Abstract

Objective. The thesis is to analyze consumer expectation factor and complaining behavior by discovering the characteristics of restaurant customers.

Method. Following the method of Customer Characteristics by Sproles & Kendall, and the theory of Sorianos and Fernandes et al, 300 questionnaires are distributed as samples of restaurant customers aged 15-44. It was then analyzed using exploratory factor analysis which was principle component analysis.

Results. With 300 usable data, of which seven characteristics based on customer expectation were extracted using principal component analysis, and explained 62.75 percent of the variance. They were Value Seeker, Food Seeker, Eyes Pampered, Business People, Uniqueness Seeker, VIP, and Entertainment Eater. Eight characteristics of complainers were also extracted using PCA, and explained 71.54 percent of the variance. They were Full-Information, Complain Police, Passive-Pessimistic, Incentives Driven, Complain Teacher, Switcher and Negative WOM Sprayer, Drama Queen and Direct Complainer.

Conclusion. Research shows restaurateurs can decide the attributes of restaurant based on the characteristics from customer expectation and also the reason behind their complain.

Key words. Customer Expectation Factor, Consumer Complaining Behavior, Service.