In the restaurant industry under the environment of strong competition, how to make customer’s maximum satisfaction and customer return and thus increase customer loyalty, has become the catering sector most important issues and to implement the main directions and goals. In addition, restaurants in recent years has shifted from pure law of supply and demand market level of service quality, customer-oriented identity also indirectly stimulate the attention of service satisfaction and loyalty, service satisfaction, and customer loyalty enhanced had also become the restaurant’s first works. Study on selecting a domestic catering mining Wang Pin Restaurant Group brand strategy as the main object of study, exploring the different restaurant chain brand Standardization, Customization, Consumerization and the different services designed to discussion on whether customer loyalty and satisfaction with services produces a variety of significant effects, and using structural equation modeling (Structural Equation Modeling, SEM) Study on analysis of the results, as may refer to implement pursuant to the direction of future food-related industries.

Research findings: (1) the service standard for service satisfaction in the "Wang steak", "Tasty" and "Pintian" is rendered significant influence. (2) services customized for service satisfaction in the "Wang steak", "Tasty" and "Pintian" is rendered significant influence. (3) service customer service satisfaction of "Wang steak", "Tasty" and "farms" is rendered significant influence. (4) service satisfaction to customer loyalty, "Wang steak", "Tasty" and "farms" are showing marked influence.

References:
