

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

Omar Abdullah*

*Amity School of Hospitality, Amity University, Noida, India Email, omarwani93@gmail.com
<http://orcid.org/0000-0001-5313-5943>*

Tahir Sufi

*Amity School of Hospitality, Amity University, Noida, India Email, tahir.sufi@gmail.com
<https://orcid.org/0000-0003-3407-4828>*

Sanjeev Kumar

*Institute of Hotel & Tourism Management, Maharshi Dayananda University, Rohtak, India
Email, sanjeev.rawal30@gmail.com, <https://orcid.org/0000-0003-0742-5688>*

**Corresponding Author*

How to cite this article: Abdullah, O., Sufi, T. & Kumar, S. (2022). Service Quality and its Influence on Customer Satisfaction and Customer Loyalty in the Restaurants of Five-Star Hotels. African Journal of Hospitality, Tourism and Leisure, 11(6):2173-2189. DOI: <https://doi.org/10.46222/ajhtl.19770720.349>

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 (Almohaimmed, 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 (Nicolaidis, 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 (Almohaimmed, 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 (Cronin & 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 (Thusyanthy & Senthilnathan, 2011; Sabir et al., 2014; Alrouسان & 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; Tsaour 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 & Nicolaidis, 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 (Nicolaidis, 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

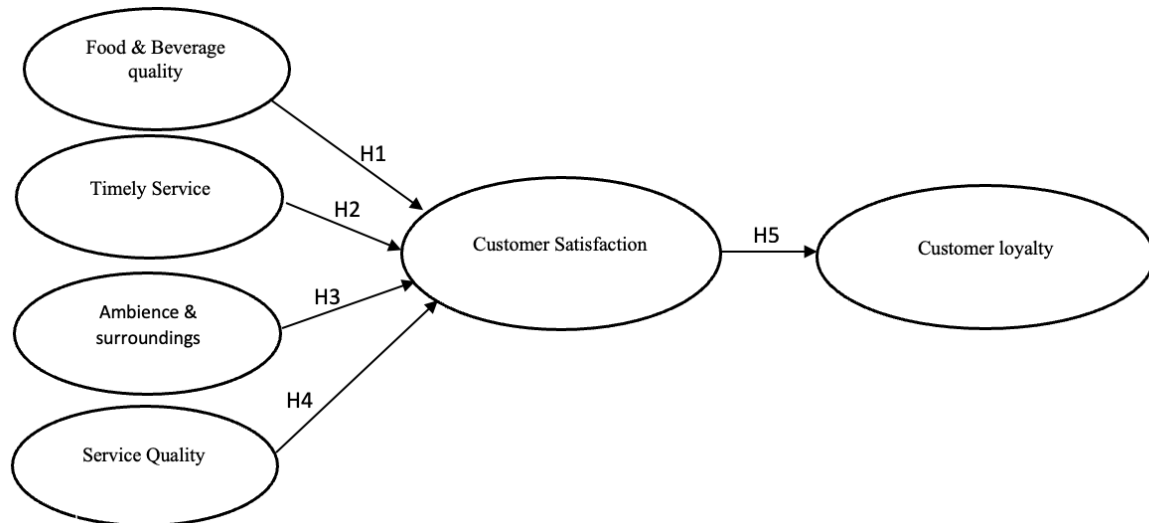


Figure 1: Hypothesised research model

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 respondents 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 1- Demographics

Demographic variables	F	%	Demographic Variables	f	%
			Five-Star hotel		
			Appropriate reasons for dining in Five-star hotel restaurants?		18.9
Respondents		N=300		56	
Gender			Special occasions		
Male	178	59.33	For formal and informal meetings	32	10.8
Female	122	40.67	To avoid cooking	6	0.7
Age Range			To enjoy fine cuisine	96	32.4
18-24	46	15.33	Service quality	23	7.8
26-35	99	33	Food quality	70	23.6
36-45	128	42.66	Environment	17	5.7
46-55	18	6	Would like to accompany You to the dinner at the Five-star Hotel?		
Above 55	9	3	Friends	139	47
Marital Status			Family	33	11.1
Married	136	45.33	Alone	14	20
Unmarried	164	54.67	Colleagues	86	29.1
Current employment status?			Relatives	28	9.5
Employed full-time	135	45	How frequently do you go out to dine in a five-star restaurant?		
Unemployed	67	22.33	Once a week	62	20.9
Own business	20	6.66	Twice a week	64	21.6
Seeking opportunities	22	7.33	Once a month	55	17.2
Homemaker	41	13.66	Once a year	119	40.2
Student	7	2.33	The total amount spend per visit would be?		
Other	8	2.66	1000-2000	40	13.5
			3000-4000	88	29.7
			5000-6000	138	46.6
			7000 and above	34	10.1

