

Perceived Background Music impact on Customer Loyalty Change in Recreational Dining

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Abstract - Recreation is an emotional condition within an individual human being that flows from a feeling of well-being and satisfaction. The increasing number of working women nowadays and time-saving, eating healthy foods in a good environment also contributes to eating out habits. Contended eating out at the restaurant with good ambiance and atmosphere not only creates different dining experiences but developed social interaction among the customers. As well as background music that is used by fast-food restaurants is the key component for different purposes. This research explores how perceived background music impact on customer loyalty changes in recreational dining. The current study base on an inductive research approach and based on primary and secondary sources of data. which will be collected through the mixed method: qualitative and quantitative data. The random sampling method used to collect data by using questionnaires. The content analysis method applied to analyze qualitative data. And this research based on the quantitative data analysis method of SPSS Amos (confirmatory factor analysis). This study expects to find out to determine the impact of perceived background music and customer loyalty change through Path Analysis. The perceived background music, customer satisfaction, and customer loyalty change pathway were most customer loyalty change intention occur through customer satisfaction through perceived background music. It is the best path to the analysis. Accordingly, this research suggests that further how to do Cognitive Response and behavioral response influences the impact of customer loyalty change on perceived background music.

Key Worlds: Recreational dining, Perceived background music, Service environment, customer loyalty change, SEM analysis

I. INTRODUCTION

Recreation is an emotional condition within an individual human being that flows from a feeling of well-being and satisfaction. It is characterized by feelings of mastery, achievement, exhilaration, acceptance, success, personal worth, and pleasure which reinforces a positive self-image. Recreation is a response to aesthetic experience, the achievement of a person's goals, or positive feedback from others. It is independent of activity, leisure or social acceptance (Pelegriano, 1973).

With high social content, eating out is an emerging outdoor recreation. There are substantial numbers of researches looking at the factors that influence customers of eating out. Some factors are owing to busier lifestyle and dual working families with children (Atkins & Bowler, 2001), less or no time prepare the meal at home (Habib et al., 2011), higher

disposable income, the standard of living and leisure activities (Mehta & Maniam, 2002). Anadaleeb & Conway, (2006) revealed that the increasing number of working women times saving, eating healthy foods in a good environment also contributes to eating out habits (Ryu & Han, 2010). Warde & Martens (1998) contended eating out at the restaurant with good ambiance and atmosphere not only creates different dining experiences but developed social interaction among the customers (Warde & Martens, 1998). People dine out for various reasons: to satisfy hunger, for social needs, and for self-fulfillment needs (Lundberg, 1994).

What appeals to consumers' preferences are not only food and beverages, an enjoyable dining environment also matters? Increasing attention is being paid not only to pricing and the merchandise itself, but also to the provision of a pleasant and possibly exciting, shopping atmosphere (Baker, 1986; Baker et al., 1992; Dawson et al., 1990; Sherman et al., 1997; Sherman & Smith, 1986; Tai & Fung, 1997). Further, academic interest in how atmospherics influence consumer behavior has grown following Kotler's article (1973). There are a large number of studies that focus on the influences of store environment on consumer behavior in the retail world, but only a few studies explore the influences of atmospherics on consumer behavior and satisfaction in the hospitality industry, especially that of the restaurant business. Although some researchers have conducted surveys to investigate the effects of some dimensions of atmospherics, the number of studies that summarize all the influences of dimensions on consumers' behavior is insufficient. The present study just summarizes those influences, so restaurant owners and managers can find this study meaningful. This means that management uses an atmosphere to draw attention to products and to convey a message about them. A quality shopping space can impact consumers' affective states by appealing to the senses of sight, sound, scent, and touch. Kotler also argues that the atmosphere and the likelihood of purchase have a causal relationship because of the sensory qualities' ability to affect buyers' purchase probability.

