Service Quality and its Influence on Customer Satisfaction and Customer Loyalty in the Restaurants of Five-Star Hotels

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Abstract

This research investigates the connection between service qualities, patron satisfaction, and guest loyalty. The significance of guest satisfaction in five-star hotel restaurants and how it impacts guest loyalty is examined. The finished model size was 300 individuals, which is adequate for a good depiction of the vast populace. The embattled example was obtained using a non-probability sampling technique from customers who frequented five-star restaurants. The outcomes specify that indispensable restaurant appearances have a durable auspicious influence on interactive purposes. The relationship between crucial restaurant elements and customer behavioral intentions is moderately facilitated by customer desire. The findings also reveal a considerable disparity between customer loyalty and key restaurant attributes' importance and performance. This study fills a gap in guest pleasure and guest loyalty in five-star hotels' food and beverage restaurants, contributing to a well empathetic of customers' expectations and the critical restaurant characteristics that influence guest pleasure and post-dining behavior intents, influencing customer loyalty.

Keywords: Service Quality; customer loyalty; behavioral intentions; customer satisfaction; Delhi-NCR

Introduction

A consumer's overall evaluation in the restaurant industry is linked to tangible and intangible components of their consuming experiences (Walter et al., 2010). In recent decades, a significant amount of service excellence research takes stood committed to the creation of service-quality measurements. In specific, the SERVQUAL tool (Parasuraman et al., 1988) has remained broadly utilized and esteemed by researchers and active directors (Truong et al., 2017). Food quality and diversity, for example, tend to be critical at celebrations. When the principal motivation is convenience, the location becomes crucial (Almohaimmeed, 2017). The restaurant's status appears to be a significant consideration, and the setting is also crucial on leisure trips and business meetings. Several instances are given by (Gabrow, 2021; Pedraja & Yagüe, 2001). However, some researchers have found that "SERVQUAL has been discovered to have certain possible drawbacks (Cronin & Taylor, 1992; Van Dyke et al., 1997). These problems have been linked to the SERVQUAL scale's stability ended period and the gadget's dimensionality. Regarding the outcome of these issues, some have questioned whether SERVQUAL should be utilized as a nonspecific degree of service quality or if it should be
advanced if the dissimilar business has precise procedures of service should advance dissimilar business precise procedures of service excellence for diverse service environments (Babakus & Boller, 1992).

The primary characteristics of the service-profit chain have remained recognized as service excellence and guest pleasure (Rajput & Gahfoor, 2020). Advanced points of service excellence contribute to enlarged guest pleasure, which leads to increased customer loyalty and profits (Abdullaeva, 2020). Customer service excellence is a significant cause of differentiating capability and is commonly regarded as a crucial achievement in preserving a modest gain in service industries (Shapoval et al., 2018).

In around situations, the apparent value of the atmosphere and ambiance outweighs “the perceived relevance of the cuisine in the representative structure of a customer's appraisal of a restaurant” (Pohl et al., 2009). Another aspect that decreases consumers' satisfaction is their participation in the service. A proclivity for complaining, posting unpleasant comments on social media, and providing unfavorable feedback with good intentions (Koc et al., 2017). High-quality service enhances a corporation's reputation, boosts customer loyalty, generates word-of-mouth referrals, and boosts financial performance and profitability (Nicolaides, 2012). Many significant logistic outcomes are influenced by service quality, including presentation lead (Alrousan & Abuamoud, 2013), rising sales and revenue (Boo, 2017) endorsing expression of mouth (Bilgin, 2017), and endorsing Guest devotion (Keshavarz et al., 2016) among others (Almohaimmeed, 2017). This study is meant to capture the maximum imperative parts of Guest fulfillment and behavioral intents by stating to the prevailing works on the aspects that drive customer satisfaction and loyalty towards any five-star hotel restaurant in Delhi-NCR. Even though five-star hotel restaurants are becoming more important, little attention has been paid to this topic in studies. Customer loyalty has been studied in the past in a variety of restaurant settings, such as fine feasting (Shahzadi et al., 2018) cafés (Moorthy et al., 2017), ethnic restaurants (Ha & Jang, 2010) chain restaurants (Polyorat & Sophonsiri, 2010), and reliable restaurants (Ryu et al., 2012). Prior research on connections among customer loyalty, service quality and appearance, behavioral intentions, and food quality tended to be more restaurant-focused, with less information available in the framework of hotel restaurants (Zhong & Moon, 2020). Therefore, the primary goal of this research is to identify the factors that affect customer loyalty and satisfaction in the perspective of a five-star hotel restaurant. Practically speaking, this study can offer a variety of insights into how significant brand image, service quality, and food quality influence customer loyalty at hotels and restaurants. The following research questions are therefore attempted to be answered by our investigation:

