

Moderating Role of Fast Food Restaurants Employees Prior Job Experience on the Relationship between Customer Satisfaction and Loyalty

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Abstract : This paper examines the relationship between employee satisfaction, customer satisfaction and loyalty in fast food restaurants in Nigeria and ascertains if prior job experience of employees before their present job moderate the relationship between customer satisfaction and loyalty. Data for this study were collected from matched pairs of employees and customers of fast restaurants in four Nigerian cities. A Structural Equation Modelling (SEM) was used for the analysis to test the proposed relationships and hierarchical multiple regression was performed in SPSS 22 to test moderating effect. Findings suggest that there is a direct positive and significant relationship between employee satisfaction and customer satisfaction and customer satisfaction and loyalty while the path between employee satisfaction and customer loyalty is insignificant. Results also reveal that employee's prior job experience significantly moderate the relationship between customer satisfaction and loyalty. Further analysis indicates that employees with more years of experience provide more fulfilling services to restaurants customers. This paper provides some theoretical and managerial implications for academia and practitioners.

Keywords : employee's satisfaction, customer's satisfaction, loyalty, employee's prior job experience, fast food industry

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