# Factors Influencing Customers to Dine-In at the Restaurants During Crisis in Malaysia

**Published:** Oct 14, 2022

**Keywords:**
COVID-19; Customer satisfaction; Purchase behaviour; Restaurant technology; Service quality.

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## Abstract

This study aims to identify the relationship between service quality and restaurant technology that affects customer satisfaction to dine at restaurants during the pandemic. The COVID-19 outbreak has harmed the global restaurant sector. The Malaysia government has imposed dining restrictions to prevent human contact. The government agreed to allow restaurants to operate on a dine-in or eat-in basis with strict standard operating procedures (S.O.P.) were followed, such as only valid for fully vaccinated people. The Malaysian government relaxed the dining restrictions in January 2021. Yet, restaurant patrons were concerned about their safety during dine-in on the site. To achieve the research objectives, this study conducted an online survey among Malaysian restaurant patrons (n=251). Findings showed that people were more inclined to dine in the restaurant when satisfied with service quality and restaurant technology. This study suggests that restaurants should prioritize customers' safety and dining experience by providing excellent service and technology solutions post-pandemic.

How to Cite

Kamarolzaman, N. I. ., & Mansor, N. A. . (2022). Factors Influencing Customers to Dine-In at the Restaurants During Crisis in Malaysia. *International Journal of Advanced Technology Management and Entrepreneurship*, *3*(2). Retrieved from https://amcs-press.com/index.php/ijatme/article/view/237

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Issue

Vol. 3 No. 2 (2022): Technology Management and Entrepreneurship (https://amcs-press.com/index.php/ijatme/issue/view/783)

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