

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT PROGRAMME**

**EXPERIENTAL MARKETING PRACTICES,
CUSTOMER SATISFACTION AND LOYALTY TOWARDS
SHAN YOE YAR RESTAURANT**

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MMM II - 27

MMM 2nd Batch

JUNE, 2024

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A thesis submitted as a partial fulfillment of the requirements for the
Master of Marketing Management (MMM)

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ACCEPTANCE

This is to certify that the thesis entitled “**Experiential Marketing Practices, Customer Satisfaction and Loyalty Towards Shan Yoe Yar Restaurant**” has been accepted by the Examination Board for awarding Master of Marketing Management (MMM) degree.

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ABSTRACT

This study investigates the experiential marketing practices offered by Shan Yoe Yar Restaurant to enhance customer satisfaction and customer loyalty. This study uses both primary and secondary data. Primary data are collected from 176 sample respondents by using google survey form through online. Respondents are selected by using simple random sampling method. Secondary data are gathered from text books, Internet websites and previous research papers. Descriptive statistics and regression analysis are used for quantitative research method. Customers have high perception on experiential marketing practices. According to multiple regression, the study found that the independent variables of experiential marketing practices except think experience have a positive effect on customer satisfaction. The most positive significant factor is relate experience, followed by sense experience, act experience, feel experience and think experience. The study also found that customer satisfaction has a strongly positive significant effect on customer loyalty. Customers who were satisfied with their experience at Shan Yoe Yar Restaurant were more likely to return and recommend the restaurant to others. This study suggests that restaurant should collect regularly and analyze customer feedback which can provide valuable insights to identify areas for improvement and tailor offerings to evolving customer preferences. By focusing on the experiential marketing practices that are most important to customers, restaurants can create a valuable customer experience that keeps customers coming back for more.

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CHAPTER I

INTRODUCTION

Restaurant industry not only contributes substantially to economic growth, but also serves as a conduit for cultural immersion and experiential engagement (Kim, 2018). In today competitive restaurant industry, the culinary restaurant industry is a dynamic and transforming landscape, driven by consumer preferences (National Restaurant Association, 2023), technological advancements, and the rise of diverse culinary trends (Duncan, 2010). The restaurant industry faces these fundamental shifts and thus customer satisfaction becomes the cornerstone of success of restaurant business (Akhtar, 2020). Moreover, just knowing basic expectations of customer is no longer enough to secure customer satisfaction and customer loyalty because customer expectations transcend beyond satisfaction of taste (Bredahl, 2010). It is important for restaurants that create holistic experiences to engage their active participation (Gentile, 2017).

Wahyuningtyas (2017) found that customer satisfaction is creating a multi-sensory experience that engages the senses, evokes emotions, and leaves a lasting positive impression beyond simply enjoying the food. This emotional connection and sense of delight lead customers satisfaction and more likely to return. It also fosters customer loyalty that drives positive word-of-mouth, and ultimately translates into business success (Krishna, 2012). Therefore, experiential marketing is crucial for restaurants for standing out and building a loyal customer base (Bredahl, 2010). Experiential marketing goes beyond simply selling a product or service. It creates on memorable and engaging experiences for its customers that stimulate their senses, awaken emotions and promote brand loyalty.

Schmitt (1999) identified five key dimensions of experiential marketing including sensing, feeling, thinking, acting and relating. He emphasized that companies must prioritize experiences to maintain their critical role in customer satisfaction and loyalty. To attract new customers and maintain long-term success, the restaurant is able to create unforgettable experiences for extraordinary moments and unexpected excitement (Bredahl, 2010). This approach aims to transform a simple transaction into a lasting positive impression, ultimately leading to increased customer satisfaction and loyalty (Bruhn, 2014).

For implementing experiential marketing, sensory experience (Krishna, 2012) has the dimensions including sight (visual appeal of decoration and food presentation), smell (tempting aromas of spices and cooking), sound (music, ambience, clinking cutlery) (Hajratwala, 2010) and Taste & Touch (flavor combinations, textures, interactive taste experiences). The affective (feel) experience focuses on the emotional response to the dining experience, including excitement, joy (welcoming atmosphere, personalized details), nostalgia (Peck, 2013) and hidden menu items, unique presentations (Hultman, 2011). Thinking experience refers to the cognitive engagement with the food and its context, including curiosity (origin of ingredients, unique techniques), discovery (workshops, food combinations), personalization (dietary needs, ingredient explanations) and sustainability (ethical sourcing, community involvement).

Act experience describes active participation in the culinary experience such as participation (cooking demonstrations), social interaction (communal tables), movement and play (exploration of space), and self-expression (choosing spices, customizing dishes). Relate Experience captures the sense of connection and belonging fostered by the restaurant, including community (events, local partnerships), personal connections (interacting with employees, building relationships), shared values (ethical sourcing, social responsibility) (Nenare, 2019), and storytelling (Restaurant history, chef's inspiration). By examining the relationship between these experiential marketing practices, satisfaction and loyalty, restaurants are able to retain loyal customers by exceeding customer expectations and creating positive memories.

Along with some changes in customers lifestyles and the growing popularity of dining out, people are willingness to emphasize on saving time, eating healthy, and enjoying a beautiful atmosphere (Lappaluoto, 2019). Customers prefer to shop at fast food restaurants rather than cafes because many activities there and the time limitation of preparing for their own meals. This shift is transforming the restaurant scene (Food & Wine Research Institute, 2023) for booming more and more because people also want to try different types of food. The influence of this culinary trend also spreads in Myanmar. Culinary industry of Myanmar is composed by diverse ethnic cuisines, Shan, Kachin, Karen, Keyah, Chin, Mon and Rakhine. It reflects the unique cultural heritage and traditions of the people and contributing their distinct culinary traditions to the rich.

Among the many ethnic restaurants in Myanmar, Shan cuisine is influenced the most. It is opened by the Shan people, an ethnic group living in Shan State, the easternmost region of Myanmar. The Shan area is the largest district in Myanmar and

the most popular ethnic cuisine among both locals and foreigners. Shan ethnic restaurants are a great place to experience the unique cuisine and culture of the Shan people, who have a rich culinary tradition. The Shan Restaurant is typically served in a family style with a warm and welcoming atmosphere, traditional Shan decoration and live music. Customers are encouraged to try a variety of dishes prepared with fresh, local ingredients and traditional cooking methods. The aim of this study is to examine how experiential marketing affects customer satisfaction and loyalty of Shan Yoe Yar Restaurant.

1.2 Rationale of the study

The restaurant industry is changing rapidly and providing a crucial role in the country economy. As more people choose to eat out, the restaurant landscape is becoming increasingly competitive (Lappaluoto, 2019). Some people visit restaurants not only for eat out but also look for exciting experiences. Restaurants are constantly striving to stand out and creating memorable experience in the competitive environment. Unforgettable experiences are key to attracting and retaining customers. While traditional marketing focuses on features and benefits, it often fails to capture the emotional dimension of food. Experiential marketing proves to be a possible solution to this situation. This includes maintaining consistent food quality, providing excellent service, and attracting and retaining customers (Akhtar, 2020).

Restaurant establishes relationship with its customers by creating a favorable impression through a distinctive ambiance, interactive features, and personalized engagements. Restaurants foster loyal customers who frequent their establishments not only for the cuisine but also for the unique experiences (Kim, 2018) by prioritizing emotional bonds, customized interactions, and interactive experiences. According to Schmitt (1999), experiential marketing comprises five essential components: sense, feel, think, act, and relate. Restaurants align deeply with customers by incorporating all five dimensions.

As experiential marketing plays a vital role in the success of restaurant, it is essential to create an exceptional experience that not only satisfies customers but also fosters their loyalty. While the restaurant focuses on showcasing the flavors of Shan tradition, simply offering authentic dishes may not be enough to attract and retain customers in a dynamic market. To stand out in this fiercely competitive industry, restaurant goes above and beyond by carefully organize multi-sensory experiences,

building emotional connections, and encouraging active engagement. By implementing these experiences, the restaurant transforms its culinary offerings from delights into an unforgettable journey.

In recent times, the restaurant sector has experienced substantial growth due to some shifts in consumer behaviors and an increasing inclination towards dining out (National Restaurant Association, 2023). The dining landscape in Yangon is characterized by its dynamism and diversity with many dining establishments open up. The rise of numerous ethnic restaurants in Yangon has increased competition among restaurants. Among the different ethnic cuisines, Shan cuisine stands out as a favorite for both local residents and foreigners. Aligning with the developing landscape of customer preferences and trends, experiential marketing becomes crucial role for Shan Yoe Yar restaurant in this study for enhancing customer satisfaction and loyalty (Akhtar & Ahmad, 2020). This research aims to explore the experiential marketing practices, customer satisfaction and loyalty at Shan traditional restaurant. The findings of this study highlight the importance of creating and engaging experiences that go beyond taste, focusing on emotional connections, sensory experiences, and opportunities for customer participation.

Shan Yoe Yar, a Shan traditional restaurant, has been a well-known dining establishment in Yangon since 2013. Restaurant specializes in serving traditional Shan cuisine by providing a more relaxed dining atmosphere. It situated at No 31, corner of Aung Zeya Road and Min Ye Kyaw Swar Road in Yankin Township. Restaurant is with a two-story building surrounded by a spacious compound with a small garden. The architectural design of the restaurant is influenced by the Haw Nan style, reminiscent of a Shan palace, which was once the residence of the Shan Sawbwa, or prince (Shan Yoe Yar Restaurant, Yangon, 2020). It offers a range of dining options, including breakfast, quick lunches, and a comprehensive dinner menu that encompasses simple appetizers and a variety of cocktails. Restaurant prepares authentic Shan dishes with fresh ingredients and traditional recipes. Restaurant presents a diverse selection of dishes from various regions of Shan State with unique flavors and culinary methods.

Shan Yoe Yar has accumulated commend from customers for its delightful cuisine, welcoming service, and authentic ambiance. It also serves as an excellent destination for people looking for authentic Shan cuisine in Yangon. The interior is adorned with variety of traditional Shan artifacts such as long swords, traditional headgear, and lanterns, reflecting the rich cultural heritage of the region. Customers

who make a minimum purchase of 300,000 MMK in a single dining are eligible to receive a membership card. To become a member of Shan Yoe Yar's program, individuals register in person. Cardholders are eligible to get advantage of discounts and exclusive offers.

Experiential marketing becomes increasingly crucial for Shan Yoe Yar due to its ability to differentiate the restaurant from competitors. By offering unique experiences that go beyond just the food, the restaurant is able to attract and retain customers who are looking for a memorable dining experience. Additionally, experiential marketing helps to foster stronger connections between the restaurant and its customers by incorporating storytelling, cultural elements, or interactive experiences into the dining experience. Notably, experiential marketing also provides valuable insights for the restaurant by measuring customer satisfaction across various touchpoints within the experience (sense, feel, think, act, relationship). This enables the restaurant to gain a deeper understanding of what tailors with their audience and identify areas for improvement.

1.3 Objectives of the Study

The main objectives of the study are as follows:

- To identify the experiential marketing practices of Shan Yoe Yar Restaurant.
- To examine the effect of experiential marketing practices on customer satisfaction towards Shan Yoe Yar Restaurant.
- To analyze the effect of customer satisfaction on customer loyalty towards Shan Yoe Yar Restaurant.

1.4 Scope and Method of the Study

This study focuses on the experiential marketing practices influencing customer satisfaction and customer loyalty at Shan Yoe Yar Restaurant. This study only focuses on 314 loyal customers who using member cards of Shan Yoe Yar Restaurant. Taro Yamane (1967) Formula is used to determine sample size. There are 176 respondents as the sample size for the study. This study uses simple random sampling method and survey questionnaires are distributed google form through online survey according to Shan Yoe Yar Restaurant Customer Data Base. The duration for collecting data takes place from March to May, 2024.

Primary Data is collected by using structured questionnaires with five-points Likert scales through online google form. The secondary data are collected from previous research papers, related textbooks, relevant websites, journals and other related information resources from Shan Yoe Yar restaurant. In this study, descriptive statistics and regression analysis are used for quantitative research method.

1.5 Organization of the Study

This study is structured into five chapters to explore experiential marketing practices, customer satisfaction and loyalty towards Shan Yoe Yar Restaurant. Chapter one consists of introduction, rationale, objectives, scope and method of the study. Chapter two discuss about theoretical background regarding with experiential marketing, customer satisfaction, customer loyalty, previous studies and conceptual framework of the study. Chapter three presents the profile of the Shan Yoe Yar Restaurant and experiential marketing practices in Shan Yoe Yar Restaurant. Chapter four consists of analysis on the effect of experiential marketing practices on customer satisfaction and loyalty. Chapter five is composed of conclusion, findings and discussions, suggestions and recommendation and need for further studies on the topic.

