

Building Customer Loyalty in the Restaurant Industry: Entrepreneurial Strategies & Influencing Factors

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Abstract:

This study aims to evaluate the essential elements of e-WOM, social media marketing, service quality, food quality, price fairness, restaurant ambience and brand image that contribute in entrepreneur to attain customer loyalty in the restaurant business. In addition, the purpose of this study was to validate the relationship between independent factors, such as social media marketing, e-WOM, service quality, food quality, ambience, price fairness and brand image, and the dependent variable, customer loyalty. This study is explained through a model utilized a simple random sample technique who dine at various multi cuisine restaurants in Udaipur (Rajasthan). The ideas have also been evaluated using Pearson's correlation test and regression analysis. All hypotheses have been found to be supported by the data, indicating that the examined variables are strongly associated with one another. Consequently, the results suggested that restaurant business should not only implement and preserve a competitive advantage in the restaurant sector, but also allocate more resources in enhancing service quality, food quality, and establishing a brand image that will ultimately lead to customer loyalty.

Key Words: Customer loyalty, Food quality, Service Quality, Ambience, E-WOM, social media marketing, entrepreneurs.

Introduction

Building customer loyalty in restaurant industry relies on its influencing factors like food quality, service quality, price fairness, social media marketing, e-WOM& more. The main aim of any entrepreneur is to retain customers and that builds customer loyaltyand, in this way, one can achieve stable business foundation. This part defines customer loyalty and its influencing factors and how these factors help an entrepreneur in building strategies which help them to build trust among their customers

Customer Loyalty is a state when consumers frequently select and make purchases from the same brand or business. It goes further simply being satisfied with their product or services. Additionally, it's about having an acceptance, integration, trust, and connection to the brand. This occurs when a business frequently fulfils commitments, treats clients on personal level, provides excellent customer service, and lives up to customer expectations.

Loyal consumers do repeat their purchases from same brand from time to time. In addition, they also promote the brand to others and urge others to make purchases from particular brand. Because of this, companies that wish to expand and survive in the competitive market of today must focus on cultivating a loyal consumer base.

The good news is that small restaurant business owners can follow some practical strategies to provide special customer experiences, something large chains can't compete with. These strategies include:

- Maintain consistency or reliability, high-quality food and drinks
- Always provide memorable, customized service
- Create an emotional connection with every customer

- Offer convenient options for ordering the food and also provide delivery options
- Increase marketing efforts with ways to engage and reward customers, including personalized offers and restaurant loyalty programs.

Studying customer loyalty in restaurant industry is crucial because it retain customers which builds loyalty and this loyal customer promotes your restaurant brand through e-WOM recommendation. It also improves financial stability as repeat customer bring more revenue. All these influencing factors an entrepreneur should keep in mind to increase their turnover and it also improves efficiency. Predictable repeat business optimizes staff scheduling and food inventory management.

Strategies of Customer Loyalty which Entrepreneurs Follow in Restaurant Industry

Create a Unique & Special Atmosphere - Food is not the only element that will make clients reappears to any diners. One should also take care of the factors like ambience of the restaurants, that make the customer feel comfortable and they want to come back again to restaurant. To generate such atmosphere, it is important to take care of the decoration, lighting, acoustic comfort and furniture. That is to say, to present a satisfying environment that is clean with intimate lighting that allows customer to relax, with an adequate volume of music for conversation with comfortable furniture (or armchairs or sofas).

Service Excellence -The most important thing for customer loyalty in restaurants is to provide the best possible service. If this is not the case, other aspects might lose its value. To get customers to return to restaurants it is important that the first time they had a satisfactory experience, both with the food served and the attention which they received from your staff or the flawless cleanliness of the premises. This is the fundamental trio for repeat visits. One should keep in mind of the fact that only that customer who leaves happy from your restaurant will come back again.

Friendly and Attentive Staff - Another important factor that boost the customer loyalty and also which is highly valued by diners is the treatment which they received in any restaurant. In this aspect, components such as the following influence whether customer experience has been satisfied or not:

- The speed and skill which customer expects from services which s/he received.
- Close and respectful treatment.
- The knowledge of the menu and its ingredients to be able to solve queries during the order.
- Adequate ratio of waiters to tables.