In this study, music is defined as the guest's evaluation of musical quality in their surroundings. Music is frequently considered important for the service escape because it can influence and stimulate emotions, moods, behavior, consumption, involvement, patronage, pleasure and sense of identity (Park and Young, 1986; MacInnis and Park, 1991; Kellaris and Kent, 1993; Zampini and Spence, 2010; Garlin

and Owen, 2006). As a sense expression, it can also be used to enhance a theme (Hultén et al., 2009), which is a more challenging task because music is complex and an intangible part of the service escape (Baker et al., 2002). Music can influence customer perceptions, such as their attention and processing of visual stimuli in a store (Chebat et al., 1993). Furthermore, these perceptions can also enhance or create customers' attitudes toward the store (Dubé and Morin, 2001). There is a considerable amount of interest among researchers and practitioners to explore the influence of musical variables on retail customer experience and find out innovative ways to enhance music escape effectiveness. As a result of that, the problem of this study is How Background Music Impact on Customer Loyalty Changes in Recreational Dining Experience.

II. METHODS

The study based on primary and secondary sources of data, which collected through the mixed method: qualitative and

quantitative data. The mixed-method used in order to have a better understanding and for providing a reliable investigation for the research problem. Moreover, researchers highlight the fact that mixed-method research attempts to fit together the methods and philosophical underpinnings of an inquiry (Johnson & Onwuegbuzie, 2004).

The qualitative approach has been taken with thematic analysis methods to answer the research question which along with the main objective. Accordingly, the literature review has found the factors. It has been analyzed using qda miner software. Then the conceptual model is created. And to present and analyse data regarding this study SPSS Amos statistical software, path analysis was used by the researcher. These methods were used to analyze quantitative data. Hence the research focuses on these stages.

