

## AN ANALYSIS OF FACTORS IMPACT ON CUSTOMER SATISFACTION IN VIETNAM RESTAURANTS: CASE OF FAST FOOD RESTAURANTS

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**ABSTRACT:** *The primary purpose of this study is to explore the factors that investigate the customers' evaluation and perception about determinants influencing on customer satisfaction at Vietnamese fast-food restaurants. It is very essential for every business not only to retain their existing customers but also to extend and appeal more new customers significantly. In this study, the scale is measured on four main factors as Service quality, Product quality, Price, and Environment affecting to all common fast-food restaurants in Vietnam market. To appraise and evaluate the influence of each factor, the study uses the mixed method of quantitative and qualitative researches. The findings from the study revealed that the current situation of each factor in Vietnam fast-food industry and how extremely influencing each factor is. Furthermore, these findings also provide useful strategies and understandable knowledge to improve and develop in Vietnamese fast-food restaurants as well as the satisfaction level from customers.*

**KEYWORDS:** Fast Food, Customer Satisfaction, Service Quality, Product Quality, Vietnam Market

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### INTRODUCTION

Vietnam has obtained the remarkable changes in economy, culture, society and human daily life, especially in food industry that was developed sharply in term of local and international investment forms, (Wang, L. 2014) And the term "restaurant business" has been more popular and commonly used in these days, over 10 million search results for this key term which is equal to "tourism business" and much more than "hotel business" in comparison. Fast-food industry has gathered full of assessable conditions for its attractiveness because it is known as with four basic needs of human beings as "food-drink-accommodation-travel", (Wang, L. 2014). The core objective of retention is to keep and retain consumers interested and engaged with our products and services (Jerry, 2014). , it makes customers feel very important and communicated frequently, more happy and willing to come back, (Schreiber 2000). Customer satisfaction is able to abundantly influence on predicting the post-purchasing behaviour so this concept gradually become a potential in many restaurants' strategies and in much more academic researches (Tam, 2000). Due to not impacted by the growth up or downturn of internal economy, there are still several foreign franchise brands reaching in the food industry, for examples, McDonalds coming Vietnam in last month 2013 (Wang, 2014). Besides, other global franchisers as Burger King, Pizza Hut, Auntie Annes Pretzel, Subway and Baskin Robbin constantly enlarge further their scope networks in central or public centre of big cities in Vietnam as Hanoi, HCMC, Nha Trang, Haiphong, Danang, etc. , stated (Euromonitor International 2014).

## LITERATURE

The research involves to the level of satisfaction and measures the details of influencing factors in recent years for the whole Vietnam fast-food market.

### Fast-food

Fast-food is one of different kinds in general foods which have a short-time for preparation and serve than any other meals, then purchased in self-service or carry-out eating places without waiting for a long time, (French 2000). It has been developed in modern generation for only a century old (Prybutok 2009) and spread and propagated largely on over the world, (Futoshi 2012). The trend of eating in branded fast-food restaurant in modern life today is leading to make increase the consumption level of meat in Vietnam for whole, where pork is dominated by almost chicken and beef in diverse menus in these food chains, (Clark 2012).

### Customer Satisfaction

Customer satisfaction is important in any business by stating the strategies, which satisfy the customer expectations, finally lead to a raise in the profitability (Anderson 1993). A company offers more characteristics in term of quality from their core brand in order to determine the level of customer satisfaction (Khan 2012), which defined as an evaluative judgment of post purchase involving the making decision for purchase, (Day 1984). Customer satisfaction is "not an absolute concept, it is a relative one" (MacDougall, Brierley, and Hill; 2003) whenever customers actually get the feeling of pleasure and even their expectation is fulfilled by supports from companies, (Zairi 2000), if the quality and service are provided adequately, they will be satisfied and become loyal to that products or brand, said (Hussain 2013). Customer satisfaction is the key concept in order to determine the right way for retaining long-term customers because almost unsatisfied consumers are highly emerging to switch to another brand in same industry (Hussain, 2013; Lin & Wu, 2011)

### Service quality

The Service Quality is stated as category depending on two variables including the consumer's expectations of the actual outcome and the consumer's perception of the final results, (Gronroos 1990). Service quality phenomenon is enormously increasing tendency (Gilbert 2006) thoroughly the SERVQUAL scale to evaluate and measure the level of service quality (Negi 2009). SERVQUAL consists of five main factors as *reliability*, *responsiveness*, *assurance*, *empathy* and *tangibleness* (Parasuraman 1988). Service quality is also a function compare between the expectation and performance from customers' results, (Parasuraman 1988) and is one of the useful methods in order to manage business processes and then guarantee the high satisfaction of customers that motivates the effectiveness and competitiveness of the industry, (Rahaman 2011). Service quality is representative for the difference between customers' assessment of real service and their desire of providers, (Parasuraman 1988) or is the judgment from customers about the superior or excellent standard of services, (Zeithaml 1998). Fast-food restaurants, which are relevant to health and nutrition on human life and need, are noticeable to focus on *reliability*, *assurance* and *responsiveness*. Because it is seen as a unique service industry and one of particular industries called "hybrid services" including the health care delivery industry, banking industry, professional business service industry, or retail stores, (Oyewole 2008). The reliability of customers for food consumption is motivated by four main characteristics as "physical, cultural, interpersonal and status, prestige motivators", (Field 2002).