CHAPTER II THEORITICAL BACKGROUND

This chapter includes background of experiential marketing, dimensions of experiential marketing, customer satisfaction, customer loyalty, relevant theories, previous studies and conceptual framework of the study.

2.1 Concept of Experiential Marketing

Alles (2012) described that experiential marketing is a widely used strategy across various industries. Unlike traditional marketing, experiential marketing does not only focus on selling products or services. It goes beyond traditional advertising and promotion by focusing on creating memorable and engaging experiences that connect with consumers on an emotional level. This approach roots in various marketing and philosophical movements, and its evolution reflects a shift in consumer expectations and market dynamics. Experiential marketing focuses on creating enjoyable experiences not only at the time of purchase but also at the time of consumption and after-consumption, resorting to the creation of emotions, feelings and thoughts aiming at the interaction between customers and goods or services (Moral and Fernandez Alles, 2012).

This philosophical movement stressed the importance of direct experiences in shaping knowledge and meaning (Dewey, 1998). Pioneered by (Underhill, 2000) this approach recognized the power of sensory cues like smell, sound, and touch in influencing consumer behavior. Events that create entertainment and engagement together with promotion became a popular way. Interactive technologies like digital signage and virtual reality emerged, offering new ways to create immersive experiences. Nowadays, customers are focusing to prioritize authenticity, engagement, and emotional connection over simply functional products and services. Experiences are increasingly tailored to individual preferences and needs, leveraging data and technology. Sharing experiences online and creating shareable moments becomes crucial. Business connects with consumers through shared values and experiences that contribute to a greater success.

Schmitt (1999) outlined the five types of consumer experience, presenting them with five approaches to experience marketing. According to the author, consumers is able to experience through (a) the senses (sight, hearing, touch, taste and smell), (b) the feelings, through emotions or a positive state of humor that bind consumers favorably to brands, (c) the thought, the cognition which are the resources of the intellect involving the customers in a creative way, (d) the action, which aims at physical,

corporal experiences or activities that show interest in a certain lifestyle; and, lastly, (e) relating, where experiences are created taking into account the desire of the individual to be part of a social context. Sensory, emotional, intellectual, and behavioral, relate experiences create altogether a meaningful connection with the products and its values, fostering loyalty and advocacy. Experiential marketing becomes a powerful tool for connecting consumers, building loyalty, and driving positive outcomes.

Experiential marketing becomes also a cornerstone for success in the restaurant industry, transforming the dining experience from mere consumption into a multi-sensory journey. According to Bernard Schmitt (1999), it focuses on creating memorable and engaging experiences that connect with customers on an emotional level. It holds immense potential to transform the restaurant industry by transcending mere food and service into captivating experiences. This approach recognizes that consumers seek not just sustenance but emotional connections. By stimulating the senses (Sight, Sound, Smell, Taste, Touch), evoking feelings (Feel), and encouraging thought (Think), action (Act), and relationships (Relate), restaurants are able to create lasting impressions that extend beyond the dining.

2.2 Dimensions of Experiential Marketing

The main idea of experiential marketing is creating variety of experiences for customers. According to Schmitt (1999), strategic experiential modules are as shown in Figure (2.1), namely sensory experiences (Sense), affective experiences (Feel), creative cognitive experiences (Think), physical experience and lifestyle (Act), and experience the result of the interaction of social and cultural (Relate). The synergy between these elements is crucial.

Figure (2.1) Experiential Marketing Modules



Source: Schmitt (1999)

2.2.1 Senses Experience

Sense of marketing creates the experience to customers by providing the touch of the sense of customers have that include vision, hearing, touch, taste, and smell (Schmitt, 1999). It is beyond delicious food, a truly memorable restaurant experience engages all five senses. Restaurants leverage each sense to elevate their offerings . All five senses are able to create a more immersive and memorable experience for customers (Schmitt, 1999). Sight, smell, taste, touch, and sound all play a role in creating a memorable, multisensory journey. Ambiance, from tasteful decoration and lighting to artful plating, visually captivates diners. Subtle aromas complement the food, while maintaining a fresh environment.

High-quality ingredients ensure a delightful taste experience, with menu diversity catering to various preferences. Comfortable, aesthetically pleasing tableware enhances touch, while contrasting textures within dishes add intrigue. Carefully chosen music and controlled background noise create a pleasant soundscape, allowing for comfortable conversation. This combination of senses fosters emotional connection and builds lasting impressions. It is important to understand that these senses work together, and the optimal experience goes beyond simply stimulating each one in isolation. For example, the aroma of freshly baked bread can enhance the taste of a meal, while calming music can create a more relaxing atmosphere. The three objectives of motivating a sense of marketing for consumers excitement are as follow;

- Sense as a differentiator is able to form through product design, communication and point of sale by the new strategy. Differentiation is a great way to create sensory appeal.
- Sense motivates customers to buy and try products. Stimulation creates an optimal sense for providing a strong motivation.
- Sense delivers value to customers and creates a result of sensory appeal and thus marketers are able to understand it.

Sense experience is defined by (Schmitt 1999), goes beyond traditional marketing by creating multi-sensory experiences that engage all five senses (sight, smell, taste, touch, and sound). This approach is particularly effective in the restaurant industry, where establishments can leverage each sense to elevate their offerings and create a more immersive and memorable journey for customers (Schmitt, 1999). By understanding these senses together to create a holistic experience, businesses can leverage to differentiate themselves, motivate purchase decisions, and ultimately deliver greater value to their customers.

2.2.2 Feel Experience

Feel experience marketing is related with affective experience. Feel experience marketing is a strategy and implementation impact on the company and service through experience providers. Marketing requires a clear understanding of how to create a feeling for the consumption experience (Schmitt, 1999). Feel experiences exemplified, ranging from a light mood up with strong emotions. Consumption situation is very important to feel, although the communication feels before consumption affect the feel (Hirschman, 1998). As for marketers, it is important to know how to influence the feelings and provides a level of stimulation to the feelings to the appropriate level. If it is successful, business is able to create a strong bond with the customers.

Feel experience is essential for fostering a welcoming atmosphere and personalizing the customer journey. It becomes key elements in securing customer loyalty and igniting positive emotions. Restaurants are able to create an inviting space where customers feel valued, recognized, and at ease. Simple touches like warm greetings, comfortable seating, and carefully selected music set the stage for a positive feel experience (Schmitt, 1999). Offering unique experiences such as cooking demonstration from social media platform or themed decorations, adds an element of

excitement and anticipation also create beyond the expectation (Batra, 2012). These experiences allow guests to engage with the restaurant on a deeper level, creating a sense of discovery and fostering a memorable, positive connection with the brand.

Taking personalization is further step for engaging with customers directly build rapport and understanding. Staffs who remember regular customers and their preferences, or special occasions create a sense of belonging and individual attention. These small gestures demonstrate a genuine interest in the customer experience fostering a positive emotional response the delicious food (Van Doorn, 2001). By weaving a sense of welcome, personalization, unique experiences, and delightful surprises into the dining experience, restaurants cultivate an emotional connection with customers beyond the meal.

2.2.3 Think Experience

Think experience is defined that it stimulates intellectual ability of someone to create a cognitive experience and invites customers to think beyond meal (Pine, 1998). The purpose of the think is to influence customers and think creatively and give awareness of reevaluation of the business and products. Unlike traditional marketing tactics, think experiences move beyond product offerings, actively stimulating intellectual curiosity of customers and creative potential. This approach transcends entertainment, aiming to influence customers and ultimately, encourage them to re-evaluate their perception of the business and its products or services (Schmitt, 1999). Concentration is a situation of mind where people focus on something that is relevant to their goals and objectives. Attention is a state of mind where people really pay attention to the details and distinguish things from one another (O'Connell, 1997). Think assumes as succeed if consumers have the attention and focus to a product or service.

There are several ways restaurants incorporate think experiences. Menus crafted to highlight the origin stories of unique ingredients, detailing their geographical provenance or traditional harvesting methods. For example, a restaurant specializing in Southeast Asian cuisine might explain the distinct flavors and uses of galangal or kaffir lime leaves. Think experiences is able to incorporate interactive elements that engage the customer mind. Restaurants are able to offer workshops or demonstrations where customers learn to prepare specific dishes, fostering a deeper understanding of the cooking process. Additionally, informational materials like placemats or table

displays describe the cultural significance of certain dishes by explaining their role in traditional celebrations or religious practices. Think experiences offer a powerful tool for restaurants to elevate their marketing strategies. By engaging customers on an intellectual level, restaurants are able to cultivate deeper connections, build brand loyalty, and create a truly memorable dining experience that goes beyond just a meal. As the industry evolves, innovative approaches that combine sensory delights with intellectual engagement will be keys to success.

2.2.4 Act Experience

Act experience is a marketing technique to create consumer experiences related to the physical body, behavior patterns and long-term lifestyle as well as experiences that occur from interactions with other people (Brakus, 2010). The lifestyle itself is a pattern of individual behavior in life which is reflected in actions, interests and opinions (McDaniel, 1997). Act experience in the form of a lifestyle is applied by using an ongoing trend or encouraging the creation of a new cultural trend (Schmitt, Experiential, 1999). The purpose of act experience is to give an impression of behavior and lifestyle patterns, as well as to enrich social interaction patterns through the strategies implemented (Brakus, 2010). Act marketing aims to create customers who want to change their behavior and lifestyle. Act experience is achieved by creating an impression of a desirable lifestyle, enriching social interaction, and ultimately facilitating behavioral transformation.

Act experiences in the restaurant industry move beyond a passive dining experience and actively engage customers (McAlexander, 2017) in the process. It goes not only beyond simply being served food but also about creating an interactive and memorable experience. It involves interactive ordering systems. Restaurants can utilize tablets, touchscreens, or even virtual reality experiences to present menus in a playful and engaging way (Lemon, 2016). It allows customers to customize dishes, explore menu options interactively, or even watch video demonstrations of preparation techniques. This empowers customers to tailor their meal to their preferences and actively engage with the menu. Large communal tables encourage conversation and interaction between diners, creating a lively and social atmosphere. Restaurants are able to design their space to encourage movement and exploration. Offering elements like choosing spices from a spice bar or customizing broth options allows diners to personalize their meal and express their preferences. By incorporating act experience

elements, restaurants transform a passive dining experience into an active and engaging one, fostering a sense of connection and creating lasting memories for their guests.

2.2.5 Relate Experience

Relate experiences create a sense of belonging and connection for consumers. Marketers understand that consumers yearn to be part of something bigger than themselves, associating with a social environment aligned with their aspirations and values (McAlexander, 2007). Relate experience provides services to its customers for a good impression. It also makes visitors feel satisfied and interested in making repeat visits.

Gilovich (2015) emphasized that enjoyment derived from experiential purchases with their relatedness. When people relate to the people of the same interests or the same experiences. Experiential purchases are expected to give more satisfaction to the customer than material purchases, because they provide a deeper connection with others. This opinion was supported by Morgan (2008) who suggested that choosing stylish upscale restaurants for a dining out experience can be the way to display one's social class and status, while sharing these experiences with friends or online groups can be the symbol of identity. Each customer is a personality who has a wish to be accepted and to express himself and his social group or class. Marketers can concentrate on the experiences far beyond the experiential marketing practices. It also leads to customer loyalty in restaurant business personality level and create experiences which can meet this need of self-identity and belongingness.

In a restaurant setting, a relate experience transcends simply enjoying good food and service. It fosters emotional and social connections between the customer and the restaurant (McAlexander, 2007). Relate experiences aim to cultivate a sense of connection and belonging for the customer. This goes beyond simply providing a meal, it is about creating an environment that fosters community, fosters personal connections, and allows guests to feel a sense of shared values with the restaurant. Restaurant focuses by hosting special events that cater to specific communities or celebrations. This involves events celebrating cultural holidays, local festivals, or themed dinners around specific cuisines. These events create a sense of shared experience and connection amongst diners who share similar interests or backgrounds. Restaurant is able to cultivate relate experiences is by building personal connections between staff and customers. It is able to achieve through friendly and attentive service

staff that remember regular customers preferences and make them feel welcome. Restaurants are able to emphasize their commitment to shared values through their practices. Relate experiences focus on storytelling by weaving stories into their menus, highlighting the inspiration behind dishes, the history of the restaurant, or the stories of the people who grow the ingredients. This storytelling element creates a deeper connection with the food and the people behind it, fostering a sense of shared experience and community.