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 2: Reliability coefficient

Variables	Alpha value	Items
Service Quality	.736	6
Customer Satisfaction	.724	5
Customer Loyalty	.776	6

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

Variables	1	2	3	4	5	6	7
Food-related characteristics	0.879						
Characteristics of a service	0.787**	0.874	0.874				
Customer satisfaction	0.444**	0.538**	0.538**	0.555**	0.834		
Customer-loyalty	0.54	0.47	0.48	0.61	0.64	0.74	
Customer-behavioral intention	0.440**	0.533**	0.544**	0.521**	0.717**	0.891	
Ambience-related attributes	0.618**	0.534**	0.544**	0.846			
Mean	5.86	5.98	5.85	5.74	6.14	5.99	
SD	0.648	0.577	0.649	0.829	0.726	0.839	
Composite consistency	0.87	.86	0.85	0.84	0.83	0.85	

**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 ($\beta = 0.228$, $p > 0.001$). 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 ($\beta = 0.042$, $p > 0.05$). In contrast, it moderately intercedes the association between service-related characteristics and behavioral intents ($\beta = 0.143$, $p > 0.05$), atmospheric related properties, and behavioral intentions ($\beta = 0.140$, $p > 0.05$), and other attributes and behavioral intent ($\beta = 0.140$, $p > 0.05$). 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 contented 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

- Abdullaeva, M. (2020). Impact of Customer Satisfaction on Customer Loyalty in Upscale Ethnic Restaurants. *Theoretical & Applied Science*, 86(6), 372-375.
- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J. & Rostum, A. M. M. (2018). Food Quality, Service Quality, Price Fairness and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211-226.
- Aftab, J., Sarwar, H., Sultan, Q. U. A. & Qadeer, M. (2016). Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants). *Entrepreneurship and Innovation Management Journal*, 4(4), 161-171.
- Ali, F. & Amin, M. (2014). The Influence of Physical Environment on Emotions, Customer Satisfaction and Behavioural Intentions in Chinese Resort Hotel Industry. *Journal for Global Business Advancement*, 7(3), 249-266.
- Ali, F., Omar, R. & Amin, M. (2013). An Examination of the Relationships Between Physical Environment, Perceived Value, Image and Behavioural Intentions: A SEM Approach Towards Malaysian Resort Hotels. *Journal of Hotel and Tourism Management*, 27(2), 9-26.
- Almohaimmed, B. M. (2017). Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing*, 7(3), 42-49.
- Alrousan, R. M. & Abuamoud, I. M. (2013). The Mediation of Tourists Satisfaction on the Relationship Between Tourism Service Quality and Tourists Loyalty: Five Stars Hotel in Jordanian Environment. *International Business Research*, 6(8), 79.
- Al-Tit, A. A. (2015). The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention. *Asian Social Science*, 11(23), 129.
- Asubonteng, P., McCleary, K. J. & Swan, J. E. (1996). SERVQUAL Revisited: A Critical Review of Service Quality. *Journal of Services Marketing*, 10(6), 62-81.
- Babakus, E. & Boller, G. W. (1992). An Empirical Assessment of the SERVQUAL Scale. *Journal of Business Research*, 24(3), 253-268.
- Barber, N., Goodman, R. J. & Goh, B. K. (2011). Restaurant Consumers Repeat Patronage: A Service Quality Concern. *International Journal of Hospitality Management*, 30(2), 329-336.
- Baron, R. M. & Kenny, D. A. (1986). The Moderator–Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- Bei, L. T. & Chiao, Y. C. (2001). An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 125
- Bilgin, Y. (2017). The Effect of Service Quality, Customer Satisfaction and Customer Loyalty on Word-of-Mouth Marketing in Restaurants. *Journal Of Business Research Turk*, 9(4), 33-62.