## **Product quality**

This key term is believed as the collection of available characteristics and features of products which are created on its ability in order to satisfy all given needs and demands (Winder, 1996; Chavan, 2003; Khuong, 2013). Food quality is defined as one of the most critical constituents of a dining performance and productivity, (Namkung et al, 2008; and Sulek et al., 2004). Food quality is main factor affecting on customer loyalty, expressing customer's perspective; a primary determinant for appealing customers and retaining them repeatedly, as well as a core predictor of loyal level from customers, (Jang 2010). When it is compared with other standards as service quality or environment, food quality is the most crucial component of customer satisfaction, (Sulek 2004). There is a positive relationship between food quality and customer satisfaction when measuring the impact of this key term on satisfaction and behavioural intention (Namkung, 2007). Product quality is stated to comprise three main factors for evaluation quality as "safety, appeal, and dietary acceptability", (Sulek 2004) and it is always the most important part impacting on customer satisfaction which is equivalent with other factors in restaurants as physical environment and service quality. product quality is definitely mentioned by evaluating about the actual products -meal or quality of food- from customers and place where these meals are delivered -physical environment-, which is similar to tangible elements in SERVQUAL as above by (Parasuraman 1988). Therefore, the concentration of food quality in this research is to measure the impact level of food quality on customer satisfaction when they spend money on eating and enjoying on restaurants. For more specific, product quality is stated to comprise three main factors for evaluation quality as "safety, appeal, and dietary acceptability", (Sulek 2004) and it is always the most important part impacting on customer satisfaction which is equivalent with other factors in restaurants as physical environment and service quality. Some researchers also found out the influencing relationship of customer satisfaction and their behavioural intentions as well as among these with food quality.

## **Price**

Price is not only considered a multi-aspect variable for monetary price, objective price and sacrifice but also similar to valuable entity that consumers have to scarify to obtain what they really want to possess to (Zeithaml, 1998). Pricing for a product is not easy to conduct because price is set based on the core values of available products and then, it is considerably crucial element for customer satisfaction since almost consumers will estimate the product or service value as well as make decision for any their purchase through price, stated (Khan 2011). In term of customer's view, price is actually used as a signal in order to evaluate their experiences with goods or services performance (Mattila & O'Neill, 2003). Price is considerably crucial element for customer satisfaction since almost consumers will estimate the product or service value as well as make decision for any their purchase through price (Khan 2011). In term of customer's view, price is actually used as a signal in order to evaluate their experiences with goods or services performance (Mattila et al., 2003). Moreover, price is also considered to standard to measure when they spend on products and services and from those experiences, it will shape their attitudes toward providers, (Varki 2001). Service quality gains that leading to a raise in satisfaction and it is found out that low perceived quality may result in high service satisfaction (Ryu, 2009). The results on price such as the only reason for consumers switching to another brands or providers by 9% of his study respondents or being "one of two or more reasons for switching" by 21% of other ones (Keaveney, 1995). Some researchers also proved this factor compared as essential term in order to predict and understand customer behaviours

and in some cases, price is equivalent to "the customer's judgment about a service's average price in comparison to its competitors", (Chen 1994). According to data analysis of Buzzmetric (2015),

### **Environment**

Customer satisfaction is affected by the atmosphere of the restaurant consisting of arrangement, decoration, music, hygiene as well that are main ingredients to create and build the good image in the first sight of customers and memorable impression in customers' mind (Lim, 2010). Furthermore, service is actually created and consumed at the same time, and then the consumers are often experienced on services for whole within the physical facilities of property (Bitner 1992) , which are decoration, layout, lighting, and employee appearance, gradually become accurate determination to an extent overall satisfaction and subsequent behaviour in restaurant industry (Kisang 2010). Some empirical researches have brought the recommendations that "a positive perception of atmospherics can produce more positive emotions, which lead to positive beliefs about the organization and its services or products" (Jang 2010). Physical environment has remarkable impacts on perceptions about restaurant service quality from customers because these environmental elements are officially part of the consumption process (Wall & Berry, 2007)

### **METHODOLOGY**

According to Newman (1998), the sample size aims to illustrate the number of respondents in the population that used in the research and answer questionnaires. Due to the content and research framework, the questionnaire is designed and conducted on July, 2015. It will have total of 22 questions and the sample size is about chosen from over 250 customers in Vietnam and Vietnamese people - my friends, who are studying and living in some cities of United Kingdom. Furthermore, it is predicted to take approximate two weeks for delivering questionnaires and collect and analyse data and feedback again. In sampling strategy, the research use "snowball sampling" which is "a recruitment technique in research participants are asked to assist researchers in identifying other potential subjects", (Oregon State University - Office of Research Integrity 2010). This sampling strategy could be a useful choice when the population, which is interesting for your studies, is hard to reach; and be known as an effective strategy from a perspective in research design and choice. A statistic method actually is the information's numerical representation. When numbers need to be quantified or applied to data in order for organizing, summarizing, or better understanding the information, using statistical methods is the best choice for accuracy. These methods can make a range from simple computations to complex ones. For instances, as determining the mean of a distribution factors to interaction effects within a complex set of data. Moreover, the statistically descriptive method consists of many kinds of process involved to data collection, summary, presentation and analysis on different features then getting the result of the comprehensive reflect about research object. In term of research design, descriptive method is mentioned as a technique "involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subjects of the study", (Gay 1992). Qualtrics is considered as a useful instrument for research in many different aspects such as being technology experts for customer insights, tech mojo for market insights and tech valedictorian for academic insights, (Qualtrics Survey 2015).