i) What is the relationship between customer satisfaction and revisit intentions of restaurant patrons?

ii) What factors determine the choice of five-star restaurants among patrons?

Review of literature

Service quality

The most crucial elements in developing a good client relationship are providing customer attention and understanding their specific demands (Spyridou, 2017). The considerate client wants to take the initial step in creating client relationships that emphasize fidelity, retention, and long-term partnerships (Wang et al., 2014). The most excellent strategy to promote contentment and assured intentions amongst restaurant customers is to discover consumers' demands, develop how to satisfy them, then integrate these tactics into operational processes (Cheng et al., 2012). According to a study by (Susskind et al., 2018), structural policies and staff provision subsidize a favorable service climate, Guest pleasure, and stable performance.
As a result, managers must assess the fortes besides the services' limitations (Dabestani et al., 2016).

To develop and implement customized quality-control measures tailored to the desires of the restaurant business (Al-Tit, 2015). The unique quality measurements and measures modified the necessities of the restaurant industry (Vanniarajan, 2009). Various models have been developed (Sulek & Hensley, 2004). SERVPERF (Crónin & Taylor, 1992; 1994) was advanced to authenticate the (service-performance) quantity method; DINESERV (Keith & Simmers, 2011) adapted the novel DINESERV (Keith & Simmers, 2011) survey by implementing a routine tactic to a quality extent; TANGSERV (Raajpoot, 2002) allows for the quantity of tangible quality indicators and DINESCAPE (Ryu & Jang, 2008) familiarized many item gages to evaluate the physical atmosphere in All of these policies are aimed at educating restaurant service superiority.

Food value and the physical environment have a substantial impression on client fulfillment in eateries (Sabir et al., 2014), and customer fulfillment is a substantial forecaster of behavior intents (Ryu et al., 2012). Numerous researchers (Thuyanty & Senthilnathan, 2011; Sabir et al., 2014; Alrousan & Abuamoud, 2013) believe that food is the greatest excellent imperative excellence measurement in prompting the customer's assortment progression, eminence insight, and level of pleasure (Shapoval et al., 2018). This research highlighted the importance of food eminence assessment concerning different worth extents and acknowledged food as the maximum noteworthy value dimension, though numerous worldwide studies (Sulek & Hensley, 2004; Zhong & Moon, 2020; Vanniarajan, 2009; Kim et al., 2009) disagree. Many studies (see Kukanja et al., 2017; Kumar, 2014; Ruiz et al., 2012; Ali et al., 2013; Kim & Moon, 2009; Ryu & Jang, 2007; Ryu & Han, 2011) has emphasized the standing of the perceptible location as an underpinning for appraising service worth. As a result, experts, managers, and assessment makers can advance their organizations (Ryu & Jang, 2007) by using overall eminence supervision in the contemporary environment (Uddin, 2019).

There is a growing drift in the hotel industry's study of service excellence, behavioral intentions, and customer happiness. Earlier research focused on the United States (Lee et al., 2016; Jani & Han, 2011), China (Ali & Amin, 2014), Hong Kong (Heung & Gu, 2012), Korea (Kim, 2011), Yüksel (Wu, 2013; Tsaur et al., 2015) (Kukanja et al., 2017) (Zibarzani et al., 2022) have studied Thailand (Kukanja et al., 2017; Chow et al., 2007; Sulek & Hensley, 2004; Omar et al., 2016; Polyorat & Sophonsiri, 2010). Furthermore, in Delhi, in the interim, no substantial progress has been achieved in identifying the main characteristics of five-star hotel eateries that inspire patron fulfillment and behavioral intents in the Delhi-NCR region. As a result, an understanding of these aspects is critical. It is expected to be valuable in guiding well-eating cafeteria proprietors in customizing the correct contribution and providing that high-quality ability to their customers. This knowledge purpose of classifying the specific restaurant features, such as food value features, service superiority features, atmospheric value features, and other traits that affect customer pleasure and behavioral intents, as well as customer constancy, based on the association among professed quality, behavior intents, and customer pleasure.

