Determinants of Loyalty through customer satisfaction; evidence from Fast Food Industry of Lahore, Pakistan

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Abstract:

Product quality and customer expectations are of immense importance in business as these are major driving forces towards customer's satisfaction and satisfaction of customer leads towards customer's loyalty. This research aims to explore how product quality and customer expectation affect customer satisfaction and customer loyalty specifically fast food industry of Lahore, Pakistan. In this study, our focus is on the customer's satisfaction and through customer satisfaction customer loyalty. The impact of customer's expectations and perceive d's quality on client's fulfilment examined for its mediation. It is quantitative study and a survey will be conduct as study remains descriptive in nature. A sample of 500 respondents was nominated based on non-probability sampling and structural equation modeling was used to analyze the constructs and the statistical results were analyzed using AMOS and SPSS. The study analyzed the relationship of Perceived quality and customer expectations in respect to the customer satisfaction and loyalty. This study is helpful for many fast food restaurants to make policies for marketing for their foods and restaurants.

Key words: Customer Loyalty, Perceived Quality, Customer Expectations, Customer satisfaction.

Introduction:

The beginning of food facility business can be traced back to cafeterias which is ongoing in France throughout the eighteen period (reference). Fast food industry concept was started because of the revolution and subsequent changes in the lifestyle of people over the years.

In Pakistan, the fast-food business formally started when chains of the "McDonald's, Pizza Hut and KFC entered during 1997 and 1998 (Malaysian Palm Oil Fortune,2011)". The fast-food business developed at almost twenty percent annually up to 2007 then the development percentage declined ten percent annually up to 2010. Fast-food business doing their operations in PK and organized up to 200 channels of catering and up to 20,000 persons the time of fast food division is run by Pizza Hut with 32% share, KFC shares around 25% of the market followed by the McDonalds 16%. Subway is capturing 7% market share with the rest of the fast food players collectively contribute 20%.

One stream of facility managing the works propositions that customer's satisfaction effects customer's loyalty, in which it turns the marks viability (Anderson & Fornell, 1994). Customers' expectations are the supposed parameters with which customer measures the Quality and services of any product. Customers imagine to be brought value products and service's; so, firms offer value products and services. (Angelova & Zekiri, October 2011, Vol. 1, No. 3).These expectations if met accurately, lead to the satisfaction. Quality is known as the level of excellence. Whereas we can say that Perceived Quality is the measure to which the customer perceived the complete value or

dominance of a service and product which is proposed persistence that relates to its substitutes. The Customers' expectation and perceived quality are interrelated and depends upon each other. It has been seen that when the customer expectations are fulfilled by businesses then this activity creates goodwill in the mind of the customer and that product or service then makes its specific place and it differs significantly from its alternatives.

Customer's satisfaction is a measurement how products & services offered by a business meet their expectations. Customer satisfaction is the degree of fulfillment of the customer's expectation. Loyalty is the emotional attachment of a customer with the business. When the companies offer consistent quality and efficient service to their valuable customers and meet their expectation then this value creates a sense of loyalty in the customer with that product.

In today's developing and rapid growing Pakistan fast food industry has flourished a lot. The fast food industry in Pakistan is taking place rapidly and has captured huge share of food industry of Pakistan. This development has created great competition among food industry. In result of this race businesses are now focusing on customer loyalty and the factors driving customers to loyalty.

This research will explore how Product quality and customer expectations affect customer loyalty with in fast food industry of Lahore, Pakistan. In our study our focus will be on customer loyalty. In our study Loyalty of Customer taking as D-variable while buyer expectation, related value and customers' satisfaction are taking as regressor. This study will analyze significance level of Product quality, customer expectations, and Customer satisfaction in respect to the customer loyalty. This research will contribute to new literature of the relevant industry.

We will conduct the research in fast food industry of Lahore with wide area and additional indicators. This study may help the Business organizations to make better policies for marketing decision making.

Research Objective:

The specific research objective of this study:
1. To examine the association among Perceived Quality and the satisfaction of customer
2. To examine the association among Perceived Quality and the Loyalty of customer
3. To examine the association among Customer's Expectation and the Satisfaction of customer
4. To examine the association among Customer's Expectation and the Loyalty of customer
5. To examine the association among customer's satisfaction and Customer's Loyalty.
6. To find whether customer's satisfaction mediates the association among perceived quality, customer's expectation and customer's loyalty.