In term of *representative*, almost people discussed in this group and finally resulted that the most favorite brands, which are familiar and used to consume, actually are KFC, Lotteria, Burgerking, Jollibee, Subway and McDonalds. However, KFC and Lotteria are two leading franchising brands in worldwide fast-food industry in Vietnam, because it officially entered in Asian market generally and Vietnam particularly for over 15 years ago, (Lotteria Vietnam and KFC Vietnam 2015). This long-time period has been strong evidence and solid foundation to build their reputation, brand image and as well as belief in customer's mind and consumption trend for daily life. In term of *price*, there will have more different options in this aspect, because each brand has different price for each item and they always have the competitive strategies on pricing setting. Furthermore, the price of consumption will cost differently that depends on which types of meals customers consume, and the quantity of these foods or drinks or number of customers. In term of environment, almost members in this discussion group are deeply satisfied with environmental factors in fast-food restaurants in Vietnam including physical atmosphere, decoration, hygiene issues, music, advertising images and videos, or facility arrangement in restaurants.

- Among the 114 actual valid responses, *the Age of 21-30* is almost the highest average respondent level with 87% (99 persons) over total; continuously the Under 20 and 31-40 are ordered on 7% and 6% in respectively with 8 persons and 7 persons. Finally, the last two categories of 41-50 and Over 50 are both 0%, which is likely not interested in this phenomenon.
- In term of *Gender*, *Female* accounted for 67% (76 persons) over total and Male actually took 33% (38 persons) for remaining.
- In term of *Occupation*, the majority of respondents are *Students* of 40% (45 persons) and *Officers* of 34% (39 persons), then followed by *Employees*, *Business* and *Sales* staffs with the percentages of 11% (12 person), 8% (9 persons) and 6% (7 persons) in that order. In the other hand, there is 2% (2 persons) of *Others* with artists and nothing in *Retired* persons.
- In term of *Place*, for this survey, respondents are most likely living and working from cities or provinces in *Southern Vietnam* by 84% (95 persons), continuously in *Northern Vietnam* areas by 13% (15 persons) and *Central Vietnam* areas by 3% (4 persons)

**Table 1: Respondent's Demographic Profile**

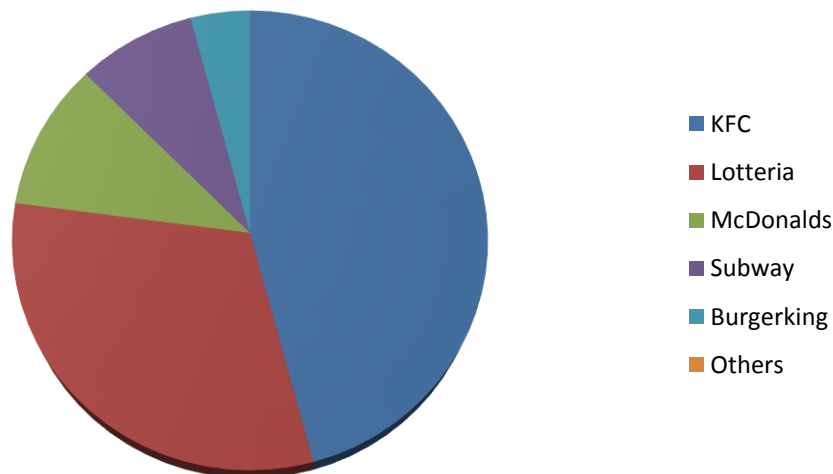
	Response	Percentage %
<b>Age</b>		
Under 20	8	7%
21-30	99	87%
31-40	7	6%
41-50	0	0%
Over 50	0	0%
<b>Gender</b>		
Male	38	33%
Female	76	67%
<b>Occupation</b>		
Student	45	40%
Employee	12	11%

<b>Sales</b>	7	6%
<b>Officer</b>	39	34%
<b>Business</b>	9	8%
<b>Retired</b>	0	0%
<b>Others</b>	2	2%
<b>Place</b>		
<b>Northern Vietnam</b>	15	13%
<b>Southern Vietnam</b>	95	84%
<b>Central Vietnam</b>	4	3%
<b>Others</b>	0	0%

### Main Factors Influencing Customer Satisfaction

This part will be responsible to describe the results of survey on four main factors influencing on Customer Satisfaction in fast-food restaurant industry in Vietnam.