- Boo, H. V. (2017). Service Environment of Restaurants: Findings from the Youth Customers. *Journal of ASIAN Behavioural Studies*, 2(2), 67-77.
- Brunner, T. A., Stöcklin, M. & Opwis, K. (2008). Satisfaction, Image and Loyalty: New Versus Experienced Customers. *European Journal of Marketing*, 42(9/10), 1095-1105.
- Cheng, C. C., Chen, C. T., Hsu, F. S. & Hu, H. Y. (2012). Enhancing Service Quality Improvement Strategies of Fine-Dining Restaurants: New Insights from Integrating a Two-Phase Decision-Making Model of IPGA and DEMATEL Analysis. *International Journal of Hospitality Management*, 31(4), 1155-1166.
- Chin, J. B. & Tsai, C. H. (2013). Developing a Service Quality Evaluation Model for Luxurious Restaurants in International Hotel Chains. *Total Quality Management & Business Excellence*, 24(9-10), 1160-1173.
- Chow, I. H. S., Lau, V. P., Lo, T. W. C., Sha, Z. & Yun, H. (2007). Service Quality in Restaurant Operations in China: Decision-and Experiential-Oriented Perspectives. *International Journal of Hospitality Management*, 26(3), 698-710.
- Cronin Jr, J. J. & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55-68.
- Cronin Jr, J. J. & Taylor, S. A. (1994). SERVPERF Versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing*, 58(1), 125-131.
- Dabestani, R., Shahin, A., Saljoughian, M. & Shirouyehzad, H. (2016). Importance-Performance Analysis of Service Quality Dimensions for the Customer Groups Segmented by DEA: The Case of Four-Star Hotels. *International Journal of Quality & Reliability Management*, 33(2), 160-177.
- Fornell, C. & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Gabrow, R. Y. (2021). Evaluation of Customer Satisfaction and Service Quality Using SERVQUAL Model: The Case of Fast-Food Restaurants in Iraq. *Periodicals of Engineering and Natural Sciences (PEN)*, 9(1), 336-345.
- Ghimire, A. J. (2012). *Service Quality and Customer Satisfaction in the Restaurant Business: Case Study-Sagarmatha Nepalese Restaurant in Vantaa*. Research Report. Central Ostrobothnia University of Applied Sciences.
- Giebelhausen, M. D., Chan, E. & Sirianni, N. J. (2016). *Fitting Restaurant Service Style to Brand Image for Greater Customer Satisfaction*. Center for Hospitality Research Reports. Cornell University.
- Ha, J. & Jang, S. S. (2010). Effects of Service Quality and Food Quality: The Moderating Role of Atmospherics in an Ethnic Restaurant Segment. *International Journal of Hospitality Management*, 29(3), 520-529.
- Han, H. & Kim, W. (2009). Outcomes of Relational Benefits: Restaurant Customers' Perspective. *Journal of Travel & Tourism Marketing*, 26(8), 820-835.
- Han, H. & Ryu, K. (2009). The Roles of the Physical Environment, Price Perception, and Customer Satisfaction in Determining Customer Loyalty in the Restaurant Industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- He, Y. & Song, H. (2009). A Mediation Model of Tourists' Repurchase Intentions for Packaged Tour Services. *Journal of Travel Research*, 47(3), 317-331.
- Heung, V. C. & Gu, T. (2012). Influence of Restaurant Atmospherics on Patron Satisfaction and Behavioral Intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.

