

คุณภาพการบริการแบบ โอมोเตนาชิ และส่วนประสมทางการตลาด กับ
ความจริงรักภักดีของผู้บริโภค

Omotenashi Service Marketing and Marketing Mix on a Patron Loyalty

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Abstract

The broadening of the marketing concept has been in a growing interest in the consumer behavior literature, an extending knowledge of a patron loyalty is a purpose of this study in order to broaden a marketing concept and enlightening a business interest. The spread of COVID-19 has been considered as a virus of an economic diminishing nevertheless the total value for restaurants industry in 2021 is representing in a growth trend in a particular to a Japanese restaurant. The objective of this study is to explore consumer behavior literature and to present an up to date the current marketing conceptual in a business interest. A qualitative study was carried out in the exploratory phase in order to shape consumers' insight for business ground. A finding factors in determining a patron loyalty played a major role of the research results. A result was showing an impressive of a Japanese service style as it calls "Omotenashi" where it plays an important role of the study model.

Keywords: COVID-19, Customer Loyalty, Japan, Omotenashi, Service Quality

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บทคัดย่อ

เนื่องจากแนวคิดที่เกี่ยวข้องกับพฤติกรรมผู้บริโภคเป็นแนวคิดที่เป็นที่ได้รับความสนใจในวงกว้าง โดยเฉพาะแนวคิดในเรื่องความจริงก้าดีของผู้บริโภค ทำให้เป็นที่มาของวัตถุประสงค์ในการศึกษาวิจัยในครั้งนี้โดยเป็นงานวิจัยที่เกิดขึ้นเพื่อเพิ่มพูนและขยายแนวความคิดทางการตลาดโดยเฉพาะในเรื่องความจริงก้าดีของผู้บริโภค งานวิจัยนี้เกิดขึ้นเพื่อสร้างความเข้าใจถึงการสร้างความจริงก้าดีของผู้บริโภคในปัจจุบันและเป็นแนวคิดที่ถูกสนใจในแวดวงธุรกิจ การแพร่กระจายของโควิด-19 ที่นับว่าเป็นไวรัสประเภทที่ส่งผลถึงภาวะเศรษฐกิจโดยทำให้เศรษฐกิจนั้นตกต่ำลง แต่อย่างไรก็ตามมูลค่าโดยรวมของอุตสาหกรรมร้านอาหารในปี 2564 ยังคงมีแนวโน้มที่แสดงการเติบโตโดยเฉพาะร้านอาหารญี่ปุ่นที่มีการเปิดตัวอย่างต่อเนื่องในประเทศไทย แนวความคิดที่ได้รับความสนใจและสถานการณ์ทางเศรษฐกิจซึ่งต้นนำมาซึ่งวัตถุประสงค์ของการศึกษาวิจัย ในครั้งนี้ การศึกษาวิจัยนี้ได้ศึกษาวิจัยโดยทำการศึกษาวิจัยในรูปแบบงานวิจัยในเชิงคุณภาพที่สามารถสำรวจข้อมูลของผู้บริโภคเพื่อให้ได้ข้อมูลในเชิงลึก ส่วนสำคัญของการศึกษาวิจัยในครั้งนี้คือการค้นพบปัจจัยในการพิจารณาความก้าดีของผู้บริโภคสำหรับกลุ่มร้านอาหารญี่ปุ่น นอกเหนือจากนี้งานวิจัยในครั้งนี้ได้บ่งบอกถึงรูปแบบการบริการสไตล์ญี่ปุ่นที่เป็นรูปแบบที่สร้างความประทับใจให้กับผู้บริโภคภายใต้คำที่ถูกเรียกว่า "โอมิเตะนาชิ" รูปแบบการบริการนี้มีบทบาทสำคัญในการสร้างกรอบแนวคิดของงานวิจัยครั้งนี้อีกด้วย

คำสำคัญ: โควิด-19 ความจริงก้าดีของผู้บริโภค ญี่ปุ่น โอมิเตะนาชิ คุณภาพงานบริการ

1. Introduction

A continuum development theory of marketing leads this study to explore a consumer behavior literature in a span of a customer loyalty or a patron loyalty of a Japanese restaurant consumption. The objective of this study is to present an up-to-date the current marketing conceptual by reviewing an academic literature and a business interest. There are two main questions of the study, Fist is “what is to be included in a patron loyalty?” and second is “how does the service quality interpreted?” Thailand is one of the major countries in the consumer foodservice industry among the Southeast Asian countries. A restaurant business in Thailand is estimated at a 1.4-2.6% business expansion in year 2021 (Kasikorn Research Center, 2020). Micheline Guide Thailand (2021) reveals that Thailand is a largest market for Japanese restaurant market and new Japanese department restaurants are opened frequently in Thailand with market coverage at 53% in Bangkok.