The figure 6 shows the most favorite fast-food brands that customers has consumed and experienced for their meal. For statistical accuracy, *KFC* is the leading US's quick-service food chain in Vietnam market until now with 44%; continuously ranked by Lotteria of 30% for a Korean fast-food restaurants; finally followed by several newly accessible brands such as McDonalds of 10%, Subway of 8%, Burgerking of 4% and some of 4% belonged to Popeyes - New Orleans fried chicken; and Texas Chicken - an original brand from Texas in Vietnam recently.

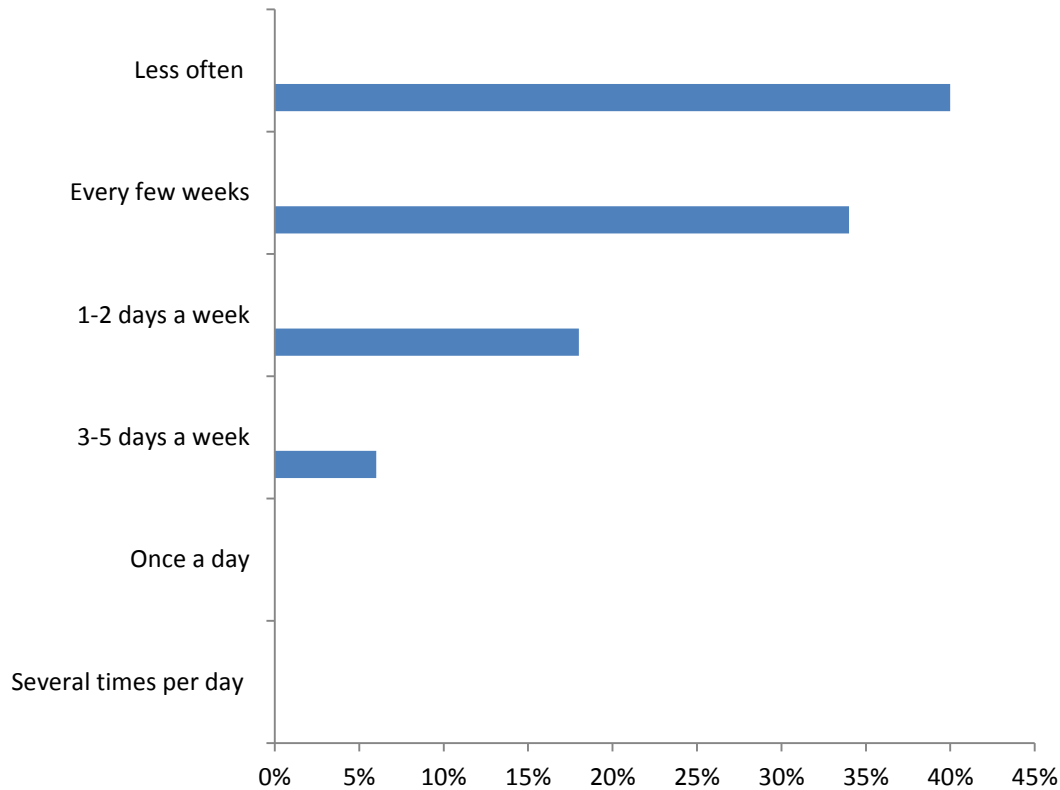


**Figure 1: Fast-food brand consumption in Vietnam**

### Reliability

Figure below shows the frequency of customer consumption for fast-food restaurants in Vietnam. The highest rate is that they *less often* consume fast-food meals for daily life accounted for 40% (46 persons); followed by customers who only eat these foods for every

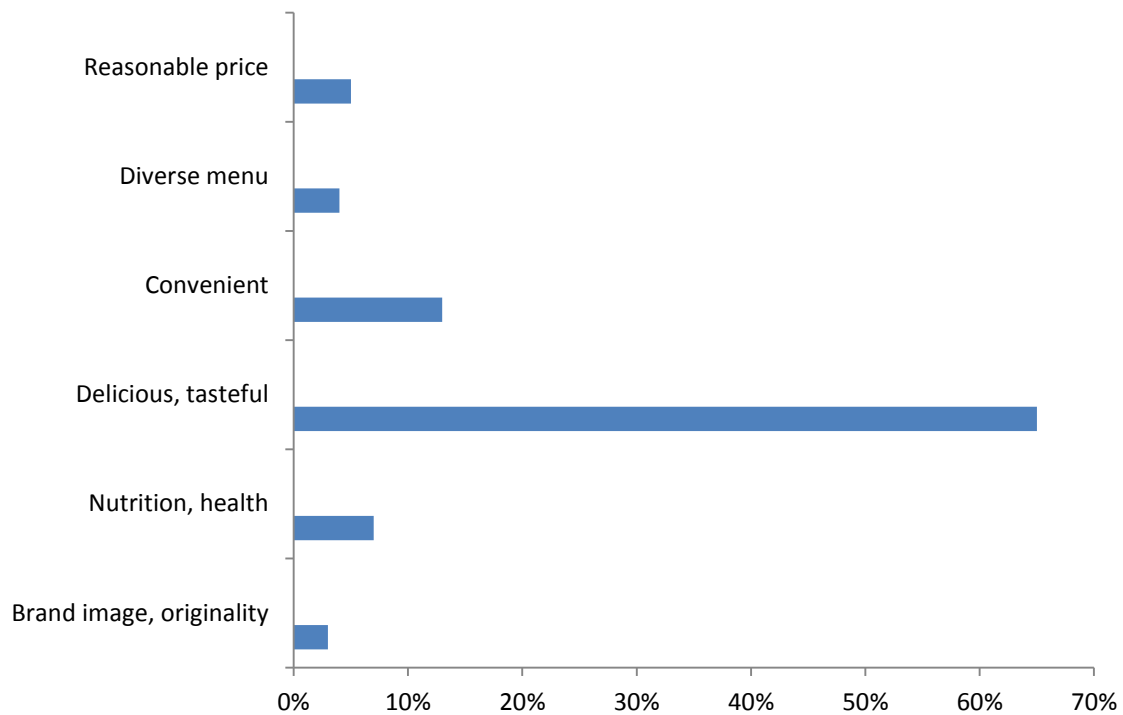
few weeks by 34% (39 persons). Continuously, their frequency of 1-2 days a week or 3-5 days a week is the lowest proportions for fast-food dishes in Vietnamese meals by 18% and 6% in respectively.



