

Impact of Service Quality, Customer Satisfaction and Brand Image on Re-Patronage Intention of Customers

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Abstract—The main purpose of this study is to scrutinize the impact of quality of service, satisfaction of customers and brand image on consumer re patronage intention inside restaurant industry of south Punjab. Quality of service, satisfaction of customers and brand image play vital role in consumer re-patronage. Restaurant sector will be studied. Design, methodology, and approaches are customers of hotels working in south of Punjab will be our selected respondents. Random sampling as simple technique will be adopted for selecting respondents. Survey questionnaire will be used to gather data. Questionnaire will be circulated and recollected among participants. Based on the findings of this paper it is determined that quality of service positively anticipates the re-patronage intention. Moreover, satisfaction of customer positively anticipates re-patronage intention. In addition, brand image positively anticipates re-patronage intentions. Research limitation/implication the finding builds on existing literature and addresses some of the gap in the current research the most distinguished limitation narrates to the small sample size and area. Originality value in former studies, associations among these variables are assessed however in diverse approaches. None of the research has verified the current suggested model in such a unified technique.

Keywords— Quality of Service, Satisfaction of Customers, Brand Image, Re Patronage, Intention of Customers