- Hidayat, D., Bismo, A. & Basri, A. R. (2020). The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Jurnal Manajemen Bisnis*, 10(1), 1-9.
- Hinton, P. R., Brownlow, C., McMurray, I. & Cozens, B. (2004). *SPSS Explained*. Routledge: London.
- Hong, J. S., Liu, C. H., Chou, S. F. & Tsai, C. Y. (2013). Creativity as a Critical Criterion for Future Restaurant Space Design: Developing a Novel Model with DEMATEL Application. *International Journal of Hospitality Management*, 33, 96-105.
- Hsiao, Y. H., Chen, L. F., Chang, C. C. & Chiu, F. H. (2016). Configurational Path to Customer Satisfaction and Stickiness for a Restaurant Chain Using Fuzzy Set Qualitative Comparative Analysis. *Journal of Business Research*, 69(8), 2939-2949.
- Izogo, E. E. & Ogba, I. E. (2015). Service Quality, Customer Satisfaction and Loyalty in Automobile Repair Services Sector. *International Journal of Quality & Reliability Management*, 32(3), 250-269.
- Jani, D. & Han, H. (2011). Investigating the Key Factors Affecting Behavioral Intentions: Evidence from a Full-Service Restaurant Setting. *International Journal of Contemporary Hospitality Management*, 23(7), 1000-1018.
- Jin, N., Lee, S. M., Slocum, S. L. & Merkebu, J. (2018). Examining the Healthy Food Consumption in Full-Service Restaurants: Quality or Non-Quality Cues?. *Journal of Foodservice Business Research*, 21(4), 394-419.
- Karki, D. & Panthi, A. (2018). *How Food Quality, Price, Ambiance and Service Quality Effects Customer Satisfaction: A Study on Nepalese Restaurants in Finland*. Unpublished Bachelors Research Project. Haaga-Helia University of Applied Science.
- Keith, N. K. & Simmers, C. S. (2011). Measuring Service Quality Perceptions of Restaurant Experiences: The Disparity Between Comment Cards and DINESERV. *Journal of Foodservice Business Research*, 14(1), 20-32.
- Keshavarz, Y., Jamshidi, D. & Bakhtazma, F. (2016). The Influence of Service Quality on Restaurants' Customer Loyalty. *Oman Chapter of Arabian Journal of Business and Management Review*, 34(3967), 1-16.
- Kim, H. J. (2011). Service Orientation, Service Quality, Customer Satisfaction, and Customer Loyalty: Testing a Structural Model. *Journal of Hospitality Marketing & Management*, 20(6), 619-637.
- Kim, W. G. & Moon, Y. J. (2009). Customers' Cognitive, Emotional, and Actionable Response to the Servicescape: A Test of the Moderating Effect of the Restaurant Type. *International Journal of Hospitality Management*, 28(1), 144-156.
- Kim, W. G., Ng, C. Y. N. & Kim, Y. S. (2009). Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-Of-Mouth. *International Journal of Hospitality Management*, 28(1), 10-17.
- Kivela, J., Inbakaran, R. & Reece, J. (1999). Consumer Research in the Restaurant Environment, Part 1: A Conceptual Model of Dining Satisfaction and Return Patronage. *International Journal of Contemporary Hospitality Management*, 11(5), 205-222
- Koc, E., Ulukoy, M., Kilic, R., Yumusak, S. & Bahar, R. (2017). The Influence of Customer Participation on Service Failure Perceptions. *Total Quality Management & Business Excellence*, 28(3-4), 390-404.
- Konuk, F. A. (2019). The Influence of Perceived Food Quality, Price Fairness, Perceived Value and Satisfaction on Customers' Revisit and Word-Of-Mouth Intentions

