

TOWARDS THE UNDERSTANDING OF THE RESTAURANTS CUSTOMERS LOYALTY

The Case Talca, Maule Region – Chile

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Managers who actually understand how to create loyalty amongst clients should be better equipped to improve their own policies towards customer relationship development. Thus, identifying key factors determining and/or influencing loyalty is a distinct competitive advantage over close competitors, since getting loyal customers brings in many additional gains for the firm. In this study, is analyzed the Vásquez-Párraga and Alonso model (2000) about the loyalty formation antecedents and explored factors influencing customer loyalty. Also it is explored the possible influence of personality over loyalty. All this developed in the context of the gastronomy industry. Methodology included a survey with the Vásquez-Párraga and Alonso, also known like Vásquez-Alonso's model (V-A) adapted instrument developed and tested in various services including tourism, which links trust and commitment as mediators between satisfaction and loyalty. Additionally personality is assessed with the LOV scale. Primary data were obtained from customers interviewed in four restaurants in a medium size town. Then, data were analyzed with correlations, multiple regression and hierarchical segmentation analysis. Findings revealed that loyalty is strongly and mainly linked with commitment, although commitment is better linked to satisfaction rather than to trust.

KEY WORDS: *loyalty, satisfaction, commitment, gastronomy tourism.*