Customer probabilities and their assessment of the assistance provider's performance determine the service's quality (Ramphal & Nicolaides, 2014). Different experts define service quality differently. It is described as the discrepancies between customers' expectations of services and their experiences of those services by (Parasuraman et al., 1985). Customer discontent occurs when perceived quality exceeds expectations due to client expectations exceeding service delivery. According to (Ghimire, 2012) and (Asubonteng et al., 1996), the extent to which a service satisfies a customer's needs and expectations is referred to as service quality.
Quality alone is not a comprehensive indicator of how diners or customers respond to the actions of their servers. However, a unique service delivery approach on a measurement other than quality is equally important in assessing customer happiness in a specialized restaurant (Giebelhausen et al., 2016). For instance, service quality features have a big impact on customer happiness and loyalty (Nicolaides, 2008; Izogo & Ogba, 2015). Positive and negative feelings about the quality of the service sector received impact customer satisfaction (Ladhari et al., 2008; Song et al., 2019).

Customer satisfaction
The level of customer satisfaction measures how effectively a company's products or services meet customers’ expectations (Tuncer et al., 2021). It ranks among the most important indicators of consumer loyalty and future purchases (Abdullah et al., 2018). It helps forecast business profits and growth as a result (Sabir et al., 2014). Customer satisfaction evaluates how satisfied consumers are with a company's products, services, and expertise (Truong et al., 2017). A business can decide how to enhance or change its products and services by using surveys and rating information on consumer satisfaction. Customers repurchase intentions are significantly influenced by customer satisfaction, a critical business factor (He & Song, 2009). Customer satisfaction foresees repeat business (Nguyen et al., 2018; Barber et al., 2011; Tuu & Olsen, 2009), the acquisition of new clients and significant financial implications for a company (Aftab et al., 2016). In fierce competition, restaurants must recognize their vulnerabilities and improve effective approaches and marketing policies to improve customer pride (Hsiao et al., 2016).

Authenticity is defined as whether the cuisine and setting fully reflect and depict the ethnic origin's flavor and culture. Only when customers are aware that the circumstances have been carefully planned do they regard their experiences to be genuine. For years, the hospitality business has adopted the model of realism in its advertising methods as a brand-placing and merchandise appeal approach (Han & Kim, 2009; Robinson & Clifford, 2012). The hospitality business has adopted the authenticity concept in its marketing (Sedmak & Mihalic, 2008) tactics as a brand position and invention demand approach for years (Robinson & Clifford, 2012). Consumer experiences in the restaurant sector can vary, even when the same services are supplied by the same service providers, making pricing perception the most critical factor in consumer behavior (Han & Ryu, 2009). According to Malik et al. (2012), there are two evident criteria for determining the service's worth: price and enhanced quality (Karki & Panthi, 2018). Price fairness perception is an important indicator in strategy creation since it enables managers to make future strategies based on customer views (Chin & Tsai, 2013).

Customers eat with their eyes first. According to Pecotić et al. (2014) a diner's perception of identical foods can be dramatically increased or lessened by changing the image layout of food pieces on the plate (Zhong & Moon, 2020). The most common measures of food quality are its freshness, portion size, presentation, menu diversity, taste, and temperature (Gabrow, 2021). The way a meal is presented, how it tastes, and how it is served all have a big impact on customer satisfaction, whereas how food is presented, how it tastes, and whether it has healthy options have a big impact on behavior (Namkung & Jang, 2008). Along with these six distinctive characteristics, "food safety" is an important component when measuring culinary excellence since patrons are more inclined to give restaurants with better food safety morals a favorable review and spend more money there.