- Towards Organic Food Restaurants. *Journal of Retailing and Consumer Services*, 50, 103-110.
- Kukanja, M., Gomezelj Omerzel, D. & Kodrič, B. (2017). Ensuring Restaurant Quality and Guests' Loyalty: An Integrative Model Based on Marketing (7P) Approach. *Total Quality Management & Business Excellence*, 28(13-14), 1509-1525.
- Kumar, M. (2014). Hospitality Education in India-Present Status, Challenges and Opportunities. *African Journal of Hospitality, Tourism and Leisure*, 3(2), 1-12.
- Ladhari, R., Brun, I. & Morales, M. (2008). Determinants of Dining Satisfaction and Post-Dining Behavioral Intentions. *International Journal of Hospitality Management*, 27(4), 563-573.
- Lai, I. K. W. (2020). An Examination of Satisfaction on Word of Mouth Regarding Portuguese Foods in Macau: Applying the Concept of Integrated Satisfaction. *Journal of Hospitality and Tourism Management*, 43, 100-110.
- Lee, L., Lee, M. J. & Dewald, B. (2016). Measuring the Customers' Perception of Tangible Service Quality in the Restaurant Industry: An Emphasis on the Upscale Dining Segment. *Journal of Foodservice Business Research*, 19(1), 21-38.
- Liu, Y. & Jang, S. S. (2009). Perceptions of Chinese Restaurants in the US: What Affects Customer Satisfaction and Behavioral Intentions?. *International Journal of Hospitality Management*, 28(3), 338-348.
- Lu, A. C. C., Gursoy, D. & Lu, C. Y. (2015). Authenticity Perceptions, Brand Equity and Brand Choice Intention: The Case of Ethnic Restaurants. *International Journal of Hospitality Management*, 50, 36-45.
- Maisya, K. L., Rahmat, S. T. Y. & Rina, A. (2019). Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Restaurants of the Tangerang Area. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 142-147.
- Malik, S. A., Mushtaq, A., Naseem, K. & Malik, S. A. (2012). Examining the Relationship Among Service Quality, Customer Satisfaction and Behavioral Responses- Comparison Between Public and Private Sector Banks of Pakistan. *International Journal for Quality Research*, 6(4), 365-380.
- Mathe, K. & Slevitch, L. (2013). An Exploratory Examination of Supervisor Undermining, Employee Involvement Climate, and the Effects on Customer Perceptions of Service Quality in Quick-Service Restaurants. *Journal of Hospitality & Tourism Research*, 37(1), 29-50.
- Mensah, I. & Mensah, R. D. (2018). Effects Of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 27-36.
- Moorthy, K., En Chee, L., Chuan Yi, O., Soo Ying, O., Yee Woen, O. & Mun Wei, T. (2017). Customer Loyalty to Newly Opened Cafés and Restaurants in Malaysia. *Journal of Foodservice Business Research*, 20(5), 525-541.
- Seyed, A. M. & Mahnoosh, G. (2012). The Effects of Relationship Marketing on Relationship Quality in Luxury Restaurants. *African Journal of Business Management*, 6(19), 6090-6102.
- Namin, A. (2017). Revisiting Customers' Perception of Service Quality in Fast Food Restaurants. *Journal of Retailing and Consumer Services*, 34, 70-81.
- Namkung, Y. & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact on Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.