**Figure 2: Frequency of fast-food consumption in Vietnam 2015**

Figure represents all of the most influencing factors on customer's choices for fast-food brands in Vietnam market recently. There are 65% of respondents (74 persons) choosing the factor of *delicious and tasteful* for making decision on brands they would eat and enjoy for their meal. In that following, buyers make their choice on convenient factor by 13% (15 persons) and finally, they consider gradually on nutrition and health, reasonable price and diverse menu by that order.

In contrast, Vietnamese respondents less care about brand image and originality with only 3% (3 persons)



**Figure 3: Factors influencing on choice of fast-food brands in Vietnam.**

### Assurance

In term of assurance, the scale of measurement is identified accurately by the following statements about how to ensure that customers feel satisfied and comfortable in the restaurant's conditions and human resources.

Table below mentions the 6 main statements about assurance part that affecting to customer satisfaction in fast-food Vietnam. It officially indicates respondent's opinions about the survey content in term of satisfied standard. Overall, almost respondent's evaluations about the service quality of Vietnam fast food are relatively positive and stable, especially in assurance. Mean values (M) of these respondents are calculated and used to measure about service at fast-food restaurant in Vietnam. The *highest* rated statement is good at *Order are correct and complete* with  $M = 3.88$  and it also claims that the majority of Vietnam customers are likely satisfied and comfortable in the well-performed process to serve them. Secondly, this trend will be followed by the menu is easy to read and select with  $M = 3.87$  leading the fact that customers are so pleased with this attribute in menu setting and design.

In the other view, the two *lowest* rates in these statements are *staff's attitudes with customers* and *staff's ability in their interactions* with  $M = 3.48$  and  $M = 3.49$ . Actually, it shows the managers and trainers should consider and look into how these opinions could be improved in the future.



**Table 2: Factors of Assurance influencing on Customer Satisfaction**

Items	Mean	Standard Deviation
Staff's ability to communicate and interact effectively	3.48	0.64
Skills are well-trained to serve customers	3.63	0.64
Orders are correct and complete	3.88	0.82
Menu is easy to read and select	3.87	0.72
Pricing value is excellent to pay	3.55	0.76
Staffs are patient, happy during taking orders	3.49	0.84

### Responsiveness

Table 3 contains all the stages of solution whenever there has been any a problem or issue involving to foods or services and even by eat-in or take-away situations. It is evaluated and measured on staff's behaviours and abilities by the real customers in Vietnam fast-food restaurants.

According to the survey's results, the *highest* rate is voted for the *staffs are always on time to solve the problems* by 42% (48 persons) and some opinions for Others is taken as the *lowest* of 3% (3 persons) because they have ever not been in trouble with these problems at fast-food stores.

**Table 3: Evaluate about solutions for problems in Vietnam fast-food restaurants**

Items	Response	Percentage
Staffs (managers) do not care about customers after payment	7	6%
Staffs come to solve problems after a long-time	11	10%
Staffs solve problems with no responsibility	6	5%
Staffs are sometimes on time to solve problems	39	34%
Staffs are always on time to solve problems	48	42%
Others	3	3%

Table 4 illustrates the following statements for the responsiveness to customers and the standard to partly appraise the level of satisfaction. It is also utilised by the scale of satisfied level on evaluation. The *highest* element is examined on the *good availability of faculties* as sauces, napkins with  $M = 3.88$ ; followed by the friendly and courteous characteristics of staffs

with  $M = 3.87$  and customers are served promptly with  $M = 3.63$ . Finally, the *lowest* is estimated by *staff's attitudes in rush-hours for ordering and serving* with  $M = 3.48$ .