Customers cannot be pleased solely by developing food and beverage quality, according to Kivela, et al. (1999). For example, Barber et al. (2011) claimed that cleanliness-related characteristics substantially impact eatery-quality sensitivity, while Sester et al. (2013) emphasized the relevance of general atmosphere impression. The setting has a beneficial effect
on customer purposes in upmarket dining, and according to Mathe and Slevitch (2013) an increase in ambiance tends to improve investment and enthusiasm to pay significantly. Academics and hoteliers are interested in forming a beautiful and healthy physical environment (Mosavi & Ghaedi, 2012). It is a crucial part of appealing to and gratifying clients in the hotel industry. According to Ryu and Jang (2007), music, aroma, temperature, and employee appearance, all have a significant emotional impact on patron's and patrons' behavioral intentions at restaurants.

**Customer loyalty**

Every firm's long-term goal should include gaining its customers' loyalty. Importantly, loyal clients are more committed (Hidayat et al., 2020), to the business and have greater emotional ties to it, which makes them less susceptible to the marketing tactics of rival businesses (Uslu & Eren, 2020). The two components of client loyalty are behavioral and attitudinal (Nguyen et al., 2018). Karki and Panthi (2018) claim that the behavioral concept assesses the frequency of repeat business, while the attitudinal concept denotes a person's emotional attachment to a product or service, a view closely shared by Keshavarz et al. (2016). The latter idea has been used in the hotel sector to gauge consumer loyalty (Oh & Kim, 2017). A consumer who intends to make additional purchases and promote the restaurant to others is likelier (Namin, 2017). This study evaluates client loyalty to hotel restaurants using an attitudinal approach.

The revisit intention is frequently measured alongside satisfaction; it is more than just a predictor of overall satisfaction (Lu et al., 2015; Bei & Chiao 2001), it is also a result of a changed attitude that influences the revisit decision-making process. Positive word-of-mouth, more money spent with the provider of the service, more expensive prices, and loyalty are all admirable behavioral aims (Konuk, 2019). Leaving the service provider is referred to as having actual undesirable behavior (Jani & Han, 2011) dividing behavioral intentions into two types: Recurrence and word of mouth (Ryu & Han, 2011; Brunner et al., 2008). Therefore, developing a perception of the supplier based on prior interactions with a good or service results in consumer intent to repurchase and suggest to consumers (Maisya et al., 2019). Consequently, future visits to Intentions' five-star restaurant, recommendations, and positive word-of-mouth communications are all examples of behavioral intention in this study (Lai, 2020). Customers assess the quality of a restaurant based on three promotion quality dimensions: people, location, and product (food) (Jin et al., 2018). Furthermore, physical evidence has a considerable influence on their revisit intentions (Kukanja et al., 2017).

**Hypothesis formulation**

The following hypothesis are presumptive based on the literature review presented above:

- **H1**: Food and Beverage quality has a positive impact on customer satisfaction.
- **H2**: Timely Service have a positive impact on Customer satisfaction.
- **H3**: Ambience and surroundings have a positive impact on customer satisfaction.
- **H4**: Service quality has a positive impact on Customer Satisfaction and Customer Loyalty.
- **H5**: Customer loyalty is influenced favorably by customer satisfaction
Research methodology

This study used a questionnaire as a research method to obtain data from people to analyze the service quality of the food and beverage services offered at five-star hotels in Delhi and the National Capital Region. A questionnaire was developed for visitors to a five-star hotel in Delhi and the National Capital Region to gauge the quality of food and beverage service in these luxury establishments. Data were gathered using a self-administrated questionnaire that the researcher prepared after studying the prior literature. The full model size was 300, sufficient to provide a detailed image of the entire population. The non-probability selection procedure was cast-off to acquire the targeted model from customers who frequented restaurants of five-star hotels in the national capital Delhi-NCR. In addition, earlier research on the restaurant business in several countries used the equivalent procedure to assess the affiliation among customer satisfaction, behavioral intents and professed quality. Self-governed questionnaires were used to obtain data from restaurant patrons. The researcher personally gave the questionnaire and gathered it from enthusiastic customers of Five-star Hotel restaurants. The inquiry form is divided into four sections: The primary three portions of the survey entailed Likert scale-style queries, while the final section enquired about the respondent's demographic information.