Japanese food service market shows an intense of market penetration, as a result of changing population structure: smaller household, urban expansion and changing consumer lifestyle (SCB-Economic Intelligence center, 2019). Nonetheless, Euromonitor (2021) indicated that the COVID-19 pandemic had driving down foodservice market sales since year 2020 from the suspension dine-in services during lockdown. Also, Statista (2021) reported that the downfall of a tourism industry has been caused by COVID-19 pandemics and

a tourism industry has an influence to a restaurant sector. Therefore, a restaurant patronage might be changed from the COVID-19 pandemics. However, an up-to-date knowledge is essential, likewise, this study sheds some light as the pioneer study to up-to-date knowledge of a patron loyalty and a service quality concept during the COVID-19 pandemics (Yang, Li, Peng & Wang, 2020). Furthermore, an investigation of Japanese restaurant is valuable from a high demand of their business thereby this study cultivates a fruitful to scholar and a business interest.

2. Literature Review

2.1 Customer Loyalty

A consumer's behavior literature in a span of a customer loyalty is crucial in today's dynamic world due to a changing of technology, contexts, and lifestyles (Abu-Alhaija, Yusof, Hashim & Jaharuddin, 2018). An extending of the customer loyalty model and shining of current marketing conceptual are a major value of the study. This study extends the knowledge of an antecedent of a customer loyalty based on Zeithml (2018) as shown in Figure 1 as the effects of customer perception and customer loyalty from Zeithaml, Bitner & Gremler. (2018).

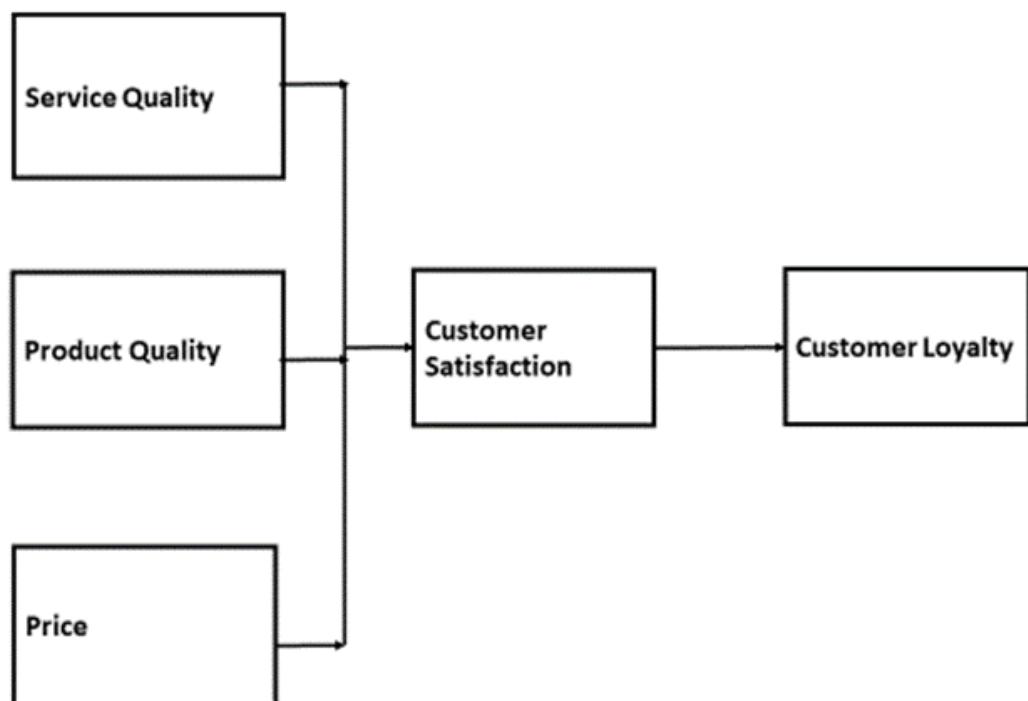
A robust of the customer loyalty knowledge has been reformed in different ways and may reform from time to time especially in a particular to the COVID-19 pandemics era. A heritage value of a scholar has been perceived that the customer loyalty as a principle factor of a

business model (Dick & Beau, 1994). The customer loyalty is to be able to accelerate business value from numerous of loyalty that accelerating business value has been shaped in various ways and may reshape marketing strategies. Likewise, a customer from a time to time (Abu-Alhaija, Yusof, Hashim & Jaharuddin, 2018). As such, the customer loyalty that accelerating business value may reshape during a crisis

of COVID-19 pandemic. COVID-19 pandemic notifies a globe to concern on people health from a virus attack of its spreading. It has been travelling around the world by movement of individuals and it is producing to human health problem and an economic lessening since year 2019 (UN News, 2021).