2.1 Research Design

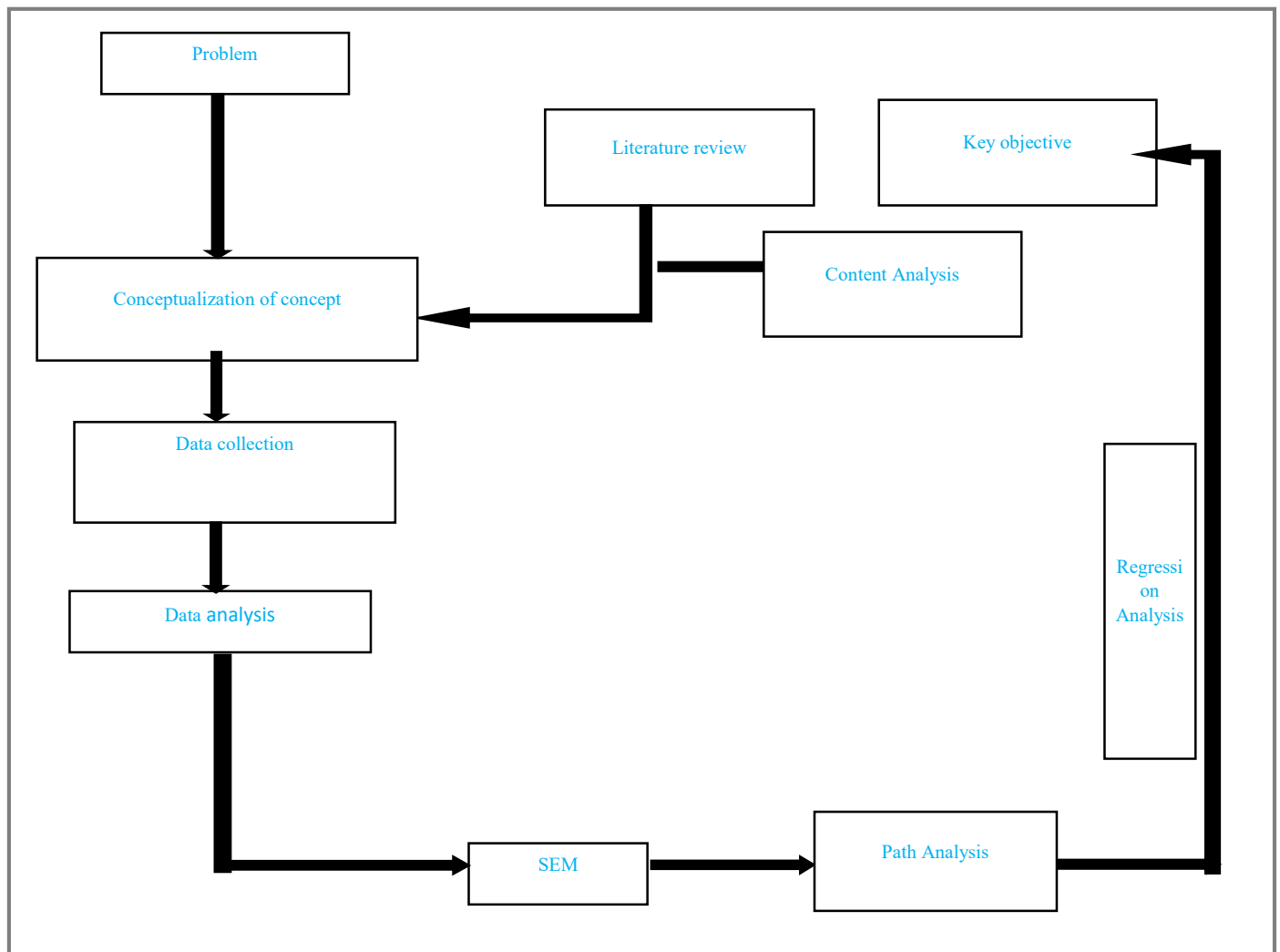


Fig 1: Research Design

Firstly, the researcher identified the research problem and accordingly, the literature was examined to build the research concept. After that, the content was analyzed and accomplished specific objectives. As a result, it created a measurement model.

The qualitative approach has been done with thematic analysis to answer the research question. The content of each selected 20 journal articles was coded based on the themes to identify the latent idea of the phenomenon. The analysis of this research revealed the conceptualization of Background Music Impact on Customer Loyalty Changes in Recreational Dining Experience. The article was also done for collecting data. The Scopus database was used to select a prominent journal related to Background Music Impact on Customer Loyalty Changes in Recreational Dining Experience. Articles were selected to document by year (2015 to 2019), document per year by source, document by author, document by affiliations, by country and by subject area. Data analysis was based on the content validity theory and done by using QDA miner software. Analyze this model using Amos software to evaluate the impact and find the best path. To do so, perform the path analysis by SEM and identify the regression weight. Finally, the key objective is achieved.

III. RESULTS, FINDINGS, AND CONCLUSION

In data analysis, the code is first used to identify factors using qda miner software. Here, the coding frequency, the output of the content analysis. It creates the conceptual model after identifying the most important factors and factor groups.

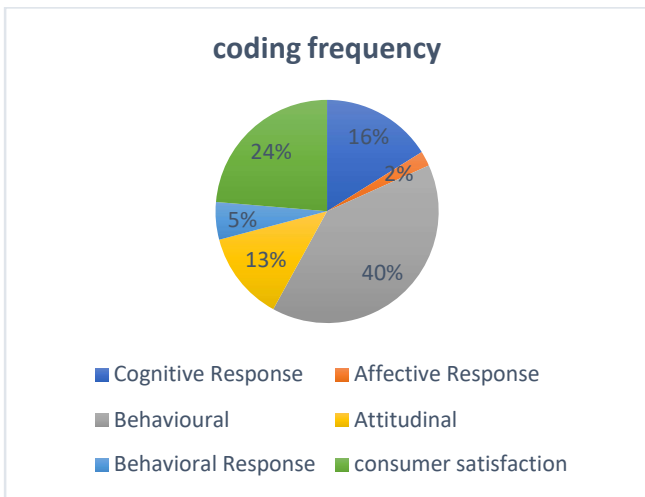


Fig 2: coding frequency

Here we aspect at how often codes are associated with different articles. Accordingly, the counts and codes percentages of various factors related to different articles in figure 2 are presented. Accordingly, Behavioural is 37.4% and the factor showing the highest percentage of the article. Also, 2.0% percent less percentage for the Affective Response. In addition, the contributing percentages are as follows when coding different factors. Accordingly, Factors can be

identified. Based on these factors, the conceptual model was developed.