Clients' insights into the value of essential restaurant qualities once electing a restaurant to dine in were explored in the study's first phase. We utilized a 7-point Likert scale, one unimportant and seven extremely significant. Similarly, the second section queried guests' assessments of the performance of essential restaurant features based on their dining knowledge of that restaurant. A seven-point Likert scale was employed, one being poor and seven outstanding. The third component of the survey asked customers about their happiness and post-dining behavior purposes. A five-point Likert scale ranged from 1 strongly disagree to 5 strongly agree. Reliability, common method variance, and correlation study are used to assess the strength of the linear link between the variables. The correlation results show that the variables are linked positively and significantly.
**Results**

*The demographics of the people who responded*

The demographic outcomes of the defendants have been revealed in Table 1. 40.67% out of a hundred participants are female, 59.33% are male, with 45.33 out of a hundred respondents being married and the rest single. The age group results showed that 33% out of hundred respondents were between the ages of 25 and 34, 15.33% out of hundred were between the ages of 18 and 24, 42.66% out of hundred were between the ages of 35 and 44, and only 3% out of a hundred were over 55, indicating that young people enjoy dining out. According to the occupational results, 45% out of hundred respondents were full-time employees, 22.33% were unemployed, 6.66% out of hundred were self-employed, 7.33% percent were seeking opportunities, 13.66 out of hundred were homemakers, and 2.33 out of a hundred were students.

<table>
<thead>
<tr>
<th>Demographic variables</th>
<th>Five-Star hotel</th>
<th>Restaurants</th>
<th>Demographic Variables</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>N=300</td>
<td></td>
<td>Appropriate reasons for dining in Five-star hotel restaurants?</td>
<td>56</td>
<td>18.9</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>Special occasions</td>
<td>32</td>
<td>10.8</td>
</tr>
<tr>
<td>Male</td>
<td>178</td>
<td>59.33</td>
<td>For formal and informal meetings</td>
<td>6</td>
<td>0.7</td>
</tr>
<tr>
<td>Female</td>
<td>122</td>
<td>40.67</td>
<td>To avoid cooking</td>
<td>96</td>
<td>32.4</td>
</tr>
<tr>
<td>Age Range</td>
<td></td>
<td></td>
<td>To enjoy fine cuisine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>46</td>
<td>15.33</td>
<td>Service quality</td>
<td>23</td>
<td>7.8</td>
</tr>
<tr>
<td>26-35</td>
<td>99</td>
<td>33.00</td>
<td>Food quality</td>
<td>70</td>
<td>23.6</td>
</tr>
<tr>
<td>36-45</td>
<td>128</td>
<td>42.66</td>
<td>Environment</td>
<td>17</td>
<td>5.7</td>
</tr>
<tr>
<td>46-55</td>
<td>18</td>
<td>6.00</td>
<td>Would like to accompany You to the dinner at the Five-star Hotel?</td>
<td>139</td>
<td>47</td>
</tr>
<tr>
<td>Above 55</td>
<td>9</td>
<td>3.00</td>
<td>Friends</td>
<td>33</td>
<td>11.1</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
<td>Family</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Married</td>
<td>136</td>
<td>45.33</td>
<td>Colleagues</td>
<td>86</td>
<td>29.1</td>
</tr>
<tr>
<td>Unmarried</td>
<td>164</td>
<td>54.67</td>
<td>Relatives</td>
<td>28</td>
<td>9.5</td>
</tr>
<tr>
<td>Current employment status?</td>
<td></td>
<td></td>
<td>How frequently do you go out to dine in a five-star restaurant?</td>
<td>135</td>
<td>45</td>
</tr>
<tr>
<td>Employed full-time</td>
<td>135</td>
<td>45.00</td>
<td>Once a week</td>
<td>62</td>
<td>20.9</td>
</tr>
<tr>
<td>Unemployed</td>
<td>67</td>
<td>22.33</td>
<td>Twice a week</td>
<td>64</td>
<td>21.6</td>
</tr>
<tr>
<td>Own business</td>
<td>20</td>
<td>6.66</td>
<td>Once a month</td>
<td>55</td>
<td>17.2</td>
</tr>
<tr>
<td>Seeking opportunities</td>
<td>22</td>
<td>7.33</td>
<td>Once a year</td>
<td>119</td>
<td>40.2</td>
</tr>
<tr>
<td>Homemaker</td>
<td>41</td>
<td>13.66</td>
<td>The total amount spend per visit would be?</td>
<td>300-4000</td>
<td>88</td>
</tr>
<tr>
<td>Student</td>
<td>7</td>
<td>2.33</td>
<td>1000-2000</td>
<td>40</td>
<td>13.5</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>2.66</td>
<td>3000-4000</td>
<td>88</td>
<td>29.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5000-6000</td>
<td>138</td>
<td>46.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7000 and above</td>
<td>34</td>
<td>10.1</td>
</tr>
</tbody>
</table>