Literature Review:

Human lives to eat and eats to live vice versa. Food continuously plays an important role in the exists of human being. The meaning of food-stuff cannot be excessive from the physical lookout; food provides us nutrition; although on the other side of the psychosomatic point of view the food is confidential as an important need. In which food can also be considered as a creation which is used to define self actualization because individual can squabble for food as it can be vital position at group and Individual level. (Lowenstein, 1995) The different studies of quality, product and price points that there is a strong suggestion between a product attributes and the quality observations of the different customers (Lassar, Manolis, & Winsor, 2000). This study also emphasized that customers who pay more for high quality of foodstuffs and also had a low receiving for nonconformities from expected quality. From the perspective of fast food restaurants, this involves that those customers who want larger dining quality are more delicate to the quality variations and possibly shows less price sensitive i.e. for the purpose of setting difficult and high prices related to the market and these marketing policies must be applied in such a way that improves the quality and image of the cafeteria, setting and services which Is provided (Ahmad, Warraich, & qureshi, 2013).

The failure or success of a fast food industry based on some factors like Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product. To find which of these factors has greater influence on consumer satisfaction, four fast food restaurants customers were targeted randomly. (Khan, hussain, & yaqoob, 2013)

The overall View to be loyal to a brand which is used, a buyer must be gratified with the services and the product which is supported. Customer satisfaction is the link among customer loyalties. While the Satisfaction can be defined as an expressive response may be occur as the effect of associating expected and real routine and it can be an result it can be occurs without linking expectations .There are many variations of approval are both produced and preserved through the kind of association existing among the commercial and the different customer, which is determined by the different actions of the business real owners through a proper marketing activities. Different services for different occasions and direct interaction with the loyal customers and their needs underwrites to providing the measurable quality of services. On the portion of the association as it can be signified by its co-workers, and noticeable satisfaction, on the behalf of the loyal customer. These loyal customers will cost less to the service and it can increased purchases, so such buyers are known to apply more with up trust and high satisfaction. Different authors may consider constancy as a process relatively than an outcome. Oliver [20], for example, identify four phases or variations of constancy namely affective, cognitive and action and conative loyalty. Interactive loyalty is usually shows as act of ringing out repeated different transactions which can occasionally be measured simply with different techniques. Attitude can also show loyalty on the other side is defined consistently with association commitment (Ismail, Muyideen, & Al-Furqan, 2016)

Mostly business wants not to hold its present customers but also enlarge customer's base meaningfully and so it is likely only when customer which is fully satisfied from company services on some constraints. Fast food may produce very rapidly in previous few years in different fields of world.

The main objective of this study is to invent out the important determinants related satisfaction of customer in the industry of restaurant of Mysore District. Two variables which discussed in study that is regressor and regressed. Satisfaction of customer in fast food showed dependent on product quality, service Quality, Design, Price, Environment of the industry, similarly Taste and Elevation. The Service Quality has developed one of most tactical tools for determining customer satisfaction. The satisfaction of Customer is that where customer can find the ongoing presentation (Gustaffsson, Johnson, & Roos, 2006). Customer satisfaction is essential in now a days business world because it can show the ability of the service provider to find high degree of satisfaction for the product that differentiates and developed a very strong connection with customers (MANJUNATH1 & REGINALD, 2016). These reasons in which the companies may consider the customer satisfaction as important part while planning their strategies. Furthermore, this concept of satisfaction regarding customer gain much position that American (AMSI) Customer Satisfaction Index was produced. Different qualities of brand features that are presented by company which determine the side of customer satisfaction. (Khan, hussain, & yaqoob, 2013). CS can be explained in terms of fulfilling the prospects of the different customers in relations of parameters which are associates with gratification (MANJUNATH & REGINALD, 2016)