2.3 Customer Satisfaction

Fornell (1992) stated that customer satisfaction is an accumulated and experience-based attitude. Customer satisfaction is a feeling that can be directly evaluated. It is the result of customer's comparison between the expected and actual performance of a product or service. (Pine, 1998) mentioned in the experience economy that customer satisfaction is evaluated based on customers experience with the product or service and depends largely on customer evaluation of individual experiences with the product or service relative to expectations of its quality. (Oliver, 1999) argued that customer satisfaction is the degree to which customer expectations of a product or service are fulfilled and can reflect the consistency between the anticipated and actual performances of the product or service. According to Schmitt (1999), higher customer value leads to higher customer satisfaction. Wei (2000) provided that a simple approach to increasing customer satisfaction. Essa (2011) highlighted five key themes relevant to customer satisfaction measurement across all organizations. These are delivery of the service, timeliness, information, professionalism, staff attitude. In the context of experiential marketing, customer satisfaction takes on a new dimension beyond simply meeting basic expectations for good food and service. Customer satisfaction is not only about fulfilling a need for sustenance, but also about creating a positive emotional response. Customers are satisfied when the experience resonates with them on an emotional level, leaving them feeling happy, excited, or nostalgic.

In the experience economy, where creating memorable moments is paramount, customer satisfaction takes on a new dimension within the restaurant industry (Pine, 1998). While traditional metrics like service quality and product delivery remain important (Essa, 2011), satisfaction transcends simply meeting basic needs (Wei, 2000). Exceeding expectations through multi-sensory experiences that resonate on an emotional level is key (Schmitt, 1999). Building customer loyalty in the restaurant

industry hinges on creating a positive emotional response that goes beyond simply enjoying a meal (Oliver, 1999). Diners who experience a unique and memorable journey, filled with delightful surprises and engaging interactions, are more likely to become repeat customers and positive word-of-mouth advocates (Potluri & Hawariat, 2010). This loyal customer base fosters long-term business success by increasing revenue through repeat purchases and reducing customer churn, a critical factor in the service industry where retaining existing customers is more cost-effective than acquiring new ones (Fornell, 1992).

2.4 Customer Loyalty

Loyalty is an old idea in business and marketing dating back to at least the 1940s. (Brown, 1952) was the first scholar who empirically studied loyalty in customer. Focusing more on customer behavior, Brown (1952) associated customer loyalty with the repeat purchase behavior of customers. According to (Dick, 1994) customer loyalty plays a pivotal role in creating profits, and it can be viewed as the strength of the relationship between an individual relative attitude and their repeat patronage. Long-term loyalty is true loyalty, with which customers are not easily influenced by external factors to change their view about a product or service. (Frederick, 1996) argued that creating customer value is the fundamental approach to corporate success. This is because increased customer value leads to higher loyalty, and loyalty in turn can lead to higher growth, profits, and customer value. According to Oliver (1997), loyalty is a deeply held commitment to buy or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior. Chen (2008) mentioned that loyalty exists when customers feel satisfied with a product and have intentions to repurchase and spread positive word-of-mouth about the product. Lin (2011) viewed customer loyalty as a commitment to use, repurchase, cross-purchase or recommend products or services of a particular brand. Based on the above definitions, it is defined customer loyalty as the degree to which consumers feel satisfied with a website, product or service and show their support for it in attitudinal, behavioral, and the general aspects. According to (Griffin, 2002) & (Hurriyati, 2010), loyalty is defined as non-random purchase expressed over time by some decision-making unit. It explained that more loyalty refers to a form of behavior of decision-making's unit to make purchases continuously for goods / services of a selected company. Griffin (2002) and Hurriyati (2010) stated that loyal customers

have the characteristics that makes regular repeat buying, purchases across product and services lines and refers other product and demonstrates an immunity to the full of the competition. Oliver (1999) conceptualizes it as a function of both cognitive (beliefs about the brand) and affective (emotional attachment) factors. McKenna (1991) emphasizes behavioral loyalty, reflected in repeat purchases and positive word-of-mouth. (Eggert and Ulaga 2002) differentiated that between share of wallet (purchase volume) and share of voice (positive word-of-mouth) as key behavioral loyalty metrics. These dimensions collectively paint a comprehensive picture of customer loyalty, encompassing not only repeat business but also the emotional connection and advocacy that drive long-term customer relationships.

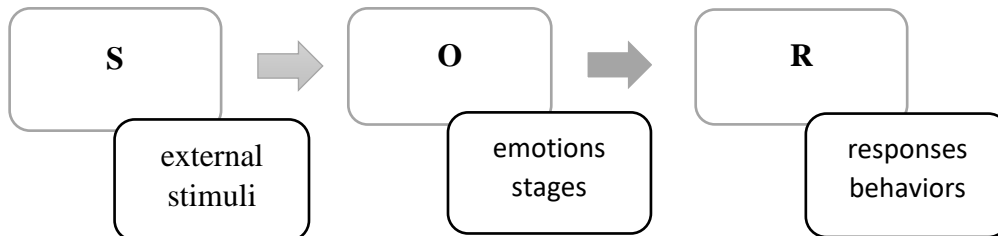
2.5 Stimulus-Organism-Response Model

Experiential marketing goes beyond simply meeting a customer's needs (Stimulus) and achieving basic satisfaction (Response). It aims to create a memorable experience that evokes emotions (Organism).

The Stimulus-Organism-Response Model developed by (Mehrabian, 1974), is a widely used framework in psychology and marketing that explains how external stimuli (experiences) influence consumer's internal states (emotions, thoughts) and ultimately lead to their responses (behaviors) for satisfaction. In the context of experiential marketing, the Model helps us understand how brands design and deliver engaging experiences that trigger desired emotional and behavioral responses from consumers. This refers to any external factor that triggers a response from an individual. In experiential marketing, the stimulus is the experience itself, which encompass various elements such as sensory cues, interactions, activities, and environments. This represents the internal state of the individual, including their thoughts, feelings, and psychological characteristics. These internal factors mediate the impact of the stimulus and influence the individual response (McAlexander et al., 2007). This involves designing elements that are likely to capture consumer's attention, evoke emotions, and create positive associations with the brand. The experience triggers various internal states in consumers, such as excitement, joy, curiosity, or connection (McAlexander et al., 2007). These internal states are shaped by individual factors like personality, past experiences, and expectations. The ultimate goal is to translate the positive internal states into desired behavioral responses (Mehrabian & Russell, 1974). This could include purchasing a product or service, sharing the experience with others, or

becoming a loyalty. It provides a structured framework for understanding consumer behavior and helping to design experiences that are tailored to specific target audiences.

Figure (2.2) Stimulus-Organism-Response Model, a Psychological Model that describes the relationship between Stimulus and Response.



Source: Stimulus-Organism-Response Model of Mehrabian and Russell (1974)

Stimulus represents any external factor or trigger that influences an individual's behavior. This includes marketing messages, product design, ambiance, prices, and the actions of others.

Organism represents the individual person and their internal state, which includes cognitive, affective, and physiological processes. The organism determines the emotional response to the stimulus. The organism critically shapes the experience and influences the likelihood of satisfaction, satisfaction itself is ultimately reflected in the Response. Satisfaction is determined by the positive or negative behavioral, cognitive, and emotional responses a customer exhibits after interacting with the stimuli within the context of their own internal state. Positive emotions like joy and excitement contribute to satisfaction and it encompasses factors such as beliefs and values, personality, attitudes, emotional state, motivations and prior knowledge and experiences.

Response represents the individual's reaction or behavior as a result of the stimulus and their internal processing. Responses include such as approach or avoidance behaviors (e.g., purchase, repeat visit, word-of-mouth recommendation, negative review) and cognitive responses (e.g., brand recall, changed opinions, new information learned).

For example, an escape room experience (stimulus) can trigger feelings of excitement, engagement, and a sense of community (organism) in participants. These positive feelings then lead to desired responses like trying new products or services offered by the escape room company, sharing photos on social media, or recommending

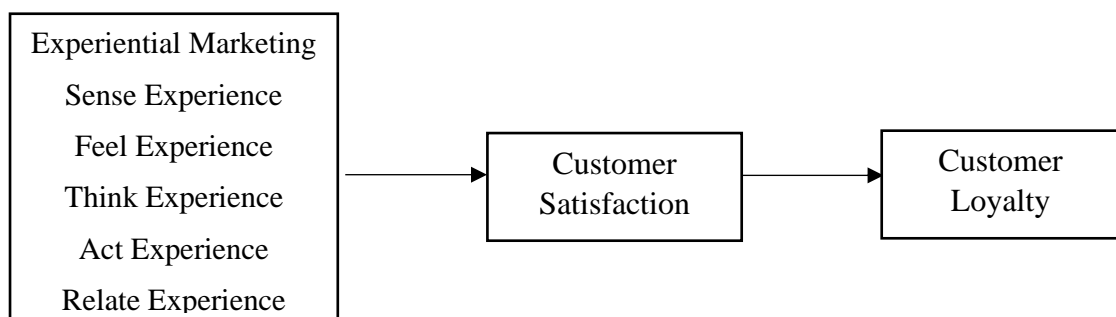
the experience to others (response). The Model provides a structured framework for understanding consumer behavior and helping to design experiences that are tailored to specific target audiences (McAlexander et al., 2007).

2.6 Previous Studies

Many studies from both scholars and practitioners demonstrated the positive impact of experiential marketing on customer satisfaction and loyalty. Empirical and theoretical evidence supports those various studies described a strong correlation between experiential marketing and customer satisfaction levels. Moreover, customer satisfaction identified as a key driver of customer loyalty.

The previous study investigated by (Wahyuningtyas, 2017) is to examine a research opportunity in the culinary business, focusing on experiential marketing as a strategy for gaining a competitive advantage in Malang in East Java, Indonesia. This study used a quantitative approach with survey method and to distribute questionnaires to 100 customers, who recently visited the restaurant, analyzed using descriptive and inferential statistics such as path analysis. The purpose of this study is to analyze and explain the influence of Sense, Feel, Think, Act and Relate, the variable Experiential Marketing on Customer Satisfaction, while also analyze and explain the effect of customer satisfaction to customer loyalty. The following Figure (2.3) is the conceptual framework of this study.

Figure (2.3) The Effect of Experiential Marketing on Satisfaction and Impact on Customer Loyalty at Traditional Restaurant in Malang in East Java

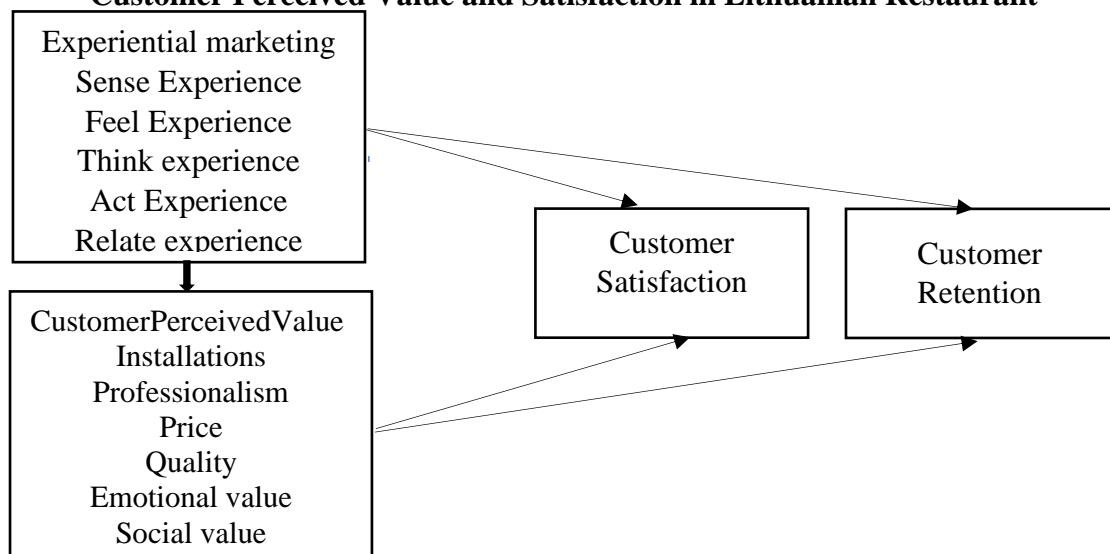


Source: Wahyuningtyas et al (2017)

The results of this study were all variables Experiential Marketing that includes Sense, Feel, Think, Act and Relate, which had a significant influence on Customer Satisfaction and prove that customer satisfaction had a significant influence on customer loyalty.

Another previous study investigated by (Kanopaitė, 2019) is to explore the impact of experiential marketing on the customer perceived value and satisfaction in restaurants located in the cities of Lithuania. Customer retention is examined as a managerial implication, in order to test the impact of customer satisfaction. Six hypotheses were developed in order to examine the relationships between experiential marketing, customer perceived value, satisfaction and retention. Empirical data was gathered from 243 respondents who had recently visited a restaurant by using quantitative research design. Online survey and face to face method was used for data collection. The following Figure (2.4) is the conceptual framework of this study.