**Table 4: Factors of responsiveness influencing on Customer Satisfaction**

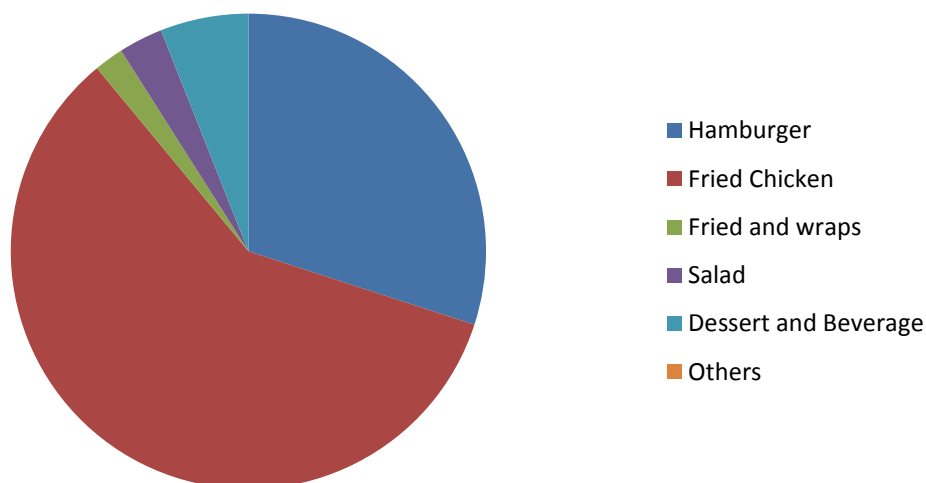
Items	Mean	Standard Deviation
Staff's attitude in rush-hours for order and serve	3.48	0.64
Customers are served promptly	3.63	0.64
Availability of sauces, napkins, etc. was good	3.88	0.82
Employees are friendly and courteous	3.87	0.72

### Product Quality

In part of product quality, figure 9 below will responsible to discover and demonstrate which types of fast-food dishes are favourite and appealing to Vietnamese customers.

As a fact, *fried chickens* are highly accounted for 59% (67 persons) in total fast food menu that is the most chosen dish by Vietnamese customers recently. Secondly, the proportion is quite high for hamburger of 30% (34 persons).

Last but not least, the *lowest* is only taken by 1% (1 person) for others including pizza and other grilled dishes.



**Figure 3: Types of fast food consumed frequently in Vietnam restaurants**

Table exemplifies all evaluations about the functions and positions of fast foods in Vietnamese's thoughts and knowledge compared to their daily meal.

The *highest* rate is assessed for junk food and nosh food by 56% (64 persons); followed by the replacement for main meal by 36% (41 persons). Continuously, this function is considered as foods for friend meetings or parties by 6% (7 persons).

In contrast, the statement of *delicious and luxurious* food is the *lowest* opinion about fast-food meal for 2% (2 persons).

**Table 5: Evaluate about the value of fast-food meal in Vietnam**

Items	Response	Percentage
Replace for main meal	41	36%
Junk food, nosh food	64	56%
Delicious, luxurious food	2	2%
Meeting, party food	7	6%
Others	0	0%

Table 6 is extremely important to emphasize the quality of foods, nutrition and ingredients as well in Vietnam food industry, especially in fast food.

In Vietnam market, fast-food dishes is deeply appraised as the *tasty and flavourful* ones by local consumers with the *highest* mean  $M = 3.68$ ; to be pursued by statement of food is served in hot and fresh way with  $M = 3.59$  and menu has a good variety of items with  $M = 3.57$ .

Finally, the *lowest* mean  $M = 2.71$  displayed on the fact of *food is provided by specific dietary*.

**Table 6: Quality of fast food in Vietnam**

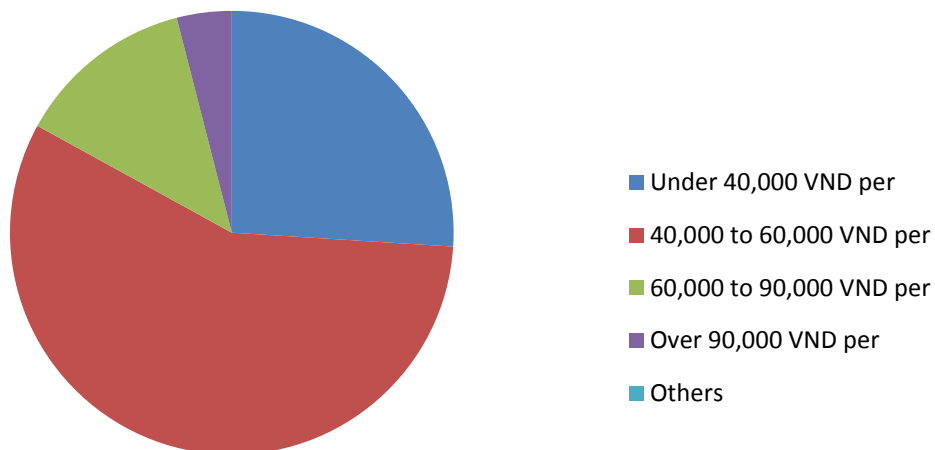
Items	Mean	Standard Deviation
<b>Food is served hot and fresh</b>	3.59	0.81
<b>Menu has a good variety of items</b>	3.57	0.82
<b>Ingredients are excellent in quality</b>	3.20	0.91
<b>Food is tasty and flavorful</b>	3.68	0.76
<b>Food has well-designed nutrition level</b>	3.01	0.79
<b>Food is provided by specific dietary</b>	2.71	0.96

## Price

Figure 10 describes generally the real proportion about all common pricing levels of an average fast-food meal in Vietnam market. The responsibility of respondents is to find out and make decision on the most appropriate price for their fast-food meal, and suitable with their monthly income and condition as well.

