



Universitetet
i Stavanger

**FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT**

MASTER'S THESIS

STUDY PROGRAM:

Master's degree in service leadership in International
Business

Fundamentals of service

Open Access

TITLE:

Investigating the impact of Food Quality, Restaurant Quality, and Physical Environmental Quality on Customer Satisfaction in the Indian Restaurant Business in Norway.

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Abstract

This research project aims to study how food quality, service quality, and restaurant environment impact customer satisfaction and revisit intentions in Indian restaurants in Norway. Research questions and seven hypotheses were developed and tested, with each hypothesis carefully evaluated and explained. Literature reviews were included to better understand factors affecting the dining experience and support the research inquiries. Data was collected through a survey with 231 responses, analyzed using SPSS version 26, and presented through tables and charts. The findings explored the relationships between food quality, service quality, environment, customer satisfaction, and revisit intentions. The study highlights the importance of these factors in shaping customer satisfaction and return visits, offering insights for Indian restaurant managers. Limitations were addressed, and recommendations were provided for future research. This research aims to deepen understanding of managerial and theoretical perspectives, contributing to future research endeavors.

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Chapter 1

Research Overview

1.0 Introduction

In the rapidly evolving hospitality industry, the shift towards customer-centric philosophies has become increasingly crucial, especially in the competitive Norwegian market where Indian restaurants seek to establish a unique identity. This transition is driven by a notable increase in the popularity of Indian cuisine among Norwegian consumers, signaling a demand for high-quality service and unique dining experiences (Bugge, A. B., & Lavik, R. (2010).

Finding effective strategies to meet customer expectations and deliver exceptional service is vital for companies to thrive in a highly competitive market environment. Therefore, the significance of continuous exceptional quality of service cannot be denied in the hospitality industry, particularly in the restaurant sector, which is experiencing significant changes in a highly competitive environment. Customers are now more aware of finding and comparing good food quality (FQ), satisfying service that standardizes the restaurant quality (RSQ), and comfortable, pleasant physical environment quality (PEQ) in restaurants. A single negative experience can easily lead consumers to switch to another restaurant. As Indian cuisine is among the most rapidly growing cuisines in the whole world it's now high time to bring something out of the box to compete among similar businesses. Indian restaurants must put off attracting newer prospects and holding up with the ones that already exist, especially considering the upward tendency in Indian culture to dine out with family, friends, and colleagues. To achieve this, restaurants focus on providing a unique dining experience that combines tangible and intangible elements. The goal is to ensure customer satisfaction (CS) and revisit intention to the restaurant (RVI) at the restaurant.

Despite the growing interest, Indian restaurants in Norway face significant challenges in consistently meeting and exceeding customer expectations, a crucial factor in securing customer loyalty and achieving market sustainability.

To conduct the research paper several research questions have been constructed so that the research can aim a goal to achieve desired outcome.

1.1 Research Questions:

1. How does food quality influence customer satisfaction in Indian restaurants in Norway?
2. What impact does overall restaurant quality have on customer satisfaction?
3. How does the physical environment affect customer satisfaction and revisit intentions?
4. To what extent does customer satisfaction impact revisit intentions?
5. How does customer satisfaction facilitate the relationship between food quality and customer intention to revisit within the context of Indian restaurants in Norway?
6. How does customer satisfaction mediate the relationship between restaurant quality and customer intention to revisit?
7. Does customer fulfillment experience mediate the relationship between physical environment quality and revisiting intention in Indian restaurants?

This study is pivotal for identifying the dynamics of service quality in Indian restaurants in Norway, offering insights that could help these establishments enhance customer satisfaction and loyalty. Stakeholders, including restaurant owners, industry analysts, and policymakers, stand to benefit from the findings.

To analyze the dimensions of service quality (food quality, service quality, and physical environment) and their influence on customer satisfaction and loyalty within Indian restaurants in Norway, aiming to provide actionable strategies for improvement. Focused on urban Indian restaurants in Norway, this study aims to cover a broad spectrum of service quality factors affecting customer perceptions and behaviors, considering the cultural significance of dining out among Indian families and social groups.

Prevailing studies emphasize the significance of quality service in the service sector, yet there remains a gap in specific research targeting Indian restaurants in Norway, a gap this study intends to fill.

Employing a mixed-method approach, this study will combine quantitative surveys and qualitative interviews to gather comprehensive data on consumer experiences and expectations. The thesis posits that enhancing service quality dimensions in Indian restaurants is crucial for improving customer satisfaction and fostering loyalty in Norway's competitive dining landscape. The structure of this paper is as follows: after this introduction, a thorough literature review with the academic context, followed by the methodology, analysis of findings, discussion, and finally, conclusions with recommendations for future research and practice.

1.2 The Culinary Landscape in Norway

Over the past couple of decades, the food scene in Norway has undergone significant changes. The emergence of numerous foreign cuisines especially restaurants has now become a part of Norwegian culinary culture. within these diverse cuisines, Indian food has notable admiration. According to Bugge, A. B., & Lavik, R. (2010), '80% of Norwegians dine out at least once a month. The inception of the initial Indian dining establishment in Stavanger in 1988 marked the

beginning of a surge in Indian dining establishments. In Norway, there has been a noticeable increase in the presence of Indian restaurants over the past 29 years. The Norwegian food market has experienced significant growth in Asian restaurants. An article in *Aftenposten* on 30 March 2001, titled "From Oslo to India," highlighted the rising popularity of Indian cuisine in Oslo's food industry (Ahmad, M. U. 2017). "Many Norwegians have acquired new eating habits and a multicultural cuisine, indication acceptance and inquisitiveness—this is a country where just a few years ago red peppers were considered to be dubious vegetables." (Krogstad, A. 2004). It is also found from studies that 'the restaurant industry in Norway is evolving fast and one reason for this is the increasing tourism in Norway along with the globalization of the world and its foods'. This trend showcases the Norwegian people's openness and enthusiasm for exploring global cuisines.

1.3 Eating habits vary from city to city.

As in the study by Bugge, A. B., & Lavik, R. (2010), 'there exists in Norway, too, a sort of metropolitan mode of eating'. Food and eating habits in Oslo differ significantly from those in other parts of the country. For instance, in comparison to the remainder of the population, people in Oslo are far more likely to eat out. In 2007, 39% of respondents from Oslo ate dinner at restaurants at least monthly versus 26% of the total population (Norwegian Eating Facts 200).

1.4 Conclusion

In summary, the hospitality industry in Norway, especially in the Indian restaurant sector, is experiencing significant revolutions as customer preferences lean towards top-notch service and distinctive dining experiences. The need for outstanding service quality, covering aspects like food quality, restaurant service, and physical environment, is essential for attracting and retaining customers in a competitive market. The research on quality dynamics in Indian restaurants in Norway aims to present practical strategies for enhancing customer satisfaction and loyalty. By exploring questions related to food quality, overall restaurant experience, and the influence of the physical setting on customer satisfaction and return visits, this study aims to address the variance in research specific to Indian restaurants in Norway. The insights gained from this research have the potential to benefit various stakeholders, including restaurant owners, industry experts, and policymakers, by providing valuable information to increase service quality and customer experiences in Norway's evolving culinary scene.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

2.1 'Stimulus Organism Theory' (S-O-R Theory)

Mehrabian-Russell's stimulus model illustrates a person's response to environmental stimuli. Adopted from the theory of environmental psychology, Stimulus-Organism-Response (SOR) reveals that the environment is a stimulus (S), which consists of a set of signs that cause an internal evaluation of someone (O) and then produces a response (R) (Mehrabian and Russell, 1974) (Vieira, V. A. 2013). The SOR model suggests that consumers' emotions become an important part of responding to exposed environmental stimuli (Brown, T. J., Mowen, J. C., Donovan, D. T., & Licata, J. W. 2002). This model also suggests that conscious and unconscious perceptions and environmental interpretations influence what someone feels (Robert, D., & John, R. 1982).

In recent decades, the stimulus-organism-response (SOR) model has emerged as a widely utilized framework that consolidates inputs, processes, and outputs within a unified model. This model significantly aids in comprehending the underlying factors influencing individual behavior, making it a valuable tool in addressing issues related to human behavior. The S-O-R model is commonly employed to analyze the correlation between stimuli and responses, as well as to investigate the mechanisms through which organisms mediate these relationships. Therefore, this paper presents theoretical contributions that will help to answer questions such as: what theoretical model would help understand factors how the factors have an impact on each other, and how they are interrelated concerning bringing different aspects of behavioral intention.

In this context of investigating the impact of Food Quality, Restaurant Quality, and Physical Environmental Quality on Customer Satisfaction in the Indian Restaurant Business, based on the S-O-R theory, the stimulus refers to the factors being considered - Food Quality, Restaurant Quality, and Physical Environmental Quality as stimuli (S). The organism (O) represents the customers or patrons of the Indian restaurant business experiencing these factors. The response (R) pertains to the resulting Customer Satisfaction based on their interactions with the food, restaurant environment, and overall quality of the establishment.

In restaurants, customers encounter many stimuli such as lighting, smell, and the design of the environment from the moment they enter the place until the moment they leave. These tangible and intangible impressions lay the groundwork for creating positive emotions in the customer (Tantanatewin, W., & Inkarojrit, V. 2018). The restaurant aims to make the customer feel comfortable, cozy, and pleasant through the effects of these stimuli, and if the goal is achieved, the customer feels love for the brand as an emotional reaction. 'Understanding the impact of the physical environment on the customer's emotional response is crucial in the restaurant setting as these responses greatly influence the customer's decisions (Tantanatewin, W., & Inkarojrit, V. 2018). The stimuli encountered by the customer in the restaurant operate as a mechanism that affects their actions (NasarAmini Jeloudarlou, S., Aali, S., Faryabi, M., & Bafandeh Zendeh, A. 2022). The customer engagement value, as a response to stimuli, is enhanced by emotional reactions, encompassing not only behavior during the experience but also behavior post-departure from the restaurant setting. Consequently, the level of experience has been integrated into the analysis of engagement value for a specific brand. When examining these relationships within the framework of S-O-R (Mehrabian & Russell, 1974), is a comprehensive framework that can also trigger emotions; which are generated from the physical environment and create enhanced

customer engagement value; and engagement theory through a value-oriented approach (Kumar, I., Garg, R., & Rahman, Z. 2010) by also considering the role of restaurant customers' experience levels. In this manner, the synergetic impact of these methodologies incorporated them within the S-O-R framework as the theoretical foundation of the research. The key factors that influence customer satisfaction in restaurants encompass food quality (including hygiene, balance, and healthiness), physical environment (comprising layout, furnishings, and cleanliness), atmosphere (emotional appeal and comfort), and service delivery (speed, friendliness, and attentiveness) during the dining encounter. As Johns, N., & Pine, R. (2002) outlined, these factors are crucial in shaping customers' behavioral intentions toward the restaurant. Hence, it is imperative to recognize and understand the elements that impact the overall dining experience.

Based on S-O-R theory a model has been constructed within this research topic.

Stimulus	Organism	Response
Ambience	Informativeness	Satisfaction
Presentation	Interactivity	Trust
Comfort	Expectations	Commitment
	Perceptions	Word Of Mouth
	Emotional reaction	Recommendation to others

Table 2.1

2.2 Quality

It consists of specifications of a product or a service that meets the expectations of a customer and are indicated by the customer neither the product nor a service company (Garvin, D. A. 1988).

‘Quality is generally viewed as an attribute of the performance of a product or service’ (Lee, M. C., & Hwan, S. 2005). Early efforts in defining quality have mostly centered on tangible products (Lee, Y. L., & Hing, N. 1995), and quality was conceptualized as a measure of a provider’s output (Baker, D. A., & Crompton, J. L. 2000). Within the realm of marketing research, scholars place a significant emphasis on service quality as a crucial factor in comprehending how customers evaluate their satisfaction with a product or service. They believe that the quality of the service provided performs a key role in shaping customers' overall satisfaction levels, surpassing the importance of product quality alone.

2.2.1 Food quality

With evolving lifestyles and dining out becoming a common practice, customers seek diverse flavors, inviting atmospheres, and memorable experiences. Furthermore, they prioritize exceptional overall dining experiences. Various factors can impact customers' assessment of a restaurant's food standard, and restaurant managers must be mindful of each one. Focusing on the essential quality attributes that drive customer satisfaction and encourage repeat visits is vital in the restaurant industry. Research by Ha, J., & Jang, S. S. (2010) has shown that service and quality of food have positive and significant effects on customer fulfillment and loyalty. Similarly, Mattila, A. S. (2001) observed that ‘food quality outweighs the price, cleanliness, value, and convenience in importance’. Earlier studies, such as those by Clark, M. A., & Wood, R. C. (1999), have highlighted food quality as a key factor influencing customer loyalty in restaurant choice. Food

quality is widely identified as a fundamental aspect of the overall dining experience (Rozekehi, N. A., Hussin, S., Siddique, A. S. K. A. R., Rashid, P. D. A., & Salmi, N. S., 2016) and plays a significant role in meeting consumer needs and expectations (Peri, C., 2006). Ozdemir, B., & Caliskan, O. (2015) emphasized the importance of food quality concerning customer satisfaction and loyalty. Customers evaluate restaurants based on food quality, as noted by Susskind, A. M., & Chan, E. K. (2000). Food quality encompasses various aspects such as taste, presentation, temperature, freshness, nutrition, and menu variety, influencing customers' decisions to revisit a restaurant (Jin, N., Lee, S., & Huffman, L., 2012). The variety of menu items is increasingly recognized as a critical component of food quality in academic circles (Ozdemir, B., & Caliskan, O., 2015). An examination of the literature indicates that researchers commonly emphasize taste, variety, healthy choices, presentation, freshness, and temperature when defining food quality. The presentation specifically pertains to the visual appeal and decoration of food, serving as a tangible indicator influencing customers' perception of quality. Kivela, J., Inbakaran, R., & Reece, J. (1999) pointed out that the presentation of food is a key food attribute in modeling dining satisfaction and return patronage. Presentation of food enhances dining customer satisfaction (Rajput, A., & Gahfoor, R. Z. 2020). Taste is viewed as a core element of food in the eating experience (Kivela, J., Inbakaran, R., & Reece, J. 1999). As customers become more knowledgeable and experienced in their food choices, the taste of food in restaurants has become increasingly crucial. Thus, taste is usually believed to influence restaurant customer satisfaction and future behavior intentions (Kivela, J., Inbakaran, R., & Reece, J. 1999). Food quality influences customer loyalty, and customers assess the restaurant based on food quality (Susskind, A. M., & Chan, E. K. 2000). Food quality includes food taste, presentation, temperature, freshness, nutrition, and menu variety. Food quality influences customers' decisions to revisit the restaurant (Jin N, Lee S, Huffman L 2012).

2.2.2 Restaurant Quality

Providing high-quality service poses a challenge for service providers due to the invisible nature of services. As a result, service firms require standardized, organized, and quantitative measures to evaluate their performance. Thus, a specification of service quality should be identified because it helps managers and employees understand the components of service quality, sets training program standards and policies for employees to follow, and helps firms evaluate and control performance (Fu, Y. Y., & Parks, S. C. 2001). Previous studies on customer expectation and service-quality perception in the food service industry have revealed certain important attributes, such as low price, food quality, value for money, service, location, brand name, and image (Srivalli, P. 2014). More specifically, the fundamental factors that contribute to customer satisfaction in restaurants include the food, physical provision, the atmosphere, and the service received during the meal experience (Johns, N., & Pine, R. 2002).