Now a day it would increase globalization of brand and services while the services business need to join the level of satisfaction of their loyal customers both domestic and foreign while shows a unique cultural variance from different country to country. The study shows a cross cultural contrast of service satisfaction of customers in fast food formations into four English language countries. It is basically based on that data which is collected from different customers of five franchised fast food chains, by using an earlier developed service of satisfaction tool. This study shows two derived, one is cultural fast-food for their customer satisfaction. Its dimensions are: satisfaction of customers with their personal facility and satisfaction with the facility situation. The research for future for this study's results, the amount of cross-cultural service satisfaction of licensed brands and services may need the business managers' exertions to measure the quality of the facilities they provide across nationwide boundaries and on real time practical basis. (Gilbert, Veloutsou, Goode, & Moutinho)

Research Methodology:

A technical way of scheduling, implementing, and conversing the significant results are the vital elements for deed slightly research, irrespective of related grounds are actual examined, related as the administrative and social grounds. Consequently, this section also describes the research design, theoretical framework, population samples, instruments, information colligation includes the practices and procedure to investigates these aspects that disturb purchaser loyalty in the fast food industry of Pakistan. The said factors are perceived quality, customers' expectations, and customer satisfaction.

Research Design:

Our research is Descriptive, therefore, testing of the hypotheses in normal. The learning intended to observe the aspects that disturb the buyer's loyalty between the different regulars of Fast Food Industry of Lahore, Pakistan. The study is cross sectional and including the framework. The testing of hypotheses based on what is the developing relationship among the indented and regressed. Lastly, Data is composed by using Survey questionnaires through where questionnaire are using to collect the information.

Research Framework:

Figure 1. Research Theoretical Frame work
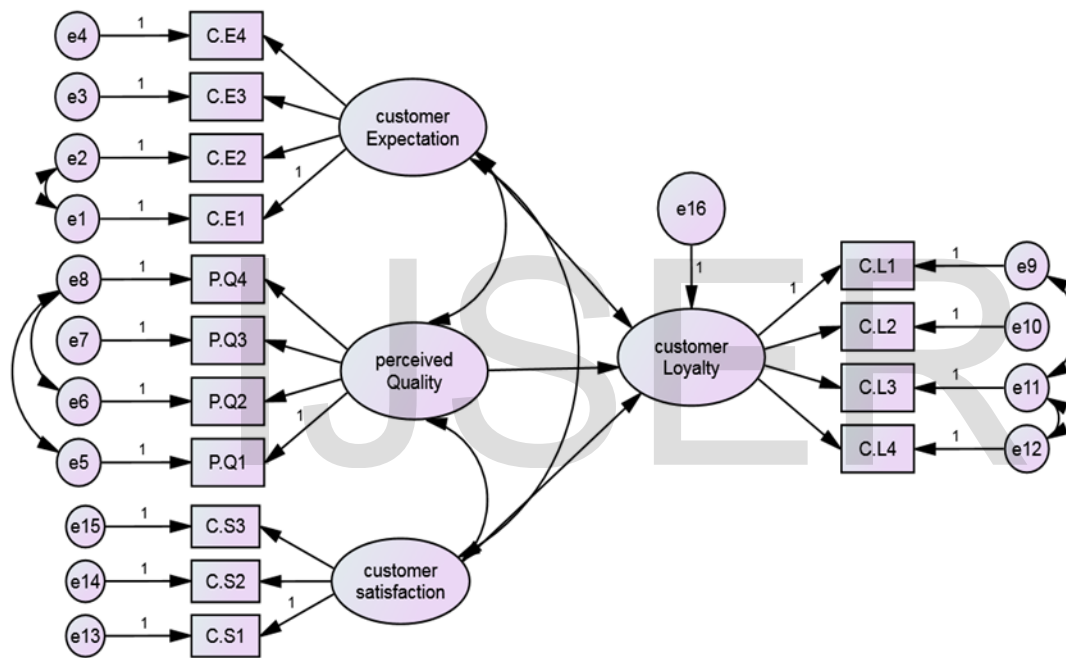
Hypothesis Development:

The study includes that hypothesis has been nominated which is built on the literature review stated overhead to define association between these vari-ables that made an effect on purchaser's satisfaction.