The price of 40,000 to 60,000 VND per meal is the most suitable level for almost respondents in this survey with the *highest* rate by 57% (65 persons); the second levels are ranked in the order for both under 40,000 VND per and the 60,000 to 90,000 per with the percentages of 26% (30 persons) and 13% (15 persons) in respectively.

There are also some opinions claimed on the price *over 90,000 VND per* with the *lowest* rate 4% (4 persons).

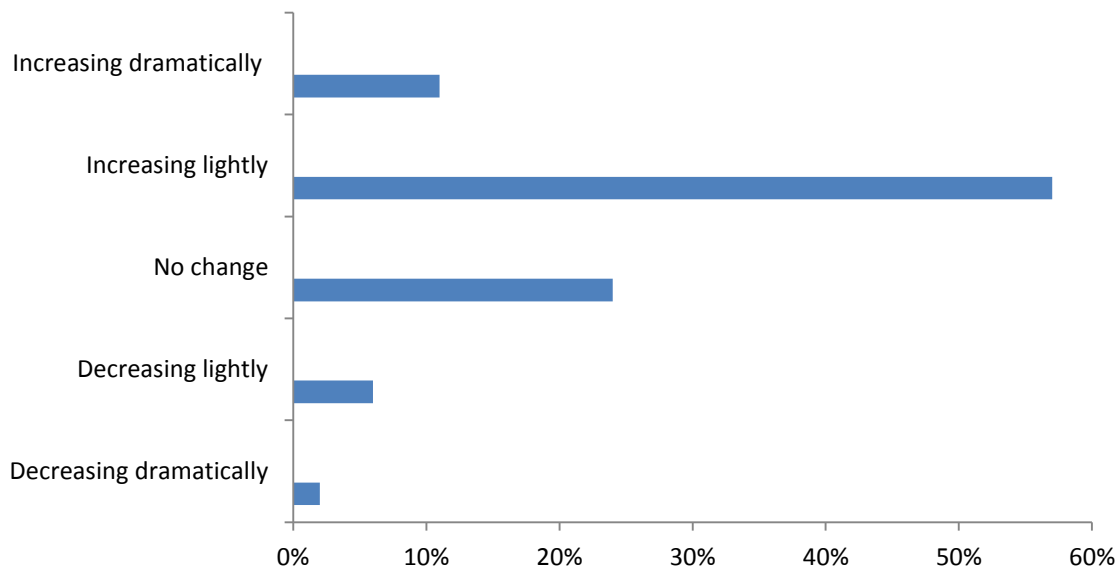


**Figure 4: Evaluate price of fast-food meal in Vietnam**

Continuously, figure accurately illustrates the comparison in pricing policy at Vietnam fast-food restaurants by increasing or decreasing tendency when there has been pricing changes in internal and external components of Vietnam market.

Almost respondents exceptionally agree with the trend of *lightly increasing* price when having any changes from market with 57% (65 persons); followed by the evaluation that price has no change with 24% (27 persons).

In opposite view, there are a small rate of 2% (2 persons) stated that price is *dramatically decreasing* on its trend.