The quality of a restaurant directly impacts customer satisfaction. When a restaurant provides high-quality food, service, ambiance, and overall experience, Customers are more likely to have a positive experience during their visit. On the other hand, lower quality in any of these aspects can lead to dissatisfaction and potentially deter customers from returning. Therefore, maintaining a high standard of quality in all aspects of the restaurant is essential for ensuring customer satisfaction. Nevertheless, it has been proven that Restaurant quality encompasses factors such as price, friendliness, cleanliness, care, diversity, speed of service, and food consistency according to the menu and overall dining ambiance.

Enhancing these services' delivery from restaurants to customers or users is crucial, with customer satisfaction playing a key role. Customer satisfaction is a universal assessment of the customer's

consumption experience, where each interaction during the process can stimulate feelings of satisfaction or dissatisfaction.

The description of excellence varies from person to person and from situation to situation. Thus, the meaning of quality of service differs among scholars and practitioners, but they usually converge in determining whether the provision of the service received meets, exceeds, or fails to meet customer expectations (Kang, S., Miller, J., & Lee, J. 2019). Service quality plays an important role which directly affects customer satisfaction. It has become a distinct and important aspect of the product and service offering (Liu, Y., Song, Y., Sun, J., Sun, C., Liu, C., & Chen, X. 2020). Hence, increasing the quality of a service or product can satisfy the customers and the number of loyal customers will be increased as well (Hussain, R., Al Nasser, A., & Hussain, Y. K. 2015).

Quality as a construct is projected by Juran and Deming Juran (J. M., Gryna, F. M., & Bingham, R. S. 1979). Service quality is comparatively a contemporary concept. Service quality assesses the excellence of brands in travel, retail, hotel, airline, and restaurant (Dabholkar, P. A., Mathur, A., & Wallace Jr, E. S. 2015).

Restaurant service quality affects the dining experiences of customers. Service quality creates the first impression on consumers and affects consumers' perception of quality (Lai, I. K. 2015). The service industry, especially restaurants, must deliver excellent service quality to customers to achieve a sustainable competitive advantage. Customer satisfaction depends on the quality of service at the restaurant (Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. 2017).

Enhancing Service Quality in Restaurants: The Key to Customer Satisfaction!

The evaluation of a product's quality is contingent upon the customer's opinion, whereas the assessment of service quality is predicated on the efficiency of the service provider. While there exist certain metrics for defining restaurant quality, the foremost consideration in assessing restaurant quality is the standard of service provided. Upon entering a restaurant, customers are initially greeted with service, rather than food. Both the quality of food and service are critical dimensions that significantly influence customer satisfaction.

Service quality is the gap between what customers expect from the service and the perceptions of the service received (Grönroos, C. 1990).

In studies on service quality in restaurants, empirical research often emphasizes the importance of reliability and empathy as key elements in discussions. Studies conducted by Lee, H. S. (2013) investigated the internal service quality of a few restaurants and found reliability and empathy are significant in increasing restaurant performance and customer satisfaction. Bambale, S. A., Ghani, M. B. A., & Ado, A. B. (2020), investigated five dimensions such as reliability, responsiveness, assurance, empathy, and tangible perceived service quality. within this context, reliability pertains to the capability to deliver or execute the ensured service accurately and consistently. Approachability involves the service provider's willingness to assist customers and offer timely service. Furthermore, empathy involves the caring, individualized attention the restaurant provides its customers. Assurance is characterized by the knowledge and courtesy of employees, as well as the service provider's capacity to introduce trust and confidence in customers. Tangible is the appearance of physical facilities, equipment, personnel, and communication materials. However, Bambale, S. A., Ghani, M. B. A., & Ado, A. B. (2020) found that there is an influence by together between reliability, responsiveness, assurance, empathy, and tangible customer satisfaction.

Another finding found that reliability and tangibles are also elements to attract more customers to the restaurant (Chowdhary, N., & Prakash, M. 2007). Furthermore, Chowdhary, N., & Prakash, M. (2007) claimed elements of assurance and empathy are needed to have good communication and interpersonal relationships between staff and customers. By effectively highlighting these elements, the restaurant is persuaded to provide high-quality service to its customers. Assessing restaurant service quality poses challenges due to varying evaluations based on factors such as service, theme, and operational aspects of the establishment. Consequently, understanding the elements of service quality can serve as a valuable guide for restaurant owners and managers seeking to enhance and provide superior service to their customers.

Furthermore, restaurant quality encompasses the interpersonal interactions between service personnel directly engaging with customers. While food quality may satisfy customers, service quality plays a crucial role in fostering customer loyalty, leading to behavioral intention and positive word-of-mouth. The personal engagement between employees and customers, coupled with the employees' expertise, knowledge, and problem-solving skills, is also closely linked to overall restaurant quality. The behavior of employees links the company and its customers, and it also represents the values and service orientation adopted by the company (Gracia, E., Cifre, E., & Grau, R. 2010).

The service quality of the food service industry is the focus of many studies. The quality of food, behavior, and friendliness of the employees, service quality, atmosphere, and environment influence consumer judgment on their dining experience (Najhan, N. F. S. M., Shahril, A. M., & Chang, F. 2022). Considering the need for an approach to explaining the overall customer experience with restaurant services, the Five Aspects Meal Model (FAMM) was developed by Gustafsson, I. B. (2004) and Gustafsson, I. B., Öström, Å., Johansson, J., & Mossberg, L. (2006).

It includes the aspects of space, products, management systems, atmosphere, and meetings as the main elements of customer experience in restaurants. The meeting referred to the process of interaction between guests and servers.

The sub-dimensions of Personal Interaction Quality (PIQ) can be described as follows:

Employees' Expertise: This sub-dimension pertains to the level of knowledge and skills possessed by employees in addressing customer queries and providing accurate information.

Employees' Knowledge and Service Speed: This sub-dimension focuses on the employees' depth of understanding of products or services offered, as well as their efficiency in delivering assistance promptly.

Employees' Problem-Solving Skills: This sub-dimension evaluates the ability of employees to effectively resolve issues or challenges faced by customers through logical reasoning and practical solutions.

Employees' Attitude, Willingness, Friendliness, and Understandability: This sub-dimension encompasses the demeanor and approachability of employees, including their willingness to assist, friendly demeanor, and ability to communicate clearly and empathetically with customers.

By assessing these sub-dimensions, organizations can identify the sources of strengths and areas for improvement in the overall Personal Interaction Quality provided by their employees. Hence, with the sub-dimensions of PIQ, the following Construct Operationalization has been formulated below.

Table 2.2: Construct Operationalization (See Appendix B)

Service players are an integral part of a restaurant product, and employees' performance and attitude play a crucial role in the process. Employees in the restaurant industry are of vital

importance for restaurant organizations, as the organizations depend on their enthusiasm and capability to deliver products and services (Baum, T., & Nickson, D. 1998). For many diners, the dining experience goes beyond simply eating out; they often seek a memorable experience that differs from being at home. The good quality of the restaurant plays a crucial role in creating this memorable experience. Elements such as facility aesthetics, ambiance, lighting, table settings, layout, and service staff all contribute significantly to customer revisit intentions and the overall brand image of a restaurant.

2.2.3 Physical Environment Quality (PEQ)

PEQ refers to the environment in which a restaurant offers products and services. It encompasses elements such as objects, decor, layout, and ambient conditions within the restaurant.

Environmental Quality has specifically examined its influence on customer behavior since the early 1970s (Kotler, P. 1973). Chen, C. M., Chen, S. H., & Lee, H. T. (2013) indicated environmental quality as the physical feature of the service production process. Rys, M. E., Fredericks, J. O., & Luery, D. A. (1987) found that customers infer environmental quality based on their perceptions of physical facilities. Many researchers have shown that environmental quality is one of the most important aspects in customer evaluations of service quality (Wu, H. C., & Ko, Y. J. 2013). Environmental quality is defined by five specific attributes or sub-dimensions: (a) atmosphere (Ang, Y., Chiang, S. M., Goh, S. M., & Lim, J. C. 2017), (b) room quality (Sim, J., Mak, B., & Jones, D. 2006), (c) facility (Lin, J. S. C., & Liang, H. Y. 2011), (d) design (Joseph-Mathews, S. M., Bonn, M. A., Dai, M., Hayes, S., & Cave, J. 2007), and (e) location (Choi, T. Y., & Chu, R. 2000). Atmosphere indicates the design of space to create convinced influences in customers mind that increase their purchasing behavior likelihood (Kotler, P. 1973).

The physical environment quality in many businesses strongly influences customer satisfaction. Whether it is a restaurant, hotel, retail store, or any other service-oriented establishment, customers form their opinions based on their immediate surroundings. Customers observe the quality of a restaurant based on hygiene, quirky, comfortable welcoming, tangible environment quality, and other amenities that create the ambiance (Adam, I., Adongo, C. A., & Dayour, F. 2015). The Tangible atmosphere is considered an important factor for the success of any restaurant, and it was defined in the literature as an environment that includes overall layout, ambiance, design, lighting, decoration, and esthetics (Ryu, K., Kim, H. J., Lee, H., & Kwon, B. 2021). The importance of constructing a pleasant physical environment has received high emphasis from several scholars and restaurant managers are considering it as a vital factor for reinforcing and growing the satisfaction of customers in the hospitality industry (Ryu, K., & Han, H. 2010).

In the S–O–R framework stimuli (S) in the environment lead to changes in individuals' internal states, referred to as the organism (O), which then result in either approach or avoidance responses (R) (Jang, S. S., & Namkung, Y. 2009). In this framework, the stimuli involve various elements of the physical atmosphere, and organism refers to internal processes and structures intervening between stimuli and an individual's final actions or responses (Ali, F., Amin, M., & Ryu, K. 2016).

Customers appeal to the eating experience to be pleasant; consequently, they look for an excellent physical environment (Yuksel, A., Yuksel, F., & Bilim, Y. 2010). The quality of the physical environment meets and appeals to potential customers. Fostering a loyal customer base is crucial, as they are more inclined to remain loyal to the establishment despite other options available. Emotional attachment can impact visitors' perceptions and feelings, and a deeper understanding of a location, along with an emotional bond, can enhance the likelihood of individuals showing

positive evaluations and loyalty towards the place. PEQ creates scope for increasing financial performance and memorable experiences for the customers (Ali, F., Amin, M., & Ryu, K. 2016).

The physical environment positively relates to customer consumption emotions and affects revisit intention.

Earlier research has studied and agreed that the infrastructural environment impacts customers both cognitively and emotionally (Ali, F., & Amin, M. 2014). Various scholars have empirically proven that the physical environment can provoke the consumption emotions of customers (Ali, F., Amin, M., & Ryu, K. 2016), which in the future results in revisiting intentions.

Sharma, A., & Stafford, T. F. (2000) provided additional evidence that the tangible environment can assist service providers in attracting and maintaining customers by stimulating their consumption emotions. Similar to this context, literature also shows that customers' consumption emotions are affected by both the design and the ambient factors of the tangible environment that generate excitement among the customers (Harris, L. C., & Ezeh, C. 2008). A well-designed and pleasant physical environment reduces pressure and inspires positive consumption emotions and vice versa (Ali, F., Amin, M., & Cobanoglu, C. 2016). A recent study by Ali, F., Omar, R., & Amin, M. (2013) in the context of resort hotels also supported a significant impact of the physical environment on guests' consumption emotions. Consequently, the Physical environment positively relates to customer consumption emotion and affects loyalty.

customer consumption emotions influence customer satisfaction

Oliver, R. L., Rust, R. T., & Varki, S. (1997) stated that intense theoretical support for the link between emotions and customer satisfaction is evident. Cognitive aspects refer to intellectual processes such as perception, reasoning, memory, and problem-solving that are involved in

understanding and interpreting information. Research on both satisfaction and service quality has predominantly focused on cognitive aspects. Both concepts have been suggested to be cognitive processes that occur after the consumption of a service, where the customer evaluates the perceived service performance and compares it to a standard. It is believed that satisfaction and service quality levels are directly and positively correlated with the degree of disconfirmation. When evaluating a service experience, customers appeal to their emotional state and any change in this emotional state provokes their satisfaction levels (Lin, J. S. C., & Liang, H. Y. 2011). In an additional study conducted within the hospitality industry, Jang, S. S., & Namkung, Y. (2009) depicted that after experiencing positive emotions in a service encounter, customers will express higher levels of satisfaction, which will lead them to stay with the same service provider and spread positive word.

The sub-dimensions of Physical Environment Quality (PEQ) can be described as follows: Equipment and Physical Facilities: This sub-dimension includes the quality and functionality of equipment, such as appliances for serving dishes, seating arrangements, and other tools necessary for operations. It also encompasses the availability of parking, accessible fire exits, and a visible sprinkler system for safety.

Decor and Design: This sub-dimension focuses on the aesthetic appeal and layout of the restaurant, including the design of the interior space, room quality, ambiance, and overall atmosphere created for customers.

By evaluating these sub-dimensions, businesses can assess the excellence of their physical environment and make improvements to enhance the overall customer experience. Hence, with the sub-dimensions of PEQ, the following Construct Operationalization has been formulated below.

Table 2.3: Construct Operationalization (See Appendix B)

2.3 Customer satisfaction

Satisfaction plays a crucial role in evaluating customer loyalty and attracting new customers. The alignment between desires, expectations, and fulfilled needs is reflected in the level of satisfaction customers experience when their expectations are fulfilled. Customer satisfaction encompasses the emotions of contentment and overall well-being. The concept of customer satisfaction is extensively studied within the realms of consumer behavior and social psychology. The success of many organizations depends on the satisfaction of their guests, making it imperative for restaurants to recognize the significance of customer experience and strive to enhance it. Maintaining customer loyalty is crucial for restaurants to sustain growth and success through the delivery of exceptional service. Customer satisfaction is a critical aspect of any organization, particularly in the restaurant industry. Addressing and meeting customer needs is vital for the company's development. Customer satisfaction is determined by the service experience that the business aims to deliver. Customers form the cornerstone of any business; their support is essential for revenue generation and overall sustainability. Customer satisfaction can be developed through an approach focused on customer experience. Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2012) identified the concept of customer satisfaction as “meeting customer expectations regarding the special parameters of satisfaction”.

The subject of customer satisfaction has been significant since the early 1970s, leading to the development of various theories, customer evaluations, and experimental studies. Olshavsky, R. W., & Miller, J. A. (1972), along with Anderson, R. E. (1973), explored the impact of disconfirmed expectations on product performance assessments. These two theories acted as a foundation for theory testing and experimental testing. (Churchill Jr, G. A., & Surprenant, C. 1982), among

various approaches, the expectancy/disconfirmation paradigm process theory (Mairamhof, G. 2013) provides the foundation for most studies. Research on satisfaction has been conducted and consists of four constructs, expectation, performance, disconfirmation, and satisfaction expectation arises when the customer expects a service or product to be of certain parameters for quality customers might form opinions regarding the anticipation of the product or service. Performance importance serves as the benchmark for comparison, utilized to evaluate disconfirmation. According to the expectation-disconfirmation theory, both confirmation and disconfirmation are a product of expectations and performance (Van Ryzin, G. G. 2004). Disconfirmation occurs when perceived performance is either higher (positive disconfirmation) or lower (negative disconfirmation) than expected. Also, disconfirmation appears from the inconsistency between the real version and expectation; the degree of disconfirmation influences gratification or disappointment and is the ground of the satisfaction theory.

