

# **The Factors Affecting the Revisit Intention of Fast Food Restaurants: (With Special Reference to Generation Y in Western Province Sri Lanka)**

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The research identifies the determinants of revisit intention of fast food restaurants of Generation Y consumers in Western Province of Sri Lanka. More specifically, the research assesses the degree of influence made by determinants on revisit intention of Generation Y people; identifies the most salient determinant that influences the customer revisit intention of Generation Y to fast food restaurants; and examines whether the revisit intention vary according to their gender in Western Province of Sri Lanka. The data were gathered using a questionnaire and the collected data were analyzed by employing SPSS statistical software version 17.0. In order to test the reliability of the variable indicators, reliability test was done. The study found that revisit intention of fast food consumers of Generation Y is high and also found that all five key determinants influence the individual revisit intention. However, when it comes to group scenario, food quality, perceived value, restaurant location and restaurant image are the main influencing determinants, which is a new empirical finding. Perceived value determinant was proven to be the most salient determinant of revisit intention which is contradictory with the findings of existing literature. The study further concludes that revisit intention does not vary with the gender.

**Keywords:** Food quality, Perceived value, Revisit intention, Restaurant environment, Restaurant location and Restaurant image