VIP Treatment - Another important component of how to carry out a customer loyalty process in restaurants is the generation of a group of VIP customers. If you have identified your regular customers, It is the perfect time to let them know that they are your regular customers. In this case, a business can form a customer club that allow these restaurants to be in direct touch with regular customers (via email) to send details for VIP customers, special offers and promotions along with exclusive ones. These loyalty programs for restaurants can also assist customers to fill the restaurant during off-peak hours or days. Simply focus VIP promotions on off-peak hours, and they will cease to be so. Happy hours, 2-for-1, free desserts, free cocktail every 3 visits and much more ways to reward customer loyalty and, at the same time, reinforce it.

Proximity on social networks –Social networks for restaurants are great pool to make the restaurant known to new customers, at the same time it also helps to build loyalty among those who already know your restaurants. To do this, restaurants keep themselves close on social media networks where they can post about their past events (in which they may participate and feel identified), propose contests or sweepstakes. With all these initiatives business can engage in customer interaction, something very beneficial as loyalty actions.

Restaurants Entrepreneurs Loyalty Programs Examples

➤ **Pizza Hut** - Known as Rewards, Hut and Pizza Hut's reward program permits buyers to gain portions. Customers can gain one portion for every £10 used up which they can retrieve the reward after they have gained a specific number of portions. Portions are the credit points which customers acquire after they have submitted

their requests through Pizza Hut's website. Customers can enrol by dropping in the website PizzaHut.com. After enrolling, they can select for the customer loyalty scheme. The elegance of this rewards program is one of the underlying causes behind more signups. Because customers often enrol for those schedules that are user-friendly and understandable.

➤ **McDonald's** - The king of fast-food chain restaurant is loved by many people. It operates intensely on a system of brand licensing. Similar restaurant, it also dashes a reward program and that too a thriving one. My McDonald's customer perk plans being categorized into 4 tiers. Buyers gain 100 points for every \$1 spent on McDonald's fast food chain products. The greater the score the more worthwhile incentives a customer can retrieve. Additionally, these points can also be swapped for a free meal.

➤ **Costa Coffee** - One of the rivals of Starbucks, Costa Coffee is also a well-known coffee label worldwide. Along with its enticing brew, it swaggers its top-quality features in restaurant reward program too. Costa Coffee's Costa Club reward program can be acquired in two ways: using the application and a reward punch card. Once the customer enrolls for the reward program, they get the beverage on the house for every 8 beverages they buy; even though, these members can also unlock special advantages based on their purchasing history all year round. The more are the advantages; it is preferable for the customer. This is due to clients frequently select those restaurants that propose them a numerous reward and make them feel recognized.

Background of the Research

The framework of the title concentrates on the peak penetration, rising customer acquisition costs, and the shift from point-of-sale price reductions to empirical and heartfelt involvement. Repeat business is far more profitable than perpetually pulling new ones in a competitive dining culture.

Rao and Reddy carried out an investigation in 2025 and determined that restaurants should reorder modifications in both the tangible and intangible elements of their assistance. By improving food quality, expediting service procedures, keeping a clean and friendly environment, and investing in staff training, restaurants can improve overall customer satisfaction.

Encouraging customer involvement through loyalty programs and special events can also facilitate the development of long-lasting relationships. Implementing a comprehensive action plan for service quality that prioritizes both operational effectiveness and customer interactions is ultimately necessary for long-term success in the fiercely competitive restaurant business.

According to another research done in 2025 by Purnami and Nurcaya, customer loyalty in the restaurant business is significantly impacted by satisfaction, service quality, and food quality. These elements are crucial for fostering enduring client connections and guaranteeing recurring business.

Building a devoted clientele requires improving customer happiness through excellent service, delicious food, and enjoyable eating experiences. Additionally, notable factors that affect consumer loyalty include brand image, price fairness, sensory experiences, sustainable practices, and customer interaction. The study highlights the significance of creating a strong brand identity, putting fair pricing policies into place, creating a welcoming dining environment, and applying eco-friendly practices. Furthermore, improving customer relationships and loyalty requires engaging customers through tailored interactions and efficient communication. Restaurants may improve customer happiness and loyalty by concentrating on these crucial areas, guaranteeing long-term success in a cutthroat industry. Restaurants could combine sustainable measures, such utilizing eco-friendly packaging, cutting down on food waste, and obtaining foods from sustainable suppliers, to increase customer loyalty.