Figure 1

The Effects of Customer Perception and Customer Loyalty from Zeithaml, Bitner & Gremler. (2018)



Source: Adapted from Zeithaml, Bitner & Gremler. (2018)

Policymakers and health experts have set an instruction to protect COVID-19 infection of population in following areas: lockdown in a particular area; a hygienic instruction with alcohol and facial mask usage; a social distancing and persuading a vaccination. A preliminary of COVID-19 infection group was suggested to do a home isolation for a reserve of a hospital space available. COVID-19 pandemic is causing business concern on consumers' behaviors changing to a next normal living, this changing might reshape the customer loyalty model. Thereby, producing a business value from a customer loyalty or a patron loyalty of restaurant business research study is a necessity. A patron loyalty is a profit driver by transporting profit to business from consumers. It held a profit value of understanding patrons' behavioral consistency towards their consumption (Oliver, 1997). Dick and Basu (1994) concluded that a patron loyalty shows a brand strength consequently a patron loyalty shows a pivotal for scholar and business phenomena. Scholar concluded that a patron loyalty as a compounding concept with a repeated purchase and a positive word of mouth (Dick & Beau, 1994; Henderson & Palmatier, 2015; Henderson & Palmatier, 2015). Subsequently, this study examines a patron loyalty in two aspects: a repeated purchase and a word of mouth communication array.

2.2 Repeated Purchase

A principle concept that is relatively early recognized in a span of a patron loyalty is a repeated purchase (Molloer,

2006). A repeated purchase is to be happened on a consumption of products and services or store patron of consumers. It is a continuum purchase behavior with same products and/or services, also same store patronage (Jones & Sasser, 1995). Although at a product shortage session, a purchase of alternative brands is not a consumer choice, they are likely to purchase a same brand by waiting until there is a stock replenishment (Dick & Beau, 1994). Unchanging of consumers' brand purchase is an outcome of consumers' brand preference (Kotler & Armstrong, 2016). A preference is causing from a patron's positive attitude towards that products and/or services (Hussain, 2017). Patrons, who perceive a positive attitude towards their product/service and store, will always seek to purchase same product/service and patron in a same store and they are also likely to recommend it to their peers (Garcia, Gil-Saura & Orejuela, 2018). In sum, a repeated purchase provides a business value and brand strength (Hussain, 2017; Kuo, Hu, & Yang, 2013; Reichheld & Sasser, 1990). In accordance with the focal purpose of this study, a repeated purchase will be studied in the construct of a patron loyalty.

2.3 WOM Communication

WOM communication is a behavior of products and/or services information transmitting from patrons through their peers (Womma, 2008). WOM communication was encountered as an uncontrolled communication or it is as an un-paid of business communication (Lamberton &

Stephen, 2016; Baker, Naveen & Kumar, 2016; Cheung, Christy & Thadani, 2012). A value of WOM communication is a spontaneous of products and/or services information engagement (Sernovitz, 2007; Oetting, 2005). WOM communication shows a powerful of its effectiveness when comparing to other types of communication, for example, newspapers, magazines, salespersons and radio advertising (DeCarlo, Lacznak, Motley & Ramaswami, 2007). An array of WOM communication combines an information transmitting of product and services efficacy, an attitude toward product and/or services consuming and after purchase of their product and/or services behaviors perception (Meiners, Schwarting & Seeberger, 2010; Richins & Root-Shaffer, 1988). Taken it together, WOM communication shows a powerful source of information associating to products, services and stores among consumers which it influences patron's consuming (Grant, Clarke & Kyriazis, 2007).

Above concept cultivates an extended of the customer loyalty model of Zeithml (2018). Besides this study stands as a pioneer study of Japanese customer services in a disruption of COVID-19 pandemic. In order to verify the formation of factors influencing a customer loyalty or a patron loyalty, an exploratory research was conducted on a Japanese restaurant commercial. This exploratory research was conducted with un-structure questions to form factors influencing a patron loyalty in

a span of a repeat purchase and a WOM communication.

3. Research Methodology

The general objective in an exploratory research is to add insights from how and why people feel as they do, emphasizing to purchase behaviors, resulting of an exploratory research would seek new consumers' insights (Churchill, 1992; Saunders, Lewis & Thornhill, 2003). An exploratory study was executed to explain the major factors influencing a patron loyalty of a Japanese restaurant. According to a validity point to the quality of the research results, this study employed a "Triangulation" for occupying data investigation. A "triangulation" has been employed to upsurge the credibility and validity of research results in many studies of the scholars (Seale, 1999; Tracy, 2010). For assessing the study validity, the uses of a significant multiple data sources of the likelihood examination are required. A study uses data triangulation because it is an assessment of the degree of internal consistency between in-depth interview and focus group data (Patton, 1999). As such, a study uses data triangulation to do a cross examination from multiple data in order to get more confidence in research finding.