Conferring to the demographics of the contributors, most consumers visit a specific five-star dining restaurant just to enjoy multi-cuisine food. According to the findings, 32.4 out of hundred respondents chose to visit an authentic restaurant because of its fine cuisine, 10.8 out of hundred visited because of for formal and informal meetings, 18.9 percent visited on special occasions, 5.7 out of hundred visited for the clean environment, 7.8 out of a hundred visited for service excellence, 23.6 out of a hundred visited for the restaurant's food quality, and only 0.7 out of a hundred visited to avoid cooking.

On the other hand, 29.9% of respondents preferred to dine out with colleagues, 47 out of hundred favored eating out with friends, 2% chose to visit the restaurant unaccompanied, 11.1 out of a hundred preferred to call with family, and 9.5 out of a hundred chosen to visit with relations. In contrast, only 1.4 percent favored visiting a five-star feasting eatery
employing others. Regarding the regularity with which customers visit a five-star consuming restaurant, the results show that 21.6 out of a hundred customers attend more than once a week. 20.9 percent of respondents frequent the restaurant once a week, 17.2 percent once a month, and 40.2 out of hundred once a year. The total amount spent per visit was 13.5 percent spent between 1000-2000, 29.7 out of a hundred spent in the range of 3000-4000, while as middle-of-the-road of money spent range as high as 46.6 out of a hundred, their per visit spend was 5000-6000, and 10 out of a hundred spend range was 7000 and above.

**Reliability coefficient**

Reliability statistics were used to investigate the internal reliability of the 17-item measure. Alpha values produced results in the range of .724 to .776. The dependability coefficient for each research construct is shown in Table 2. According to the table, the alpha values ranged from modest to excellent (Hair et al., 2007). All the study variables’ alpha values were above .70, which was generally considered to be an acceptable level for internal consistency. It was in line with the findings of (Hinton et al., 2004), who stated that an alpha value score of about .50 to .70 is generally acknowledged and regarded as the requirement for proving the internal consistency of a valid scale. For each construct, a summated scale was then created by adding together the individual scale pieces.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha value</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>.736</td>
<td>6</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>.724</td>
<td>5</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>.776</td>
<td>6</td>
</tr>
</tbody>
</table>

**Correlation results**

Correlation analysis, reliability, and common method variance Table 3 lists the mean scores, correlation factors, and reliability scores. The ratings are more than 0.7, indicating high inner stability (Bland & Altman, 1997). The dependability of each variable was tested by adding up to Cronbach’s reliability. The composite dependability metric was proposed by Fornell and Larcker (1981); and this is a better option than dependability because it provides a more accurate assessment of the variation distributed by the various indicators and uses item loadings from the nomological system (Hair et al., 2006).

Customariness, multicollinearity, and heteroscedasticity are investigated to reduce the investigative problem. All the expectations of the conventional linear deterioration model were verified beforehand, gauging the deterioration analysis (Kline et al., 2000). The hypotheses were tested using the four procedures given by Barron and Kenny (1986) in regression. The model's fitness was assessed using C.F.A. in SPSS. CMIN was less than 3.0 in absolute fit measures, with RMSEA of 0.08 and G.F.I. of 0.865. The NFI, RFI, I.F.I., TLI, and CFI incremental fit indices were above 0.8, indicating strong model fitness.