1. The association among the perceived quality and customers satisfaction shows the positive significance
2. The association among the perceived quality and customer loyalty shows the positive significance
3. The association among the Customer expectation and customer satisfaction shows the positive significance
4. The association among the Customer expectation and customer loyalty shows the positive significance
5. The association among the Customer Satisfaction and Customer Loyalty shows the positive significance

Population and Sample:

Population in our research is all Customers of Fast Food Industry of Lahore Pakistan. They are in a large number of quantity. Therefore, our unit of analysis is customer of fast food brands in Lahore. The questionnaire was casually dispersed among 500 defendants by means of the non-probability sampling technique. Out of 500 defendants 350 respondents filled-up the questionnaire. Out of 350 questionnaires 52 were found incomplete. Total 298 sample found accurate, complete and considerable. According to ((Saunders, Lewis, & Thornhill, 2009)) illustration size is sufficient concerning the people size.

Data Collection Technique:

The designed surveys are for self-dispersed and managed from different researchers to the defendants.

Table 1. Instrument Development

	Variables		Items	Authors	Scale Likert
IV	Perceived Quality	1	Food of Cafeteria is wonderful with good taste.	(Fornell et al 1996)	5
		2	Waiters of The Cafeteria are expert, alert, and responsive.		
		3	The Cafeteria provides exact bills to regulars.		
		4	The Service time of this Restaurant is Quick.		
IV	Customer Expectation	1	This Cafeteria provides good Menu Choice	(Fornell et al 1996)	5
		2	This Cafeteria provides best atmospheric division		
		3	This Cafeteria has good servers		
		4	This Cafeteria has healthy and hygienic Food		
		1	This Cafeteria is comfortable and entertaining		

IV	Customer Satisfaction	2	I'm sure it was the right decision to visiting this cafeteria	(Fornell et al 1996)	5
		3	Reflect your practices by visiting the Cafeteria and show how gratified you with this experience?		
DV	Customer Loyalty	1	I am continuing visit the Cafeteria.	(Fornell et al 1996)	*5*
		2	I will be dinning here again soon.		
		3	I will choose This Cafeteria as place for dining.		
		4	This Cafeteria is best for my friends and family.		

Data Analysis Technique:

Information was examined By using SMART PLS & SPSS to get the outcome of the results of the research.

Finding & Data Analysis:

Initial Testing:

Initial data testing contains groundwork and collection the figures, that would change the raw data with the help of questionnaire into working data file for Smart PLS. The information remained collected from physical inspection; regularity test may fulfill condition so there is not any misplaced values here. Also, information may no more altered.

Defendants Profile:

Table 2. Respondents Profile

Variables		Frequency	Percentage (%)
Gender	Male	179	63.9
	Female	119	39.9

Education	M.Phil.	21	7
	Master	126	42.2
	Degree	93	31.2
	Inter	29	9.73
KFC		65	21.81
Burger King		56	18.79
McDonalds		40	13.42
Pizza Hut		11	3.69
Subway		10	3.36
Hardees		10	3.36
Fri Chicks		14	4.70
Gourmet		10	3.36
Howdy		9	3.02
Misc.		73	24.50

The questionnaires were got filled by personally visit fast food restaurants and markets at different location in Lahore, Pakistan. The Respondents were 179 (63.9%) male and 119 (39.9%) female. This examination displays that the level of teaching was: 21 (7%) including M.Phil. 126 (42.2%) master's degree, 93 (31.2%) with bachelor's Degree, and 29 (9.73) with Intermediate. As per show in this table 2, shows the occurrence of Fast food Restaurant name, 65(21.81%) responded like KFC, 56 (18.79) Like Burger King, 40 (13.42) Respondents like McDonalds, 11 (3.69) like Pizza Hut, 10 (3.36) like Subway, 10 (3.36) like Hardees, 14(4.70) like Fri Chicks, 10 (3.36) like Gourmet, 9 (3.02) like Howdy, and 73 (24.50) like Miscellaneous Fast food brands.

Finding & Data Analysis:

This part of the research in hand is dedicated for results and findings based on analysis of data. The results have been obtained by using SmartPLS, a latest software for data analysis. Different hypotheses have been tested after developing a conceptual model and describing relevant literature. In methodology section we discussed the data collection technique which was questionnaire and sampling procedures with sampling design was also discussed. The data was