The data triangulation leads a study to do a data gathering from in-depth interviews and focus group interviews. To understand the marketers' perspective as well as patrons' perspective. The qualitative study was conducted from the

seller, they are manager or supervisor level of Japanese restaurants in Thailand. The consumer groups were Japanese restaurants' patrons. A convenience sample for the focus group was formed from Japanese restaurants' patrons. Executive in-depth interview was conducted from four Japanese restaurant managers and four of focus groups were occupied from participants who were older than 21-years. This group represents the current patron of a Japanese restaurant, they were male and female with the age range from 21 to 52 years old.

In-depth interviews of sellers and focus group interviews of patrons were conducted to gain an insight from following main questions:

- What are the key attributes to explain patrons' Japanese restaurant selection?
- What do patrons perceive to be the key attributes of menus' selection?
- What do patrons perceive a service level of their Japanese restaurant?
- What kinds of communication that influence patrons' Japanese restaurant selection?
- What kinds of aspects that influence patrons to recommend their Japanese restaurant to their peers?

4. Insight of an Exploratory Research

A cross examination data between Japanese restaurant managers and consumers shows a resemblance, hence a study assures that a research finding has its

credibility and validity. The degree of internal consistency between an in-depth interview and a focus group data is noticeably. Corresponding of statements from an exploratory research between sellers and patrons, a finding stated that they mentioned product quality, place, communication and staffs' service as main factors influencing a patron loyalty. Above factors are evolving on the Marketing Mix concept of McCarthy (1964) and Kotler (1967) accordingly. As such, this research results employ a value of an extended of the customer loyalty model of Zeithml (2018) with the Marketing Mix concept of McCarthy (1964) and Kotler (1967) span.

4.1 Product Quality

The participants revealed three main criteria that influencing their food quality: a food taste, a food variety and a food fleshliness. Patrons consumed a Japanese food because their believed in its quality. Participants stated that a Japanese food has a uniqueness of its taste resulting to a repeated of their patron. In addition, a fleshliness was also shown as a dominant of a Japanese food, this aspect enhanced a Japanese food quality causing of its good taste and also it showed as a good nutrition of menus. A variety of menus was also shown as a benefit of a Japanese food that showing a fascinated of choice to consumers, thus leading them to consume a new menu for their next patron. Again, above three main areas cultivated a Japanese food quality for consumers' consideration to patron.

4.2 Service Quality

A service quality area was regarded slightly different from sellers and consumers. However, above different of a service quality description had no impact to a Japanese restaurant patronage because a different of Japanese service providing from sellers delivered a consumers' impressive from a uniqueness of services providing to consumers to patron. It showed a Japanese service style generates the halo effect to all Japanese restaurants in consumers' mind. Participants argued that an impressive of a service consumption in Japan is called "Omotenashi". "Omotenashi" sounds as a service uniqueness of Japanese restaurants' service quality. "Omotenashi" is not only showing a uniqueness of Japanese service style but it also creates an impressive to patrons on its service quality. This service style was mentioned in four main of service providing: a staffs' gesture, a promptness of service providing, staffs' caring to consumers and a good service mind of Japanese staffs. Above mentioned indicated "Omotenashi" as a good service quality providing from Japanese restaurants' staffs that gaining an impressive and willingness to consume from patrons. However, Japanese restaurant providers, they, did not display an identical of "Omotenashi" services design to their patrons in a restaurant. A cultural difference was the main reason for the differences of Japanese restaurant service designing. Therefore, Japanese restaurant sellers designed their services

based on their country's cultural by relying on the "Omotenashi" service style in Japan. Although, service design in Japanese restaurants were not display with a same design, consumers perceived that service design was as a good service quality.

4.3 Price

A Japanese food was perceived as a premium menus from participants. It was generally believed that premium menus of a Japanese food is positively relating to its price from patrons, consequently price premium was acceptable for Japanese menus. An environment of a Japanese restaurant that decorating by a Japanese cultural design or with an interior design that representing a Japanese country was also pointing to a Japanese menus' price. A decorative of a Japanese restaurant was pointing to a price premium perception in patrons' mind. In sum, participants acknowledged a Japanese restaurant as a place of high food quality with a premium price food's menus subsequently.

