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Sheffield Business School



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Module 19-7R50-00S SEM1 B

DISSERTATION

**CUSTOMER RETENTION: A CASE STUDY OF
ORIENT EXPRESS RESTAURANT**

**Submitted by:
Huynh Thi Phuong Thuan**

**Student Number:
21047314**

**Supervisor:
Robert Hayward**

In partial fulfilment of the requirements for the degree of
Master of Science in International Hospitality and Tourism Management

DECLARATION FORM

I confirm that the work contained in this dissertation is my own work. It has not been previously published or submitted for assessment elsewhere.

I confirm that all other sources of information have been acknowledged in the line with the regulations for referencing.

I confirm that I have fully complied with all University regulations regarding plagiarism and unfair practice.

I confirm that the word count for the dissertation is 15 913 words.

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ABSTRACT:

Business environment has been dramatically changed during the recent years and became more competitive. Differentiation of products and services became more important, and this highlighted the need for knowledge about customers and their expectations. Besides, previous researches indicate that keeping customers is more profitable than attracting new ones, especially in service industry. Therefore, this thesis chose the customer retention in a specific restaurant as a research topic.

The aim of this paper is to explore the reason why customers come back to the Orient Express Restaurant. During the research the author formulate one main hypothesis: most reasons of the restaurants" customer retention can be associated with restaurants" service elements adapted from the 8Ps of Service Marketing Model.

The study presents a discussion of the current customer retention debate and the perceived significant of the concept. It discusses the important of customer retention and what elements affect on the retention decision of consumers.

In the research, the quantitative research method has been applied; the data collection tool is self-completion questionnaire. There were 100 people those are current customers of Orient Express Restaurant have been asked to fill in the given questionnaire.

The empirical findings support the hypothesis. The results of the research can be used by marketers especially in restaurant sphere in order to better understand what influence customers' behavior and why they come back to the service provider. Also restaurants' managers can use these findings as a tool to increase the retention rates by adjusting relevant restaurants' service elements within their restaurant or change some element in some extent that will not affect on the customer retention rate but can help the restaurant deals with some current issues.