- Namkung, Y. & Jang, S. S. (2008). Are Highly Satisfied Restaurant Customers Really Different? A Quality Perception Perspective. *International Journal of Contemporary Hospitality Management*, 20(2), 142-155.
- Nguyen, Q., Nisar, T. M., Knox, D. & Prabhakar, G. P. (2018). Understanding Customer Satisfaction in the UK Quick Service Restaurant Industry: The Influence of the Tangible Attributes of Perceived Service Quality. *British Food Journal*, 120(6), 1207-1222.
- Nicolaides, A. (2008). *Service Quality, Empowerment and Ethics in the South African Hospitality and Tourism Industry and the Road Ahead Using ISO9000/1* (Doctoral dissertation).
- Nicolaides, A. (2012). Service Quality Provision in Upmarket Restaurants: A Survey of Diners in Three Restaurants in a Gauteng Casino Complex. *African Journal of Hospitality, Tourism and Leisure*, 2(2), 1-21.
- Njite, D., Njoroge, J., Parsa, H., Parsa, R. & van der Rest, J. P. (2015). Consumer Patronage and Willingness-To-Pay at Different Levels of Restaurant Attributes: A Study from Kenya. *Research in Hospitality Management*, 5(2), 171-180.
- Oh, H. & Kim, K. (2017). Customer Satisfaction, Service Quality, and Customer Value: Years 2000-2015. *International Journal of Contemporary Hospitality Management*, 29(1), 2-29.
- Omar, M. S., Ariffin, H. F. & Ahmad, R. (2016). Service Quality, Customers' Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. *Procedia-Social and Behavioral Sciences*, 224, 384-392.
- Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V. A. & Berry, L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *1988*, 64(1), 12-40.
- Pecotić, M., Bazdan, V. & Samardžija, J. (2014). Interior Design in Restaurants as a Factor Influencing Customer Satisfaction. *RIThink*, 4, 10-14.
- Pedraja, M. & Yagüe, J. (2001). What Information Do Customers Use When Choosing a Restaurant?. *International Journal of Contemporary Hospitality Management*, 13(6), 316-318.
- Pohl, E. B., Bollini, L. & Fajardo, J. (2009). *Color & Restaurant Design*. Reditar: Libros.
- Polyorat, K. & Sophonsiri, S. (2010). The Influence of Service Quality Dimensions on Customer Satisfaction and Customer Loyalty in the Chain Restaurant Context: A Thai Case. *Journal of Global Business & Technology*, 6(2), 64-76.
- Raajpoot, N. A. (2002). TANGSERV: A Multiple Item Scale for Measuring Tangible Quality in Foodservice Industry. *Journal of Foodservice Business Research*, 5(2), 109-127.
- Rajput, A. & Gahfoor, R. Z. (2020). Satisfaction and Revisit Intentions at Fast Food Restaurants. *Future Business Journal*, 6(1), 1-12.
- Ramphal, R. R. & Nicolaides, A. (2014). Service and Quality and Quality Service: Satisfying Customers in the Hospitality Industry. *African Journal of Hospitality, Tourism and Leisure*, 3(2), 1-18.
- Robinson, R. N. & Clifford, C. (2012). Authenticity and Festival Foodservice Experiences. *Annals of Tourism Research*, 39(2), 571-600.
- Martín-Ruiz, D., Barroso-Castro, C. & Rosa-Díaz, I. M. (2012). Creating Customer Value Through Service Experiences: An Empirical Study in the Hotel Industry. *Tourism and Hospitality Management*, 18(1), 37-53.

- Ryu, K. & Han, H. (2011). New or Repeat Customers: How Does Physical Environment Influence Their Restaurant Experience?. *International Journal of Hospitality Management*, 30(3), 599-611.
- Ryu, K. & Jang, S. (2008). DINESCAPE: A Scale for Customers' Perception of Dining Environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Ryu, K. & Jang, S. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56-72.
- Ryu, K., Lee, H. R. & Kim, W. G. (2012). The Influence of the Quality of the Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Sabir, R. I., Irfan, M., Akhtar, N., Pervez, M. A. & ur Rehman, A. (2014). Customer Satisfaction in the Restaurant Industry: Examining the Model in Local Industry Perspective. *Journal of Asian Business Strategy*, 4(1), 18-31.
- Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N. & Rehman, A. U. (2014). Factors Affecting Customers Satisfaction in Restaurants Industry in Pakistan. *International Review of Management and Business Research*, 3(2), 869.
- Sedmak, G. & Mihalič, T. (2008). Authenticity in Mature Seaside Resorts. *Annals of Tourism Research*, 35(4), 1007-1031.
- Sester, C., Deroy, O., Sutan, A., Galia, F., Desmarchelier, J. F., Valentin, D. & Dacremont, C. (2013). "Having a Drink in a Bar": An Immersive Approach to Explore the Effects of Context on Drink Choice. *Food Quality and Preference*, 28(1), 23-31.
- Shahzadi, M., Malik, S. A., Ahmad, M. & Shabbir, A. (2018). Perceptions of Fine Dining Restaurants in Pakistan: What Influences Customer Satisfaction and Behavioral Intentions?. *International Journal of Quality & Reliability Management*, 35(3), 635-655.
- Shapoval, V., Murphy, K. S. & Severt, D. (2018). Does Service Quality Really Matter at Green Restaurants for Millennial Consumers? The Moderating Effects of Gender Between Loyalty and Satisfaction. *Journal of Foodservice Business Research*, 21(6), 591-609.
- Song, H., Wang, J. & Han, H. (2019). Effect of Image, Satisfaction, Trust, Love, and Respect on Loyalty Formation for Name-Brand Coffee Shops. *International Journal of Hospitality Management*, 79, 50-59.
- Spyridou, A. (2017). Perceived Service Quality and Customer Revisiting Intention: The Case of "All You Can Eat" Asian Restaurants in Southern Taiwan. *Journal of Tourism, Heritage & Services Marketing*, 3(2), 30-38.
- Stevens, P., Knutson, B. & Patton, M. (1995). DINESERV: A Tool for Measuring Service Quality in Restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 5-60.
- Sulek, J. M. & Hensley, R. L. (2004). The Relative Importance of Food, Atmosphere, and Fairness of Wait: The Case of a Full-Service Restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
- Susskind, A. M., Kacmar, K. M. & Borchgrevink, C. P. (2018). Guest–Server Exchange Model and Performance: The Connection Between Service Climate and Unit-Level Sales in Multiunit Restaurants. *Journal of Hospitality & Tourism Research*, 42(1), 122-141.

