

# **The impact of Personal and Functional Aspects of Restaurant Serviceman Behavior on Customer Satisfaction (Case Study: Luxury Restaurants in Rasht)**

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**Abstract** The competition in the restaurant industry is on the rise, and restaurants that have previously had a predetermined market share show a clear concern about the loss of market share and customers. The present research has been conducted in this regard with the aim of influencing the personal and functional aspects of restaurant service behavior on customer satisfaction in the privileged restaurants of Rasht city. The method of this research is descriptive and is considered as a practical purpose. The statistical population of this research consisted of customers of privileged restaurants in Rasht city and the sampling method was used as unpredictable. The data gathering method in this research is field survey of this questionnaire. The content validity method was used for validity and the reliability was determined using Cronbach's alpha coefficient. Finally, for analyzing the data and testing the research hypotheses, structural equation modeling was used with smart pls 2 software. The results of the analysis of collected data showed that the personal and functional aspects of restaurant service behavior have a positive effect on customer satisfaction in the privileged restaurants of Rasht city and these variables account for 60.7% of the variable of customer satisfaction.. **Keywords:** Customer Satisfaction, Personal Aspects of Service Behavior, Functional Aspects of Service Behavior

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