prepared for final analysis after testing for relevant assumptions like normality, multicollinearity, outliers etc. first the demographic profile of the respondents were discussed through frequency and percentages. Data was screened and cleared for any discrepancies and missing or inaccurate values. Then correlation of each bivariable was found bivariate, In the last step inference was drawn by obtaining results of different models in smarts and hypotheses were tested. In general, the findings obtained from the survey revealed the interesting relationships of the variables, thus the relevant results are presented in this section.
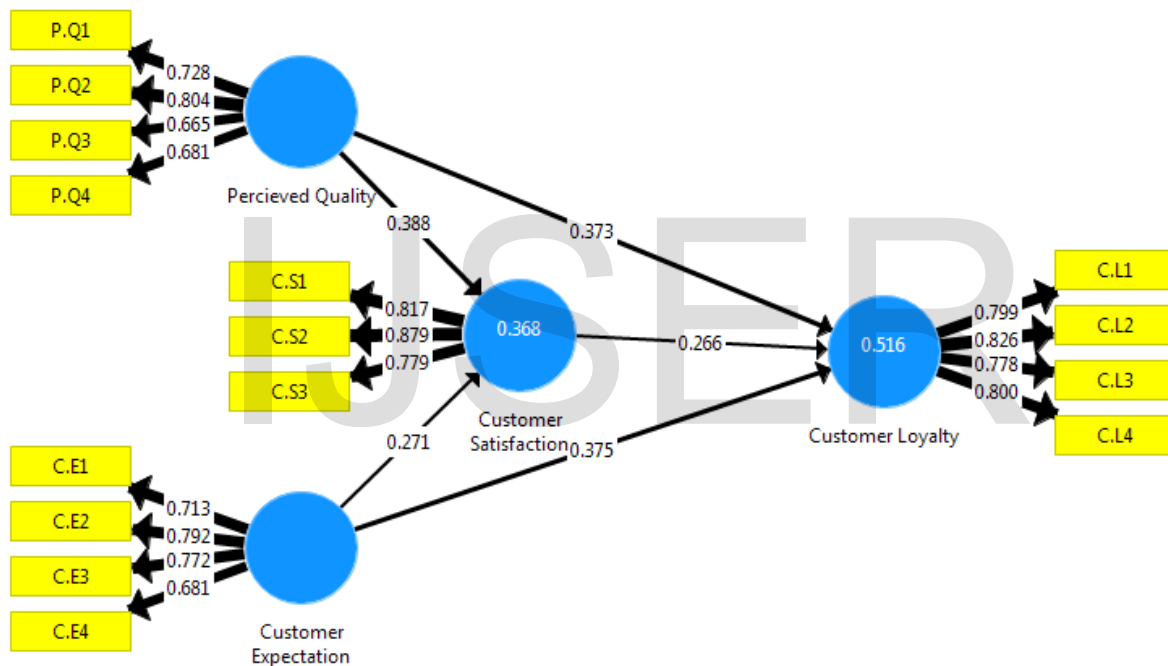
Figure 2. PLS CALCULATION

Table 3. R Square

Variable	R Square	R Square Adjusted
Customer Loyalty	0.516	0.512
Customer Satisfaction	0.368	0.363

The coefficient of resolve, R^2, is 0.516 value of Loyalty d variable. That shows the three variables (Quality, Expectation, & satisfaction) temperately explain 57.2% of modification in Loyalty.

The value of R^2, is 0.368 for the Sat-is-faction. This means that two latent variables (quality and Expectation) together explain 36.8% of the variance in Loyalty.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Expectation -> Customer Loyalty	0.303	0.301	0.056	5.412	0
Customer Expectation -> Customer Satisfaction	0.271	0.275	0.075	3.604	0
Customer Satisfaction -> Customer Loyalty	0.266	0.266	0.049	5.47	0
Perceived Quality -> Customer Loyalty	0.269	0.269	0.061	4.45	0
Perceived Quality -> Customer Satisfaction	0.388	0.389	0.074	5.213	0

Coefficient sizes and significance:

Table 4. Coefficient Sizes and Significance

The model suggest that the Customer Expectation has significant effect on Customer loyalty (.303). Therefore, the hypothesized association among Customer's Expectation and Customer's Loyalty is statistically significant. The model suggest that the Customer-Expectation has significant result on Customer-Satisfaction (.271). So, hypothesized association among Customer's Expectation and Customer's Satisfaction is statistically significant. The model suggest that the Perceived Quality has significant effect on Customer loyalty (0.269). Therefore, the hypothesized association among Apparent Quality and Buyer loyalty is statistically significant. The model suggest that the Apparent Quality has important effect on Purchaser Satisfaction (0.388). Therefore, the hypothesized association between Perceived Value and Customer Satisfaction is significant. The model suggest that the Customer Satisfaction has significant effect on Customer loyalty (0.266). Therefore, the hypothesized relationship between Customer Satisfaction and customer loyalty is statistically significant. **we can conclude that: Customer Expectation, Perceived Quality and Customer Satisfaction are moderately strong predictors of Customer Loyalty.**