Figure (2.4) Framework for the Impact of Experiential Marketing Use on Customer Perceived Value and Satisfaction in Lithuanian Restaurant

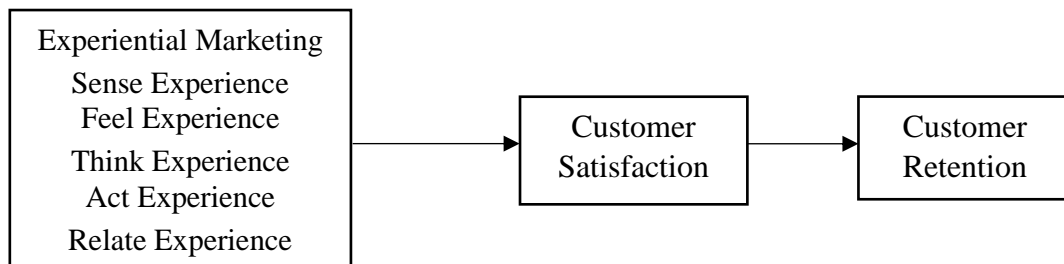


Source: Kanopaitė (2019)

The finding revealed that experiential elements such as sense, feel, and act experiences positively impact customer satisfaction. Only sense and act experiences positively impact customer retention. Customer perceived value, sense experience positively influences all its aspects. A two-way relationship exists between experiential marketing and perceived value, suggesting that engaging experiences can enhance customer perception of value, while understanding these two perceptions is able to transform into more effective experiential marketing strategies. Ultimately, by maximizing both perceived value and satisfaction through experiential marketing, restaurants can foster increased customer retention.

Another previous study investigated by (W.A.M. Ishara, 2010) is to examine the experiential marketing to retain customers in the Sri Lankan hotel sector. In this study, experiential marketing leads to customer retention through customer satisfaction in Sri Lankan hotels. Quantitative research design used with a convenience sample of 205 respondents who recently visited 3-star, 4-star, and 5-star hotels. The following Figure (2.5) is the conceptual framework of this study.

Figure (2.5) The Role of Experiential Marketing in Retaining the Customers of Hospitality Industry in Sri Lanka



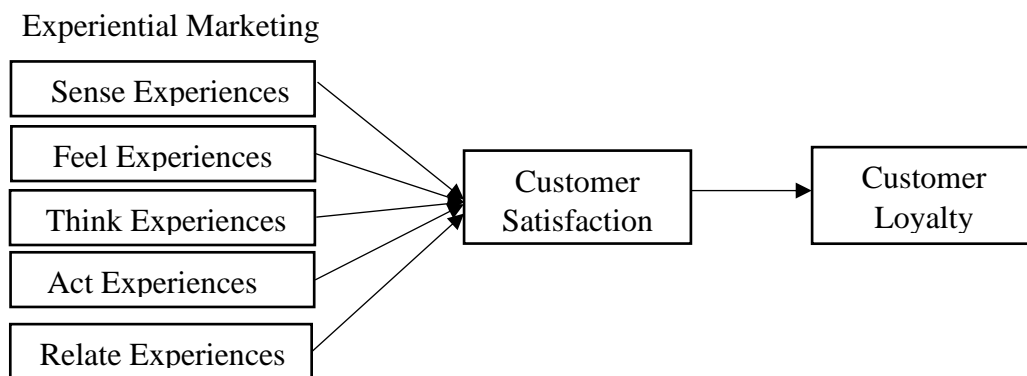
Source: Ishara (2020)

This study provided evidence that all experiential marketing has a positive influence on customer satisfaction. Customer satisfaction has a positive influence on customer retention. The hospitality industry should focus on all aspects of experiential marketing to satisfy customers and increase retention (Ishara, 2020).

2.7 Conceptual Framework of the Study

The conceptual framework for the study is developed base on theoretical background and previous studies of Zainul, (2017), Kanopaitè, (2019), Gayathree, (2020) as shown in Figure (2.6). In conceptual framework, how the study is performed to evaluate the effect of experiential marketing practices on customer satisfaction and customer loyalty towards Shan Yoe Yar Restaurant.

Figure (2.6) Conceptual Framework of the Study



Source: Adapted from Wahyuningtyas et al & Zainul, A. (2019)

The framework identifies the key variables of experiential marketing practices that influence customer satisfaction and customer loyalty, and shows how they are interrelated. In the first part of the study, experiential marketing practices are independent variables and dependent variable is customer satisfaction. In the second part of the study, customer satisfaction is independent variable and customer loyalty is dependent variable. Working definitions of the study are as follow;

Sensory experiences represent visually appealing elements such as food presentation, ambience, decoration, music selection, aroma of food preparation, and targeted scents to evoke specific emotions.

Feel experiences focus on the emotional response to the food, creating feelings of excitement, joy or nostalgia through the atmosphere and service of restaurant.

Think experiences is intellectual curiosity about the origins of the ingredients, unique cooking methods or the cultural significance of dishes.

Act Experiences is customer experiences through cooking demonstrations, meal customization, or social interaction at communal tables.

Relate experiences is a sense of community by hosting family-friendly events or special occasions, promoting local artists or musicians through collaborations, and organizing charity events or supporting local causes.

Customer satisfaction refers to a positive feeling of customers towards the restaurant.

Customer loyalty is the outcome of customer emotional or positive relationship with restaurant, which leads customers to continue their spending on restaurant.

CHAPTER III

PROFILE AND EXPERIENTIAL MARKETING PRACTICES AT SHAN YOE YAR RESTAURANT

This chapter includes profile of Shan Yoe Yar Restaurant, objectives, mission vision and motto, organization structure and experiential marketing practices of Shan Yoe Yar Restaurant.

3.1 Profile of Shan Yoe Yar Restaurant

Shan Yoe Yar, which is a restaurant specializing in Shan cuisine, is operated by Yoe Yar Food and Beverage Co., Ltd. Restaurant is fine dining restaurant with more than 11 years of history near downtown since June 2013. It is located at No. 31, corner of Aung Zeya Road and Min Ye Kyaw Swar Road in Yankin Township. The restaurant is surrounded by a large compound with a small garden and the design of the building is inspired by the style of Haw Nan, a Shan palace, the residence of the Shan Sawbwa or prince. The restaurant building is a two-story old house with beautiful wooden accents, renovated in the style of Shan Haw Palaces. The initial impression of the restaurant area is pleasant. The interior of the restaurant is attractively decorated and fully equipped with spacious wooden seats, light fabrics, traditional musical instruments, ancient paintings, wall hangings and historical images of Shan State. The inside of restaurant like a resort atmosphere for world-class dining.

It has successfully established itself as a key player with a workforce of 54 employees. All staff of restaurant wear traditional Shan costumes. They have well behaved services and product knowledge. Thus, customers can see that they are well trained for providing excellent service. Restaurant is the first Shan-style restaurant in Myanmar. Restaurant is aimed at everyone who wants to experience authentic Shan cuisine paired with a pleasant ambience and high-quality service. The objective is to provide customers with a valuable culinary experience, taking them on a experience to Shan State without them having to leave their homes. Customers experience a profound sense of affection in each delectable dish and refreshing beverage, enveloping their entire dining experience. In addition, customers also buy Shan dry snacks, which are beautifully displayed with advertising on the second floor.

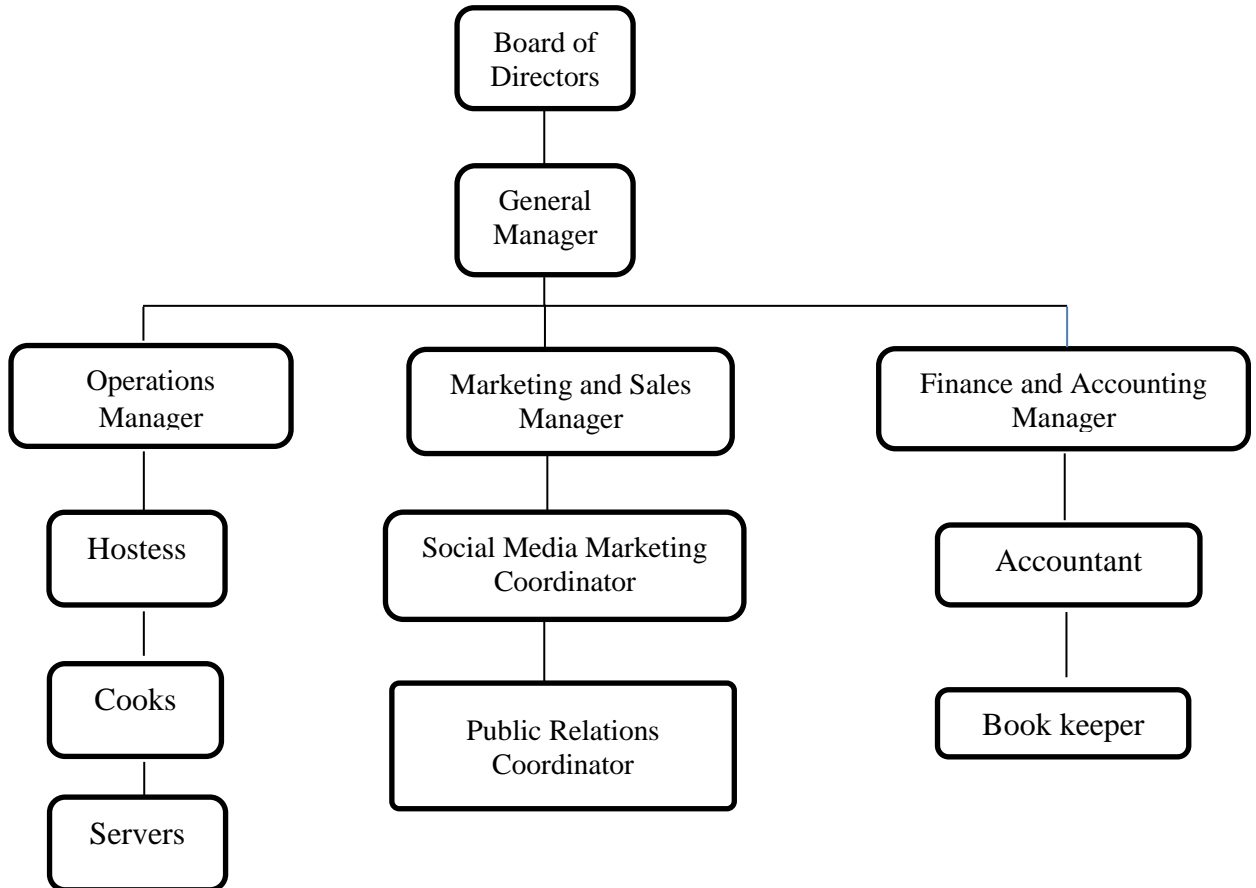
It caters to a wide range of culinary preferences and dietary needs. The menu features with a mix of Asian and Myanmar cuisine, offering dishes to suit all tastes. With the growing importance of dietary inclusivity, it offers special menu options to vegetarians, vegans and people with gluten restrictions. The restaurant serves all meals, including lunch, dinner and drinks. Their menu includes a variety of appetizers, main dishes, hot pots, pounded salads, vegetarian menus, noodles, and soups. They specialize in authentic Shan cuisines and aim to introduce traditional dishes from all corners of the Shan state. The restaurant is known for using fresh ingredients directly imported from the Shan state. The restaurant has free Wi-Fi for guests who want to stay connected and is also suitable for family gatherings thanks to its family-style serving option. Facilities at Shan Yoe Yar include a bar counter with a selection of drinks, meeting rooms suitable for different group sizes, and spacious parking spaces. In addition to corporate event services such as business lunches, product launches, press conferences, private events and delivery services to nearby offices, are also available.

In addition, his future goal is to promote traditional Shan cuisine worldwide. Their slogan is: “We put your health and well-being first.” The goal is: “Imagine being transported to the splendor of SHAN HAW Nan, a magnificent Shan Palace, the residence of the Shan people Sawbwa (Shan princes). The goals of restaurant are to maintain high standards of quality and service to the local community by supporting local businesses, employing Shan people and promoting Shan culture through culinary experiences, integrating sustainable practices into operations to minimize environmental impact and supporting local farmers and producers. Restaurant plays an important role in preserving and promoting the Shan culinary heritage while making it accessible to a wider audience.

3.2 Organization Structure of Shan Yoe Yar Restaurant

Shan Yoe Yar restaurant is a customer-oriented restaurant and is committed its customers with overall exceptional experience. The company is governed by a board of directors, which is responsible for making major decisions about the operations of company and its strategy. The organizational structure of company is as shown in Figure (3.1).

Figure (3.1) Organization Structure of Shan Yoe Yar Restaurant



Source: Shan Yoe Yar Restaurant (2024)

According to organization structure of Shan Yoe Yar restaurant, it has a relatively flat organizational structure, with few layers of management. This is a common structure for businesses, as it allows for quick decision-making and communication. Restaurant operates with three main departments such as operation department, marketing and sales department and finance and accounting department.

3.2.1 Operation Department

Operations department of restaurant acts as the engine that drives the daily operations of the restaurant and oversees critical aspects of the experience. To ensure smooth coordination of various operational aspects, this department plays a pivotal role in ensuring efficient operations of the restaurant and providing quality service to guests. The heart of the operations department is monitoring food preparation in the kitchen.