A payment method in a Japanese restaurant was based on patrons' convenience. Cash base, credit card and M-banking were mentioned from participants as a payment method. Type of payment method reflected to a price in differ. Generally, Japanese restaurants set a same price point for patrons who paid by cash or paid by M-banking. Cash payment and M-banking showed a lowest price charging to consumers while a credit card payment charged in a higher price than cash and M-banking payment. However, a credit card holder is normally offered a good

promotion from Japanese restaurants to induce a repeated of a restaurant's patronage.

4.4 Place

A place of Japanese restaurants were located with patrons' convenience. Seller participants revealed that a majority of a Japanese restaurant's location were in a department store and also a standalone restaurant where locating along the street of a business area. Above statements from participants was referring to a place that locating closely to a working area. Consumers' participants stated that Japanese restaurants located at a good location because its place showed a convenience to go and lot of car parking available, above circumstances was showing a positive influence on consumers' decision to patron.

4.5 Promotion

There was a promotional providing by Japanese restaurants to induce patrons to purchase, sellers said a promotion was an essential to raise their sales. However, consumers did not state a promotional campaign as a factor influencing their consumption. Patrons indicated that a new menu could influence or reinforce them to patron rather than a promotional campaign. An array of a promotion that showed an impact of consumers' purchase was in a span of a communication. Seller and consumer participants were pointing a marketing communication as a business tool for patrons to purchase. As such, a promotion of a Japanese restaurant was in array of a communication domain.

4.6 Communication

A communication would encompass to a paid and un-paid of a communication. Advertising or paid communication facilitated an information to viewers to aware Japanese menus and acquire products and services information through their decision making. Regarding to an exploratory research result, patrons employed communication via online/social media, E-WOM communication and restaurant staffs' communication through their patronage.

An online communication highlighted a source of restaurant information to patron during COVID-19 pandemic. It displayed Japanese food's menus, restaurant circumstance and key message to engage their viewers. In addition, a clip or a video where presenting as a rich media employed a greater audience's engagement from visual communication affect. Prior COVID-19 pandemic, a print magazine advertising communication was a main communication from restaurant to patron in a focus of menus' information and brand awareness. In addition, word of mouth communication was an unpaid communication among patrons about food's benefits and services offering. Friends and relatives were also their focal source of their Japanese' menus source of information. Talking to the point of purchase, a message transmitting from restaurant's staffs played a pivotal source of information for consumers to patron. Staffs in a restaurant was likely demonstrating a vital source of menus'

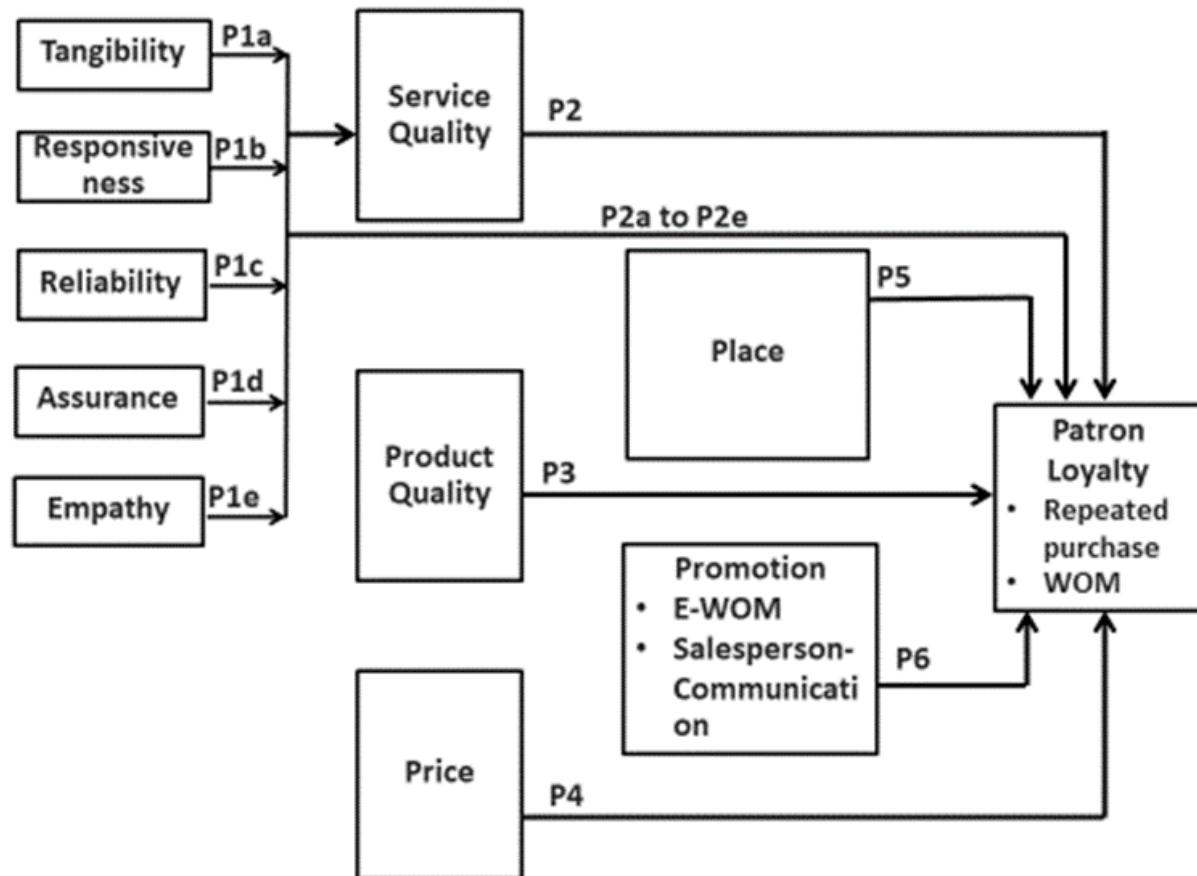
information to patron when consumers had an insufficient information from an online communication. However, patrons tended to acknowledge menus information from an online communication rather than in a restaurant of information source. In sum, an information from internet (preview, website and mobile application) and message from restaurant' staffs were a main source of restaurant's information to patron during COVID-19 pandemic era.