Furthermore, capitalizing digital technologies, which include mobile food-ordering applications and chatbots powered by AI, which can improve consumer ease and interaction. Additionally, restaurants can use data-driven customization techniques to provide recommendations and promotions that are specifically targeted to the needs of their patrons.

another study of 2024 by Siddiqi et.al looked at the direct effects of different factors on customer loyalty as well as the mediating role of customer satisfaction. The results showed that customer loyalty is not greatly impacted by food quality or service. Rather, the cost, convenience of payment, and delivery time are crucial factors. The

association between these factors and loyalty is mediated by customer pleasure, indicating that happy consumers are more likely to stick around.

The investigation offers insights and contributions to attribution theory and the Technology Acceptance Model (TAM). Attribution Theory suggests that people attribute their success and failure either too internal or too external factors. In the OFDS circumstances, customers assign cause for pleasure & devotion to value, hassle-free transactions, and punctual delivery rather than the overall taste & safety of a meal. This implies that customers are more likely to remain loyal if they recognize these components to be favourable.

Some study's focused on the variables that affect customer loyalty and brand awareness in restaurants, such as cleanliness, pricing strategy, meal quality, and service quality. Cultural sensitivity was considered as a moderating component in the analysis. The outcome showed that while service quality and cleanliness have minimal impact on customer loyalty, food quality and pricing strategy have extreme impact. Furthermore, a significant correlation between customer loyalty and brand awareness, was found underscoring the magnitude of keeping faithful customers to augment brand visibility. Cross-cultural fluency specifies that client's treasure on the most precious shared values in their dining adventure, which takes care of the bond between sensory appeal and brand commitment.

According to this survey, eateries that put an emphasis on high-quality cuisine, affordable meal rates, and attentive service have the best chance of increasing patron satisfaction and loyalty. Customer satisfaction and loyalty are influenced by value perception and clear product or service highlights. Customers' psychological reactions, estimated benefits, and acknowledgements all have an influence on buyer gratifications. The outcomes of this investigation have demonstrated that the most crucial and prosperous factors for gaining the trust of the customers are nutritional value, service excellence, pricing, address of the diners and impressions, and forward thinking of the clients. These elements are essential for attaining customer loyalty and satisfaction. Buyers' gratification and strengthening commitment when these components are successfully applied. To improve customer happiness and loyalty, employers and business owners should continue to be dedicated to these essential elements.

The main component that was found in this research was very important and affective to gain customer's loyalty are service quality, food quality, price, restaurant location and atmosphere and customer behavioural intentions. These components play an important role in satisfying customers and achieve loyalty. If these factors are followed correctly the more customers are satisfied and loyal. Hence the focus of the employer or business owner should be always to give priority to these main components to grow customer satisfaction and loyalty. To run a successful business, the owner must identify how to enhance these main factors to satisfy customer. Though the satisfaction and loyalty of customers differ from one to another, it is still required to identify and follow these individual factors to make every customer satisfied and loyal.

Service quality, meal quality, cost, restaurant location and ambience, and customer behavioral goals all contribute to customer loyalty. These components are vital for attaining brand commitment and faithfulness. Customers will be happier and more devoted if these factors are properly followed. Therefore, in order to increase client happiness and loyalty, the employer or business owner should consistently prioritize these key elements. The owner must determine how to improve these key elements in order to satisfy customers in order to operate a successful firm. Even if each customer's level of pleasure and loyalty varies, it is still necessary to recognize and adhere to these specific elements in order to satisfy and retain each and every customer.

The research gaps identified from the various research studies can be summarized as-

- To attain customer loyalty entrepreneur must follow following factors like social media marketing, food quality, service quality etc. These drivers collectively boost the satisfaction level of the customers & transform casual dinners into lifelong patrons.
- Academic research identifies main drivers of restaurant customer loyalty like food quality, service quality, e-WOM, and social media marketing. However, a crucial research gap exists regarding how individual

entrepreneurs (independent owners) translate these elements into long-term loyalty compared to large franchises.

