel are very dynamic in handling guests query. Moreover, service personnel should be trained up efficiently to handle any types of customer's complaints swiftly.

## CONCLUSIONS

The aim of this study was to discover the factors of restaurants service attributes that influence customer's to select and prefer of restaurants in Dhaka city. The results of this study provide several managerial implications. From the overall study, there were some limitations in our research such as cost and quality relationships. As customers always prefer low cost products and services with standard quality but in reality, most of the restaurant managers focus on tasty foods and beverages rather than cutting down prices. Moreover, service personnel of restaurants in Dhaka city are not up to the mark in case of their attitudes, gestures, postures and specially in communicating styles with customers are below standard. Highly experienced employees and well-trained servers can be hired to provide high quality services. Further, service training can improve the employee skills and service knowledge leading to greater service performance. The study findings can help the restaurant marketers to better understand how various attributes can contribute to the customer experience. With the casual dining restaurants, the roles of good quality service and brand reputation were found to be most important attribute influencing restaurant experience. This indicates that the marketers should provide high quality services to evoke more favorable perceptions and attitudes. Results reveal that gourmet taste is second most important attribute influencing restaurant experience. Hence, casual dining restaurants should also focus on high levels of gourmet taste i.e. food quality, taste, ingredients, and freshness in Dhaka city restaurants.

## RECOMMENDATIONS

- i. Every restaurant in Dhaka city should focus on standard quality of services to retain loyal customers who will be frequent customers by turn and these customers will help to increase more customers through words of mouth (WOM) communication. Various marketing promotional tools (advertising, sales promotion, public relation and direct marketing.)Should be used to spread out about restaurants food, menu, service, ambience etc.
- ii. each restaurant should focus on customer's value and customer relationship management strategy through providing good quality of products and services because customers are always want competitive advantage.
- iii. Internal (decoration, sitting arrangements, lighting effect, kids zone)and external environment (car parking facilities, nearness to shopping mall or schools/colleges/universities, proper safety and security) should be good.
- iv. Wide range of services should be available for both domestic and foreign guests such as available bill payment procedures (cash, debit card, credit or master/visa card, Bkash, Upay, DBBL mobile banking, wide range of food items (buffet, meal bundle, well-done menu, daily varying menu, themed menu, exquisite cuisines, multi - ethnic cuisines, fusion cuisines), take-out services, door keeping services etc.
- v. Recreational and entertainment facilities should be increased for both elders and kids. Moreover special amenities (baby sitter, handicapped chair for paralyzed, Wi-Fi, game, banquet hall for any business seminars or conference, birthday/anniversary celebration arrangements should be available for customers.
- vi. Well groomed appearance of service personnel is very important to grab attentions of customers. So, special training should be conducted by management levels of restaurants in every month to monitor and guide the service personnel's.

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