Individual effects of important restaurant characteristics such as service-related attributes ($\beta = 0.226$, p>0.01), ambiance and surroundings ($\beta = 0.267$, p>0.001), and other attributes ($\beta = 0.295$, p>0.001) had a substantial favorable influence on customer satisfaction, as shown in Table 2. Model 1 shows that customer satisfaction is correlated to the overall service quality attributes ($\beta = 0.587$, p>0.001). In contrast, specific effects of restaurant extents, such as food and beverage quality ($\beta = 0.226$, p>0.001) and other attributes ($\beta = 0.308$, p>0.001), have a meaningful positive consequence on customer pleasure and customer loyalty, which builds up customer loyalty. The results also revealed a substantial positive connection between customer gratification and behavioral intents ($\beta = 0.719$, p>0.001). All the findings support H1, H2, H3, and H4.
Table 3 - Person correlation

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food-related characteristics</td>
<td>0.879</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Characteristics of a service</td>
<td>0.787**</td>
<td>0.874</td>
<td>0.874</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>0.444**</td>
<td>0.538**</td>
<td>0.538**</td>
<td>0.555**</td>
<td>0.834</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer-loyalty</td>
<td>0.54</td>
<td>0.47</td>
<td>0.48</td>
<td>0.61</td>
<td>0.64</td>
<td>0.74</td>
<td></td>
</tr>
<tr>
<td>Customer-behavioral intention</td>
<td>0.440**</td>
<td>0.533**</td>
<td>0.544**</td>
<td>0.521**</td>
<td>0.717**</td>
<td>0.891</td>
<td></td>
</tr>
<tr>
<td>Ambience-related attributes</td>
<td>0.618**</td>
<td>0.534**</td>
<td>0.544**</td>
<td>0.846</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>5.86</td>
<td>5.98</td>
<td>5.85</td>
<td>5.74</td>
<td>6.14</td>
<td>5.99</td>
<td></td>
</tr>
<tr>
<td>SD</td>
<td>0.648</td>
<td>0.577</td>
<td>0.649</td>
<td>0.829</td>
<td>0.726</td>
<td>0.839</td>
<td></td>
</tr>
<tr>
<td>Composite consistency</td>
<td>0.87</td>
<td>0.86</td>
<td>0.85</td>
<td>0.84</td>
<td>0.83</td>
<td>0.85</td>
<td></td>
</tr>
</tbody>
</table>

**Correlation is significant at a 0.01 level.

**H5 Customer loyalty is influenced favorably by customer satisfaction:**

H5 was tested using Barron and Kenny's (1986) multiple-step regression model, asserting that customer approval arbitrates the association between restaurant features and behavioral intents. According to the findings, customer fulfillment partly intercedes the connection between global eatery features and behavioral intentions (β = 0.228, p>0.001). As a result, customer loyalty is one lone needle of behavioral intents and key restaurant characteristics; many other influences, such as professed worth, eatery image, hedonistic and practical values (Ryu et al., 2007; 2008; Ha & Jang, 2009), canister play a role in defining behavioral intents. The results of this study are comparable to those of Namkung et al., 2007; 2009).

Customer gratification abundantly intercedes the connection between food-related features and behavioral intents (β= 0.042, pW0.05). In contrast, it moderately intercedes the association between service-related characteristics and behavioral intents (β= 0.143, p>0.05), atmospheric related properties, and behavioral intentions (β= 0.140, p>0.05), and other attributes and behavioral intent (β= 0.140, p>0.05). The results lend support to the theories that customer loyalty in Five-star hotel eating establishments interferes with the link between important restaurant features like service quality which leads to customer satisfaction.

**Discussion**

Restaurant managers at five-star hotels ought to wage prime consideration to the restaurant's service quality, which embraces non-solitary truthful guest check-in nevertheless likewise speedy and hasty service, as fit as faithful and constant facility, as these are the slightest execution features in a fine consuming scenery. In place of rigorous standards and processes that are scrupulously adhered to, attentive service wants personnel to respond to clients' specific requirements (Stevens et al., 1995). To increase the number of content users and benefit from recurrence, employees must be capable of paying courtesy to service facts and taking upkeep of customers' particular and sometimes insignificant needs. The deterioration consequences are in line with the gap analysis findings. Food (Sulek & Hensley, 2004), service and atmosphere quality (Ladhari et al., 2008; Mensah & Mensah, 2018), authenticity, and price (Han & Ryu, 2009) are all significant contributors to consumer satisfaction and behavioral intentions. Overall, 33.6 out of a hundred variance in satisfaction was explained by overall qualities, while 32.1 out of a hundred variance in behavioral intents was clarified by behavioral intentions (Liu & Jang, 2009).