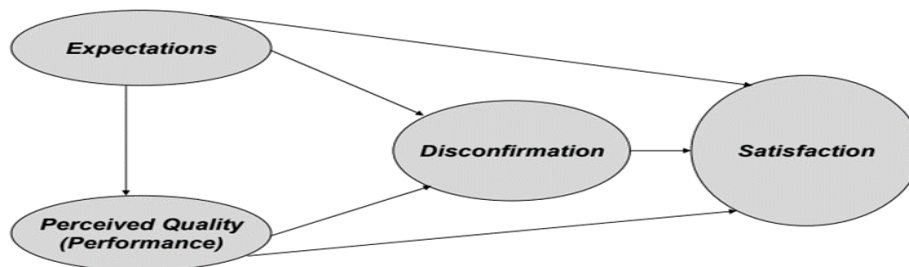


Figure 2.1: Satisfaction Formulation (Dehghan, A. 2006)

Figure 2.1 explains the arrow drawn from expectations to perceived quality that indicates perceived quality may increase or decrease with expectations. The determination of the extent to which perceived quality expectations are disconfirmed in Figure 1, by arrow drawn from expectations and perceived quality to disconfirmation. Satisfaction is positively affected by

expectations and the perceived level of disconfirmation and perceived quality have a stronger impact on satisfaction (Oliver, R. L. 1980).

Customer satisfaction is also said to be “an assessment of the level of product or service performance, quality, or other results perceived by the consumer with an appraising standard” (Westbrook, R. A., & Oliver, R. L. 1991). Customer satisfaction is described “as the customer’s subjective assessment of the consumption experience, grounded on certain associations between the perceptions of customer and objective characteristics of the product” (Pizam, A., Shapoval, V., & Ellis, T. 2016). It has been discovered through various studies that retaining an existing customer is approximately five times more cost-effective in terms of time, money, and resources compared to acquiring a new customer. (Pizam, A., Shapoval, V., & Ellis, T. 2016). Knowledge of customer expectations and requirements, Moreover, customer satisfaction is important to all business firms because it affects repeat purchases and word-of-mouth recommendations (Pizam, A., Shapoval, V., & Ellis, T. 2016).

Customer satisfaction is considered an attitude, Yi, Y. (1990). In the context of restaurant service, a relationship exists between the customer and the service provider, and customer satisfaction is determined by the assessment of multiple interactions between both parties. Suresh Chandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002) stated customers’ level of satisfaction is determined by their accumulative experiences at all their points of contact. However, the determinants of customer satisfaction extend beyond the service itself to encompass post-service interactions that leave a lasting impression on customers. Fornell, C. (1992) clearly defines customer satisfaction as an overall post-purchase evaluation by the consumer and this is like that of Tse, D. K., & Wilton, P. C. (1988) who defined customer satisfaction as the consumer’s response to the evaluation of the perceived difference between prior expectations and the real performance

of the product or service as perceived after its consumption. Organizations that constantly satisfy their customers enjoy higher appreciation from customer satisfaction levels and splendid success due to increased customer loyalty, Wicks, A. M., & Roethlein, C. J. (2009). This is why ensuring consumer satisfaction is crucial, and one effective approach is to understand their expectancies and insights into the services provided by service providers. By assessing service quality in this manner, customer satisfaction can be evaluated.

Several authors have defined satisfaction in different ways. The following table will present some definitions of customer satisfaction that will give us a clear idea about the satisfaction concept.

<i>Definition</i>	<i>Author</i>
“Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) concerning his or her expectation”	Kotler’s (2000)
“Customer satisfaction is a collective outcome of perception, evaluation, and psychological reactions to the consumption experience with a product or service”.	Yi, Y. (1990)
“Satisfaction is a function of a customer's belief that he or she was treated fairly”.	Hunt, H. K. (1991)

Table 2.4: Customer Satisfaction Definition

Affecting Factors of Customer Satisfaction

Satisfaction, roughly defined as meeting the intended needs of a product or service (Merriam-Webster Dictionary), is perceived differently across industries, demographics, and by individuals and organizations. Moreover, it has a different approach when it comes to services and products. Throughout the effort to comprehend service and product quality, as well as customer satisfaction in terms of both comfort and utility, it is crucial to consider how well the product or service meets the intended purpose for which it was designed and purchased. While understanding these aspects is vital, the factors of customer satisfaction should not be overlooked.

Service quality has a positive effect on customer satisfaction.

Perceived product quality is a key factor that has a constructive and significant impact on consumer satisfaction. Cuesta-Valiño, & Núñez-Barriopedro, E. (2022) have proven a high correlation relating to customer satisfaction and perceived service quality, with perceived service quality serving as a requirement for satisfaction. In the realm of restaurants, trust is a critical factor that encompasses both institutional and personal aspects of reliability. It is widely recognized as a fundamental element in building strong relationships with customers. Trust in a restaurant setting is the customer's belief that the establishment will consistently meet their needs and expectations.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985) suggested that when perceived service quality is high, then it will lead to an increase in customer satisfaction. He supports the fact that service quality leads to customer satisfaction and this is in line with Saravanan, R., & Rao, K. S. P. (2007) and Lee, H., Lee, Y., & Yoo, D. (2000) who acknowledge that customer satisfaction is based on the level of service quality provided by the service provider. According to Negi, R. (2009), the idea of linking service quality and customer satisfaction has existed for a long time.

Yap, S. F., & Kew, M. L. (2007) found that both service quality and customer satisfaction have a positive effect on customers' re-patronage intentions showing that both service quality and customer satisfaction have a crucial role to play in the success and survival of any business in the competitive market. This study proved a close link between service quality and customer satisfaction.

Chien, T. K., Su, C. H., & Su, C. T. (2002) carried out a study to find out the link between service quality and customer satisfaction, from their study, they came up with the conclusion that, there exists a great dependency between both constructs and that an increase in one is likely to lead to an increase in another. It has been noted that the quality of service is a more abstract concept compared to customer satisfaction. Customer satisfaction encompasses the client's emotions and perceptions from multiple interactions and experiences with a service firm. On the other hand, service quality can be influenced by factors such as perceived value (benefit relevant to cost) or the encounters of others that may not be as positive. It was proven that customer satisfaction results from high perceived service quality and this makes the customer loyal.

The positive effect of food quality on customer satisfaction

Researchers have suggested that boosting customer happiness involves significant employee training as part of a successful strategy for business management and have regarded it as a measure of product quality. In the realm of the restaurant business, good food as a product or service positively or negatively affects customer satisfaction.

In chronological order, the first service quality occurs, leading to satisfaction or dissatisfaction. Following food quality and the other factors comes. 'Customer satisfaction is regarded as an antecedent of service quality' (Cronin Jr, J. J., & Taylor, S. A. 1994). Customer satisfaction is

considered a mediator between service quality and loyalty. The study of “expectation reflects anticipated performance” (Jayanti, R., & Jackson, A. 1991) focuses on the level of customer transactions, roles, effects, service quality, products, and word of mouth.

Satisfaction is the result of comparing the use or purchase of a product or service with cost, reward, and expected consequences.

Customer experience and customer satisfaction

While customer satisfaction is often portrayed as customer-centric, it may not always align with this perception. It is widely believed that when customers are happy with their experience, they are more likely to become loyal customers. Therefore, it is important to focus on making sure customers are satisfied after they use a service or interact with the service provider.

When are customers satisfied? Customers experience satisfaction when they evaluate the functioning of a product or service against initial expectations. If the performance exceeds their expectations, they feel pleased. Conversely, if it fails to meet their expectations, they experience dissatisfaction.

2.4 Revisit Intention and Behavioral Intention

‘In the context of customer satisfaction in a restaurant, patrons can typically be categorized into two groups based on their experiences and feedback. The initial consumer and the returning consumer’(Huang, S., & Hsu, C. H. 2009). In the context of customer satisfaction in a restaurant, it is important to focus on encouraging returning customers who have already experienced the quality of service provided. This means targeting those who have dined at the restaurant before and are likely to revisit based on their positive experiences. Most studies have predicted revisit

intention as an extension of satisfaction derived from the initial encounter (Um, S., Chon, K., & Ro, Y. 2006).

Customers develop an opinion about a service provider based on their service experience, which can range from a consistent dislike to liking the service. This opinion influences whether the customer intends to return to the service and potentially recommend it through word of mouth. The intention to revisit is fundamental to building customer loyalty and commitment, playing a significant role in both behavior and attitudes. Revisit intention refers to the positive likelihood of revisiting a restaurant, reflecting a customer's willingness to return. Additionally, factors such as ease of access for visitors, convenient location, available entertainment, hospitality, and satisfaction with the service all play an important role in influencing a visitor's intention to revisit. Repeat visits and recommendations to others are the most used method to weigh loyalty. 'Repeat visits are particularly highly sought after by destination managers because they are likely to stay longer at a destination than first-time visitors (Wang, D. 2004), tend to produce more favorable information through word of mouth (Petrick, J. F. 2004), and tend to spend more than first-time visitors, as they are looking for a specific, high-quality experience' (Li, M., Cai, L. A., Lehto, X. Y., & Huang, J. 2010). 'Attracting repeat visitors also costs less than gaining new customers' (Shoemaker, S., & Lewis, R. C. 1999). There is a significant focus in the literature on how quality attributes, customer satisfaction, and revisit intention are connected. Customer satisfaction is linked to a higher likelihood of customers returning. However, indifferent customers, easy access to other options, and low switching costs can lead to satisfied customers choosing to switch to other alternatives (Berezina, K., Cobanoglu, C., Miller, B. L., & Kwansa, F. A. 2012).

'Customer behavior varies in choice of place to visit, assessments, and behavioral intentions' Chen, C. F., & Tsai, D. (2007). Consumer behavior includes what consumers plan to do next and

how they evaluate their experience after visiting a place or using a service. The post-visit evaluation covers perceived quality, experience, value, and satisfaction. Customers frequently develop an attitude about a service provider based on their product or service experiences. Oliver, R. L., Rust, R. T., & Varki, S. (1997), 'described this attitude as a stable like or dislike of the product or service. She indicated that this attitude is strongly related to the customers' intentions to revisit the service or product and to use positive word-of-mouth endorsements. In this sense, Oliver, R. L., Rust, R. T., & Varki, S. (1997) defined behavioral intentions (i.e., repurchase and word-of-mouth intentions) as "a stated likelihood to engage in a behavior'. Early studies considered repurchase intention to be at the heart of commitment or loyalty (Reich, A. Z., McCleary, K. W., Tepanon, Y., & Weaver, P. A. (2006). The assessments are about the significance perceived by regular customers' satisfaction. Whereas, future behavioral intentions point to the consumer's willingness to revisit a similar place and suggest it to others Allameh, S. M., Pool, J. K., Jaber, A., Salehzadeh, R., & Asadi, H. (2015).

'Behavioral intention also can be defined as an individual's anticipated or planned future behavior' (Oliver, R. L., & Swan, J. E. 1989). Revisit intention and behavioral intentions are similar but not the same. Revisit intention in a restaurant context refers to a customer's intention or desire to return to the restaurant in the future. On the other hand, behavioral intention encompasses a broader range of actions that a customer may take, including revisiting the restaurant, recommending it to others, or engaging in positive word-of-mouth. Customer satisfaction plays a crucial role in shaping both revisit intention and behavioral intention, as satisfied customers are more likely to have the intention to revisit and engage in positive behaviors towards the restaurant.

The traditional stimulus-response theory explains that an individual's behavior is a learned response to external stimuli. External stimuli in the context of behavioral intention and revisit

intention refer to factors outside of an individual's control that influence their decision-making process. This could include things like reviews from previous customers, word-of-mouth recommendations, pricing, and overall customer experience. These external stimuli play a crucial role in shaping an individual's intention to behave in a certain way or to revisit a particular product or service. 'Behavioral responses of an individual in a physical environment quality are directly influenced by the physical environment quality stimulus' (Lee, H. J., & Yun, Z. S. 2015). The S-O-R framework is implemented in diverse service contexts to examine how physical environment quality affects customers' emotions and behavior (Yeh, C. H., Wang, Y. S., Li, H. T., & Lin, S. Y. 2017). Perceived flow and website quality toward customer satisfaction also affect purchase intention based on the S-O-R framework. Therefore, according to the S-O-R theory, it can conceptualize food quality, restaurant service quality, and physical environment quality as stimuli; customer satisfaction as an organism; and revisit intention as the response.

2.5 The connection between the quality of food and the level of satisfaction experienced.

Food quality is one of the main determinants of satisfaction. According to Ha, J., & Jang, S. S. (2010), there has been a significant relationship between food quality and customer satisfaction. Indeed, these findings have demonstrated a significant correlation between food quality and customer satisfaction. Moreover, the freshness of food serves an important role in influencing customer purchase decisions. In today's consumer landscape, customers prioritize food served freshly, believing it to be beneficial for their health. Therefore, restaurants need to serve food promptly to maintain its freshness. If customers receive a pleasant experience with satisfying food in the restaurant, they tend to share positive feedback with others, encouraging them to revisit the restaurant. This shows that there is a relationship linking food quality and customer satisfaction.

Therefore, a hypothesis is formulated as follows-

H₁: In Indian restaurants, food quality is positively linked to customer satisfaction.

2.6 Customer satisfaction depends on restaurant quality.

Restaurant quality encompasses various aspects, with service quality playing a crucial role. When a restaurant provides excellent service along with delicious food, it creates a harmonious experience for customers. Good service involves attentive staff, prompt responses to customer needs, and a welcoming atmosphere. When paired with high-quality food, this combination enhances customer satisfaction by ensuring a memorable dining experience. The synergy between exceptional service and delectable cuisine is key to fostering positive customer perceptions and loyalty toward the restaurant. According to Ha, J., & Jang, S. S. (2010), it was found that service quality has a meaningful relationship in influencing satisfaction. Additionally, their study also presents that customers who are eating at restaurants seem more satisfied when they receive good service. Most restaurants give priority to providing a good quality of service which can impact satisfaction, also it can increase profitability. Service quality is assessed through cognitive evaluation, meaning that a favorable perception of service quality can result in customer satisfaction. Furthermore, their research emphasized that service dimensions like reliability and responsiveness are intangible elements that influence customer satisfaction.

Therefore, the hypothesis is formulated as follows-

H₂: The restaurant quality has a relation with customer satisfaction in Indian restaurants.

2.7 Physical Environment and Customer Satisfaction

The first thing a customer encounters in a restaurant is its atmosphere. While good food and service are crucial, a satisfying atmosphere also plays a substantial role in determining the whole process of customer satisfaction within the restaurant industry (Ryu, K., & Han, H. 2010). Empirical

studies have supported the effect of the physical atmosphere on making customers satisfied and its ability to forecast repeat purchase behavior (Ryu, K. 2010). However, the atmosphere at the first impression can give a preliminary idea about the restaurant. Another study by Ryu, K., & Han, H. (2010) found that the environment of a specific restaurant will impact customer satisfaction and loyalty. The higher quality of the atmosphere can bring a higher level of satisfaction to the customer. Additionally, other studies indicate a direct correlation between the restaurant environment and customer satisfaction in restaurant establishments.

Furthermore, many studies have found that cleanliness is also an important factor that comes with the atmosphere. In addition, Lin, I. Y., & Mattila, A. S. (2010) study shows that a nice smell surrounding a restaurant can increase good impressions.

Thus, the hypothesis is made as follows-

H₃: Physical environment quality is related to customer satisfaction in Indian restaurants.

2.8 Customer Satisfaction and Revisit Intention

The revisit intention and satisfaction have a linear relation with each other, and both depend on how the customer is treated during the service. Satisfaction can be considered as a key to future comeback decisions. Thus, Customers' revisiting intention results in a loyal customer. A satisfied customer is inclined to remain loyal and return to the restaurant that offers the customer an exceptional experience, even in the face of competitive alternatives. When the customers are satisfied, they spread positive words about the restaurants.

