An Integrated Approach to Model the Critical Success Factors in the Restaurant Industry

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Abstract

According to one of the most commonly acknowledged marketing principles, retaining customers is more profitable than acquiring new customers. Therefore, in order for restaurateurs to grow their sales, it is imperative that they find strategies to retain and increase the number of repeat customers. This study aims to analyse the factors that influence customers' revisit intention to restaurants. The success factors critical in improving the repeat visits of restaurants are identified through a comprehensive literature search and the opinion of domain experts. The domain experts comprised experienced stakeholders associated with the restaurant industry. The success factors were categorized into five (food quality, service quality, atmosphere, green practices, and price and value) perspectives. Further, the factors were prioritized using the fuzzy best worst method (FBWM) approach. Later, sensitivity analysis was performed to check the robustness and viability of the model. The results are useful for restaurant operators to take effective actions to attract more customers to revisit.

Keywords
Customer, revisit , restaurant, Modelling, critical , success factors**,**