The most vital indicators of behavioral intentions were all variables linked to atmospherics. Customers prefer to feast in a relaxed and attractive atmosphere and value time savings and an improved eating milieu; thus, five-star restaurant management needs to create and deliver an additional contended atmosphere for their customers.
Conclusion

Customers typically assess their intentions for future purchases based on the value they received from previous encounters and the advantages of the relationship. Additionally, it has long been recognized that quality and customer happiness are crucial to the success and tenacity of the hospitality industry in today's cutthroat economy. Maintaining good quality is essential to satisfy consumers' demands and expectations to compete in the market. Customer retention and loyalty also play a significant role in this. Customers have got high hopes of assistance, particularly in eateries since they predict higher quality customer service to be satisfied and improve their probability of returning. This instance increased our awareness of the restaurant-quality qualities supplied by Delhi-Five-Star N.C.R.'s Restaurants. Five-star Hotel of Delhi-NCR establishments offers a variety of benefits. Considering the findings of the fourth hypothesis, it is possible to draw the following conclusions: Price promotion has no impact on customer satisfaction; brand image influences customer satisfaction; food quality influences customer satisfaction; perceived value influences customer satisfaction; customer satisfaction influences repurchase intention; and customer satisfaction influences word-of-mouth recommendations. Given these factors, restaurants in five-star hotels in Delhi, India, should track customer expectations, perceived performance, and satisfaction. They should also keep an eye on the performance of their rivals in the region to maintain excellent service standards.

The findings imply that improved service quality in a five-star hotel restaurant contributes to satisfied clients and developing post-dining behavioral goals, resulting in good word-of-mouth. The discoveries assist restaurant executives in aiming more on customers concerned with initiatives, as consumers are viewed as an organization's most asset in generating high profits and establishing a solid brand image.

According to the data, customer satisfaction appears to moderate the association between behavioral intents and inclusive main restaurant features of supposed service quality. It implies that clients' behavioral intentions with restaurants are only strengthened when they are happy with the quality of essential restaurant qualities. The findings will assist restaurant managers in determining which vital qualities contribute to customer satisfaction and the development of their behavioral intentions.

The study results can be used by restaurant managers, who should concentrate on developing a service plan to increase customer satisfaction and encourage repeat business. Additionally, it aids in implementing ongoing customer feedback monitoring and is beneficial for adopting quality improvement procedures in restaurants at five-star hotels. These findings can be used by restaurant management to understand the quality of service in their establishments, identify which factories are operating effectively, and where room for growth and development exists. These findings are also helpful for policymakers creating strategies and plans that focus more on customer satisfaction and retention. To create lasting relationships with clients, this study will be helpful. This study has applied significance to restaurant executives at five-star hotels, who should emphasize the restaurants' facility tactic to improve Guest pleasure and shape redemption intents. It can also assist in implementing unceasing nursing of customer advice and adapting quality enhancement strategies in a good dining establishment. These data can be used by the Food and Beverage section to assess the excellence of service in outlets and to determine which facts are functioning well and where there is room for perfection and development.

The results and insights from this study are thought to be more applicable to Five-star hotel restaurants, therefore some restrictions may present an opportunity for further research. This study offers proof of crucial elements influencing patron loyalty in just one type of restaurant. As a result, it's probable that the results would be different in other sorts of restaurants, such as fast-service restaurants with a variety of food options and services.
There are a few flaws in this research. First, because the study is cross-sectional, a researcher can scrutinize excellent developments if statistics are composed of several periods. Second, the study only examined three dimensions of primary restaurant services; therefore, more variables such as service revolution and receptiveness could be supplementary in future research. Third, while this study is limited to the Indian city Delhi-NCR, further research can be undertaken in other large Indian cities. Fourth, future studies could include proportional studies from other industries besides the eatery business.

References