Extensive research has been conducted by consumer researchers to comprehend customer satisfaction and dissatisfaction. Recognizing the factors that contribute to consumer satisfaction or dissatisfaction is crucial for effective marketing management in service sectors. Within the realm

of satisfaction research, the notion of 'disconfirmation' has emerged. In literature, disconfirmation is defined as "a psychological interpretation of a variance between expectation and performance" (Oliver, R. L. 2000). Exceeding expectations (positive disconfirmation) tends to boost satisfaction levels, whereas failing to meet expectations (negative disconfirmation) typically leads to less favorable assessments.

Therefore, it has been hypothesized that-

H₄: In an Indian restaurant, customer satisfaction is positively related to customer intention to revisit.

2.9 The mediation role of customer satisfaction

In the context of the mediation effect of customer satisfaction in the food, service, and physical environment quality, consumption-based emotions, as factors directed to satisfaction, influence comeback decisions through satisfaction. This is because overall satisfaction with the quality of a restaurant experience is a prerequisite for intentions to revisit. When customers have a positive experience with factors like food quality, restaurant ambiance, and overall service quality, it leads to increased customer satisfaction. The satisfaction, in turn, influences their intention to revisit the restaurant. When customers are satisfied with their dining experience, they express their feedback through recommendations to friends, family, or on social media. This positive word of mouth can further enhance the restaurant's reputation and attract new customers. Therefore, the relationship between these factors is interconnected, with customer satisfaction playing a pivotal role in influencing customers' intentions to revisit and share their positive experiences with others. Recent studies found that satisfaction has a mediation effect with revisit intention (Han, H., & Back, K. J. 2007).

In the study of exploring an alternative to the expectancy disconfirmation conceptualization, (Han, H., & Back, K. J. 2007) proposed and confirmed the mediating role of satisfaction and comeback intention.

Aligning with this study, Han and Back (2007) showed the mediating effect.

These findings assume that the mediation effect of customer satisfaction which has been shown is the hypothesis.

There the following hypothesis has been structured as follows-

H₅: In an Indian restaurant, customer satisfaction has a mediation effect on the quality of food and revisiting intention.

H₆: In an Indian restaurant, customer satisfaction has a mediation effect on restaurant quality and revisiting intention.

H₇: In an Indian restaurant, client satisfaction has a mediation effect on physical environment quality and intention to revisit.

2.10 The conceptual framework for research

The provision of excellent food quality that aligns with consumer expectations has a direct impact on the satisfaction experienced by consumers. When the service quality surpasses expectations, it leads to a positive perception of the services provided by consumers. The quality of a restaurant precisely influences customer satisfaction. When a restaurant constantly provides high-quality food, outstanding service, and a pleasant dining experience, it enriches customer satisfaction. Customers appreciate well-prepared and delicious meals, attentive and friendly staff, a clean and comfortable environment, and efficient service. Positive experiences with restaurant quality

contribute to customer satisfaction, leading to repeat visits, positive reviews, and recommendations to others. Satisfaction is one of the key elements to interpret the resilience of existing consumers or to attract new consumers.

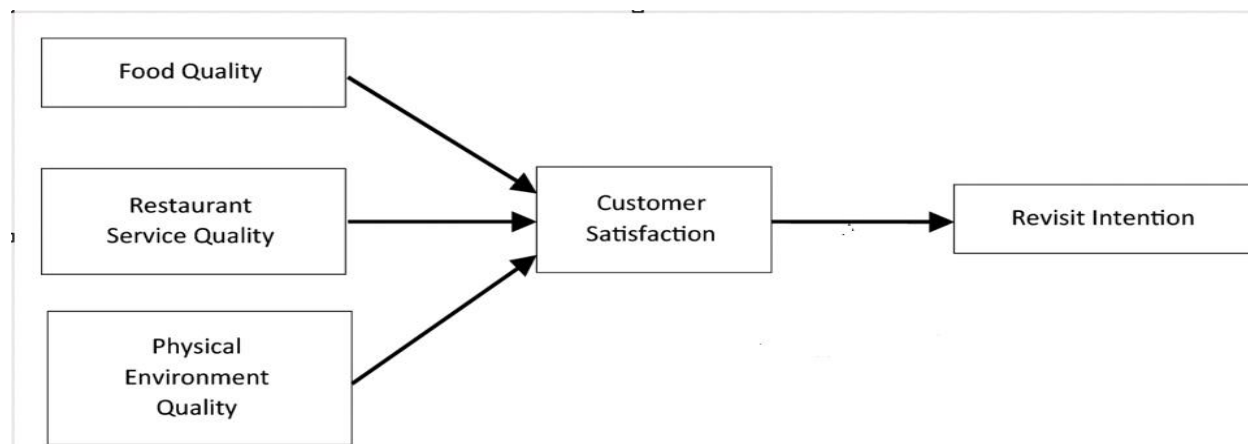


Figure 2.2: Conceptual research framework

The suggested conceptual framework illustrates the independent and dependent variables, such as food quality, restaurant quality, and physical environment, that contribute to customer satisfaction and influence customers' intention to revisit the Indian restaurant and recommend it to others. The independent variables are Food Quality, Restaurant Quality, and Physical Environmental Quality. The dependent variables are behavioral intention, revisit intention, word of mouth, and customer satisfaction. In this research customer satisfaction is positioned as a mediator between all the dependent and independent variables. In this study, it is suggested that all aforementioned quality aspects have a crucial role in influencing customer satisfaction. Consequently, customer satisfaction is assumed to have a significant connection with the behavioral intention to revisit, as well as word recommendations.

2.11 Conclusion

Chapter Two provided a comprehensive explanation of the formation of each variable, drawing on relevant studies and past research. It delved into literature reviews on food quality, restaurant quality, and physical environment, all of which are crucial factors influencing customer satisfaction and behavioral intention influencing revisiting intention in Indian restaurants in Norway. Additionally, the chapter presented the proposed conceptual framework and hypotheses that guide the ongoing research.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Researchers utilize research methodology to systematically collect and analyze data for addressing hypotheses and research questions. This chapter outlines the research design, data collection methods, sampling design, research instruments, constructs measurement, data processing, and data analysis. This chapter aims to ensure that proper research procedures are adhered to, enabling readers to better comprehend and evaluate the research outcomes.

3.1 Research Design

Quantitative and qualitative strategies are the two main strategies used in research. Quantitative strategy emphasizes quantification in the collection and analysis of data, and it entails a deductive approach to the relationship between theory and research, in which theory is tested. It assumes a natural scientific model of positivism and involves a view of social reality as an external, objective reality (Bell, E., & Bryman, A. 2007). Quantitative research is utilized for data collection, hypothesis examination, and achieving research objectives. In this research project, quantitative research methods are employed. According to Cunha, M. N. (2019), quantitative research involves the use of structured questions with predetermined response options and many participants. This approach is selected because it is deemed suitable for addressing research questions, ultimately leading to research findings that are highly reliable and valid. Thus, quantitative research can explain the correlation between independent variables and dependent variables.

3.3.1 Descriptive Research

According to Zikmund, B. (2013), Descriptive research is utilized to depict the traits of a population or phenomenon. It entails identifying the attributes of a specific phenomenon through observation or exploring the relationships between multiple phenomena. In this study, the survey method is used where questionnaires are distributed to respondents, and after getting the responses from respondents the data was collected for analysis purposes.

3.2 Data Collection Methods

Data gathering engages assembling the necessary information for research purposes, with two main types being initial data and secondary data. The data collected helps in reaching research goals and testing hypotheses, and the reliability, and validity of the tests are also conducted.

3.2.1 Primary Data

Primary data implies the data collected firsthand by researchers using self-administered questionnaires in this research. Respondents independently completed the questionnaires without the need for interviews. The questionnaires were distributed to each participant, who then returned them upon completion.

3.2.2 Secondary Data

Secondary data refers to information that has been collected for a different purpose but is readily available for reanalysis. This type of data is not costly and can be collected quickly compared to primary data. In this study, databases such as Emerald, Sage, Taylor & Francis, and others are utilized to access secondary data, offering a convenient and time-saving approach to research while ensuring easy access to valuable information. Other than this, reference books are used to have a

better understanding and support for this research such as books written by Yi, Y. (1990), Kotler (2000), Grönroos, C. (1990), and others related books.

3.3 Sampling Design

Sampling is the process of taking a small number of items or selecting a small convenient number of the population among a larger population to conclude the whole. As researching a larger scale sample is time-consuming and costly, hence it relies on a sample to require a part of the population to experiment. Therefore, the sample size has been selected for a total number of 231 customers who have experience in dining in Indian restaurants.

3.3.1 Target Population

The targeted population considered males, females, and others who are aged from 18-66 years old living in Norway.

3.3.2 Sampling Frame and Location

A total sample size of 231 respondents was selected to complete the survey including males and females residing in Norway. The questionnaires are randomly sent to them. The sample has been chosen randomly based on convenient sampling. The questionnaire was given to them in two ways either by sending them a survey web form or scanning the QR according to their preference. The questionnaires have been given to them in between the time after having the meal and before they pay. The total number of target samples was 350 but only 231 samples were collected during that time. As Zhang, S., & Hong, S. (1999) suggest, 100 is the minimum sample size. Therefore, the response rate is 66%.

3.4 Research Instrument

In this study, the research tool used is a questionnaire. This type of data collection involves respondents reading survey questions and exposing their answers independently, The questionnaire performs as a significant tool to get responses from the respondents because it was a cheaper way to gather data from a greater number of respondents.

3.4.1 Questionnaire Design

For the survey conducted in this research, a questionnaire was employed. Careful attention was given to designing the questionnaire to ensure clarity in each question. Additionally, the questionnaire was developed by adapting questions from journals authored by previous researchers. The questionnaire includes fixed alternative questions, which offer specific and limited response options to respondents. By using this format, the research can gather direct feedback from participants, leading to more precise and accurate information collection.

At the beginning of the questionnaire, the layout has been placed, a direct introduction, and the research purpose. The questionnaire is structured in English to effectively communicate with respondents. Additionally, it is divided into three parts for clarity and organization. Section A is about general information of respondents, Section B demographic profile of respondents and Section C is the construct measurements.

In conclusion, 231 responses to the questionnaire have been recorded. Targeted respondents were provided with ample time to complete the questionnaire, allowing for better interpretation and analysis of the questions. This approach enhances the validity and reliability of the collected data.

3.4.2 Internal reliability test

Cronbach's Alpha is utilized to assess the internal reliability of the pilot test. Table 3.1 shows the levels of acceptance of Cronbach's Alpha coefficient.

Alpha coefficient	Implied reliability
below .60	unacceptable
between .60 and .65	undesirable
between .65 and .70	minimally acceptable
between .70 and .80	respectable
between .80 and .90	very good
much above .90	consider shortening the scale

Table 3.1; Source: Thanasegaran, G. (2009)

A total number of 231 responses from the questionnaire survey were collected for this test. After the questionnaire collection, a reliability test was performed using Statistical Package for the Social Science (SPSS) version 26.0. The results are displayed in Table 3.2. As per Malhotra, M. K., & Sharma, S. (2008), all variables are deemed significant as each has a Cronbach's Alpha value exceeding 0.6.

No	Constructs	Cronbach's alpha	No of items
1	Food Quality	.850	6
2	Physical Environment Quality	.821	4
3	Restaurant Quality	.859	6
4	Customer Satisfaction	.904	3

Table 3.2 Result of Cronbach's alpha

Source: Developed for research

3.5 Construct Measurement

3.5.1 Origin of Constructs

Constructs	Source
Food quality	<ul style="list-style-type: none"> • Ha, J., & Jang, S. S. (2010) • Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. 1996 • Namkung, Y., & Jang, S. (2007)
Restaurant Quality	<ul style="list-style-type: none"> • Ha, J., & Jang, S. S. (2010) • Cronin Jr, J. J., & Taylor, S. A. (1992)
Physical Environment Quality	<ul style="list-style-type: none"> • Ryu, K. 2010 • Brady, M. K., & Cronin Jr, J. J. (2001)

	<ul style="list-style-type: none"> • Lim, 2010 • Lin, I. Y., & Mattila, A. S. (2010)
Customer satisfaction	<ul style="list-style-type: none"> • Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017) • Pizam, A., Shapoval, V., & Ellis, T. 2016 • Yi, Y. (1990)
Revisit intention	<ul style="list-style-type: none"> • Oliver, R. L., & Swan, J. E. 1989

Table 3.3: Origin of Constructs

Constructs	No. of items	Sample items
Food quality	6	<ul style="list-style-type: none"> • The food presentation is visually attractive. • The restaurants offer healthy options. • The restaurants offer fresh food
Restaurant quality	6	<ul style="list-style-type: none"> • Efficient and effective process in welcoming and accompanying the customers.

		<ul style="list-style-type: none"> • A clear and concise description of the menu items to ensure effective communication and understanding.
Physical environment quality	4	<ul style="list-style-type: none"> • Creates an exceptional atmosphere through table decorations and signage to enhance the overall theme and ambiance. • Presence of pleasant ambiance stimuli such as lighting, music, and aroma.
Customer satisfaction	3	<ul style="list-style-type: none"> • satisfied with the service at this restaurant. • experience with the restaurant is excellent.
Revisit intention	1	<ul style="list-style-type: none"> • would like to come back in the future.

Table 3.4: Sample Items of the Constructs

Source: Developed for thesis

3.5.2 Scale of Measurement

In this study, a questionnaire survey was conducted to gather participants responses. The questions in the questionnaire were sourced from various journals. The questionnaire is structured into three sections: Section A (Demographic Profile), Section B (General Information), and Section C (Constructs Measurement). Additionally, three types of scale measurements were employed in this study, namely nominal and ordinal scales.

Nominal scales are the simplest form of measurement, where numbers are used solely as labels to identify and categorize objects, maintaining a direct one-to-one relationship between numbers and objects (Malhotra, N. K. 2006). Within Section A of the questionnaire, a nominal scale is used to gather demographic information from respondents, specifically regarding "Gender" with options of Male, Female, and other.

The ordinal scale is a type of ranking scale where numbers are used to direct the relative degree to which certain characteristics are present in objects (Malhotra, M. K., & Sharma, S. 2008). The key attribute of the ordinal scale is there is a logical or ordered relationship between each of the categories.

Likert five-point scales have been used in Section C of the questionnaire. In terms of independent variables (Food quality, Restaurant quality, Physical environment quality), respondents are given five alternatives with are symmetric agree-disagree scale. The response options are categorized as follows: 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Neutral," 4 for "Agree," and 5 for "Strongly Agree," used to gauge the level of agreement and disagreement.

3.6 Data Analysis

Compiling all the collected data has been transformed into valuable information. For this research, the data will be analyzed using SPSS software version 26. SPSS offers features such as descriptive statistics and reliability tests that are the way to do data analysis.

3.6.1 Descriptive Analysis

Marshall, G., & Jonker, L. (2010) descriptive analysis describes and summarizes the main features of data acquired from respondents. In this study, frequencies are typically gathered from categorical variables like gender and education level, as well as from ranked variables such as spending level and visit frequency. Additionally, within this study, descriptive statistics were utilized to measure the independent variables, the mediator, and the dependent variable. The findings are displayed based on the mean, where a higher mean suggests that respondents are more inclined to prioritize certain variables related to their satisfaction and intention to revisit.

3.6.2 Scale Measurement

In this research, scale measurement will be used to evaluate the reliability and validity of the collected data. A reliability test can help determine the extent to which measures are free from errors, ensuring consistent and dependable results.