You have to work closely with the kitchen team to ensure consistent quality and presentation of the dishes. From sourcing ingredients to inventory management, the department ensures the kitchen runs smoothly and maintains the restaurant's culinary standards.

Front-of-house operations also fall under the responsibility of the operations department. This includes managing hosting, waiters and bartenders, who together create the overall experience for customers. The department is responsible for monitoring customer relationships, addressing concerns, and maintaining a welcoming atmosphere. Table turnover, reservation management and the overall service flow are also important considerations for the operations team. They work with other departments such as marketing and sales to implement strategies that increase customer satisfaction and attract repeat customers. In addition, the operations department is instrumental in ensuring compliance with health and safety standards. From kitchen hygiene to cleanliness in the dining area, the team ensures compliance, contributing to a safe and hygienic environment for customers and employees.

3.2.2 Marketing and Sales Department

Marketing and sales department of restaurant plays a crucial role in shaping the public image and driving customer loyalty. The department focuses on promoting the restaurant's brand, events and unique offerings through various channels. This includes managing the restaurant's online presence, ensuring an up-to-date and visually appealing website, and using social media platforms to effectively engage customers. The team maintains positive relationships to ensure press coverage and enhance the restaurant's reputation through collaboration with local media.

Additionally, the department is exploring collaborations and partnerships with local businesses, influencers and organizations to expand the reach of restaurant. Through customer loyalty programs, sales strategies and market research, the team aims to increase sales, understand customer preferences and remain competitive in the dynamic restaurant industry. Special events, promotions and theme nights are carefully planned and executed to attract new customers and maintain the loyalty of existing customers. The Marketing and Sales Department also actively monitors online reviews and customer feedback by implementing strategies to address concerns and improve the overall reputation of Shan Yoe Yar Restaurant.

3.2.3 Finance and Accounting Department

The finance and accounting department at Shan Yoe Yar restaurant serves as the financial backbone of the establishment, handling a range of responsibilities vital to the restaurant fiscal health. This department is charged with the meticulous management of the company's financial resources and maintaining accurate accounting records. Key function for this department is budgeting, where financial experts forecast and allocate resources to various departments, ensuring efficient and effective operations. Moreover, the finance and accounting team is tasked with tracking revenue and expenses, preparing financial statements, and generating reports that offer insights into the restaurant's financial performance. These reports aid in decision-making processes, allowing the management to assess profitability, identify areas for cost optimization, and make informed strategic choices.

The department also plays a critical role in payroll management, ensuring timely and accurate compensation for all staff members. Tax compliance is another essential aspect, with the team responsible for fulfilling all legal and regulatory financial obligations. Financial planning and forecasting are continuous activities in the finance and accounting department, helping the restaurant to adapt to changing economic conditions and market trends. Furthermore, this department often collaborates with external auditors to guarantee the accuracy and transparency of financial records. The finance and accounting department at restaurant is fundamental to the restaurant's stability and growth, providing financial insights, managing resources effectively, and ensuring adherence to legal and regulatory financial requirements.

3.3 Experiential Marketing Practices of Shan Yoe Yar Restaurant

Shan Yoe Yar offers customers more than just a meal. The result is an immersive experience into the heart of Shan culture. It offers a unique and unforgettable experience that combines authentic Shan cuisine, an impressive cultural ambience and exceptional service. Experiential marketing practices (Sense Experience, Feel Experience, Think Experience, Act Experience, Relate Experience) are effective tools for attracting new customers who are interesting in unique and cultural culinary experiences. By implementing these experiential marketing practices, Shan Yoe Yar aims to create a unique and memorable dining experience that leaves customers satisfied. They strive to build deeper customer relationships, differentiate themselves from the competition, and build a strong and loyal customer base.

3.3.1 Sense Experiences

The restaurant offers a multi-sensory experience that transports customers to the heart of Shan culture. The decoration of restaurant with beautiful tapestries, woven baskets and wooden furniture evokes the essence of Shan history and warmth. This experience creates a visually appealing and culturally engaging atmosphere. Recycled wood has been used throughout the interior of the restaurant, giving the space a charming atmosphere. Customers are greeted by a royal environment similar to Shan royalty. The pleasant environment and warm hospitality of the restaurant ensure unforgettable virtual memories. The features of Shan music playing in the soft background, creating a calm and welcoming atmosphere. This allows customers to immerse themselves in the sounds of Shan culture, with gentle melodies of traditional instruments such as the hsaing waing (bamboo harp). This atmosphere and pleasant soundscape offer customers an unforgettable sensory experience. The restaurant explores the diverse flavor profiles of Shan dishes with sour, salty, spicy and savory notes. The restaurant places great importance on the health and well-being of its customers and ensures that every dish is prepared with care and quality. The restaurant features fresh vegetables imported directly from Shan State. The scent of fresh Shan dishes enriched with unique spices and herbs stimulates the sense of smell. The aroma includes fresh Shan spices such as turmeric and lemongrass and the sweet scent of roasted peanuts, used in typical Shan dishes. Restaurant offers several signature dishes including Shan noodle soup, Kyaing Tong Mee Shay and pounded tea leaf salad. Their menu likely goes beyond these examples and encompasses a wider range of Shan cuisine. The softness of handmade noodles, the crunch of fried spring rolls and the gentleness of Shan desserts create a varied textural experience. Restaurant stands out from other restaurants with its unique ambience, traditional Shan music and focus on fresh, local ingredients. By engaging all of these senses, restaurant creates an unforgettable and immersive sensory experience.

3.3.2 Feel Experiences

The restaurant ensures an unforgettable experience for its customers by stimulating different senses, evoking a range of emotions and promoting a connection to Shan culture and cuisine. The beautiful decoration with traditional Shan textiles, artwork and soft background music as well as the peaceful garden transports customers to the Shan State. This atmosphere gives a feeling of nostalgia. Attentive, hospitable staff in traditional Shan clothing provide personalized service that anticipates customer needs. This comfortable environment promotes a deeper sense of belonging and community. Additionally, the obvious passion of chef, the freshness and quality of the dishes, and the celebration of Shan culinary traditions through seasonal offerings create excitement and encourage repeat visits. The restaurant offers an overall experience that goes beyond satisfaction. It engages customers in the rich spectrum of Shan culture and tradition, fostering a deep sense of connection, appreciation and lasting memories.

3.3.3 Think Experiences

The restaurant goes beyond sensory and emotional interaction to stimulate the intellectual curiosity of its customers. The carefully designed decoration with traditional Shan elements, a varied menu and careful presentation encourages customers to explore the history of the Shan people, the ingredients and preparation methods of Shan cuisine, and their unique regional heritage. Customers gain informed insight by observing the cultural meaning behind each menu item, the origins of unique Shan ingredients and traditional cooking techniques. These educational experiences offer customers the opportunity to learn more about Shan cuisine and its cultural roots. They are encouraged to think critically about the environmental and ethical aspects of the food industry by demonstrating the sustainable practices of restaurant and use of local, natural materials when serving dishes. Therefore, customers can think about how the practices of restaurant are related to Shan cultural values and environmental awareness. Beyond just serving food, the restaurant immerses customers in Shan culture through informative table presentations and traditional design elements. The restaurant creates a diverse thinking experience that transforms the restaurant into a place for cognitive engagement and cultural exploration.

3.3.4 Act Experiences

Shan Yoe Yar goes beyond simply providing meals by actively encouraging customer participation and engagement. This is evident in various aspects of the dining

experience. The restaurant maintains a welcoming and interactive atmosphere through attentive staff who address customers by name, explain menu items, and answer customer questions. This encourages customers to engage in conversation, comfortably exploring the menu, and appreciate the cultural nuances of Shan cuisine. The personal touch transforms the restaurant into a friendly and welcoming space. The traditional Shan decoration, staff clothing and background music immerse customers in the cultural experience. The restaurant emphasizes the use of fresh, local ingredients and emphasizes healthy Shan cuisine. Customers can personalize their dishes at a spice station with Shan spices, pickles and dipping sauces, adjusting spice levels and exploring flavor combinations. This element of control and adjustment promotes a sense of ownership. The restaurant offers a wide range of menu options, including vegetarian options and customizable lunch boxes, allowing customers to explore different Shan flavors. By providing these options, the restaurant allows its customers to customize their food. Additionally, the restaurant encourages social interaction and engagement through its take-out, reservation, private dining and family-style dining options. The active approach of restaurant promotes a sense of community and connection to traditional Shan values that emphasize social bonds and shared experiences. By creating a relational atmosphere, the restaurant goes beyond simply serving meals and provides a space for customers to engage with each other and with Shan culture. The restaurant offers comprehensive amenities such as seating, parking, high chairs and free internet, providing customers with comfort and convenience. The restaurant also extends its interactive approach by offering catering services for various events, allowing customers to experience Shan cuisine and cultural elements in their own setting.

3.3.5 Relate Experiences

Restaurants create relatable experiences by fostering deep connections between customers and Shan culture. This relational experience goes beyond individual taste preferences. It promotes an understanding and appreciation of Shan culinary restaurant traditions. Additionally, it contributes to the sense of connection through comprehensive amenities that create a comfortable atmosphere. Customers can fully experience the essence of Shan cuisine by enjoying traditional dishes prepared with authentic ingredients and cooking techniques. Convenient reservation and ordering systems allow customers to customize their dining experience and interact with

companions in a stress-free manner. The environment of restaurant expresses its customers who value social responsibility and cultural engagement by offering family-friendly events, supporting local artists and engaging in charitable causes. In addition, the restaurant entertains guests with performances of traditional Shan dances and music. This entertainment allows customers to connect directly with local identity and traditions. The restaurant's warm atmosphere and attentive service promote guests' sense of belonging and social connection. The restaurant offers a loyalty program with discounts and promotions. The restaurant's characteristics attract new customers as a place for good food and a cultural center by encouraging loyal customers to share their dining experiences on social media. The restaurant builds strong bonds with its customers and fosters a lasting appreciation for Shan cuisine and culture by providing diverse, relatable experiences. This experience goes beyond the first visit and inspires long-term loyalty and repeat business.

CHAPTER IV
ANALYSIS ON THE EFFECT OF EXPERIENIAL MARKETING
PRACTICES, CUSTOMER SATISFACTION AND LOYALTY
TOWARDS SHAN YOE YAR RESTAURANT

This chapter includes research design, demographic profile, reliability test, perception of the respondents, effect of experiential marketing practices on customer satisfaction and customer loyalty depending on sense, feel, act, think and relate experiences at Shan Yoe Yar Restaurant.

4.1 Research Design

This study aims to analyze experiential marketing practices, customer satisfaction, customer loyalty of Shan Yoe Yar Restaurant. The study employs a quantitative research methodology. Both primary data and secondary data are utilized in order to achieve the objectives of the study. This study only focuses on 314 loyal customers who using member cards of Shan Yoe Yar Restaurant. The respondents are chosen by using simple-random sampling method. Taro Yamane Formula (1967) is used to calculate the sample size of the study. There are 176 respondents as the sample size for the study. Structured questionnaires are distributed with google form through online method according to Shan Yoe Yar Customer Data Base. Secondary data are collected from text books, previous research papers, journals, relevant websites. The data collection period is from March to May 2024.

This study adopts the formula developed by Taro Yamane (1967) with 95% confidence level. The calculation is presented as follows:

$$\begin{aligned}n &= N/(1+Ne^2) \\ &= 314/ (1+314*0.05) \\ &= 176\end{aligned}$$

Where; n = sample size

N= population size

e = level of precision or sampling error

4.2 Demographic Profile of Respondents

The demographic characteristics of respondents are discussed in this section. Table (4.1) provides a detailed illustration of demographic characteristics including gender, age, education level, occupation, monthly income and marital status.

Table (4.1) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	176	100.0
1.	Gender		
	Male	85	48.3
	Female	91	51.7
2.	Age (Years)		
	18 – 25	10	5.7
	26-35	37	21.0
	36-45	56	31.8
	46 – 55	54	30.7
	Above 55	19	10.8
3.	Education		
	High School	19	10.8
	Under Graduate	69	39.2
	Graduate	88	50
4.	Occupation		
	Government Staff	34	19.3
	Company Staff	55	31.2
	Self-employed	67	38.1
	Unemployed	20	11.4
5.	Monthly Income Level (Kyats)		
	300,001 – 600,000	26	14.8
	600,001 – 900,000	68	38.6
	Above 900,000	82	46.6
6.	Marital Status		
	Single	80	45.0
	Married	97	55.0

Source: Survey Data (2024)

According to the data presented in Table (4.1), out of the total number of respondents (176), 91 respondents are female and 85 respondents are male. Women make up a slightly larger proportion of respondents (51.7%) than men (48.3%). The biggest responders of age are 36 to 45, there are 31.8% of the respondents, while the second respondents of age are 46 to 55, there are 30.7% of the respondents. Restaurant provides additional support to young to middle age as a target group. The educational background of the responder is broken down into three categories, namely high school,

undergraduate, graduate level of education. Among these, 50% of respondents had graduated. Restaurant targets customers with a higher level of education, while the occupation of respondents (38.1%) are sole proprietors of their own companies, while the majority of respondents (55%) are married. According to the findings about personal monthly income, (46.6%) of respondents make above 900000 kyats in a month. Restaurant serves middle to high income customers.