Conceptual model

The following is the conceptual model that is created.

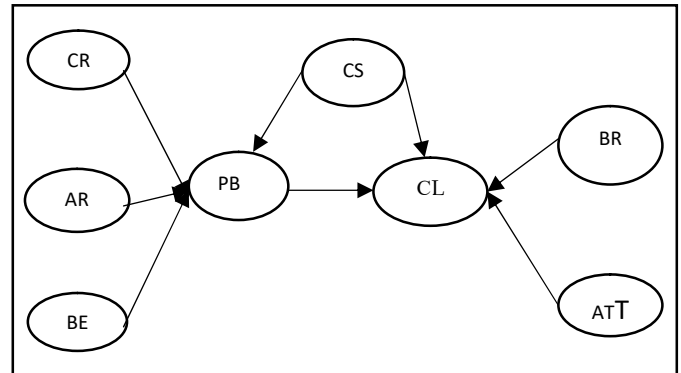


Fig 3: Conceptual model

Abbreviations

Table 1: Abbreviations of a conceptual model

CR	Cognitive Response	AR	Affective Response
BE	Behavioral	ATT	Attitudinal
BR	Behavioral Response	CS	consumer satisfaction
CL	Customer loyalty	PBM	Perceived background music

Thought literature review researcher was able to identify the conceptualization model of Background Music Impact on Customer Loyalty Changes in Recreational Dining Experience. The above model shows the outcome of the research and the findings of the research. These indicators are classified according to QDA miner software. Here, the factor Behavioural is the most influential factors for perceived background music. Other factors also influence perceived background music based on the above model. They have Cognitive Response, Affective Response. This model was analyzed using Amos software. The results are as follows.

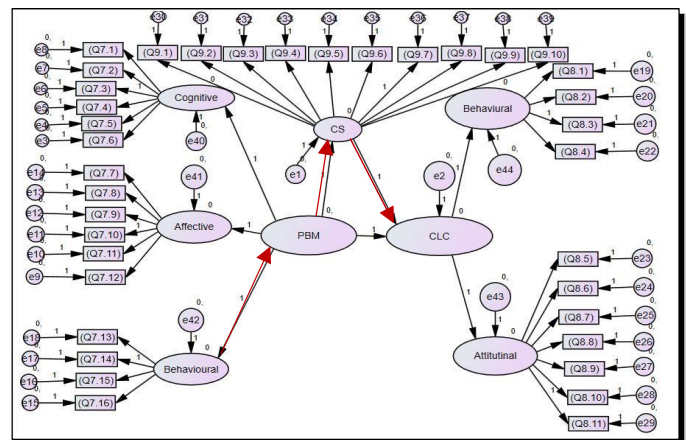


Fig 4: Amos output

There is a relationship between perceived background music and customer loyalty change. While not directly related to perceived background music and customer loyalty change, but When PBM goes up by 1 standard deviation, CLC goes up by 0.901 standard deviations and When CLC goes up by 1 standard deviation, PBM goes up by 0.103 standard deviations. So, the critical path is PBM- CS- CLC. It shows the red color arrow in figure 4 path analysis of the structural equation model output.

These findings reveal that several factors influence customer loyalty change. According to that, the most influential factor is behavioral. The factors that are quite influential are Cognitive Response and behavioral response. This research mainly focuses on the How Background Music Impact on Customer Loyalty Changes in Recreational Dining Experience. Accordingly, this is the answer to the question. This accomplished the objective and filled the gap of the research. This study expects to find out to determine the impact of perceived background music and customer loyalty change through Path Analysis. The perceived background music, motivation and customer loyalty change pathway was most customer loyalty change intention occurs through customer satisfaction through the perceived background music. It is the best path to the analysis.

The marketing strategy of recreation dining is background music. Accordingly, the effect of customer loyalty change strongly defers according to motivation through perceived background music. But there is no significant difference in terms of Cognitive Response and behavioral response. Accordingly, this research suggests that further how do Cognitive Response and behavioral response influence the impact of customer loyalty change on perceived background music.

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