3.6.2.1 Reliability Test

The reliability test is used to evaluate the internal consistency of the measurement, ensuring that all items within each variable in the questionnaire are closely linked and dependable. It also aids in determining the relationship within each item in the scale. In this research, the scale items were evaluated using Cronbach's Coefficient Alpha, which is adjusted to produce data that typically

increases with a higher number of scale items. According to Malhotra, M. K., & Sharma, S. (2008), the reliability coefficient ranges from 0 to 1. A Cronbach's Alpha value below 0.60 indicates unsatisfactory internal consistency reliability, while a value above 0.60 indicates satisfactory internal consistency reliability.

3.6.3 Inferential Analysis

3.6.3.1 Pearson Correlation Analysis

The Pearson Correlation coefficient is a statistical measure that can measure linear relationship strength between two variables.

This coefficient (r) is utilized to evaluate the association between variables, while a two-tailed significance level is used to test null hypotheses. Additionally, the coefficient (r) indicates both the direction and strength of the linear relationship, ranging from +1.0 for a perfect positive relationship to -1.0 for a perfect negative relationship. A correlation of 0 suggests there is no linear relationship between the two variables (Mela, C. F., & Kopalle, P. K. 2002).

3.6.3.2 Multiple Regression Analysis

Multiple regression analysis involves examining how two or more independent variables collectively influence a single dependent variable, as explained by Bootsumran, L., Siripipatthanakul, S., & Phayaphrom, B. (2021). In simple, in this study, multiple regression is used to explore how factors such as food quality, restaurant quality, and restaurant physical environment contribute to customer satisfaction, with the adjusted R^2 serving as a metric for assessing this relationship.

3.7 Conclusion

This chapter outlines the methods employed to conduct this specific research, which encompasses collecting, analyzing, and interpreting data. The analysis and interpretation were supported using SPSS software version 26. Furthermore, this chapter has outlined a comprehensive structure and process for conducting the research, covering aspects such as research design, data collection method, sampling design, research instrument, constructs measurement, and data analysis.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

In this chapter, the data collected from the surveyed questionnaires will be analyzed. The data gathered from 231 respondents underwent analysis using the Statistical Package for the Social Sciences (SPSS) Version 26. Furthermore, this chapter will explain topics such as descriptive analysis, descriptive statistics, scale measurement, and inferential analysis, which will involve techniques like Pearson Correlation, Multiple Regression, and Linear Regression. For better clarity, the results will be presented in the form of charts and tables. Finally, this chapter will conclude with a summary of the findings related to the hypotheses.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

In the context of this study, four questions were incorporated within the demographic segment of the respondents encompassing variables such as gender, age, level of education, and ethnicity. See appendix B table 4.1.

4.1.1.1 Gender

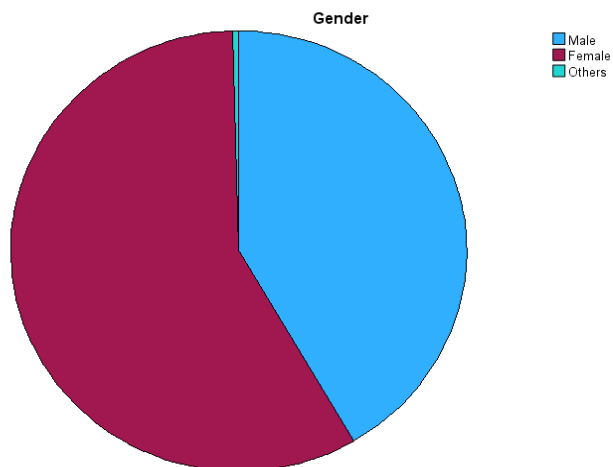


Figure 4.1 Gender

The data about the gender distribution of participants in this study is presented in Table 4.1 (See Appendix B) and Figure 4.1. The analysis reveals that a significant proportion of the respondents are female, comprising 58% or 134 individuals, while the male respondents constitute a smaller percentage, accounting for 41.6% or 96 participants. Only 0.04% of the participants are categorized as "others."

4.1.1.2 Age Group

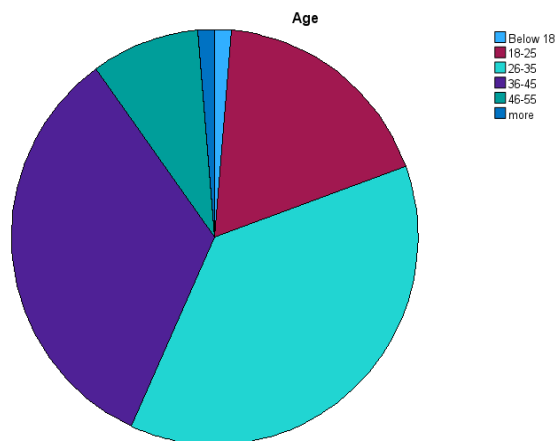


Figure 4.2 Age

Based on the data presented in Table 4.2 (see Appendix B) and Figure 4.2, the questionnaire included three distinct age categories. Among the 231 respondents, the age group of 26 to 35 years old emerged as the largest proportion, accounting for approximately 37.2% or 86 respondents. Following this, individuals aged between 36 to 45 years old represented about 33.3% or 77 respondents. Lastly, respondents falling within the age range of below 18 or more than 55 years old constituted 1.3% of each or 3 respondents in each category.

4.1.1.3 Level of Education

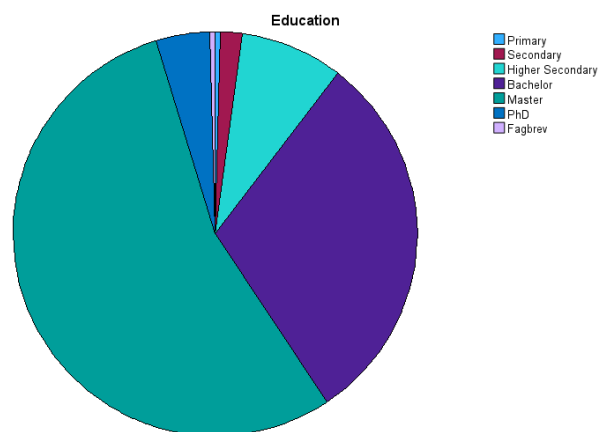


Figure 4.3 Level of Education

Based on the data from Table 4.4 (see Appendix B) and Figure 4.3, it was found that 54.5% of the respondent's education level is a master's degree, which amounts to 126 individuals. Following this, 30.3 % or 70 respondents with bachelor and 4.3% of the respondents, totaling 10 individuals, are pursuing a PhD. And the participants fall by 0.4% primary education or fargbrev or 1 individual in each.

4.1.1.4 Ethnicity

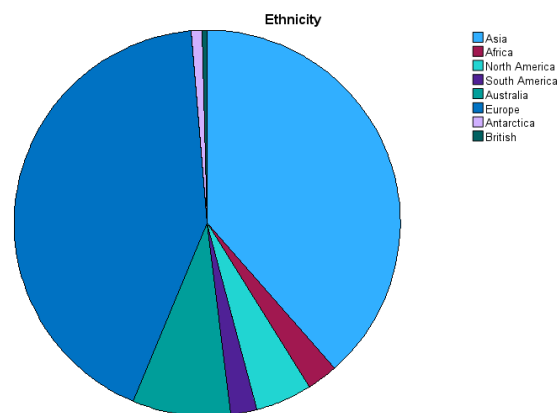


Figure: 4.4 Ethnicity

According to the data presented in Table 4.5 (see Appendix B), it was observed that 42.4% of the respondents, totaling 98 individuals, are from Europe. This was followed by 38.5% of respondents originating from Asia. The participation from Antarctica and the British regions was the lowest, with 0.9% or 2 participants and 0.4% or 1 participant, respectively.

4.1.2 General Information of Respondents

Within this study, the respondent general information section includes three questions about the average amount spent on a meal at an Indian restaurant, the frequency of visits to Indian restaurants, and the reasons for dining at these establishments.

How frequently do you visit Indian restaurants?

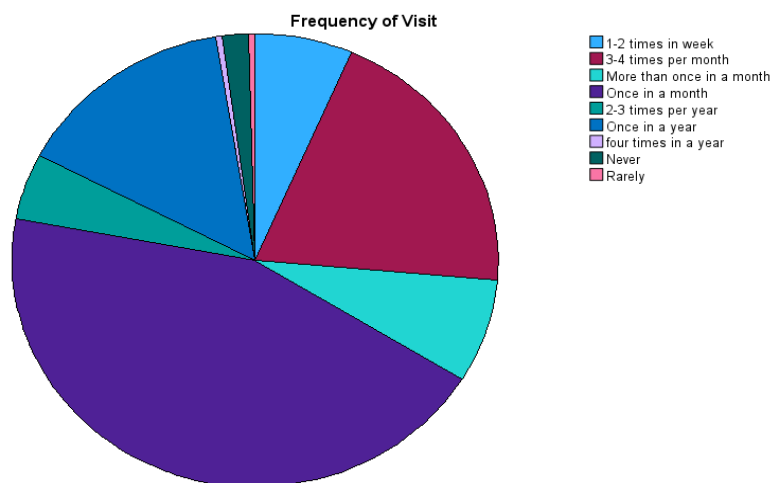


Fig4.5: Frequency of visit

As per the data provided in Table 4.6 (see Appendix B) and Figure 4.6, among the 231 respondents surveyed, the majority, comprising 44.2% or 102 individuals, visit Indian restaurants once a month, representing the highest percentage. This is followed by 19.9% or 46 respondents who visit Indian restaurants 3-4 times a month. A small minority of 4.8% or 11 respondents opt to visit 2-3 times per year. Additionally, only 0.4% of the respondents prefer to visit Indian restaurants more than 4 times in a year.

This data highlights the varying frequencies at which individuals choose to dine at Indian restaurants, with the majority opting for monthly visits.

On average, how much do you typically spend on a meal at an Indian restaurant in Norway?

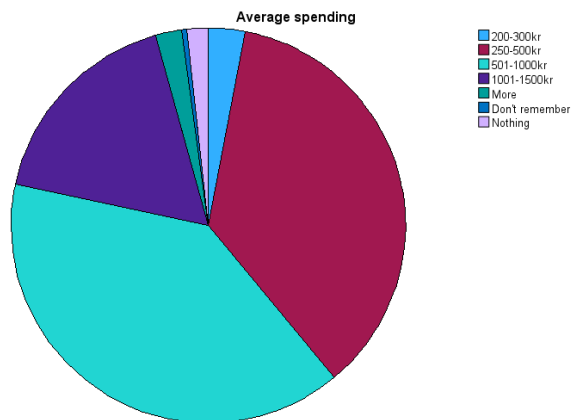


Fig 4.6: Average spending

(For table 4.8 see Appendix B)

Among the total of 231 participants surveyed, 39.4% or 91 respondents indicated that they spend between 501-1000kr on average. Following this, 35.9% or 83 respondents reported spending 250-500kr. The smallest percentage was represented by 2.2% or 5 respondents who stated that they spend more than 1500kr. This data provides an overview of the distribution of expenditure levels among the surveyed individuals, with the majority falling within the 501-1000kr range.

What is your reason for dining in an Indian restaurant in Norway?

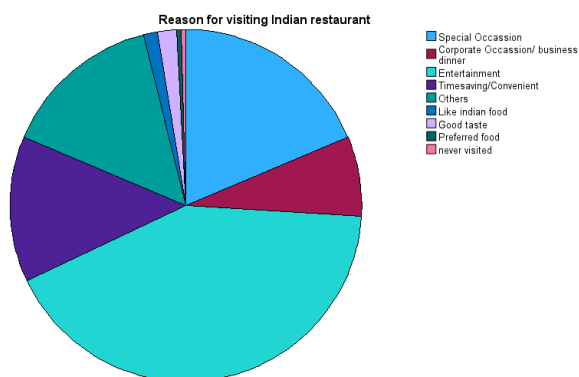


Fig 4.10: Reasons for visiting an Indian restaurant.

Among the total of 231 respondents, 42% or 97 individuals visit Indian restaurants for entertainment purposes. Following this, 18.6% or 43 respondents visit these restaurants on special occasions. Additionally, 14.7% or 34 participants visit Indian restaurants for other reason than entertainment or special occasions. The smallest percentage, represented by 1.3% or 3 participants, visit Indian restaurants simply because they enjoy Indian cuisine. This data provides insights into the varied motivations behind individuals' visits to Indian restaurants, with entertainment being the most common reason cited.

(For table 4.10 see Appendix B)

4.1.3 Descriptive Statistics

Table 4.11: Descriptive Statistics on Variables (See Appendix B)

The data presented in Table 4.11 (See Appendix B) outlines the descriptive statistics for various factors including food quality, restaurant quality, physical environment quality, revisit intention, and customer satisfaction. Among these factors, customer satisfaction has the highest mean value of 3.9639, indicating that respondents, on average, prioritize previous experience satisfaction with a restaurant. This is followed by revisit intention and food quality, with mean values of 3.8788 and 3.8333 respectively.

Conversely, physical environment quality has the lowest mean value of 3.7045, suggesting that respondents rated this aspect lower compared to others. The data from Table 4.11 further reveals that most respondents concurred that the quality of the restaurant's food has the greatest influence on their intention to revisit. In contrast, physical environment quality was perceived to have the least impact on revisit intention. The high mean values for revisit intention and customer

satisfaction indicate that these aspects play a significant role in shaping customers' perceptions and experiences. On the other hand, the lower mean value for physical environment quality suggests that respondents may not prioritize this aspect as much as others when considering revisiting a restaurant.

The standard deviation measures the dispersion of data points around the mean, providing insight into the variability within a dataset. In the context of the data presented, revisit intention exhibits the highest standard deviation of 1.05213, indicating a greater spread of values for this variable. The following customer satisfaction demonstrates a standard deviation of 0.86764, suggesting a relatively high level of variability in respondents' intentions depending on customer satisfaction to revisit the restaurant. Customer satisfaction shows a standard deviation of 0.80681, reflecting a moderate level of dispersion in satisfaction ratings. Conversely, restaurant quality has the lowest standard deviation of 0.69514, indicating a more consistent rating among respondents. These standard deviation values provide valuable information about the distribution of responses and the level of agreement or divergence among respondents regarding the factors under consideration.

4.2 Measurement of scale

4.2.1 Internal Reliability Test

In the realm of reliability analysis, Cronbach's alpha is a commonly used method to assess the internal consistency of items measuring constructs. In this study, Cronbach's alpha was utilized to gauge the internal reliability of the 20 items that collectively measure the five constructs under investigation. It's worth noting that Cronbach's alpha values range from 0 to 1, where a value of 0.6 or lower typically indicates insufficient internal consistency reliability. This threshold acts as

a guide for evaluating the reliability of the measurement tool, with values below 0.6 suggesting potential inconsistencies in responses to the items within the constructs.

No	Concepts	Cronbach's alpha	No of items
1	Food Quality	.850	6
2	Physical Environment Quality	.821	4
3	Restaurant Quality	.859	6
4	Customer Satisfaction	.904	3

Table 4.12

Source: Originated for research purposes.

The table displays that all constructs surpassed the 0.6 threshold. As indicated in the table, customer satisfaction was assessed using 3 items, yielding the highest alpha coefficient of 0.904. Following this, restaurant quality was evaluated with 6 items, resulting in an alpha coefficient of 0.859. Subsequently, food quality was measured with 6 items and obtained an alpha coefficient of 0.850. Physical environment quality was appraised with 4 items, showing the lowest alpha coefficient of 0.821.