4.3 Reliability Test

According to Morse et al. (2002), criteria and standards for evaluating the overall significance, relevance, impact, and usefulness of completed research have gently replaced reliability and validity in the review process. In this research, Bartlett's test of sphericity is used to determine whether or not there are duplicates between the variables, and Kaiser-Meyer-Olkin (KMO) is used to determine whether adequate sampling has been done or not. Each test determines the validity of the other. Cronbach's Alpha is a tool for measuring the internal consistency (reliability) of a sample. The Kaiser-Meyer-Olkin test is used to determine the potential contribution of underlying factors to the overall amount of variation in the variables under study. According to Sekaran (2003), Cronbach's alpha is a reliability coefficient that indicates how well elements in a set are positively related to each other. Cronbach's Alpha was named after him. According to Shkeer and Awang (2019), a high KMO value above 0.6 and a significance value of Bartlett's test below 0.05 indicates that the test has a high level of validity. The conventional guideline is that a Cronbach's alpha of 0.70 or higher is considered good, 0.80 or higher is considered better, and 0.90 or higher is considered the best. Table (4.2) shows the results of the survey study of Cronbach alpha coefficient, KMO and Bartlett Sphericite test.

Table (4.2) Reliability Test of the Variables

Sr. No.	Particulars	No. of Items	Cronbach's Alpha
1.	Sense Experience	6	0.821
2.	Feel Experience	6	0.772
3.	Think Experience	6	0.803
4.	Act Experience	6	0.750

5.	Relate Experience	6	0.874
6.	Customer Satisfaction	5	0.749
7.	Customer Loyalty	6	0.757

Source: Survey Data (2024)

According to the Table (4.2), the Cronbach's alpha values of all variables are above 0.7 which indicates that the internal consistencies for the questionnaires are good and acceptable. It is satisfactory for each variable, indicating that the scale items on the questionnaires are considered to be reliable for the study. Consequently, the data is considered to be both valid and reliable.

4.4 Perceptions on Experiential Marketing Practices, Customer Satisfaction and Customer Loyalty

To assess the customer perception on experiential marketing practices of Shan Yoe Yar restaurant, structured questionnaires is distributed with five-point Likert scales to 176 respondents. The descriptive analysis on customer perception of experiential marketing practices is presented in the following sub-section (4.4.1).

Table (4.3) Mean Rating Scale

No.	Score Range Mean	Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Neutral
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Pimentel (2010)

In this study, the mean scores are categorized into five groups. According to Pimentel (2010) described that the range of the score as shown in Table (4.3).

4.4.1 Experiential Marketing Practices

Sense, feel, act, think and relate are measured for experiential marketing practices in this section. Each element of the experiential marketing practices plays a role in shaping the customer perception and overall satisfaction.

1. Sense Experiences at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the sense experiences at Shan Yoe Yar restaurant. Based on the findings, the study presents the mean, overall mean and standard deviation for the sense experiences.

Table (4.4) Sense Experiences at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	The overall atmosphere of the restaurant is relaxing.	3.66	0.92
2	The ambiance, decoration, and aesthetics of the restaurant are inviting and pleasant.	3.69	0.83
3	The music selection and overall sound environment creates a positive dining experience at restaurant.	3.67	0.82
4	The aroma of food preparation of the restaurant is enticing and adds to the dining experience.	3.81	0.87
5	The flavor profiles of the dishes are unique with a delightful culinary experience.	3.55	0.83
6	The visual presentation of the food at the restaurant is always appealing.	3.93	0.80
Overall Mean		3.72	

Source: Survey Data (2024)

Table (4.4) presents the overall mean score of sense experience is 3.72 fall in between 3.41 and 4.20. It is indicating that customers perceive sense experience of restaurant at high level. According to mean table, the most positive aspect contributing to their sense experience is the visual presentation of the food at the restaurant has the largest mean value with 3.93, while the flavor profiles of the dishes are unique with a delightful culinary experience has the smallest mean value with 3.55. And then, customers perceived the atmosphere of restaurant positively, with means value 3.66 and above for all statements related to ambience, decoration, music, and overall relaxation.

2. Feel Experiences at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the feel experiences at Shan Yoe Yar Restaurant. Based on the findings, the study presents the mean, overall mean and standard deviation for the feel experiences.

Table (4.5) Feel Experiences at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	The staff are friendly and welcome at the restaurant.	3.62	0.94
2	The restaurant provides unique dining experiences beyond traditional dining.	3.61	0.99
3	The staff personalizes dining experience by remembering customer preferences.	3.65	0.94
4	Restaurant provides customers unexpected delights, such as complimentary appetizers at the restaurant.	3.54	0.97
5	The overall atmosphere of the restaurant is warm and comfortable.	3.58	1.00
6	Restaurant provides diner connection with Shan culture.	3.55	1.00
Overall Mean		3.59	

Source: Survey Data (2024)

Table (4.5) presents the overall mean score of feel experience is 3.59 fall in between 3.41 and 4.20. It is indicating that customers perceive feel experience of restaurant at high level. According to mean table, the most positive aspect contributing to their feel experience is the staff personalizes dining experience by remembering customer preferences has the largest mean value with 3.65, while the restaurant provides customers unexpected delights, such as complimentary appetizers have the smallest mean value with 3.54. And then, customers positively perceived restaurant provides diner connection with Shan culture with means value 3.58 and above for all statements related to the warm and comfortable atmosphere of restaurant, friendly and welcoming staff and unique dining experiences beyond traditional dining.

3. Think Experiences at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the aspect of think experiences at Shan Yoe Yar restaurant. The mean, overall mean and standard deviation for the think experiences is shown based on the findings.

Table (4.6) Think Experiences at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	Restaurant clearly showcases the provenance and story behind the food.	3.55	0.87
2	Restaurant emphasizes sustainable practices or ethical sourcing of ingredients.	3.51	0.94
3	Restaurant provides opportunities to learn about different food cultures and pairings.	3.50	0.94
4	Restaurant offers intellectually stimulating and engaging dining experience.	3.61	0.89
5	Restaurant provides cultural information and awareness enhancing dining experience.	3.31	0.99
6	The menu descriptions and variety of dishes encourage customer to explore Shan culinary experiences at restaurant.	3.38	1.00
	Overall Mean	3.48	

Source: Survey Data (2024)

Table (4.6) presents the overall mean score of think experience is 3.48 fall in between 3.41 and 4.20. It is indicating that customers perceive think experience of restaurant at high level. Customer feedback indicated that intellectually stimulating dining experiences were highly valued by customers, with an average rating of 3.61. Additionally, customers appreciated the emphasis on showcasing the origin of the food, which received an average rating of 3.55. The opportunity to learn about different food cultures was also positively received, with an average rating of 3.50. Feedback of customer highlighting sustainable practices, which received an average rating of 3.51. Providing more cultural information was also identified as an area for improvement, with an average rating of 3.31. Furthermore, customers expressed a desire for menu

descriptions that would encourage them to explore Shan cuisine, which received an average rating of 3.38.

4. Act Experiences at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the aspect of act experiences of Shan Yoe Yar restaurant. The mean, average mean, and standard deviation for the act experiences are shown based on the findings.

Table (4.7) Act Experiences at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	Restaurant offers interactive food preparation experiences with communal hot pot tables.	3.51	0.89
2	Restaurant hosts social media challenges or contests related to the dining experience.	3.66	0.90
3	Restaurant provides a social platform to share dining experiences and engage with the brand.	3.68	0.91
4	Restaurant allows customer to participate in interactive elements enhancing dining experience.	3.67	0.89
5	Restaurant encourages customer to engage in activities beyond just consuming food.	3.56	0.83
6	Customers are satisfied with the available amenities (reservations, highchairs, Wi-Fi).	3.81	0.87
	Overall Mean	3.64	

Source: Survey Data (2024)

Table (4.7) presents the overall mean score of act experience is 3.64 fall in between 3.41 and 4.20. It is indicating that customers perceive act experience of restaurant at high level. According to mean table, the most positive aspect contributing to their act experience is the available amenities (reservations, highchairs, Wi-Fi) has the largest mean value with 3.81, while restaurant offers interactive food preparation experiences with communal hot pot tables has the smallest mean value with 3.51. And then, customers positively perceived restaurant encourages customer to engage in activities beyond just consuming food with means value 3.58 and above for all statements related to social media challenges or contests related to the dining experience, a social platform to share dining experiences and engage with the brand and customer to participate in interactive elements enhancing dining experience.

5. Relate Experiences at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the aspect of relate experiences at Shan Yoe Yar restaurant. The mean, the overall mean, standard deviation for the relate are shown based on the findings.

Table (4.8) Relate Experiences at Shan Yoe Yar Restaurant

No	Description	Mean	Std. Deviation
1	Restaurant creates a sense of community by hosting family-friendly events or special occasions.	3.53	0.81
2	Restaurant supports local artists or musicians through collaborations.	3.38	0.89
3	Shan Yoe Yar involves in charitable events or supports local causes aligning with cultural values.	3.51	0.94
4	Customers feel a sense of belonging and connection with other patrons at the restaurant.	3.57	0.92
5	Restaurant fosters a sense of community for appealing.	3.64	0.96
6	Restaurant offers authentic Shan flavors traditional food.	3.41	0.87
Overall Mean		3.51	

Source: Survey Data (2024)

Table (4.8) presents the overall mean score of relate experience is 3.72 fall in between 3.41 and 4.20. It is indicating that customers perceive relate experience of restaurant at high level. According to mean table, the most positive aspect contributing to their relate experience is restaurant fosters a sense of community for appealing has the largest mean value with 3.64, while restaurant supports local artists or musicians through collaborations has the smallest mean value with 3.38. And then, customers positively perceived restaurant offers authentic Shan flavors traditional food, with means value 3.41 and all statements related to a sense of community by hosting family-

friendly events or special occasions, involves in charitable events or supports local causes aligning with cultural values and a sense of belonging and connection with other patrons at the restaurant, are 3.53, 3.51 and 3.57 respectively.

4.4.2 Overall Mean of Independent Variables

The average value of overall of independent variables are used to measure the customer perception towards Shan Yoe Yar Restaurant.

Table (4.9) Overall Mean and Standard Deviation of Variables

Factors	Overall Mean	Standard Deviation
Sense Experience	3.72	0.66
Feel Experience	3.59	0.69
Think Experience	3.48	0.68
Act Experience	3.65	0.66
Relate Experience	3.51	0.59

Source: SPSS Output Data 2024

According to table (4.9), overall mean value of experiences of sense, feel, think, act and relate are seen respectively. The overall mean value of all variables is fall between 3.41 and 4.20. Therefore, respondents have high perception on experiential marketing practices towards Shan Yoe Yar Restaurant.

4.4.3 Customer Satisfaction at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the aspect of customer satisfaction at Shan Yoe Yar restaurant. The mean, overall mean and standard deviation for the customer satisfaction is shown based on the findings.

Table (4.10) Customer Satisfaction at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	Customers are satisfied with the dining experience at the restaurant.	3.64	0.92
2	Customers are consistently met or exceeded dining at the restaurant.	3.65	0.91
3	Customers are happy and fulfilled after dining at the restaurant.	3.41	0.96
4	Customers are likely to recommend Shan Yoe Yar to others after dining at the restaurant.	3.50	1.00
5	Customers are considered Shan Yoe Yar as one of the favorite restaurants.	4.00	0.01
	Overall Mean	3.64	

Source: Survey Data (2024)

Table (4.10) presents the overall mean score of customer satisfaction is 3.64 fall in between 3.41 and 4.20. It is indicating that customers are satisfied at all experience of restaurant at high level. Customers were generally satisfied with their dining experience at Shan Yoe Yar, as indicated by a mean score of 3.64. This reflects a favorable perception of the restaurant. Additionally, the scores for consistently meeting or exceeding expectations have mean value (3.65) and feeling happy and fulfilled after dining has mean value (3.41) were also positive. Although the score for recommending Shan Yoe Yar to others has mean value (3.50) was slightly lower, it still conveyed a positive sentiment. Notably, the mean score for considering Shan Yoe Yar a favorite restaurant was the highest mean value at 4.00.

4.4.4 Customer Loyalty at Shan Yoe Yar Restaurant

Structured questionnaires are used to find out the aspect of customer loyalty of Shan Yoe Yar Restaurant. The mean, overall mean and standard deviation for the customer loyalty is shown based on the findings.