- Studies have shown the consistency that food quality as the leading indicator of customer loyalty. However, the concept is highly subjective. There is a gap in understanding exactly *how* defined proportion of food (e.g., taste, presentation, temperature, and cultural authenticity) influence apparent types of consumers.
- With the rapid rise of digital technologies now we have online food delivery services, which is easily available through apps. On this online apps also, studies have shown that on-time delivery, payment convenience, and app usability are now crucial loyalty factors. There is an ongoing gap regarding how entrepreneurs can maintain a loyal customer base when the dining experience is outsourced to third-party delivery apps.
- In the study we have shown how entrepreneurs should focus on factors that can attain customer loyalty in multi-cuisine restaurants. This can lead to build brand image through e-WOM & also social media marketing tools.

Research Methodology

- **Objective:**
 - To identify the entrepreneurial strategies adopted by restaurant owners to build customer loyalty.
 - To assess the impact of service quality, food quality, pricing, ambience on customer loyalty.
- **Population and Sample:** The population of the present study comprises all customers of multi-cuisine restaurants operating in Udaipur city (Rajasthan). Every individual customer visiting and dining at a multi-cuisine restaurant during the period of data collection is considered part of the target population. Multi stage sampling methods was employed in the experimental project.
- **Sampling Technique:** The study adopts a multi-stage stratified random sampling method, as the population is large, scattered & heterogeneous across the city. This method allows systematic selection of respondents at different stages while ensuring proportional representation of key strata.
- **Tools and techniques of research:** Multi stage stratified sampling was used for collecting the data. The standardized questionnaire was prepared and distributed to the respondents in terms of structured statement to which they had given responses. There were details available in the questionnaire that guide the respondents throughout the data collection process. The participants were convinced that researcher will not share the details of their reactions. Then the collected data was summarized in an excel format. After editing and coding of variables the data was examined using Statistical Package for Social Sciences (SPSS). The analysis had been done by the hypotheses framed and that was tested. Both descriptive and inferential statistics has been applied to the data. The data summaries in the statistics have shed light on to the details in understanding of the details & outline of the body of the information The inferential statistics helped to generalize about the concept and the relationship between the variables from the sample population to the whole population by testing the hypotheses. The statistical tools have been used for the analysis - correlation analysis, regression analysis, cross tabulation.

Hypothesis testing

- **(H₀₁):** Social media marketing has no significant impact on customer loyalty.
- **(H₀₂):** Electronic word-of-mouth has no significant impact on customer loyalty.
- **(H₀₃):** Food quality has no profound effect on customer loyalty.
- **(H₀₄):** Service quality has no profound effect on customer loyalty.
- **(H₀₅):** Price fairness has no profound effect on customer loyalty.
- **(H₀₆):** Restaurant ambience has no significant impact on customer loyalty.
- **(H₀₇):** Brand image has no significant impact on customer loyalty.

The key variables of the statistical test are **customer loyalty** as the **dependent variable** and the **independent variables** are **social media marketing, e-WOM, food quality, service quality price fairness and ambience**.

Table 1: Multiple Regression Analysis

Predictor	Beta (β)	t-value	Sig.
Social Media Marketing	0.182	6.14	0.000
e-WOM	0.296	9.87	0.000
Food Quality	0.321	11.24	0.000
Service Quality	0.198	7.03	0.000
Price Fairness	0.091	3.18	0.001
Restaurant Ambience	0.104	3.67	0.000
Brand Image	0.243	8.56	0.000

*Dependent Variable: Customer Loyalty***Relative Importance of Determinants (Based on β Values)**

1. Food Quality ($\beta = 0.321$) – **Strongest determinant**
2. e-WOM ($\beta = 0.296$)
3. Brand Image ($\beta = 0.243$)
4. Service Quality ($\beta = 0.198$)
5. Social Media Marketing ($\beta = 0.182$)
6. Restaurant Ambience ($\beta = 0.104$)
7. Price Fairness ($\beta = 0.091$)

Result

- ❖ e-WOM and social media marketing profound impact on customer loyalty, but conventional determinants such as food quality and service quality hold firm.
- ❖ e-WOM has a greater influence than social media marketing, emphasizing the strength of peer reviews and digital suggestions.
- ❖ The regression model elucidates 65.9% variance in customer loyalty, indicating high interpretive strength.
- ❖ Multi-cuisine restaurants should combine online interactions plans with key provisions excellence to build long-term loyalty.