There is only one item under the variable of revisit intention, it is not feasible to calculate Cronbach's alpha reliability coefficient. Cronbach's alpha is a statistical measure used to assess the internal consistency of a scale or questionnaire by evaluating the correlation between multiple items. With only one item present, there is insufficient variability to determine the measure's reliability using Cronbach's alpha.

Internal reliability between the variables

Table 4.13 and Table 4.14 (see Appendix B)

Cronbach's alpha value of 0.943(see Appendix B) with 20 items indicates a high level of internal consistency among the items in the scale or questionnaire. It suggests that the items demonstrate reliability in assessing the intended concept or variable, and collectively, they effectively enhance the overall reliability of the scale.

Reliability between Food quality and customer satisfaction

Table 4.15 (see Appendix B) indicates the Cronbach's alpha for food quality with customer satisfaction is 0.810 and in Table 4.16 (see Appendix B) the correlation between inter-item is 0.691.

Reliability between Restaurant quality and customer satisfaction

Table 4.17(see Appendix B) shows the Cronbach's alpha representing restaurant quality with customer satisfaction is 0.812 and in Table 4.18 (see Appendix B) the correlation between inter-item is 0.700.

Reliability between Physical environment quality and customer satisfaction

Table 4.19 (see Appendix B) shows the Cronbach's alpha for physical environment quality with customer satisfaction is .795 and in Table 4.20 (see Appendix B) the correlation between inter-item is 0.663.

Reliability between Revisit Intention and customer satisfaction

Table 4.21 (see Appendix B) exhibits Cronbach's alpha for revisit intention with customer satisfaction is .674 and in Table 4.22 (see Appendix B) the correlation between inter-item is 0.518.

Reliability between Food quality, Revisit Intention, and Customer satisfaction

Table 4.23 (See Appendix B) indicates Cronbach's alpha between food quality, customer satisfaction, and revisit intention is .747 and in Table 4.24 (See Appendix B) the correlation between inter-item food quality with revisit intention is 0.518.

Reliability between Restaurant quality, Revisit Intention, and Customer satisfaction

Table 4.25 (See Appendix B) represents Cronbach's alpha between restaurant quality, customer satisfaction, and revisit intention is .756 and in Table 4.26 (See Appendix B) the correlation between inter-item restaurant quality with revisit intention is 0.405.

Reliability between Food quality, Revisit Intention, and Customer satisfaction

Table 4.27 (See Appendix B) presents Cronbach's alpha among physical environment quality, customer satisfaction, and revisit intention as .728 and in Table 4.28 (See Appendix B) the correlation between inter-item restaurant physical environment quality with revisit intention is 0.296.

4.3 Inferential Analysis**4.3.1 Pearson Correlation Analysis**

The correlation analysis discovered significant relationships between each independent variable (food quality, restaurant quality, and restaurant physical environment quality) and customer satisfaction at the 0.01 significance level, in a two-tailed test. Furthermore, all independent variables exhibited positive associations with customer satisfaction. Specifically, the correlation coefficients for the relationships between food quality and customer satisfaction, restaurant quality and customer satisfaction, and restaurant physical environment quality and customer satisfaction

were 0.691, 0.700, and 0.633, respectively (see Appendix B). Notably, restaurant quality demonstrated the strongest positive relationship with customer satisfaction ($r = 0.700$), followed by food quality with customer satisfaction ($r = 0.691$) and physical environment quality and customer satisfaction ($r = 0.633$). Moreover, a significant positive correlation was observed between the mediator (customer satisfaction) and dependent variables (revisit intention), with correlation coefficients of 0.518 at the 0.01 significance level (see Appendix B).

4.3.2 Testing Hypotheses

Hypothesis 1

H₀: In Indian restaurants, food quality is positively related to customer satisfaction.

H₁: In Indian restaurants, food quality is positively related to customer satisfaction.

The hypothesis tests if FQ carries a significant impact on CS. The dependent variable CS was regressed on a predicting variable FQ to test hypothesis H₁. FQ significantly predicted CS, $F = 209.165$, $P < 0.001$, which indicates that the FQ can play a significant role in shaping CS ($b = 0.818$, $P < 0.001$). These results direct the positive effects of the FQ. Moreover, $R^2 = .477$ indicates that the model explains 47.7% of the variance in CS. Table 4.17 shows the summary of the findings.

Hypothesis	Regression weights	Beta coefficients	R ²	F	P Value	Hypothesis supported
H ₁	FQ → CS	0.818	0.477	209.165	<0.001	Yes

*Note: *P<0.05 FQ = Food Quality, CS = Customer Satisfaction*

Table: 4.31

Reject H_0 . Therefore, the null hypothesis (H_0) is rejected, suggesting a positive relationship between food quality and customer satisfaction.

Hypothesis 2

H_0 : Restaurant quality is not associated with customer satisfaction in Indian restaurants.

H_2 : Restaurant quality is associated with customer satisfaction in Indian restaurants.

The hypothesis tests if RQ carries a significant impact on CS. The dependent variable CS was regressed on a predicting variable RQ to test hypothesis H_2 . RQ significantly predicted CS, $F=220.438$, $P<0.001$, which indicates that the RQ can play a significant role in shaping CS ($b = 0.874$, $P<0.001$). F value of 220.438 is a measure of the overall significance of the regression model. A high F value suggests that the regression model is statistically significant. These results direct the positive effects of the RQ. Moreover, $R^2 = .490$ depicts that the model explains 49% of the variance in CS. Table 4.20 shows the summary of the findings.

Hypothesis	Regression weights	Beta coefficients	R^2	F	P Value	Hypothesis supported
H_2	RQ → CS	0.874	0.490	220.438	<0.001	Yes

*Note: * $P<0.05$ RQ = Restaurant Quality, CS = Customer Satisfaction*

Table: 4.32

Reject H_0 . Therefore, the null hypothesis (H_0) is rejected, suggesting a positive association between restaurant quality and customer satisfaction.

Hypothesis 3

H₀: Physical environment quality is not related to customer satisfaction in Indian restaurants.

H₃: Physical environment quality is related to customer satisfaction in Indian restaurants.

The hypothesis tests if PEQ carries a significant impact on CS. The dependent variable CS was regressed on a predicting variable PEQ to test hypothesis H₃. PEQ significantly predicted CS, $F = 179.260$, $P < 0.001$, which indicates that PEQ can play a significant role in shaping CS ($b = 0.730$, $P < 0.001$). These results direct the positive effects of the PEQ. Moreover, $R^2 = .440$ depicts the model as 44% of the variance in CS. Table 4.21 shows the summary of the findings.

Hypothesis	Regression weights	Beta coefficients	R ²	F	P Value	Hypothesis supported
H ₃	PEQ → CS	0.730	0.440	179.260	<0.001	Yes

*Note: *P < 0.05 PEQ = Physical Environment Quality, CS = Customer Satisfaction*

Table: 4.33

If the p-value is less than 0.05, we reject the null hypothesis (H₀), indicating a significant and moderate positive correlation between physical environment quality and customer satisfaction.

Multiple Regression Analysis

Hypothesis 4

H₀: In an Indian restaurant, customer satisfaction is not related to customer intention to revisit.

H₄: In an Indian restaurant, customer satisfaction is positively related to customer intention to revisit.

The hypothesis tests if CS carries a significant impact on RVI. The dependent variable RVI was regressed on a predicting variable CS to test hypothesis H₄. CS significantly predicted RVI, $F = 83.763$, $P < 0.001$, which indicates that CS can play a significant role in shaping RVI ($b = 0.623$, $P < 0.001$). These results direct the positive effects of the CS. Moreover, $R^2 = .268$ depicts on the model 26.8% of the variance in RVI. Table 4.22 shows the summary of the findings.

Hypothesis	Regression weights	Beta coefficients	R ²	F	P Value	Hypothesis supported
H ₃	CS → RVI	0.623	0.268	83.763	<0.001	Yes
<i>Note: *P<0.05 CS = Customer Satisfaction, RVI = Revisit Intention,</i>						

Table: 4.34

Reject the null hypothesis (H₀) if $p < 0.05$. After reviewing Table 4.22, it is clear that the significant value for customer satisfaction is below 0.001, surpassing the threshold of 0.05. As a result, we reject the null hypothesis, indicating a positive correlation between customer satisfaction and revisit intention.

Hypothesis 5

H₀: In an Indian restaurant, customer satisfaction does not mediate the relationship between food quality and customer intention to revisit.

H₅: In an Indian restaurant, customer satisfaction mediates the relationship between food quality and customer intention to revisit.

Model Summary ^c									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.358 ^a	.128	.124	.98453	.128	33.669	1	229	<.001
2	.518 ^b	.268	.261	.90423	.140	43.483	1	228	<.001

a. Predictors: (Constant), FOOD QUALITY
b. Predictors: (Constant), FOOD QUALITY, CUSTOMER SATISFACTION
c. Dependent Variable: REVISIT INTENTION

Table: 4.35

Table 4.35 (see Appendix B) shows that R Square has changed before when the mediating factor was added, and it rises from .128 to .268. This means that there is some mediating effect of customer satisfaction over the intention to revisit and the food quality.

Based on the data in Table 4.22, with a p-value of 0.000 being less than 0.05, we reject the null hypothesis (H_0). This suggests that customer satisfaction plays a mediating role in the connection between food quality and customer intention to revisit.

Hypothesis 6

H_0 : In an Indian restaurant, customer satisfaction does not mediate the relationship between restaurant quality and customer intention to revisit.

H_6 : In an Indian restaurant, customer satisfaction mediates the relationship between restaurant quality and customer intention to revisit.

Model Summary ^c									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.405 ^a	.164	.160	.96423	.164	44.849	1	229	<.001
2	.521 ^b	.271	.265	.90206	.108	33.651	1	228	<.001

a. Predictors: (Constant), RESTAURANT QUALITY
b. Predictors: (Constant), RESTAURANT QUALITY, CUSTOMER SATISFACTION
c. Dependent Variable: REVISIT INTENTION

Table: 4.38

Table 4.38(see Appendix B) shows that R Square has increased and changed before when the mediating factor was added, and it rises from .164 to .271. This means that there is some mediating effect of customer satisfaction over the intention to revisit and the restaurant quality.

Based on the data in Table 4.22, with a p-value of 0.000 being less than 0.05, we reject the null hypothesis (H_0). This suggests that customer satisfaction plays a mediating role in the relationship between restaurant quality and customer intention to revisit.

Hypothesis 7

H_0 : In an Indian restaurant, client satisfaction mediates the relationship between physical environment quality and intention to revisit.

H_7 : In an Indian restaurant, client satisfaction mediates the relationship between physical environment quality and intention to revisit.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.295 ^a	.087	.083	1.00757	.087	21.793	1	229	<.001
2	.522 ^b	.272	.266	.90165	.185	57.966	1	228	<.001

a. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY
b. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, CUSTOMER SATISFACTION
c. Dependent Variable: REVISIT INTENTION

Table: 4.41

Table 4.41 (see Appendix B) shows that R Square has changed before when the mediating factor has been added and it rises from .087 to .272. This means that there is some mediating effect of customer satisfaction over the intention to revisit and the restaurant's physical environment quality.

Based on the data in Table 4.22, since the p-value for customer satisfaction is 0.000, which is less than 0.05, we reject the null hypothesis (H_0). This suggests that customer satisfaction plays a mediating role in the connection between physical environment quality and the intention to revisit.

4.3.3 Multiple regression analysis

The regression analysis examines how customer satisfaction is influenced by food quality, restaurant quality, and physical environment quality.

Table: 4.44 (See Appendix B)

In Table 4.44, the R-squared value is 0.576 for the regression model predicting customer satisfaction at 0.759. This means that 57.1% of the variability in customer satisfaction can be explained by the three independent variables: food quality, restaurant quality, and restaurant environment.

Table: 4.45 (see Appendix B)

The regression analysis between revisit intention over food quality, restaurant quality, and physical environment quality.

Table 4.46 (see Appendix B)

In Table 4.46, the R-squared value is 0.175 for the regression model predicting revisit intention at 0.419. This indicates that 17.5% of the variability in revisit intention can be attributed to the three independent variables: food quality, restaurant quality, and restaurant environment.

Table 4.47 (see Appendix B)

4.4 Conclusion

This chapter provides an overview of respondents' general information and demographic profiles, which were analyzed using descriptive analysis. Additionally, an internal reliability test was conducted to assess its consistency. Moreover, inferential analysis utilized Multiple Regression Analysis and Linear Regression to determine the impact of independent variables and mediators on the dependent variable. Finally, Pearson Correlation Analysis was employed to explore the relationships among these constructs.

CHAPTER 5

RESULT DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction

In this chapter, a thorough conclusion of the entire research project will be presented. It will begin with a recap of the descriptive and inferential analyses discussed in Chapter 4. The results and findings will then be examined to confirm the research objectives and hypotheses. Additionally, the implications of the study will be explored, followed by a discussion on the study's limitations and suggestions for future research. Lastly, the chapter will wrap up with a summary.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analyses

From the respondents' demographics, the personal details are classified as gender, age, level of education, and ethnicity. Based on the results, most of the respondents are female which consists of 58% of the sample size, and ages between 26 to 35 years old represent the largest age group consisting of 37.2%. Besides that, 54.5% of the respondents are the largest participant group who completed a master's degree. In consideration of ethnicity, the largest 42.4% of participants were from Europe, followed by 38.5% from Asia.

Regarding the general information of the respondents, the study revealed that 44.2% of all respondents constitute the largest group who visit an Indian restaurant at least once a month. Additionally, most respondents, 19.9%, visit 3 or 4 times a month. When dining at an Indian restaurant, 39.4% of respondents typically spend between kr 500 and kr 1000 per meal. Furthermore, a significant 42% of respondents visit Indian restaurants for entertainment purposes.

5.1.2 Scale Measurement

The scale measurement relies on a reliability test, specifically Cronbach's Alpha test, to assess the consistency of 20 items used to measure five constructs in this research. Among these constructs, customer satisfaction demonstrates the highest Cronbach's Alpha score at 0.904, followed by restaurant quality at 0.859. Food quality ranks third with a reliability score of 0.850, and physical environment quality is fourth with a score of 0.821. Overall, the reliability analysis indicates satisfactory measurement qualities, as all reliability values exceed 0.6.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation

The study utilized Pearson Correlation analysis to explore the connections among the five constructs. The findings indicate that food quality, service quality, and restaurant environment are positively correlated with customer satisfaction at a significant level of 0.01. Notably, restaurant quality exhibited the strongest positive relationship with customer satisfaction ($r = 0.700$), followed by food quality ($r = 0.691$) and physical environment quality ($r = 0.633$). Furthermore, the correlation between the mediator (customer satisfaction) and dependent variables (revisit intention) was found to be positively significant, with correlation coefficients of 0.518 at the 0.01 significance level. Therefore, the results confirm significant positive relationships among all the constructs.

5.1.3.2 Multiple Regression Analysis

In the preceding chapter, multiple regressions were conducted to examine the relationship between independent variables (food quality, restaurant quality, and restaurant physical environment) and customer satisfaction toward restaurant revisit intention. These regressions were carried out to

validate hypotheses H5, H6, and H7. Additionally, separate multiple regressions were performed in the previous chapter to analyze the connection between independent variables and dependent variables (customer satisfaction, revisit intention).

5.2 Discussions of Major Findings

Table 5.1: Summary of Research Objectives, Hypotheses, and Results (see Appendix B)

5.2.1 Food Quality

Research question: How does food quality influence customer satisfaction in Indian restaurants in Norway?

H₁: Food quality is positively related to customer satisfaction.