Table (4.11) Customer Loyalty at Shan Yoe Yar Restaurant

No.	Description	Mean	Std. Deviation
1	Customers are recommended Shan Yoe Yar to others seeking a delicious and culturally immersive dining experience.	3.69	0.97
2	Customers are unlikely to switch to another restaurant even if other restaurants offered with lower prices.	3.64	0.92
3	Customers are willing to pay a premium price for the unique dining experience offered by Shan Yoe Yar Restaurant.	3.65	0.91
4	Customers are frequently visited Shan Yoe Yar Restaurant as a regular customer.	3.41	0.95
5	Customers are actively promoted about Shan Yoe Yar Restaurant to friends and family.	3.50	1.00
6	Customers are chosen to dine at Shan Yoe Yar even if there were other restaurants nearby offering similar cuisine.	4.00	0.01
	Overall Mean	3.65	

Source: Survey Data (2024)

Table (4.11) presents the overall mean score of customer loyalty is 3.65 fall in between 3.41 and 4.20, indicating high level. The restaurant is highly regarded by customers due to its ability to offer both delectable cuisine and an immersive cultural experience has mean value (3.69). The scores for price insensitivity have mean value (3.64) and the willingness to pay a premium has mean value (3.65) were also quite favorable. However, the scores for frequent visitation have mean value (3.41) and active promotion also has mean value (3.50) were slightly lower, although still positive. Interestingly, the score for choosing Shan Yoe Yar over similar nearby restaurants has mean vale (4.00) had the highest mean, indicating a strong preference for this establishment.

4.5 Analysis on the Effect of Experiential Marketing Practices on Customer Satisfaction

The Effect of Experiential Marketing Practices on Customer Satisfaction towards Shan Yoe Yar Restaurant can be seen in below Table (4.12).

Table (4.12) Effect of Experiential Marketing Practices on Customer Satisfaction

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig	VIF
	B	Standard Error				
Constant	.435	.292		1.494	.137	
Sense	.210***	.070	.232	2.983	.003	1.838
Feel	.111**	.052	.126	2.113	.036	1.089
Think	.128*	.065	.145	1.961	.052	1.672
Act	.151**	.065	.167	2.317	.022	1.586
Relate	.294***	.078	.294	3.764	.000	1.848
R ²	0.440					
Adjusted R ²	0.424					
F Value	26.768***					
Durbin-Watson	1.818					

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

Based on the findings presented in Table (4.12), the Adjusted R² value is calculated to be 0.424, suggesting that the target variable accounts for 42.4 percent of the variability observed. The F test value, which assesses the overall significance of the model, is deemed highly important at the 1% significance level. This indicates a statistically significant relationship. Additionally, the Durbin-Watson statistic is reported to be 1.818, falling within the acceptable range of 1.5 to 2.5.

This study delves into the impact of different dimensions of restaurant experiential marketing practices on customer satisfaction. The sense experience is found to be statistically significant at the 1% level, highlighting the importance of visually appealing food presentation, ambiance, and enticing aromas in enhancing customer satisfaction. The feel experience is significant at the 5% level, indicating that

a welcoming environment, personalized service, and occasional surprises positively influence satisfaction. The think experience is significant at the 10% level, suggesting that customers value sustainable practices and opportunities to explore diverse food cultures. The act experience is also significant at the 5% level, implying that offering a variety of engaging activities or promotions can enhance satisfaction. Lastly, the relate experience is found to be positively significant at the 1% level.

4.6 Analysis on the Effect of Customer Satisfaction on Customer Loyalty

The Effect of Customer Satisfaction on Customer Loyalty towards Shan Yoe Yar Restaurant can be seen in below Table (4.13).

Table (4.13) Effect of Customer Satisfaction on Customer Loyalty

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig
	B	Standard Error			
Constant	.215	.069		3.126	.002
Customer Satisfaction	.944***	.019	.968	50.578	.000
R ²	0.936				
F Value	2558.152***				
Durbin-Watson	1.762				

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

Table (4.13) reveals a strong positive relationship between customer satisfaction and customer loyalty at Shan Yoe Yar Restaurant. The Beta coefficient of 0.968 suggests that customer satisfaction has a very strong positive effect on customer loyalty. The t-statistic of 50.578 and a significance level of 0.000 ($p < 0.001$) indicate a statistically significant relationship at the 1% level. R-squared (R^2) value of 0.936 suggests that 93.6% of the variance in customer loyalty can be explained by the variation in customer satisfaction. F-Value and Durbin-Watson Statistic provide supplementary insights into the model is significant.

CHAPTER V CONCLUSION

This chapter discusses the findings of the study on the experiential marketing practices of Shan Yoe Yar Restaurant and their influence on customer satisfaction and loyalty. The chapter integrates the data collected through questionnaires and analyzes how each experiential variable including (sense, feel, think, act and relate) contributes to the overall dining experience.

5.1 Findings and Discussions

This chapter summarizes the key findings of the study on experiential marketing practices and their impact on customer satisfaction and loyalty towards Shan Yoe Yar Restaurant. The analysis reveals a positive correlation between the restaurant focus on creating a multi-sensory dining experience and positive customer attitude.

According to demographic profile of the respondents, the majority of respondents are young professionals with a higher level of education and a medium to high income level. Females make up a slightly larger portion of the respondents compared to males.

According to first objective upon customer perceptions, Shan Yoe Yar provides a delightful dining experience that stimulates the senses. The enticing aroma of the food are exceptionally attracted customer attention, while the visually appealing presentation of the dishes significantly contribute to the overall experience. The selection of music is carefully chosen to complement the ambiance, contributing to a positive atmosphere. The friendly of staff and attentive service further enhances the overall impression. The use of fresh and high-quality ingredients is evident in the dishes and the responsibility of restaurant show quality. The staff ensures that customers feel valued and welcomed. The decoration and ambiance are designed to spark curiosity about Shan culture. The diverse menu encourages customers to explore new culinary, and the incorporation of traditional elements on the plate drive to interest in the cultural background of the food. However, it is important to note that there are some limitations in terms of dietary options. The cultural elements create a connection to Shan culture, although the level of immersion may vary depending on each individual customer experience. The flavors are mostly reflected Shan authenticity, but also incorporated some modern adaptations. The friendly atmosphere fosters a sense of connection not only with the staff but also potentially with other customers.

According to second objective, all experiences are positively significant effect on customer satisfaction. Relate experience has most positive significant effect on

customer satisfaction. It means that restaurant offers its customers a strong sense of community through family-friendly events, supporting local artists or musicians, and charitable involvement that aligns with customer values. It is significantly enhancing satisfaction and emotional feeling. Restaurant not only focuses on serving food, but also on creating a space for social connections and shared experiences that strongest matches with its customers satisfaction.

Sense experiences is second positive significant effect on customer satisfaction. It indicates that the overall ambience plays a crucial role in creating a memorable experience. Customers who frequent restaurant are impressed by the ambience, decoration, and sound environment that contribute to an inviting overall dining atmosphere. The delightful aromas further elevate the dining experience. Furthermore, the dishes are characterized by unique flavor combinations that provide a delightful culinary experience, and the visually appealing presentation of the food is able to attract and satisfy customers.

Act experience is the third positive significant effect on customer satisfaction. It means that restaurant offers various facilities, opportunities for involvement in events, engage with interactive features, and a social platform to share their dining experiences and opportunities for customers to interact with the restaurant. Additionally, the restaurant offers unique food preparation experiences to create a more interactive environment and encourage participation through social media competitions or challenges linked to the dining experience. Restaurant offers a wider range of engaging activities (cooking classes, cooking demonstration) or promotions positively influences on satisfaction.

Feel experiences is fourth positive significant effect on customer satisfaction. It shows that a welcoming atmosphere with friendly staff, personalized touches like remembering preferences, and occasional surprises positively impact on customer satisfaction. At restaurant, customers are well pleased warmth and hospitality by the staff who encompass the essence of Shan culture, creating a comfortable and inviting environment.

Think experience is fifth positive significant effect on customer satisfaction. It means that customers appreciate the restaurant emphasis on sustainability and exploring food cultures. Customers who dine at restaurant find great value in delving into the origins and narratives behind the food served. The commitment of restaurant is driving to sustainable practices and highly appreciating customers to involve themselves in

various food cultures and pairings. The educational aspect of food pairing experiences adds an extra layer of enrichment to the dining experience. Customers of restaurant often describe their visits as intellectually stimulating, transcending just act of having a meal. The cultural insights gained from exploring menu descriptions and the wide variety of dishes offered contribute significantly to enhancing the overall dining experience

According to third objective, the analysis examines how customer satisfaction at restaurant influences customer loyalty. The results indicate that customer satisfaction is a highly positive significant effect on customer loyalty. Shan Yoe Yar achieves ongoing success by prioritizing customer satisfaction through various initiatives. These include providing exceptional service that is consistently professional, friendly, and attentive in all customer interactions. Additionally, the restaurant maintains unwavering quality standards for food quality, presentation, and taste to ensure a consistently delicious dining experience. Restaurant also creates memorable moments for customers by offering personalized experiences, special events, and loyalty programs, fostering a strong connection with its customers. Furthermore, this implies that restaurant consistently delivers exceptional dining experiences that meet or surpass customer expectations, their satisfaction levels increase, leading to a stronger sense of loyalty among customers. Additionally, highly satisfied customers develop a greater sense of trust, appreciation, and emotional attachment to Shan Yoe Yar. Consequently, these satisfied customers become loyal supporters who frequently return to the restaurant, enjoying the familiar and positive experiences. Moreover, this loyalty translates into positive word-of-mouth recommendations, as loyal customers passionately support restaurant to their friends, family, and acquaintances. The presence of a solid base of loyal customers ensures a consistent and stable revenue stream, thereby contributing to the long-term sustainability and growth of Shan Yoe Yar.

5.2 Suggestions and Recommendations for Shan Yoe Yar Restaurant

Based on the findings from the research, some suggestions and recommendations for Shan Yoe Yar Restaurant are as follows.

According to the sense experience, the restaurant should enhance the sensory experience by introducing unique Shan teas or beverages to accompany the dishes, ensuring that the music complements the ambiance in terms of volume. Visual presentation of food and ambience is already a strength, so it is important to maintain this focus. Make sure the plates are beautifully arranged and the restaurant environment

will continue to enhance the overall experience. It is recommended that restaurant should further improve the attractive aromas already present, consider incorporating fresh herbs strategically placed around the restaurant. This could be strategically placing fresh herbs throughout the restaurant or using spices in creative ways to create an inviting scent.

Regarding with the feel experience, restaurant should train staff to share cultural insights with customers who are interested. The friendly and attentive staff is already a positive aspect of the experience. By providing continued staff training, restaurant can ensure consistency and identify opportunities to personalize the experience even more. This will contribute to a memorable and enjoyable dining experience. It is recommended that restaurants offer small appetizers to all customers or a unique "welcome drink" when they first arrive. These unexpected gestures will leave a lasting impression on customers.

According to the think experience, restaurant should elevate the dining experience, it is advisable to incorporate sustainability and food culture more prominently within the menus. This can be achieved by providing brief explanations about the dishes and cultural importance. This allowing customer to appreciate the culinary heritage behind each meal. Additionally, providing access to short videos that showcase sustainability practices or delve into the rich food culture associated with the cuisine. Restaurants should offer reduced portion sizes at affordable prices to accommodate customers who looking for a fulfilling and recognizable dining experience.

Regarding with the act experience, the restaurant should offer a more extensive range of promotions to cater to a diverse customer base. The restaurant could include introducing themed menus highlighting specific regions in Shan State or organizing special events with cooking demonstrations and cultural performances. To target the right audience, restaurants should utilize social media advertising to reach relevant demographics. It is recommended that restaurants improve their social media presence by actively sharing cultural stories, recipes, and motivating customers to share their experiences on diverse social media platforms. By training staff to remember returning customers and their choices, restaurants can create a warm and personalized atmosphere. These practices contribute to customer satisfaction and help build long-term loyalty.

According to the relate experience, The restaurant should also build a loyal customer base by exploring partnerships and collaborations, working with local cultural organizations or tourism associations, providing catering services for events with a Shan cultural theme. Moreover, restaurant should participate in food festivals or promotional events to gain greater exposure. It is important to strengthen customer loyalty by developing a loyalty program, offering rewards for repeat visits or referrals. It is recommended that restaurant should provide exclusive discounts or early access to new menu items.

By implementing these suggestions and recommendations, Shan Yoe Yar restaurant further improves the customer experience. It's also important that constantly gathering customer feedback and adapting to changing preferences is key to long-term success. These suggestions aim to further improve the experiential marketing approach, address identified deficiencies, and build a loyal customer base. By prioritizing customer satisfaction and fostering a community of loyal customers, restaurant is able to create a more holistic and impactful dining experience, resulting in higher customer satisfaction and therefore stronger customers, cementing its position as a valued restaurant.