Modal Summary

R	R ²	Adjusted R ²	F	Sig.
0.812	0.659	0.656	268.42	0.000

Interpretation –

The regression analysis shows a clear connection between factors that is very unlikely to happen by pure chance between the independent variables and the dependent variable (as mentioned above).

R=0.812

The value of the multiple correlation coefficient (R) indicates a strong favourable relationship between the independent variables and the dependent variable. An R value of 0.812 suggests that changes in the independent variables are strongly linked with changes in the dependent variable.

R²=0.659

The coefficient of determination (R²) shows that 65.9% of the variation in the dependent variable is elucidate by

the independent variables which is included in the above model. This concludes that the model has good interpretative strength.

Adjusted $R^2=0.656$

The adjusted R^2 value constitutes for the number of indicators in the model and provides a more realistic assessment of model fit. The value of 0.656 demonstrates that 65.6% of the variance in the dependent variable is elucidate after altering for the number of independent variables. The minute difference between R^2 and Adjusted R^2 proposed that the model is clearly defined and does not include unnecessary indicators.

F=268.4

The F-statistic tests the overall relevance of the regression model. An elevated F value of 268.42 demonstrates that the model is statistically noteworthy and that the independent variables, taken together, noteworthy predict the dependent variable.

Significance (Sig.) =0.000

The p-value of 0.000 ($p < 0.05$) demonstrate that the regression model is highly impactful. Therefore, the null hypothesis (that there is no relationship between the independent and dependent variables) is discarded. The regression model is statistically meaningful and resilient, explaining a considerable share of variance in the dependent variable. The strong R value, high R^2 , and remarkable F-statistic substantiate that the independent variables collectively have a significant influence on the dependent variable.

Findings

- **Entrepreneurial Strategies** –Successful entrepreneurs categorize customer-driven action plan such as customized services, continuous innovation in the food items, engaging with the customer and prompt solution to the customer queries. Loyalty programs, social media marketing and reliable services to the customer contribute in the repeat business.
- **Factors influencing customer loyalty** – As per the data collected from the respondent's food quality is considered as a strong determinant followed by e-WOM, brand image, service quality, social media marketing, ambience and pricing. Friendly staff and timely services provide favourable influence on customers & they will come back again.
- **Relationship between entrepreneurial strategies and customer loyalty** –Through the study favourable relationship is observed between entrepreneurial strategies and customer loyalty. Restaurants building their relations with customer, giving loyalty rewards, and improving the quality of their product or services. These all factors build customer satisfaction & increase retention rate.
- **Impact of these factors**- Food quality, social media marketing, e-WOM, service quality, pricing, ambience, brand image all these factors positively influenced customer loyalty. These factors attract customer and also build a strong relationship between restaurants owners and individuals.
- **Strategies for sustainable business growth** – Entrepreneurs who regularly collect feedback from their customers, adopt innovative ways of ordering and engaging with their customers, maintain quality, build strong relationship with customer are more likely to attain sustainable business growth. These all components trigger to strategic advantage of the business.

Economic and Social Implications of the Study

Social Implications

- **Enhanced Customer Satisfaction and Trust** –Understanding the key forces of customer loyalty assist restaurant to improve service quality, food quality and overall culinary adventure triggering to build a strong customer relationship.
- **Promotion of local culture and cuisine** –Loyal customers are more prone to cherish and suggests authentic Rajasthani cuisine, coming up with conservation and promotion of Udaipur's culinary heritage.

- **Employment Generation and Skill Development** –Flourishing customer loyalty motivates in restaurant expansion, generating employment opportunities and boosting demands for skilled hospitality professionals.
- **Community Engagement** - Restaurants with loyal customers bases regularly engage in local festivals, social events & community initiatives, building community unity.
- **Improved Consumer Awareness** –Perception of the study can motivate restaurants to adopt responsible business practices, hygiene standards & green practices leading to benefits of the society.