Based on the analysis of the literature review and an exploratory research investigation, it was suggested that patron loyalty is based on the perception of the marketing mix. The results showed a product quality, price, place and promotion and a multi-dimension of service quality through a patron loyalty. The conceptual model of this study shows an adaptation of the initial model where mainly taken from the study of Zeithml (2018). Likewise, a study forms the conceptual framework base on patron loyalty model of a COVID-19 interruption from a relevant literature and an evidence based on an exploratory research investigation as in Figure 2. The conceptual framework in Figure 2 shows an extending of the customer loyalty model of Zeithml (2018) with an association of the Marketing Mix concept of McCarthy (1960). In addition, the model is also shown a service marketing concept in an array of "Omotenashi" span. The model displays propositions of a variable association altogether.

A patron loyalty is proposed in a multi-dimensional concept with a compounding of a repeated purchase and a word of mouth communication (Dick & Basu, 1994; Srinivasan, Anderson & Ponnavaolub, 2002; Watson, Beck, Henderson & Palmatier, 2015). According to an insight of an exploratory research, a Japanese restaurant's service quality was related to four main aspects of "Omotenashi" service quality therefore it should be interpreted as a multi-dimensional of a service quality knowledge. In a particular to a promotion, research results revealed a promotion in an array of a communication that covering an online communication and restaurant staff or salesperson communication thereby a multi-dimensional of a promotion is shown in the model. Likewise, an online communication and an offline communication are encompassed in a promotional construct. Above pinpoints scholars implication in a span of an extending of previous research studies and a confirmation of a patron loyalty factors association concept. Scholars and a result of an exploratory research clue the study's propositions as they can be group into two groups. A group of proposition is grounded by a resemblance of variables association.

Figure 2

The Conceptual Framework



4.7 Proposition

This section demonstrates the result of the model proposition. The result of six propositions are presented. All propositions could be isolated based on their characteristics. There are two proposition groups, the first group includes the relationship between patron loyalty and its antecedents. The second group evolves the relationship between service quality and its antecedents.

4.8 Service Quality and Its Antecedents

According to Japanese patrons, they use many cues to verify service quality. A research result highlighted a service quality in a famous name of “Omotenashi.”

“Omotenashi” was mentioned in a multi of service expression. As such a multi-dimensional of service quality is a suggestion to verify a Japanese restaurant’s service quality (Bateson, 1979; Herbig & Palumbo, 1994; Shostack, 1977; Chase, 1978; Lovelock, 1991 & Vijayvargy, 2014). Previous studies used five dimensions: Tangibility, Responsiveness, Reliability, Assurance and Empathy as an instrument for measuring service quality (Parasuraman, Zeithml & Berry, 1985; Vijayvargy, 2014; Zeithml, 2018). Thereby, in order to companion a previous scholar and a research result, a service quality concept of SERVQUAL, a multiple-item scale for

measuring consumer perceptions of service quality by Parasuraman, Zeithml and Berry (1983) is occupied, as such:

Proposition 1a: Patrons who perceive high service quality, they are more likely to experience in examine Tangible of a Japanese restaurant.

