

**PRIORITIZING THE FACTORS OF INTERNAL ENVIRONMENT
AFFECTING ON CUSTOMER SATISFACTION IN
FAMILY CHAIN RESTAURANTS
(CASE STUDY: FAMILY-CHAIN RESTAURANTS OF NARENJESTAN)**

S. ZAHRA MIRANI* ; BANAFSHEH M. FARAHANI**

*MA STUDENT IN TOURISM MANAGEMENT,
MAZIAR UNIVERSITY OF ROYAN,
MAZANDARAN.

**ASSISTANT PROFESSOR IN TOURISM MANAGEMENT,
MAZIAR UNIVERSITY OF ROYAN,
MAZANDARAN, IRAN.

ABSTRACT

The main purpose of this research is to identify and prioritize the internal environment factors of physical evidence that determine the level of satisfaction experienced by customers when they visit a family-chain restaurant. Respondents in this research are 338 customers who dine-in at the family-chain restaurants. The reliability of the data collected by the questionnaires were analyzed using Cronbach's Alpha test and for prioritizing the factors of internal environment affecting customer satisfaction in family-chain restaurants of Narenjestan Friedman test was used. The findings indicated that from the customers' view, interior lighting had the most important effect on their satisfaction and then respectively Air quality/temperature, layout, interior design, equipment, music, scent, and interior signage were more important. Planners, managers can use the findings of the study in order to design and develop their respective family chain restaurants. By doing so, they can use physical evidences of the restaurants to get competitive advantages and more attract the customer and by satisfying them and making them happy, increase the word of mouth, quality of their restaurants, and generate a sense of loyalty in customers by bolding the role of the environment.

KEY WORDS: Customer Satisfaction, Family-Chain Restaurants, Internal Environment, Physical Evidence.

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