

EVALUATING THE IMPACT OF ROTATING DINING RESTAURANT ON CUSTOMER LOYALTY

ABSTRACT

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In today's competitive hospitality and dining industry, restaurants are constantly innovating to improve customer experiences and strengthen loyalty. This study investigated the effect of rotating dining on customer retention, focusing on how this distinctive setup shapes customer perceptions, satisfaction, and their likelihood of returning. By evaluating elements such as service quality, customer satisfaction, cleanliness, and ambiance, The research aimed to determine whether rotating dining enhances customer loyalty. The results will help restaurant operators understand evolving consumer preferences and provide strategic insights into using rotating dining as a long-term customer engagement tool. This study employed a structured survey questionnaire as the primary data collection tool to assess customer experiences, perceptions, and satisfaction levels with rotating dining services. Given the study's focus on capturing authentic consumer insights, the questionnaire method was considered the most effective means of gathering reliable, first-hand data. Respondents were selected through purposive sampling, targeting individuals who had directly experienced the service under review. This methodological approach enabled the identification of recurring trends, highlighted areas for improvement, and supported evidence-based recommendations to enhance service quality and foster customer loyalty. The study revealed that the rotating dining concept positively influences both customer experience and loyalty. By offering a distinctive and emotionally engaging environment, it creates memorable dining moments that promote repeat visits and favorable word-of-mouth referrals. Respondents reported high levels of satisfaction, with many citing the restaurant's unique ambiance as a key factor contributing to their overall positive experience. The findings revealed that the rotating dining restaurant experience plays a pivotal role in cultivating customer loyalty by delivering a dining encounter that is both distinctive and emotionally resonant. Unlike conventional restaurants, the integration of movement and ever-changing panoramic views introduces a multi-sensory dimension that captivates diners and enhances their overall satisfaction. This unique format does more than entertain—it evokes a cinematic ambiance that imprints itself on the customer's memory. As a result, the experience fosters deeper emotional connections, encouraging repeat visits and positive word-of-mouth, which are essential drivers of long-term loyalty.

RECOMMENDED CITATION

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