Proposition 1b: Patrons who perceive high service quality, they are more likely to experience in examine Responsiveness of a Japanese restaurant.

Proposition 1c: Patrons who perceive high service quality, they are more likely to experience in examine Reliability of a Japanese restaurant.

Proposition 1d: Patrons who perceive high service quality, they are more likely to experience in examine Assurance of a Japanese restaurant.

Proposition 1e: Patrons who perceive high service quality, they are more likely to experience in examine Empathy of a Japanese restaurant.

4.9 Patron Loyalty and Its Antecedents

A studying of an antecedents of a patron loyalty is highly recommended to provide a valuable of the marketing strategies due to their positive impacts on companies. More importantly, scholars should investigate impacts on a patron loyalty and its determining factors. The relationship between the perceived quality and the customer loyalty has been well-documented in the literature. A quality evaluation as a product quality and a service quality that has been widely empirical in previous studies (Abu-Alhaija, Yusof, Hashim & Jahanuddin, 2018;

Parasuraman, Zeithml & Berry, 1985; Zeithml, 2018). Thereby, a quality has an influence on a patron loyalty. Based on previous studies and an insight of exploratory research results, Japanese restaurant's patrons' quality perception is a function of a patrons' loyalty, such that:

Proposition 2: Greater service quality results in higher on a Japanese restaurant patron loyalty.

Proposition 3: Expectation of high product quality affects a Japanese restaurant patron loyalty.

A review of the literature and exploratory research results exhibits an important of a perceived service quality factor in multi-dimensional. More importantly, in order to confirm the service quality concept of Zeithml (2018), it needs regular examinations due to its importance and predictive power thus following propositions are provided.

Proposition 2a: When patrons expect high patron loyalty, they are likely to experience high in Tangible with the Japanese restaurant consumption.

Proposition 2b: When patrons expect high patron loyalty, they are likely to experience high in Responsiveness with the Japanese restaurant consumption.

Proposition 2c: When patrons expect high patron loyalty, they are likely to experience high in Reliability with the Japanese restaurant consumption.

Proposition 2d: When patrons expect high patron loyalty, they are likely to experience high in Assurance with the Japanese restaurant consumption.

Proposition 2e: When patrons expect high patron loyalty, they are likely to experience high in Empathy with the Japanese restaurant consumption.

In the dynamic discipline, the marketing theory can be changed from consumer behaviors and it can be changed from place to place. McCarthy (1964) and Kotler (1967) regarded the mix of the 4Ps as a primarily theory to influence the changing of consumer behaviors, consequently it is worthwhile to examine the old 4Ps Marketing Mix framework for a marketing program. The mix of the 4Ps comprises of product, price, place and promotion. From exploratory research results, this research is purposely to extend the model of Zeithml (2018) with the 4Ps of McCarthy (1964) and Kotler (1967) as following propositions:

Proposition 4: Price affects a Japanese restaurant patron loyalty.

Proposition 5: Japanese restaurant patrons use place when they perceive their patron loyalty.

From an exploratory research, a communication of an online platform is showing a powerful of technology through consumer behaviors. Prior products or services consumption, patrons acquire an information for their purchase. Positive and negative statements made by them spawn a sharing with un-paid communication platform (Lamberton & Stephen, 2016; Baker, Naveen & Kumar, 2016; Cheung, Christy & Thadani, 2012). As such, a result showed word-of-mouth communication as a powerful communication tool of

an un-paid communication for menus consumption. An accessing of other consumers' review online on a consumption experience can show an influence factor on brand and Japanese menus' patronage (Jalivan & Sameii, 2012; Almana & Mirza, 2013; Sallam & Wahid, 2015). This means the pleasure of a mobile application usage or a transmitting message of a social media communication reflecting consumers' purchase (Li, 2011).

Apparently, E-WOM is remarked as an ordinary or a natural source of an information from consumers to consumers (Kozinets, Valck, Wojnicki & Wilner, 2010; Zhu & Zhang, 2010). In fact, E-WOM denotes as a business driver to influence a patron loyalty (Omar, 2009). Accordingly, patrons who have accepted a well company reputation, they tend to share a positive recommendation (Walsh, Mitchell, Jackson & Beatty, 2009). In sum, E-WOM communication represents an online communication that influence a patron loyalty in a construct of a promotion.

In a restaurant, staffs provide an interpersonal communication of menus offering which would be influence consumers to patron (Clark, Zboja & Voorhees, 2012). As such, staffs of a restaurant are demonstrating as a salesperson who is a worthy marketing communication tool for marketing message transmitting to consumers. Salesperson communication can direct a marketing message through consumer's patron decision (Dion, Paul & Notarantonio, 1992). In a particular to a Japanese restaurant

which has a salesperson locating at a place, participants said restaurants' staffs are a dominant of communicator who can convey marketing message to influence their patron loyalty. Apparently, E-WOM communication and a salesperson communication have an influence on a patron loyalty. Therefore, a sixth proposition is proposed.