Economic Implications

- **Increase Business Profitability** – Customer loyalty triggersto repeat visits, higher customer lifetime value, cost effective marketing, maximizing restaurant financial gain.
- **Growth of Entrepreneurship** –The discoveries can guide existing and ambitious entrepreneurs in preventing client churn and also reducing business failure rates.
- **Boost to Tourism Economy** –As everybody is aware that Udaipur is the major tourist destination. Loyal customers and favourable word-of-mouth enhance the city's reputation as an epicurean centre.
- **Support for Local Suppliers** –Successful business of the restaurants automatically creates demand for locally sourced vegetables, handicrafts, dairy products& other supplies which boost local business and farmers.
- **Contributing to Regional Economic Development** –Flourishing restaurant sector increases tax revenue, revitalizing investment & support allied industries such as food delivery, transportation, hotels along with event management.
- **Competitive Advantage** -Identifying crucial loyalty drivers enables restaurants to differentiates themselves in a fiercely competitive landscape, ensuring long term business viability.

Specific Relevance to Udaipur City

As one of India's prime legacy & tourist destinations. Udaipur has a high-spirited & highly competitive restaurant industry. Understanding entrepreneurial strategies that build customer loyalty can assist restaurants:

- **Strengthen their competitiveness in the hospitality sector** – It simply means improving on how all hotel and tourism sector businesses stand out from other businesses, perform better and try to win more customers than other companies. Simply put, it signifies expanding market share, building economic strength, and establishing a dominant position in the hospitality and leisure industry.
- **Enhance visitor happiness & revisit rate** - Enhancing visitor happiness and revisit rates means upgrading user customization and encouraging customers for round trips. In business and tourism terms, we can say this concept is also called enhancing customer retention, drive repeat business, or extending length of the customer stay.
- **Promote sustainable growth of food tourism** -Promoting sustainable growth of food tourism means scaling ethical gastronomy exploration, sourcing from nearby growers, and culinary heritage preservation. It is all about culinary tourism in a way that assist the community and respects the earth.
- **Generate employment & support local economic development** -To generate employment and support local economic development means generating new jobs, growing local businesses and assisting communities to grow powerful.
- **Position Udaipur as a gastronomic destination alongside its cultural & heritage attractions** - Udaipur can be revamped as a premier gastronomic destination by linking its aristocratic background with authentic Mewari gastronomic journey, highlighting regal dining, and pioneering radical changes in the native gastronomy besides numerous famous sites like Lake Pichola and the City Palace.

This inference illustrates that customer loyalty surpasses individual restaurant success, come up with remarkable social well-being, entrepreneurial ecosystem & economic development of Udaipur city.

Best Practices for Restaurants Entrepreneurs

- **Present offers on restaurant's menu** - Discount offers can be followed by entrepreneurs on different styles of cooking to attract people from different sectors. This can make them come in the restaurant again. Many entrepreneurs follow these practices of offering discount coupons, advantages plus card along with the membership card to a new customer to make these customers as their regular guest. For example -Krispy Kreme, a doughnut outlet in Bangalore presented a fresh proposal to customers who comes to their store. The offer included 200 customers who could strike out with delicacies from Krispy Kreme. They also follow some programs that the first person to buy one dozen of Krispy Kreme Doughnuts will gain a Golden Ticket for a year of free doughnuts. The second person will get one dozen Krispy Kreme Doughnuts, and also gain a Silver Ticket, within a six-month free offer. At last, the third person to buy one dozen Krispy Kreme Doughnuts gain a bronze ticket for three months free Doughnuts and many more special deals for the patrons waiting for their turn for free doughnuts.
- **Provide discount on bill** - Offering 5% or more discount on either credit card or debit cards can also one of the good ways to retain customers. It is crucial to reinvent customer retention through rewards, challenges and through community building programs that can enchant the customer.
- **Offer rewards as points** – Restaurants can scan cards with barcodes to keep tabs on the customers' purchases and propose them rewards on points which they gathered. Most usual POS systems possess this trait. In Cafe Mangii, Mumbai, they offer various options for special deals to make a customer regular. Such as they offer pizza on Monday, they have also introduced happy hours to invite various customers to their Cafe Mangii on a regular basis.
- **Touch a Chord** –Restaurants could also acquire loyalty program software. The software will monitor repetition of customers' visits; it can also record customer birthdays and what they prefer to purchase from the restaurants. The owners can use this information to figure out the way to boost the most lucrative behaviour changes. Such as, find that the customer will never orders a starter with meal, the software will trigger that the owner can offer their customer a free appetizer. If customer likes it and enjoys it, then for future transactions they will more likely to buy an appetizer in their next visit too.

