

Customer Loyalty in Ho Chi Minh City Seafood Business

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Abstract

The seafood market in the sense of Ho Chi Minh City's thriving nature is fiercely competitive. Therefore, focusing on cultivating restaurant loyalty is crucial for sustainable success. This study addresses this challenge by identifying actionable strategies for seafood suppliers to understand and leverage key drivers of restaurant loyalty. Through comprehensive analysis and surveys involving 384 restaurant owners, we identified five crucial factors impacting loyalty: trust, satisfaction, commitment, perceived value, and service quality. Notably, service quality emerged as the dominant driver, encompassing aspects like timely deliveries, reliable equipment, rigorous safety standards, and responsive communication. These findings offer practical guidance for seafood suppliers to cultivate lasting partnerships with restaurants. Investing in punctual deliveries, robust equipment, unwavering food safety, and open communication channels can significantly enhance loyalty and lead to a more thriving and customer-centric marketplace.

This research fills a critical gap in understanding restaurant loyalty dynamics within Ho Chi Minh City's specific seafood context. By bridging the gap between theoretical models and practical implementation, it offers valuable insights for academics studying customer loyalty across diverse industries.

In conclusion, this study empowers seafood suppliers with actionable strategies to cement restaurant loyalty, while simultaneously contributing valuable knowledge to the academic discourse on customer behavior. Embracing these actionable insights can transform Ho Chi Minh City's seafood market into a customer-centric haven driven by service excellence and lasting partnerships.

Keywords: Restaurant loyalty, customer satisfaction, service quality, seafood industry, Vietnam