Proposition 6: Promotion is evaluated as positive, a patron loyalty occurs.

Proposition 6a: E-WOM communication is evaluated as positive, a patron loyalty occurs; and

Proposition 6b: Salesperson communication is evaluated as positive, a patron loyalty occurs.

The results of this study might be differing in some aspects from previous studies since it helps in enunciating a number of implications related to the effect of a service quality and patrons' loyalty. More importantly, COVID-9 has an impact to the patron loyalty model of this study, for example, the likelihood of using an online communication rather than in a restaurant communication and using a print magazine communication. An extending the literature and gaining an insight are key main role of a study's implication

5. Conclusion

This study extends the literature on the patron loyalty model where can be applied to an empirical research to various

type of products and services for a concept generalization. The conceptual model of this paper is an extension of the customer loyalty model and a multi-dimensional of service quality construct which proposed by Zeithml (2018). Also, this study extends the 4Ps concept by investigation on the concept of 4Ps of McCarthy (1964) and Kotler (1967) affect through a patron loyalty. It would be an abundant of implication for the study which examined the process of consumers' purchase behavior through their consumption. This would be advantageous for marketers who are interested in creating consumer's purchase loyalty or a patron loyalty. The most important impact of the model is the simultaneous influence of a product quality, a service quality, price, place and a promotion. Multi-dimensional of a service quality, a promotion and a patron loyalty play a powerful of an extending of the model in a scholar. Also, a relating to COVID-19, through the model contributes benefits to academic and business arena. The conceptual framework of this study shows as a pioneer study to up-to-date knowledge of a patron loyalty and a service quality concept during the COVID-19 pandemics. The research results is not provided a valuable of high demand of a Japanese restaurant industry but also might apply to a prestige product and numerous of service business to gain an insight from a changed of consumer behaviors from COVID-19 pandemic era.

6. Implications

First, this study points out an importance of a service quality and the customer loyalty concept. Integrating a mix of the 4Ps with Zeithml (2018) customer loyalty model is a suggestion of an exploratory research's results and previous scholar. An extending of Zeithml (2018) customer loyalty model is a pivotal of this study.

Second, based on research results, a service quality is a component of multi-dimensional. Japanese restaurant marketer can deliberately take advantage of using multi-dimension and can also use marketing mix to enhance a patron loyalty.

Third, a result of this study offers an insight of a patron loyalty. Quality evaluation of a Japanese restaurant should be investigated as a product quality and a service quality. Besides quality evaluation, marketers get a greater understanding of a patron loyalty and the quality evaluation concept and they can greatly increase the usefulness of a patron loyalty's conclusions through confirmatory research results.

Fourth, a promotional that is showing as an antecedent of a patron loyalty should be in a focus since it may alter patrons' behaviors from COVID-19 pandemic. A significant impact of an E-WOM communication and a salesperson communication might not be in an equivalent.

7. Limitations

First, multiple channels for restaurant patrons' loyalty were unexplored because this study only focused on a specific of Japanese restaurant. Second, a marketplace channel of Japanese restaurant should be in

an empirical study on a status quo of afore and later of COVID-19 pandemic. Accordingly, COVID-19 pandemic has an impact to place and a patron loyalty. Finally, an empirical study is needed in order to confirm the relationship of an antecedent of "Omotenashi" service quality and a patron loyalty.

8. Future Research

The proposed model in Figure 2 provides a conceptual framework where little prior research in the area of service quality relating to "Omotenashi" or Japanese service quality has been done. A conceptual framework is based on an interpretation of qualitative data of in-depth sellers' interview and patrons' focus groups. An insight from qualitative data is consistent with the customer loyalty theory of Zeithml (2018) and McCarthy (1960). The research results can imply for future research as follows:

First, an empirical research is needed to examine the association between an antecedent of a service quality and an antecedent of a patron loyalty. A distinct industry may need to refine a unique of an antecedent of the service quality and the patron loyalty model, a survey research is needed for offering valuable managerial insights.

Second, a research longitudinal survey research designed to collect data from the same sample over a period of time can be conducted. As Woodruff (1997) stated the relationship between the antecedents of a service quality and a patron loyalty can be changed from time to time, thus a continuum

of the research results will gain municipal implication.

Third, an empirical of multiple media factors should be tested to provide a greater insight on an understanding of a Japanese restaurant patron loyalty.

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