Results Summary:

Table 5. Results Summary

Latent Variable	Indicators	Loadings	Indicator Reliability	Composite Reliability	AVE
Customer Expectation	C.E1	0.713	0.508	0.829	0.548
	C.E2	0.792	0.627		
	C.E3	0.772	0.596		
	C.E4	0.681	0.464		

Perceived Quality	P.Q1	0.728	0.530	0.812	0.521
	P.Q2	0.804	0.646		
	P.Q3	0.665	0.442		
	P.Q4	0.681	0.464		
Customer Satisfaction	C.S1	0.817	0.667	0.866	0.683
	C.S2	0.879	0.773		
	C.S3	0.779	0.607		
Customer Loyalty	C.L1	0.799	0.638	0.877	0.641
	C.L2	0.826	0.682		
	C.L3	0.778	0.605		
	C.L4	0.8	0.64		

Indicator Reliability:

Indicator reliability value of C.E1 is 0.508 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.E2 is 0.627 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.E3 is 0.596 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999)Indicator reliability value of C.E4 is 0.464 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999)). Indicator reliability value of P.Q1 is 0.530 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of P.Q2 is 0.646 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of P.Q3 is 0.442 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of P.Q4 is 0.464 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.S1 is 0.667 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.S2 is 0.773 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.S3 is 0.607 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.L1 is 0.638 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.L2 is 0.682 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.L3 is 0.605 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999). Indicator reliability value of C.L2 is 0.64 which is larger than the minimum acceptable level of 0.4. (HULLAND, 1999).

Internal consistency reliability:

Traditionally, "Cronbach's alpha" is used to find internal constancy dependability in social science research. From table, such values are shown the composite reliability for Customer Expectation is 0.829, composite reliability for Perceived Quality is 0.812. Composite reliability for Customer satisfaction is 0.866. composite reliability for Customer Loyalty is 0.877.

Convergent Validity:

To check the convergent validity, each of latent variable's Average Variance Extracted (AVE) is evaluated. From the table no., it can be seen AVE for Customer Expectation is 0.548 which is greater than the acceptable value of 0.50 (Kwong- & Wong, 2013), so the convergent validity is confirmed. AVE for Perceived Quality is 0.521 which is greater than the acceptable value of 0.50 (Kwong- & Wong, 2013), so the convergent validity is confirmed. AVE for Customer satisfaction is 0.683 which is greater than the acceptable value of 0.50 (Kwong- & Wong, 2013), so the convergent validity is confirmed. AVE for Customer loyalty is 0.641 which is greater than the acceptable value of 0.50 (Kwong- & Wong, 2013), so the convergent validity is confirmed.

Discriminant Validity:

Table 6. Discriminant Validity

	Customer Expectation	Customer Loyalty	Customer Satisfaction	Perceived Quality
Customer Expectation	**0.818**			
Customer Loyalty	0.631	**0.862**		
Customer Satisfaction	0.537	0.583	**0.88**	
Perceived Quality	0.686	0.63	0.573	**0.804**

In the table above Customer Expectation's value is 0.818 which is larger than the correlation values in the column of Customer Expectation (0.631, 0.537, and 0.686) and also larger than those in the row of Customer Expectation. The value of Perceived Quality is 0.862 which is larger than the correlation values in the column of Perceived quality and also larger than values in the row of Perceived Quality (0.686, 0.630, and 0.573). The value of Customer Satisfaction is 0.880 which is larger than correlation values in the column of Customer satisfaction (0.573) and also larger than values in the row of Customer Satisfaction (0.537 and 0.583). The value of Customer Loyalty is 0.862 which is high the correlation values of Customer Loyalty (0.583 and 0.630) and high values in the row of Customer loyalty (0.631).

