

13**The Conceptualization of the Impact of Perceived
Background Music on Customer Loyalty Change in
Recreational Dining**

A.M.S.J.P. Abeykoon

Temporary Assistant Lecturer

Department of Sport Science and Physical Education

University of Kelaniya

Abstract

This research study focuses on the conceptualization of the impact of perceived background music on customer loyalty change in recreational dining. Researchers such as Raab (2013) have investigated the effect of customer loyalty change on noise in recreation dining. As well as background music that is used by fast-food restaurants is a key component for different purposes. However, there is a paucity of studies on the effect of background music used in recreation dining. In the Sri Lankan context, much research has been done on customer loyalty change in location and dining but there is a paucity of research on background music. Therefore, there is a lack in the knowledge domain in terms of conceptualization and construct development for further imperial studies in the field. The field of recreation restaurant management has not developed empirical tools to measure the impact of Perceived Background Music on Customer Loyalty Change in Recreational Dining with a particular concern in the Sri Lankan

context. Therefore, this research study fills the gap in terms of the measurement Perceived Background Music's impact on Customer Loyalty Change in Recreational Dining. A qualitative approach has been adopted with thematic analysis methods to answer the research question along with the main objective. The PRISMA methodology coded the content of each of the 40 journal articles based on the themes to identify the latent idea of the phenomenon. Content and construct validity methods were used to confirm the items related to the factors. It was 8 items that were above the value of the content validity of individual items (I-CVI) than 0.8 out of 5 items originally developed. Only 5 items were agreed by raters which were at a level of 1 in terms of I-CVI. Any researchers who have an interest in the field of recreation dining, can use the conceptualized model which has 6 factors to measure the impact of Perceived Background Music on Customer Loyalty Change in Recreational Dining with empirical validation.

Keywords: Recreational Dining, Perceived Background Music,
Service Environment, Customer Loyalty Change,
Content Analysis