Future Scope of Study

- It can be seen that further research can be done on the topic "building customer loyalty in the restaurant industry: Entrepreneurial strategies and influencing factors", to test different other influencing factors such as customer satisfaction, brand trust and many others.
- Other researchers can also select different cities other than Udaipur (Rajasthan) to check how other factors influence customer loyalty to different cities with different line of customer segment.
- Researchers can also construct brand advocacy in the diner's industry by stating some idea related to intelligent retrieval such as on automatic tailoring through AI, green habits and environmentally friendly practices, and hybrid commerce experience.
- Apart from examining brand advocacy other researchers can also discover numerous action plan on which restaurants owners can depend to elevate his/her restaurant enterprises.
- Studies could also be done on emerging technologies & personalization such as AI & hyper personalization means how these impact on customer loyalty and how it benefits or harm to entrepreneurs.

Conclusions

The objectives of restaurant are to attain customer satisfaction. Client retention describes a sustained emotional bond between a provider and consumer, demonstrating alone by how interested a purchaser is to interacting with a brand and recurring order from that trademark owners versus its challenger. Loyalty is the outcome of a positive customer journey with the enterprise and occupation to generate faithfulness.

Brand advocates are those who: routinely buy, consume what they get, communicate with you through a diverse path, are your greatest opponent, directing people to you and anticipating needs (and reactive) positive feedback.

Food quality refers to the physical properties of a food product, including its appearance, texture, and flavours as well as microbial aspects. It is assumed that the nutritional value and personal tastes influence the client inclination to revisit the diner. The address of a diners will have an alike impression on its victory as its food.

This analysis discovered the inherent attributes that add substantial value to brand advocacy. This study also reveals that entrepreneurs should follow these factors if they want to achieve customer loyalty. These factors are food quality, service quality, price fairness, brand image, ambience etc. Through the study it can be said that food quality is a strong determinant which help restaurants to achieve customer loyalty & leads to customer happiness.

Through this research it has been noticed that the most crucial and working benchmark for gaining brand advocacy are food quality, service quality, ambience, pricing, social media marketing and e-WOM of the diners, that brings customer again and again in the restaurants. These components are important for fulfilling buyer expectations and faithfulness. When these components are obeyed accurately, buyer gratification and boost the loyalty.

Proprietors, entrepreneurs and executives should continuously focus on these important components in order to foster fulfilment and brand commitment. To operate a successful firm, the proprietor must determine how to achieve these customer-satisfying aspects. Even though customer delight and allegiance vary from peer-to-peer transactions, but it is essential to learn and comply to the concrete factors that can assist to provide to their contentment & faithfulness. These rules must be obeyed properly so as to grow more clients satisfied and fulfilled expectations. Therefore, the goal of the business owners ought always to be to give preference to these vital elements to boost the customer satisfaction and faithfulness.

Building a profitable enterprise, the possessor must reveal their identity to recognize how to intensify these crucial elements to meet the client needs. Though the contentment & faithfulness of clients vary from back and forth, it is obliged to disclose and follow personal characteristics to gratify them & make them faithful.

This study will be helpful to various entrepreneurs who are there in restaurant sectors. As entrepreneurs begin to build the restaurants business plan and bring the vision for a new restaurant to practical life, these entrepreneurs will focus on the most effective strategies for accomplishing and boosting customer loyalty. Many of the most successful restaurants, which are present (locally and nationally) tend to emphasize customer loyalty as a crucial focus. These restaurants brands are constantly searching for a new way to offer added value for their most loyal guests.

Entrepreneurs can follow following points such as prioritize exceptional food and services, build a strong customer loyalty program, leverage technology to enhance the customer experience, actively seek and respond to user reviews, remain steady, tailor the journey of customers and plenty more. By following these short points entrepreneurs not only build brand but also will retain their customers which ultimately lead to customer satisfaction. This will also increase their business and boost sales.

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