Based on the findings from Pearson Correlation Analysis, there is a significant correlation between food quality and customer satisfaction ($r = 0.691$). Additionally, the results of multiple regression analysis show that food quality positively influences customer satisfaction towards revisit intention ($p < 0.001$). Consequently, hypothesis H₁ is supported, indicating a strong positive relationship between food quality and customer satisfaction in Indian restaurants. Moreover, the internal reliability test revealed a Cronbach's Alpha value of 0.810 for food quality and customer satisfaction, demonstrating a high level of internal consistency in measuring these constructs. As highlighted by Peri, C. (2006), food quality plays a crucial role in meeting customer needs and satisfaction. The research has effectively met its objective by addressing the research questions related to exploring the link between food quality and customer satisfaction.

5.2.2 Restaurant Quality

Research question: What impact does overall restaurant quality have on customer satisfaction?

H₂: Restaurant quality is associated with customer satisfaction in Indian restaurants.

Based on the Pearson Correlation Analysis, it was found that restaurant quality is highly correlated with customer satisfaction ($r = 0.700$), more so than other variables. Additionally, the multiple regression analysis revealed that restaurant quality significantly influences customer satisfaction and their intention to revisit ($p < 0.001$). Therefore, the hypothesis (H₂) suggesting a positive relationship between restaurant quality and customer satisfaction in Indian restaurants is supported. The internal reliability test showed a high level of consistency (Cronbach's Alpha = 0.812) for the measures of restaurant quality and customer satisfaction. According to Cronin Jr, J. J., & Taylor, S. A. (1992), perceived service quality plays a crucial role in customer satisfaction, with service quality being a key determinant of restaurant quality. This research underscores that among the three variables studied, restaurant quality exhibits the strongest positive association with customer satisfaction.

5.2.3 Restaurant Physical Environment Quality

Research question: How does the physical environment affect customer satisfaction and revisit intentions?

H₃: Physical environment quality is related to customer satisfaction in Indian restaurants.

Based on the Pearson Correlation Analysis, there is a positive correlation ($r = 0.533$) between physical quality and customer satisfaction. Additionally, multiple regression analysis reveals that the quality of the physical environment in Indian restaurants positively influences customer

satisfaction for revisiting intentions ($p < 0.001$). Therefore, the hypothesis (H_3) suggesting a positive relationship between physical environment quality and customer satisfaction in Indian restaurants is supported. Despite a slightly lower internal consistency rate (Cronbach's Alpha = 0.795) for restaurant physical environment quality and customer satisfaction compared to other variables, emphasizes the significant contribution of restaurant environments to customer satisfaction. This study confirms that, although scoring lower than other variables, the physical environment quality of restaurants maintains a positive relationship with customer satisfaction.

5.2.4 Customer Satisfaction

Research question: To what extent does customer satisfaction impact revisit intentions?

H_4 : customer satisfaction is positively related to customer intention to revisit.

Grounded on Pearson Correlation Analysis, there is a strong correlation ($r = 0.518$) between customer satisfaction and revisit intention. Additionally, multiple regression analysis shows that customer satisfaction positively influences revisit intention ($p < 0.001$). Therefore, hypothesis H_4 is supported, confirming a significant positive connection between customer satisfaction and revisit intention in Indian restaurants. The internal reliability test yielded a Cronbach's Alpha value of 0.674 for both customer satisfaction and revisit intention, indicating a satisfactory level of internal consistency in measuring these factors.

5.2.5 Customer satisfaction mediates the relationship between food quality, restaurant quality, physical environment quality, and customer intention to revisit.

From the multiple regression analysis done in the previous chapter it has been shown that the p-value significantly matches the required standard value and significant changes have been

addressed in the R^2 value with the change of each variance. Therefore, all H_5 , H_6 , and H_7 have been accepted.

5.3 Assessing Variable Interrelations for Dataset Validity

Validity assesses the scale's capacity to measure the construct, indicating that the included items effectively capture the concept (Sekaran, U., & Bougie, R. 2016). To make sure the content is valid, experts first check and adjust the items, then get feedback from a small group of people who filled out the questionnaires. Each group of items shows the construct well, backed up by within-scale factor analysis. The factor analysis assigned the items to their corresponding factor. Besides that, the KMO value has been tested to check whether the factor analysis of the instrument is acceptable or not. According to the KMO value tolerance if the score results between 0.8 and 1, the sampling is adequate (Shrestha, N. 2021). From Table 5.2 (see Appendix B) the KMO value has been presented.940 which means the sampling is adequate. Followed by in the previous chapter Cronbach's alpha was used to test the reliability of all items indicating how well the items within a set are positively related to each other. The factor analysis index has been presented in Tables 5.2 and 5.3 (See Appendix B).

5.4 Implications of the Study

5.4.1 Managerial Implications

The research findings underscore the critical importance of prioritizing customer satisfaction in restaurant management, particularly within the competitive landscape of Indian cuisine globally. Understanding and evaluating customer satisfaction is imperative for maintaining competitiveness in Indian restaurants. The study conclusively demonstrates that restaurant quality significantly impacts customer satisfaction and repeat patronage. Therefore, a strong emphasis on enhancing

restaurant service quality is essential. Additionally, the quality of food plays a pivotal role in driving customer satisfaction and repeat business. High-quality food is a fundamental element in influencing customer satisfaction and fostering repeat patronage. It is imperative for Indian restaurant managers to consistently strive to offer superior quality meals made from fresh ingredients, coupled with exceptional service. The attitudes and behaviors of service employees are crucial in shaping customer perceptions of service quality. Customer feedback indicates a preference for increased focus and training for service staff, as they are the initial point of contact for customers. Therefore, comprehensive training and development programs are necessary to equip service staff with the skills to deliver high-quality service efficiently. The research also highlights the significant impact of the restaurant's physical environment on the overall dining experience, customer satisfaction, and repeat patronage. A comfortable and inviting restaurant environment is essential for creating a positive dining atmosphere that enhances customer enjoyment. Ultimately, focusing on food quality, restaurant quality, and the physical environment is key to retaining and satisfying customers, serving as valuable marketing tools for restaurant managers. Satisfied customers are more likely to return to the restaurant and recommend it to others, thereby fostering customer loyalty and driving sales growth.

5.5 Limitations of the Study

Within the scope of this study, certain limitations were encountered during the research process. These limitations hold significance for future researchers, serving as valuable insights to be acknowledged and utilized in enhancing the overall quality of research endeavors. Firstly, due to the short time frame, a limitation identified was the small sample size used in the questionnaire survey. There are only 231 responses that have been able to gather among the target 350 respondents. The responses were collected from the guests visiting Indian restaurants all over

Norway. The sample of customers surveyed may not be representative of the entire customer base. Secondly, the findings may not apply to all Indian restaurants in Norway or other types of restaurants due to the specific focus on Indian restaurants. Thirdly, other external factors like cultural differences, or seasonal variations could influence customer satisfaction levels, impacting the study's outcomes. Fourth, Customer satisfaction is subjective and can vary based on individual preferences, making it challenging to measure accurately across all customers. Fifth, the study may not capture long-term trends or changes in customer satisfaction over time, limiting the depth of analysis. Additionally, another constraint is the restricted availability of journals and articles. This is due to the necessity of payment for access to certain databases containing valuable research materials.

5.6 Recommendations for Future Research

As the research paper significantly found the effect of the factors that influence customer satisfaction and revisiting intention, still there is some scope for further research within this realm. It is recommended that future studies should collect surveys on a larger scale to involve a greater number of participants. This study considered only three antecedents but, in the future, there may be more factors, such as location or delivery service, cultural factors, and the impact of online reviews on customer satisfaction. Furthermore, the relationship between customer loyalty and satisfaction in the context of Indian restaurants in Norway, and how factors contribute to building long-term relationships with customers. Also, the mediation effect of word of mouth is recommended for further research.

5.7 Conclusion

The study focuses on identifying the main factors that influence customer satisfaction and revisiting intention in Indian restaurants. It presents a model that outlines the connections between three elements of restaurant offerings (food quality, restaurant service quality, and physical environment quality), customer satisfaction, and revisit intention in the context of an Indian culinary establishment in Norway. After conducting Pearson Correlation Analysis, Multiple Regression Analysis, and Internal Reliability Analysis Test, the results revealed a positive and significant correlation between customer satisfaction and the three independent variables: food quality, restaurant service quality, and restaurant environment. This research project has successfully achieved its goals of determining the correlation between the three variables and their impact on customer satisfaction, ultimately influencing revisit intention. Subsequently, the Linear Regression Analysis revealed a positive and significant relationship between customer satisfaction and revisit intention. In summary, the research findings suggest that restaurant service quality is the primary factor influencing the dining experience at Indian restaurants. Indian restaurants in Norway need to focus on maintaining high standards in all three areas - food quality, restaurant quality, and physical environmental quality - to enhance customer satisfaction and loyalty. Future research in this field could delve deeper into specific aspects within each category that have the most impact on customer perceptions, as well as explore innovative strategies for improving the overall customer experience in Indian restaurants in Norway. Therefore, this study offers valuable insights for those individuals interested in further exploring the factors that impact customer satisfaction and revisit intention along with word of mouth about the dining experience in Indian restaurants.

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Appendix A.**Survey questionnaire.**

* Indicates a required question

Consumer demographic survey

What gender do you identify as*

- Male
- Female
- Others

How would you describe your ethnicity? *

- Asia
- Africa
- North America
- South America
- Australia
- Europe
- Antarctica
- Other:

What is the highest level of school you have completed or the highest degree you have received?*

- Primary

- Secondary
- Higher Secondary
- Bachelor
- Master
- PhD
- Other:

Which category includes your age? *

- 18-25
- 26-35
- 36-45
- 46-55
- Other:

How frequently do you visit Indian restaurants?*

- 1-2 times per week
- 3-4 times per month
- Once in a month
- Once in a year
- Other:

How much do you spend on a meal in an Indian restaurant in Norway on average? *

- Kr 250-500
- Kr 501-1000
- Kr 1001-1500
- More
- Other:

What is your reason for dining in an Indian restaurant in Norway? *

- Special occasion
- Corporate/ business dinner
- Entertainment
- Timesaving/ convenient location
- Others
- Other:

This is the survey question about the Food Quality, Restaurant Quality, and Physical Environmental Quality on Customer Satisfaction in the Indian Restaurant in Norway.

Please indicate the degree of your agreement or disagreement in response to each statement that best represents your point of view.

01. To what extent do you agree with the statement: "The food presentation in an Indian restaurant in Norway is visually attractive"??*

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

02. To what extent do you agree with the statement: "The Indian restaurants offer a variety of menu items". *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

03. To what extent do you agree with the statement: "Indian restaurants in Norway provide healthy menu options"? *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

04. Do you believe that Indian restaurants in Norway consistently provide delicious food maintaining the food quality? Please indicate your level of agreement. *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.
- Other:

05. How would you respond with the statement: "The Indian restaurants offer fresh food"? *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

06. To what extent do you agree with the statement: 'Food is served at the appropriate temperature'? *

- Strongly disagree.
- Disagree
- Neutral

- Agree
- Strongly agree.
- Other:

07. To what extent do you agree with the statement: "The physical environment of Indian restaurants in Norway, including table decorations and signage, enhances the overall theme and ambiance". *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

08. "The compatibility of the menu design aligns with the restaurant's features and ambiance about the identity of ethnic restaurants". Please rate your response to this statement. *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

09. To what extent do you agree with the statement that "most Indian restaurants in Norway have an excellent and appropriately themed website with the right information and publicity materials"?

Please rate your response. *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

10. To what extent do you agree with that - most of the Indian restaurants have the presence of pleasant ambiance stimuli, including lighting, music, and aroma. *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

11. How strongly do you believe that the booking services offered by most Indian restaurants in Norway are efficient and effective? *

- Strongly disagree.
- Disagree

- Neutral
- Agree
- Strongly Agree

12. To what degree do you agree that most Indian restaurants in Norway have an efficient and effective process for welcoming and accompanying customers? Please indicate your response. *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

13. How strongly do you believe that each Indian restaurant in Norway offers clear and concise menu item descriptions for effective communication and understanding? *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

14. To what extent do you agree with the statement: "Every Indian restaurant in Norway has an optimized and streamlined food delivery process to ensure efficiency and effectiveness"? Please select one of the following options: *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

15. How would you rate the efficiency of the billing process at Indian restaurants in Norway for accurate and effective transactions? Please select from the following options: *

- strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

16. How would you rate the level of interaction between the restaurant staff and customers as amiable throughout the entire dining experience in Indian restaurants in Norway? Please indicate your response*

- Strongly disagree.

- Disagree
- Neutral
- Agree
- Strongly Agree

17. "I am satisfied with the service at the Indian restaurant in Norway". In response to customer satisfaction, how would you agree with the statement? *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

18. To what extent do you feel that dining at an Indian restaurant consistently meets your expectations? Please select from the following options: *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

19. To what extent would you rate your experience with the Indian restaurant in Norway as excellent? Please select from the following options: *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

20. In terms of your behavioral intention, how likely are you to revisit the Indian restaurant in Norway in the future? Please select from the following options: *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

21. To your behavioral intention, would you recommend Indian restaurants in Norway to friends and family? Please select from the following options: *

- Strongly disagree.
- Disagree
- Neutral

- Agree
- Strongly Agree

22. Regarding your behavioral intention and word-of-mouth communication, how likely are you to speak positively about Indian restaurants in Norway to others? *

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly Agree

Appendix B

Construct Operationalization

Constructs	Sub-dimensions	Description of items
Personal interaction quality (PIQ)	Employees' expertise	Employees' knowledge, employees' service speed
	Employees' problem-solving skills	Employees' attitude, employees' willingness, friendliness, and understandability

*Table 2.2: Construct Operationalization**Construct Operationalization*

Constructs	Sub-dimensions	Description of items
Physical Environment Quality (PEQ)	Equipment	Physical facilities, equipment, parking lots, accessible fire exit, noticeable sprinkler system
	Decor and design	restaurant design layout, room quality, Ambience, atmosphere

Table 2.3: Construct Operationalization

Results from demographic analysis

		Statistics			
		Gender	Ethnicity	Education	Age
N	Valid	231	231	231	231
	Missing	0	0	0	0

Table 4.1

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	41.6	41.6	41.6
	Female	134	58.0	58.0	99.6
	Others	1	.4	.4	100.0
	Total	231	100.0	100.0	

Table 4.2

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	3	1.3	1.3	1.3
	18-25	42	18.2	18.2	19.5
	26-35	86	37.2	37.2	56.7
	36-45	77	33.3	33.3	90.0
	46-55	20	8.7	8.7	98.7
	more	3	1.3	1.3	100.0
	Total	231	100.0	100.0	

Table 4.3: Age Group

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	1	.4	.4	.4
	Secondary	4	1.7	1.7	2.2
	Higher Secondary	19	8.2	8.2	10.4
	Bachelor	70	30.3	30.3	40.7
	Master	126	54.5	54.5	95.2
	PhD	10	4.3	4.3	99.6
	Fagbrev	1	.4	.4	100.0
	Total	231	100.0	100.0	

Table 4.4

		Ethnicity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asia	89	38.5	38.5	38.5
	Africa	6	2.6	2.6	41.1
	North America	11	4.8	4.8	45.9
	South America	5	2.2	2.2	48.1
	Australia	19	8.2	8.2	56.3
	Europe	98	42.4	42.4	98.7
	Antarctica	2	.9	.9	99.6
	British	1	.4	.4	100.0
	Total	231	100.0	100.0	

Table 4.5: Ethnicity

Statistics		
Frequency of Visit		
N	Valid	231
	Missing	0
Mean	3.7792	
Std. Deviation	1.57389	
Minimum	1.00	
Maximum	9.00	