T-Statistics of path coefficients (Inner Model):

Table 7. T-Statistics of Path Coefficients (Inner Model)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Expectation -> Customer Loyalty	0.303	0.301	0.056	5.412	0
Customer Expectation -> Customer Satisfaction	0.271	0.275	0.075	3.604	0
Customer Satisfaction -> Customer Loyalty	0.266	0.266	0.049	5.47	0
Perceived Quality -> Customer Loyalty	0.269	0.269	0.061	4.45	0
Perceived Quality -> Customer Satisfaction	0.388	0.389	0.074	5.213	0

Using a two-tailed t-test with a significance level of 5%, the path coefficient will be significant if the T-statics is larger than 1.96. (Kwong- & Wong, 2013). In the table above the T-statistics value of Customer Expectation -> Customer Loyalty relationship is 5.412 which shows that the linkage is significant. T-statistics value of Customer Expectation -> Customer Satisfaction relationship is 3.604 which shows that the linkage is significant. T-statistics value of Customer Satisfaction -> Customer Loyalty is 5.47 which shows that the linkage is significant. T-statistics value of Perceived Quality -> Customer Loyalty is 4.45 which shows that the linkage is significant. T-statistics value of Perceived Quality -> Customer Satisfaction is5.213 which shows that the linkage is significant.

T-Statistics of path coefficients (outer Model):

Table 8.T-Statistics of path coefficients (outer Model)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
C.E1 <- Customer Expectation	0.713	0.71	0.047	15.293	0
C.E2 <- Customer Expectation	0.792	0.791	0.029	27.372	0
C.E3 <- Customer Expectation	0.772	0.769	0.036	21.183	0
C.E4 <- Customer Expectation	0.681	0.68	0.047	14.496	0
C.L1 <- Customer Loyalty	0.799	0.8	0.024	33.104	0
C.L2 <- Customer Loyalty	0.826	0.825	0.028	29.639	0
C.L3 <- Customer Loyalty	0.778	0.776	0.031	25.003	0
C.L4 <- Customer Loyalty	0.8	0.799	0.037	21.662	0
C.S1 <- Customer Satisfaction	0.817	0.818	0.027	29.743	0
C.S2 <- Customer Satisfaction	0.879	0.88	0.015	57.882	0
C.S3 <- Customer Satisfaction	0.779	0.776	0.035	22.549	0
P.Q1 <- Perceived Quality	0.728	0.726	0.038	19.262	0
P.Q2 <- Perceived Quality	0.804	0.804	0.034	23.697	0
P.Q3 <- Perceived Quality	0.665	0.661	0.058	11.528	0
P.Q4 <- Perceived Quality	0.681	0.678	0.058	11.817	0

Using a two-tailed t-test with a significance level of 5%, the path coefficient will be significant if the T-statics is larger than 1.96. (Kwong- & Wong, 2013). In the table above the T-statistics value of C.E1 is 0.713 which is larger than 1.96 which shows that the outer loading is highly significant.

The T-statistics value of C.2 is 0.792 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.E3 is 0.772 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.E4 is 0.681 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.L1 is 0.799 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.L2 is 0.826 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.L3 is 0.778 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.L4 is 0.800 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.S1 is 0.817 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.S2 is 0.879 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of C.S3 is 0.779 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of P.Q1 is 0.728 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of P.Q2 is 0.804 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of P.Q3 is 0.665 which is larger than 1.96 which shows that the outer loading is highly significant. The T-statistics value of P.Q4 is 0.681 which is larger than 1.96 which shows that the outer loading is highly significant.

Conclusion:

As the competition is increasing among the fast food industry, especially in the fast food restaurants, this industry has become extremely competitive and the service providers (foreign fast food chains in Lahore, Pakistan) remain touching violently to entice clients by satisfying their prospects and as long as perceived quality food. So, the facility benefactors must take the essential act for them to understand the belongings that will make clients pleased and in demand which is able to hold buyer loyalty in the fast food industry of Lahore, Pakistan. The results indicate that perceived quality, customer expectation made real consequence on buyer gratification and customer loyalty. The conclusion labels these features as the lashing force for attaining purchaser gratification in fast food industry of Lahore, Pakistan, and the manager should consider these factors to attain high customer satisfaction and customer loyalty which will lead to customer retention.

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