



Customer Loyalty in HCM City Seafood Businesses

The seafood market in HCMC is thriving, making restaurant loyalty a crucial factor for sustainable success. This study aims to identify strategies to leverage key drivers of loyalty in the seafood industry.

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Research Background

The Thriving Seafood Market of HCMC

Explore the competitive landscape and the significance of restaurant loyalty in this booming industry (NGUYEN & Khoa, 2020).

Focus of the Study

Uncover actionable strategies for seafood suppliers to understand and leverage the key drivers of restaurant loyalty (Lo & Minh, 2010).

Problem Statement

Fierce Competition and High Customer Churn

Discover the challenges faced by seafood suppliers in retaining loyal restaurant customers in a competitive market (Huu, 2020; Lo & Minh, 2010).

Limited Research on HCMC's Seafood Context

Highlight the need for industry-specific insights into the drivers of restaurant loyalty in HCMC's seafood market.



Methodology

Comprehensive Analysis

Combine research models with extensive data analysis for a holistic understanding of restaurant loyalty.

Survey of 384 Restaurant Owners

Capture diverse perspectives and experiences to gain valuable insights into the seafood industry.

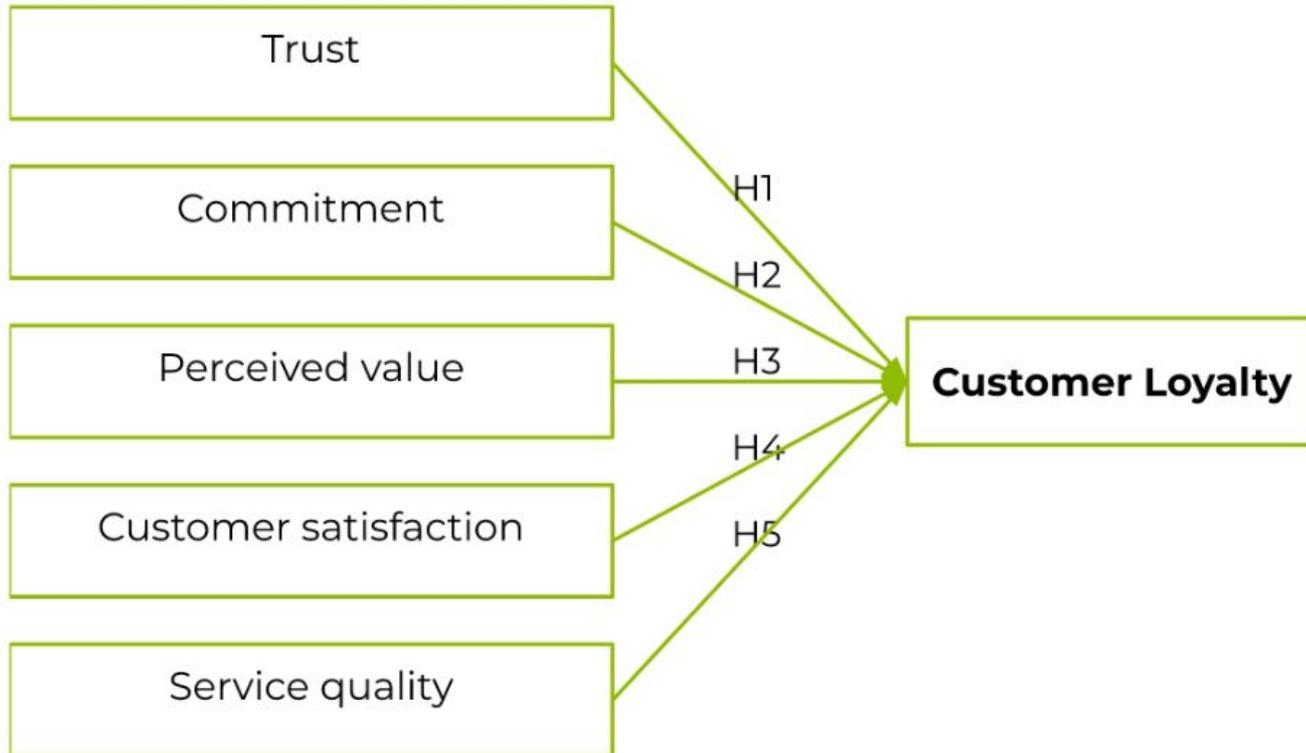


Key Drivers of Restaurant

Factors	Citations
Customer Loyalty	Oliver (1999); Zeithaml (2000); Czepiel & Gilmore (1987); Reichheld & Schefter (2000); Anderson & Mittal (2000); Han et al. (2011); Henrique & Matos (2015); Han et al. (2011); ...
Trust	Walker (1995); Zeithaml et al. (1988); Parsauraman et al., 1991; Fitzsimmons & Fitzsimmons, 2001; Sheetal & Varma (2004); ...
Commitment	Yang et al., 2004; Parasuraman et al. (1985); Zeithaml et al. (2003); Ladhari (2009; Gonzalez et al. (2017); William et al. (1993)
Perceived Value	Furthermore & Johnston (1997); Kumar et al., 2009; Kumar & Charles (2010); Hernon & Nitecki (2000); Mansor & Ali (2010); ...
Customer Satisfaction	Fornell (1992); Kotler (1996); Pine and Gilmore (1998); Oliver (1999); Schmitt (1999); Deng et al. (2010); Grigoroudis & Siskos (2010); Lee & Ritzman (2005); Kotler & Keller (2009); ...
Service Quality	Gronroos (2006); Parsauraman et al. (1991), Gao & Wei (2004); Gao & Wei, 2004; Nenycz-Thiel & Romaniuk (2009); ...



Theoretical framework



Data Analysis

Customer Loyalty (R Square = **.88**)

IVs	β	Sig.
(Constant)	.04	.887
Trust	-.06	.776
Comment	.32	.226
Perceived Value	-.03	.869
Customer Satisfaction	.15	.249
Service Quality	.60	.001

Customer Loyalty = .60 x Service Quality

Actionable Strategies for Seafood Suppliers

Invest in Punctual Deliveries

Ensure efficient logistics and consistent arrival times to meet the demands of restaurants.

Provide Robust Equipment

Offer reliable solutions that minimize downtime and maintenance issues for restaurants, ensuring smooth operations.

Unwavering Food Safety

Prioritize strict hygiene and safety procedures to build trust and confidence among customers and restaurant owners.

Open Communication Channels

Foster responsive communication through dedicated personnel and effective feedback mechanisms, ensuring a strong connection with restaurant partners.



Impact and Implications

Enhanced Restaurant Loyalty

Build stronger, more enduring partnerships with restaurants, improving loyalty and fostering mutual growth.

Thriving Customer-Centric Marketplace

Increase profitability, market share, and gain a competitive advantage for seafood suppliers in HCMC's seafood market.

Bridging Theory and Practice

Fill a critical research gap in understanding HCMC's seafood context and provide practical insights for industry professionals.

Academic Insights

Contribute valuable knowledge to the study of customer loyalty across diverse industries, aiding future research endeavors.





Thank you