Table 4.6

		Frequency of Visit			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times in week	15	6.5	6.5	6.5
	3-4 times per month	46	19.9	19.9	26.4
	More than once in a month	17	7.4	7.4	33.8
	Once in a month	102	44.2	44.2	77.9
	2-3 times per year	11	4.8	4.8	82.7
	Once in a year	34	14.7	14.7	97.4
	four times in a year	1	.4	.4	97.8
	Never	4	1.7	1.7	99.6
	Rarely	1	.4	.4	100.0
	Total	231	100.0	100.0	

Table 4.6: Frequency of visit; Source: developed for research

Statistics**Average spending**

N	Valid	231
	Missing	0
Mean		2.8788
Std. Deviation		1.02280
Minimum		1.00
Maximum		7.00

Table 4.7**Average spending**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200-300kr	7	3.0	3.0	3.0
	250-500kr	83	35.9	35.9	39.0
	501-1000kr	91	39.4	39.4	78.4
	1001-1500kr	40	17.3	17.3	95.7
	More	5	2.2	2.2	97.8
	Don't remember	1	.4	.4	98.3
	Nothing	4	1.7	1.7	100.0
	Total	231	100.0	100.0	

Table 4.8**Statistics****Reason for visiting Indian restau**

N	Valid	231
	Missing	0
Mean		3.1385
Std. Deviation		1.47967
Minimum		1.00
Maximum		9.00

Table 4.9**Reason for visiting Indian restaurant**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Special Occassion	43	18.6	18.6	18.6
	Corporate Occassion/ business dinner	17	7.4	7.4	26.0
	Entertainment	97	42.0	42.0	68.0
	Timesaving/Convenient	31	13.4	13.4	81.4
	Others	34	14.7	14.7	96.1
	Like indian food	3	1.3	1.3	97.4
	Good taste	4	1.7	1.7	99.1
	Preferred food	1	.4	.4	99.6
	never visited	1	.4	.4	100.0
	Total	231	100.0	100.0	

Table 4.10*Source: developed for research*

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
FOOD QUALITY	231	1.50	5.00	885.50	3.8333	.73294
PHYSICAL ENVIRONMENT QUALITY	231	1.00	5.00	855.75	3.7045	.78822
RESTAURANT QUALITY	231	1.67	5.00	882.00	3.8182	.69514
CUSTOMER SATISFACTION	231	1.00	5.00	915.67	3.9639	.86764
REVISIT INTENTION	231	1.00	5.00	896.00	3.8788	1.05213
Valid N (listwise)	231					

Table 4.11: Descriptive Statistics on Variables

Internal reliability between variables

Case Processing Summary			
		N	%
Cases	Valid	231	100.0
	Excluded ^a	0	.0
	Total	231	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.13

Reliability Statistics	
Cronbach's Alpha	N of Items
.943	20

Table 4.14

Reliability between food quality and customer analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.810	.817	2

Table 4.15

Inter-Item Correlation Matrix		
	FOOD QUALITY	CUSTOMER SATISFACTION
FOOD QUALITY	1.000	.691
CUSTOMER SATISFACTION	.691	1.000

Table 4.16

Reliability between Restaurant quality and customer satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.824	2

Table 4.17

Inter-Item Correlation Matrix		
	RESTAURANT QUALITY	CUSTOMER SATISFACTION
RESTAURANT QUALITY	1.000	.700
CUSTOMER SATISFACTION	.700	1.000

Table 4.18

Reliability between Physical environment quality and customer satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.797	2

Table 4.19

Inter-Item Correlation Matrix		
	CUSTOMER SATISFACTION	PHYSICAL ENVIRONMENT QUALITY
CUSTOMER SATISFACTION	1.000	.663
PHYSICAL ENVIRONMENT QUALITY	.663	1.000

Table 4.20

Reliability between Revisit Intention and customer satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.674	.682	2

Table 4.21

Inter-Item Correlation Matrix

	CUSTOMER SATISFACTION	REVISIT INTENTION
CUSTOMER SATISFACTION	1.000	.518
REVISIT INTENTION	.518	1.000

Table 4.22

Reliability between Food quality, Revisit Intention, and Customer satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.766	3

Table 4.23

Inter-Item Correlation Matrix

	CUSTOMER SATISFACTION	FOOD QUALITY	REVISIT INTENTION
CUSTOMER SATISFACTION	1.000	.691	.518
FOOD QUALITY	.691	1.000	.358
REVISIT INTENTION	.518	.358	1.000

Table 4.24

Reliability between Restaurant quality, Revisit Intention, and Customer satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.756	.779	3

Table 4.25

Inter-Item Correlation Matrix

	CUSTOMER SATISFACTION	RESTAURANT QUALITY	REVISIT INTENTION
CUSTOMER SATISFACTION	1.000	.700	.518
RESTAURANT QUALITY	.700	1.000	.405
REVISIT INTENTION	.518	.405	1.000

Table 4.26

Reliability between Food quality, Revisit Intention, and Customer satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.744	3

Table 4.27

Inter-Item Correlation Matrix

	CUSTOMER SATISFACTION	PHYSICAL ENVIRONMENT QUALITY	REVISIT INTENTION
CUSTOMER SATISFACTION	1.000	.663	.518
PHYSICAL ENVIRONMENT QUALITY	.663	1.000	.295
REVISIT INTENTION	.518	.295	1.000

Table 4.28

Pearson correlation analysis

Descriptive Statistics

	Mean	Std. Deviation	N
FOOD QUALITY	3.8333	.73294	231
PHYSICAL ENVIRONMENT QUALITY	3.7045	.78822	231
RESTAURANT QUALITY	3.8182	.69514	231
CUSTOMER SATISFACTION	3.9639	.86764	231
REVISIT INTENTION	3.8788	1.05213	231

Table 4.29

Correlations

		FOOD QUALITY	PHYSICAL ENVIRONMENT QUALITY	RESTAURANT QUALITY	CUSTOMER SATISFACTION	REVISIT INTENTION
FOOD QUALITY	Pearson Correlation	1	.701**	.724**	.691**	.358**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	231	231	231	231	231
PHYSICAL ENVIRONMENT QUALITY	Pearson Correlation	.701**	1	.755**	.663**	.295**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	231	231	231	231	231
RESTAURANT QUALITY	Pearson Correlation	.724**	.755**	1	.700**	.405**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	231	231	231	231	231
CUSTOMER SATISFACTION	Pearson Correlation	.691**	.663**	.700**	1	.518**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	231	231	231	231	231
REVISIT INTENTION	Pearson Correlation	.358**	.295**	.405**	.518**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	231	231	231	231	231

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.30 Pearson correlation analysis; Source: Developed for research.**Testing hypothesis**

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.635	1	32.635	33.669	<.001 ^b
	Residual	221.971	229	.969		
	Total	254.606	230			
2	Regression	68.188	2	34.094	41.699	<.001 ^c
	Residual	186.418	228	.818		
	Total	254.606	230			

a. Dependent Variable: REVISIT INTENTION

b. Predictors: (Constant), FOOD QUALITY

c. Predictors: (Constant), FOOD QUALITY, CUSTOMER SATISFACTION

Table 4.36

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.909	.346		5.522	<.001
	FOOD QUALITY	.514	.089	.358	5.802	<.001
2	(Constant)	1.389	.327		4.247	<.001
	FOOD QUALITY	.001	.113	.001	.011	.991
	CUSTOMER SATISFACTION	.627	.095	.517	6.594	<.001

a. Dependent Variable: REVISIT INTENTION

Table 4.37

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.697	1	41.697	44.849	<.001 ^b
	Residual	212.909	229	.930		
	Total	254.606	230			
2	Regression	69.080	2	34.540	42.447	<.001 ^c
	Residual	185.526	228	.814		
	Total	254.606	230			

a. Dependent Variable: REVISIT INTENTION

b. Predictors: (Constant), RESTAURANT QUALITY

c. Predictors: (Constant), RESTAURANT QUALITY, CUSTOMER SATISFACTION

Table: 4.39

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.540	.355		4.339	<.001
	RESTAURANT QUALITY	.613	.091	.405	6.697	<.001
2	(Constant)	1.191	.337		3.530	<.001
	RESTAURANT QUALITY	.126	.120	.083	1.047	.296
	CUSTOMER SATISFACTION	.557	.096	.459	5.801	<.001

a. Dependent Variable: REVISIT INTENTION

Table: 4.40

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.124	1	22.124	21.793	<.001 ^b
	Residual	232.482	229	1.015		
	Total	254.606	230			
2	Regression	69.249	2	34.624	42.590	<.001 ^c
	Residual	185.357	228	.813		
	Total	254.606	230			

a. Dependent Variable: REVISIT INTENTION

b. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY

c. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, CUSTOMER SATISFACTION

Table: 4.42

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.421	.319		7.585	<.001					
	PHYSICAL ENVIRONMENT QUALITY	.393	.084	.295	4.668	<.001	.295	.295	.295	1.000	1.000
2	(Constant)	1.543	.308		5.008	<.001					
	PHYSICAL ENVIRONMENT QUALITY	-.115	.101	-.086	-1.143	.254	.295	-.075	-.065	.560	1.784
	CUSTOMER SATISFACTION	.697	.092	.575	7.614	<.001	.518	.450	.430	.560	1.784

a. Dependent Variable: REVISIT INTENTION

Table: 4.43

Multiple regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.759 ^a	.576	.571	.56851	.576	102.907	3	227	<.001

a. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, FOOD QUALITY, RESTAURANT QUALITY

b. Dependent Variable: CUSTOMER SATISFACTION

Table 4.44

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.778	3	33.259	102.907	<.001 ^b
	Residual	73.366	227	.323		
	Total	173.144	230			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, FOOD QUALITY, RESTAURANT QUALITY

Table: 4.45

The regression analysis between revisit intention over food quality, restaurant quality, and physical environment quality.

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	
						F Change	df1	df2		
1	.419 ^a	.175	.164	.96173	.175	16.090	3	227	<.001	

a. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, FOOD QUALITY, RESTAURANT QUALITY
b. Dependent Variable: REVISIT INTENTION

Table 4.46

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.646	3	14.882	16.090	<.001 ^b
	Residual	209.960	227	.925		
	Total	254.606	230			

a. Dependent Variable: REVISIT INTENTION
b. Predictors: (Constant), PHYSICAL ENVIRONMENT QUALITY, FOOD QUALITY, RESTAURANT QUALITY

Table 4.47

Discussions of Major Findings

Research questions	Hypothesis	Results	Achieved
How does food quality influence customer satisfaction in Indian restaurants in Norway?	Food quality is positively related to customer satisfaction.	p < 0.05	Yes
What impact does overall restaurant quality have on customer satisfaction?	Restaurant quality is associated with customer satisfaction in Indian restaurants.	p < 0.05	Yes
How does the physical environment affect customer	Physical environment quality is related to customer	p < 0.05	Yes

satisfaction and revisit intentions?	satisfaction in Indian restaurants.		
To what extent does customer satisfaction impact revisit intentions?	customer satisfaction is positively related to customer intention to revisit.	p < 0.05	Yes
How does customer satisfaction mediate the relationship between food quality and customer intention to revisit in the context of Indian restaurants in Norway?	customer satisfaction mediates the relationship between food quality and customer intention to revisit.	p < 0.05	Yes
In the restaurant industry, how does customer satisfaction mediate the relationship between restaurant quality and customer intention to revisit?	customer satisfaction mediates the relationship between restaurant quality and customer intention to revisit.	p < 0.05	Yes
Does client satisfaction mediate the relationship between physical environment quality and intention to revisit Indian restaurants?	Customer satisfaction mediates the relationship between physical environment quality and intention to revisit.	p < 0.05	Yes

Table 5.1: Summary of Research Objectives, Hypotheses, and Results

Assessing Variable Interrelations for Dataset Validity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.940
Bartlett's Test of Sphericity	Approx. Chi-Square
	2340.811
	df
	153
	Sig.
	<.001

Table 5.12

Rotated Factor Matrix^a (n=231)

	<i>Factor</i>				
	1	2	3	4	5
<i>FQ 1</i>	.623				
<i>FQ 2</i>	.688				
<i>FQ 3</i>	.610				
<i>FQ 4</i>	.692				
<i>FQ 5</i>	.646				
<i>FQ 6</i>					
<i>PEQ</i>			.737		
<i>PEQ 8</i>			.658		
<i>PEQ 9</i>					
<i>PEQ 10</i>					
<i>RQ 11</i>					
<i>RQ 12</i>		.531			
<i>RQ 13</i>		.538			
<i>RQ 14</i>					
<i>RQ 15</i>		.673			
<i>RQ 16</i>		.636			
<i>CSQ 17</i>				.580	
<i>CSQ 19</i>				.769	
<i>RVQ 20</i>					

Table: 5.13

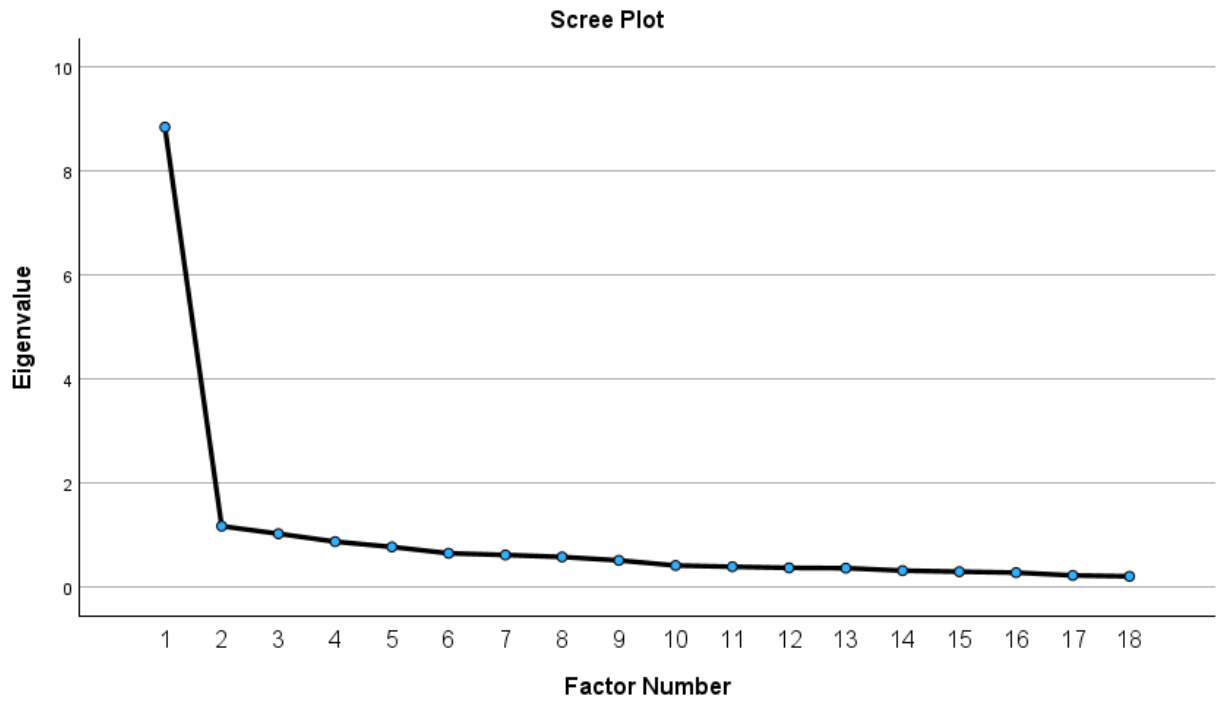


Figure 5.3