5.3 Need for further studies

This study focused on measuring customer satisfaction in the dynamic field of experiential marketing. The Stimulus-Organism-Response framework served as a cornerstone and explained how immersive experiences (Stimulus) impact customers (Organism) and their resulting satisfaction (Response). Due to the time available, some of the additional requirements for this study are neglected. The changing nature of experiential marketing needs to be further explored. The potential of new digital technologies to provide more nuanced data on emotional responses and engagement needs to be explored. Cultural sensitivities also require attention, encouraging the development of culturally appropriate measurement approaches. By addressing these areas, researchers and companies can ensure that experiential marketing continues to effectively measure and maximize customer satisfaction for years to come.

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APPENDIX I

QUESTIONNAIRES FOR THE STUDY OF THE TOPIC: EXPERIENTIAL MARKETING PRACTICES, CUSTOMER SATISFACTION AND LOYALTY TOWARDS SHAN YOE YAR RESTAURANT

Dear respondent,

I am a Master of Marketing Management student at Yangon University of Economics. For the completion of master program, I am conducting my research that covers the “Experiential Marketing Practices, Customer Satisfaction and Loyalty towards Shan Yoe Yar Restaurant”. It will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Section (A) Demographic Factor of Respondents

1. Gender

Male

Female

2. Age

Age 18 to 25 Years

26 to 35 Years

36 to 45 Years

Above 55 Years

4. Education Level

Graduate

Post Graduate

Others

Professional /Master Graduate

5. Occupation

Unemployed

Business Owner/Self-employ

Company Staff

Government Employee

Others

5. Monthly Income

Under 300,000

300,000 to 600,000

600,001 to 900,000

900,001 to 1,500,000

Above 1,500,000

6. Marital Status

Single

Married

Section (B)

Customer Perception Questions

Please answer the following questions honestly based on your recent experience at Shan Yoe Yar Traditional Restaurant. Choose the answer for perception questions for Shan Yoe Yar Restaurant (Closed-End Choices).

1. What about the aroma of the food at Shan Yoe Yar?
 - (a) Pleasant and inviting
 - (b) Neutral
 - (c) Unpleasant

2. How is the way the food was presented at Shan Yoe Yar?
 - (a) Simple and unappealing
 - (b) Visually attractive
 - (c) Overly decorated

3. What about the music played at Shan Yoe Yar?
 - (a) Enhance your dining experience
 - (b) Not affect your experience
 - (c) Detract from your experience

4. How would you describe the service at Shan Yoe Yar?
 - (a) Friendly and attentive
 - (b) Average or neutral
 - (c) Inattentive or slow

5. What do you feel the ingredients used in the dishes were?
 - (a) Fresh and high-quality
 - (b) Average freshness
 - (c) Not very fresh

6. How about the staff at Shan Yoe Yar make you feel?

- (a) Welcome and valued
- (b) Neutral
- (c) Unwelcome or uncomfortable

7. Did the restaurant's decoration and ambiance spark your curiosity about Shan culture?

- (a) Yes, definitely
- (b) Somewhat
- (c) Not really

8. Did the menu variety at Shan Yoe Yar encourage you to explore new culinary experiences?

- (a) Yes, I tried new dishes
- (b) Somewhat
- (c) No, I stuck to familiar options.

9. Did the use of traditional garnishes or serving methods make you think about the cultural significance of the food?

- (a) Yes, it made me curious
- (b) Not really
- (c) No, I didn't notice.

10. Did the menu at Shan Yoe Yar cater to your dietary needs (vegetarian, vegan, gluten-free options)?

- (a) Yes, it offered suitable options
- (b) Somewhat, with limited options
- (c) No, not at all.

11. Did the restaurant's ambiance and cultural elements make you feel immersed in Shan culture?

- (a) Yes, definitely
- (b) Somewhat
- (c) Not really.

12. Did the food at Shan Yoe Yar allow you to experience authentic Shan flavors and traditions?

- (a) Yes, it felt very authentic
- (b) Somewhat, with some modern adaptations
- (c) Not really, it seemed more generic.

13. Did dining at Shan Yoe Yar make you feel a sense of connection with the restaurant staff and other guests?

- (a) Yes, it felt friendly and welcoming
- (b) Somewhat
- (c) Not really, it felt impersonal.

14. Did you feel comfortable and welcome at the restaurant, regardless of your background?

- (a) Yes, definitely
- (b) Somewhat
- (c) No, I felt a bit out of place.

Section (C) Experiential Marketing Practices

Please choose on one answer.

1. Strongly Agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly Disagree

1. Sense Experiences

No.	Factors	1	2	3	4	5
1	The overall atmosphere of the restaurant is relaxing.					

2	The ambiance, decoration, and aesthetics of the restaurant are inviting and pleasant.					
3	The music selection and overall sound environment creates a positive dining experience at restaurant.					
4	The aroma of food preparation of the restaurant is enticing and adds to the dining experience.					
5	The flavor profiles of the dishes are unique with a delightful culinary experience.					
6	The visual presentation of the food at the restaurant is always appealing.					

2. Feel Experiences

No.	Factors	1	2	3	4	5
1	The staff is friendly and welcome at the restaurant.					
2	The restaurant provides unique dining experiences beyond traditional dining.					
3	The staff personalizes dining experience by remembering customer preferences.					
4	Restaurant provides customers unexpected delights, such as complimentary appetizers at the restaurant.					
5	The overall atmosphere of the restaurant is warm and comfortable.					
6	Restaurant provides diner connection with Shan culture.					

3. Think Experiences

No.	Factors	1	2	3	4	5
1	Restaurant clearly showcases the provenance and story behind the food.					
2	Restaurant emphasizes sustainable practices or ethical sourcing of ingredients.					
3	Restaurant provides opportunities to learn about different food cultures and pairings.					
4	Restaurant offers intellectually stimulating and engaging dining experience.					
5	Restaurant provides cultural information and awareness enhancing dining experience.					
6	The menu descriptions and variety of dishes encourage customer to explore Shan culinary experiences at restaurant.					

4. Act Experiences

No.	Factors	1	2	3	4	5
1	Restaurant offers interactive food preparation experiences with communal hot pot tables.					
2	Restaurant hosts social media challenges or contests related to the dining experience.					
3	Restaurant provides a social platform to share dining experiences and engage with the brand.					
4	Restaurant allows customer to participate in interactive elements enhancing dining experience.					
5	Restaurant encourages customer to engage in activities beyond just consuming food.					

6	Customers are satisfied with the available amenities (reservations, highchairs, Wi-Fi).					
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5. Relate Experiences

No.	Factors	1	2	3	4	5
1	Restaurant creates a sense of community by hosting family-friendly events or special occasions.					
2	Restaurant supports local artists or musicians through collaborations.					
3	Shan Yoe Yar involves in charitable events or supports local causes aligning with cultural values.					
4	Customers feel a sense of belonging and connection with other patrons at the restaurant.					
5	Restaurant fosters a sense of community for appealing.					
6	Restaurant offers authentic Shan flavors traditional food.					

Section (D) Customer Satisfaction and Loyalty

Please choose on one answer.

1. Strongly Agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly Disagree

1. Customer Satisfaction

No.	Factors	1	2	3	4	5
1	Customers are satisfied with the dining experience at the restaurant.					

2	Customers are consistently met or exceeded dining at the restaurant.					
3	Customers are happy and fulfilled after dining at the restaurant.					
4	Customers are likely to recommend Shan Yoe Yar to others after dining at the restaurant.					
5	Customers are considered Shan Yoe Yar as one of the favorite restaurants.					

2. Customer Loyalty

No.	Factors	1	2	3	4	5
1	Customers are recommended Shan Yoe Yar to others seeking a delicious and culturally immersive dining experience.					
2	Customers are unlikely to switch to another restaurant even if other restaurants offered with lower prices.					
3	Customers are willing to pay a premium price for the unique dining experience offered by Shan Yoe Yar Restaurant.					
4	Customers are frequently visited Shan Yoe Yar Restaurant as a regular customer.					
5	Customers are actively promoted about Shan Yoe Yar Restaurant to friends and family.					
6	Customers are chosen to dine at Shan Yoe Yar even if there were other restaurants nearby offering similar cuisine.					

APPENDIX II

SPSS OUTPUT

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
SATM	3.6398	.60020	176
SM	3.7181	.66232	176
FM	3.5910	.68651	176
TM	3.4766	.68309	176
AM	3.6449	.66491	176
RM	3.5078	.59980	176

Correlations

		SATM	SM	FM	TM	AM	RM
Pearson Correlation	SATM	1.000	.510	.275	.425	.418	.530
	SM	.510	1.000	.257	.212	.607	.386
	FM	.275	.257	1.000	.169	.149	.133
	TM	.425	.212	.169	1.000	.156	.625
	AM	.418	.607	.149	.156	1.000	.233
	RM	.530	.386	.133	.625	.233	1.000
Sig. (1-tailed)	SATM	.	.000	.000	.000	.000	.000
	SM	.000	.	.000	.002	.000	.000
	FM	.000	.000	.	.013	.024	.040
	TM	.000	.002	.013	.	.019	.000
	AM	.000	.000	.024	.019	.	.001
	RM	.000	.000	.040	.000	.001	.
N	SATM	176	176	176	176	176	176
	SM	176	176	176	176	176	176
	FM	176	176	176	176	176	176
	TM	176	176	176	176	176	176
	AM	176	176	176	176	176	176
	RM	176	176	176	176	176	176

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	RM, FM, AM, TM, SM ^b	.	Enter

a. Dependent Variable: SATM

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.664 ^a	.440	.424	.45550	.440	26.768	5	170	.000	1.818

a. Predictors: (Constant), RM, FM, AM, TM, SM

b. Dependent Variable: SATM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.770	5	5.554	26.768	.000 ^b
	Residual	35.272	170	.207		
	Total	63.042	175			

a. Dependent Variable: SATM

b. Predictors: (Constant), RM, FM, AM, TM, SM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
		1	(Constant)	.435			.292		1.494	.137	-.140	1.011		
	SM	.210	.070	.232	2.983	.003	.071	.349	.510	.223	.171	.544	1.838	
	FM	.111	.052	.126	2.113	.036	.007	.214	.275	.160	.121	.918	1.089	
	TM	.128	.065	.145	1.961	.052	-.001	.256	.425	.149	.112	.598	1.672	
	AM	.151	.065	.167	2.317	.022	.022	.280	.418	.175	.133	.630	1.586	
	RM	.294	.078	.294	3.764	.000	.140	.448	.530	.277	.216	.541	1.848	

a. Dependent Variable: SATM

Coefficient Correlations^a

a. Dependent Variable: SATM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	SM	FM	TM	AM	RM
1	1	5.895	1.000	.00	.00	.00	.00	.00	.00
	2	.038	12.468	.00	.05	.05	.26	.11	.07
	3	.032	13.601	.00	.05	.70	.00	.12	.01
	4	.014	20.772	.06	.43	.01	.17	.41	.23
	5	.012	21.997	.67	.09	.12	.36	.04	.10
	6	.009	25.493	.26	.38	.13	.21	.33	.59

a. Dependent Variable: SATM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6184	4.6128	3.6398	.39835	176
Residual	-1.39010	1.16861	.00000	.44895	176
Std. Predicted Value	-2.564	2.443	.000	1.000	176
Std. Residual	-3.052	2.566	.000	.986	176

a. Dependent Variable: SATM

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
LOYM	3.6493	.58524	176
SATM	3.6398	.60020	176

Correlations

		LOYM	SATM
Pearson Correlation	LOYM	1.000	.968
	SATM	.968	1.000
Sig. (1-tailed)	LOYM	.	.000
	SATM	.000	.
N	LOYM	176	176
	SATM	176	176

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SATM ^b	.	Enter

a. Dependent Variable: LOYM

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.968 ^a	.936	.936	.14812	.936	2558.152	1	174	.000	1.762

a. Predictors: (Constant), SATM

b. Dependent Variable: LOYM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.121	1	56.121	2558.152	.000 ^b
	Residual	3.817	174	.022		
	Total	59.938	175			

a. Dependent Variable: LOYM

b. Predictors: (Constant), SATM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.215	.069		3.126	.002	.079	.351					
	SATM	.944	.019	.968	50.578	.000	.907	.980	.968	.968	.968	1.000	1.000

a. Dependent Variable: LOYM

Coefficient Correlations^a

Model			SATM
1	Correlations	SATM	1.000
	Covariances	SATM	.000

a. Dependent Variable: LOYM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	SATM
1	1	1.987	1.000	.01	.01
	2	.013	12.245	.99	.99

a. Dependent Variable: LOYM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7248	4.7440	3.6493	.56630	176
Residual	-.40439	.44524	.00000	.14769	176
Std. Predicted Value	-3.398	1.933	.000	1.000	176
Std. Residual	-2.730	3.006	.000	.997	176

a. Dependent Variable: LOYM