- Thusyanthy, V. & Senthilnathan, S. (2011). Customer Satisfaction in Terms of Physical Evidence and Employee Interaction. *The IUP Journal of Marketing Management*, XI (3), 7-24.
- Truong, N., Nisar, T., Knox, D. & Prabhakar, G. (2017). The Influences of Cleanliness and Employee Attributes on Perceived Service Quality in Restaurants in a Developing Country. *International Journal of Culture, Tourism and Hospitality Research*, 11(4), 608-627.
- Tsaur, S. H., Luoh, H. F. & Syue, S. S. (2015). Positive Emotions and Behavioral Intentions of Customers in Full-Service Restaurants: Does Aesthetic Labor Matter?. *International Journal of Hospitality Management*, 51, 115-126.
- Tuncer, İ., Unusan, C. & Cobanoglu, C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447-475.
- Tuu, H. H. & Olsen, S. O. (2009). Food Risk and Knowledge in the Satisfaction-Repurchase Loyalty Relationship. *Asia Pacific Journal of Marketing and Logistics*, 21(4), 521-536.
- Uddin, M. B. (2019). Customer Loyalty in the Fast Food Restaurants of Bangladesh. *British Food Journal*, 121(11), 2791-2808.
- Uslu, A. & Eren, R. (2020). Critical Review of Service Quality Scales with a Focus on Customer Satisfaction and Loyalty in Restaurants. *The Central European Journal of Regional Development and Tourism*, 12.
- Van Dyke, T. P., Kappelman, L. A. & Prybutok, V. R. (1997). Measuring Information Systems Service Quality: Concerns on the Use of the SERVQUAL Questionnaire. *MIS Quarterly*, 195-208.
- Stevens, P., Knutson, B. & Patton, M. (1995). DINESERV: A Tool for Measuring Service Quality in Restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 5-60.
- Walter, U., Edvardsson, B. & Öström, Å. (2010). Drivers of Customers' Service Experiences: A Study in the Restaurant Industry. *Managing Service Quality: An International Journal*, 20(3), 236-258.
- Wang, L., Law, R., Hung, K. & Guillet, B. D. (2014). Consumer Trust in Tourism and Hospitality: A Review of the Literature. *Journal of Hospitality and Tourism Management*, 21, 1-9.
- Wu, H. C. (2013). An Empirical Study of the Effects of Service Quality, Perceived Value, Corporate Image, and Customer Satisfaction on Behavioral Intentions in the Taiwan Quick Service Restaurant Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 14(4), 364-390.
- Zeithaml, V. A., Berry, L. L. & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31-46.
- Zhong, Y. & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), 460.
- Zibarzani, M., Abumalloh, R. A., Nilashi, M., Samad, S., Alghamdi, O. A., Nayer, F. K., Ismail, M. Y., Mohd, S. & Akib, N. A. M. (2022). Customer Satisfaction with Restaurants Service Quality During COVID-19 Outbreak: A Two-Stage Methodology. *Technology in Society*, 70, 101977.