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The Impact of Customer Value Co-Creation Behavior on Their Loyalty: The Role of Innovativeness in Restaurants

**A thesis submitted in partial fulfillment of the requirements for a
Master's Degree in Hotel Management**

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Abstract

Loyal customers in the restaurant industry are a critical subject to study especially during the existing dynamic of Covid-19. Mainly, the present study aims to explore customer value co-creation behavior (CVCB) and its impact on customer loyalty (CL). CVCB refers to customers' and servers' interaction processes as they are considered the key persons who create values in the service encounter as mentioned in the service dominate logic theory (S-D Logic). Moreover, this study investigates the moderating effect of restaurant innovativeness (RI) and perceived vulnerability (PV) among customer value co-creation behavior and customer loyalty. The study uses a simple random sample technique of 831 customers of four & five-star stand-alone and hotels restaurants in Alexandria city, Egypt who were chosen randomly to fill out the questionnaire. The findings of the study confirmed that CVCB including customer participation behavior (CPB) and customer citizenship behavior (CCB) affect significantly customer loyalty in the presence of both moderators restaurant innovativeness and perceived vulnerability which strengthened the relationships of the study variables. The results of this study have significant recommendations for restaurants managers and employees. These recommendations can also be introduced to the academe, organizations, hospitality managers, hospitality employees, government bodies and to further research efforts.