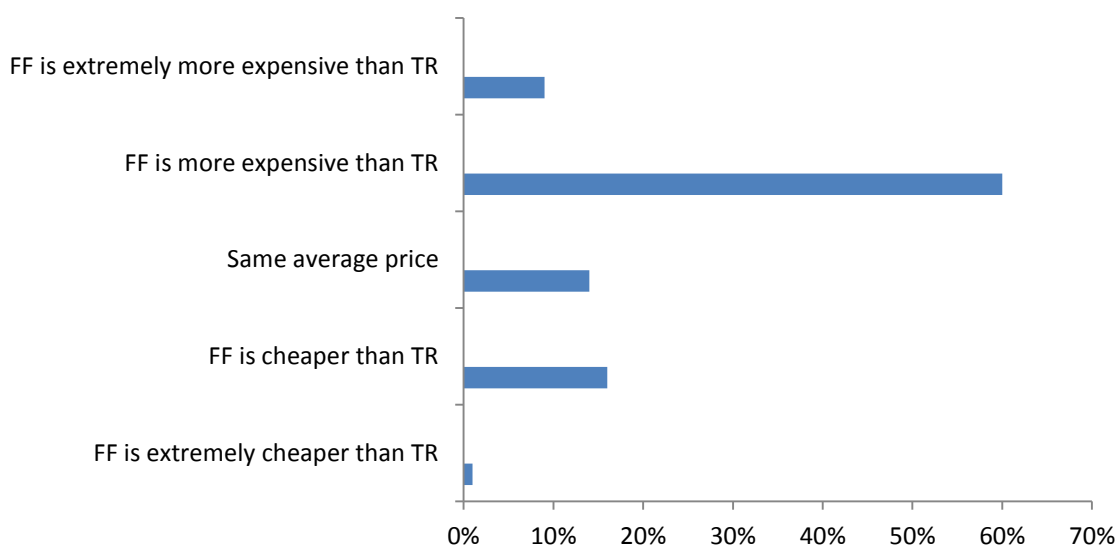


**Figure 5: The changing prices in fast-food restaurants compared to market price change in Vietnam**

Last but not least, customers will be benefit to have the rights to compare and consider the competitive prices between fast-food restaurant meals and traditional ones in Vietnam market.

There are numerous respondents’ feedbacks that they have experienced and recognized that *fast-food price is more expensive than traditional meal price* across all branches in Vietnam with 60% (68 persons). Some people give opinions that fast-food meals are cheaper traditional one for 16% (18 persons) and some of same average price with 14% (16 persons).

Finally, there are only 1% (1 person) claiming that fast food is *extremely cheaper* than traditional meals.



**Figure 6: Compare price between Fast foods (FF) and Traditional foods (TR) in Vietnam**

## Environment

There are many elements influencing on environment factor to the standard of customer satisfaction. It will be examined by the mean values of these following statements in table 7 below about physical environment and inside relevant faculties in Vietnam restaurants.

The majority of respondents largely agree that the *decoration is actually bright and modern* style in fast-food restaurants with the *highest* mean  $M = 3.93$ ; followed by the arrangement of facility is well-ordered and easy for customers whenever they need with  $M = 3.78$ ; the fresh and good physical atmosphere is next with  $M = 3.69$ ; and the advertising posters, images are appealing and exciting with  $M = 3.68$ .

In the other hand, the statement about *music is dynamic and easy to listen and enjoy* with the *lowest* value  $M = 3.4$ .

**Table 7: Factors of Environment influencing on Customer Satisfaction**

Items	Mean	Standard Deviation
<b>The hygiene situation is good</b>	3.62	0.82
<b>Physical atmosphere is fresh and good</b>	3.69	0.80
<b>Advertising posters are appealing and exciting</b>	3.68	0.66
<b>Decoration is bright and modern</b>	3.93	0.59
<b>Music is dynamic and easy-listening</b>	3.4	0.69
<b>Style decorations for parties are diverse and customized</b>	3.44	0.65
<b>Facility arrangement is well-ordered, easy to find</b>	3.78	0.72

Table 8 expresses statements for clarifying the general information and feedback to actually draw out the final conclusion for customers' satisfaction level about all factors in Vietnam fast-food restaurants.

Respondents said that they *will try on whenever these restaurants have new menu or new appealing meals* with the *highest* mean value  $M = 3.2$ ; following this point, customers will also recommend for their friends or relatives come and enjoy what they have experienced on fast-food restaurants with  $M = 3.12$ .

Finally, they give the *lowest* agreement for opinion that they *will consume these western foods more frequently* with  $M = 2.54$ .

**Table 8: Measurement in Customer Retention**

Items	Mean	Standard Deviation
You will consume fast food for more frequently	2.54	0.81
You will recommend for your friends or relatives	3.12	0.94
You will try on when it has new menu or meal	3.20	0.91

## DISCUSSION

*Responsiveness* is staff's characteristic to show their willingness to help customers and provide good and prompt services, (Jang 2009). *Responsiveness* is staff's characteristic to show their willingness to help customers and provide good and prompt services, (Jang 2009). The majority of Vietnam consumption on these quick-service foods is numerous on fried chickens, hamburgers and some desserts or meals accompanied with the main dishes. As the results, this trend of consumption could be generated because chicken is likely suitable in food culture in Asia country rather than pizza or mixed salad or grilled dished, for instants. Thus, it is relatively consistent with the outcomes in the study of Scarles (2009) claiming about the satisfaction of customers when they experienced on their favourite local tasting food. fast-food price is appraised that more expensive than some traditional food restaurants or stores in Vietnam. It could be officially right in a half side since some international food restaurant chains want to differentiate and keep specific principles in their brand so they only use the original imported products leading the high prices for final customers. Respondents are likely satisfied and interested in the decoration and design style in fast-food restaurants in Vietnam because it almost generates the comfortable and good feelings in order to enjoy and eat their meals. This result is extremely consistent with the findings revealed that "environment elements also have the ability to influence customers before they even experience the actual performances of service providers or service outputs such as food", (Jang 2010). This study examined the impacts, which are both direct and indirect, of the *four cores* such Service quality and Food quality, Price and Environment elements on customer satisfaction as well as loyalty in the Vietnam fast-food restaurant segment nowadays. Generally, the investigation provided *an effective methodological strategy* with three of Secondary data, Focus group discussion and Questionnaire survey for testing measurement in how influencing these elements are on Vietnamese customers, as well as contributed by providing and clarifying the customers' evaluation and feedback from statistical analysis and descriptive explanation.

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