
IMPACTS OF THE ATTRIBUTES OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND THE INTERRELATIONSHIP AMONG SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A STUDY OF CASUAL DINING RESTAURANTS OF RANCHI

Abhisek Jana

*Assistant Professor; Department of
HMCT, BIT Mesra, Ranchi, Jharkhand,
India. E-mail: abhisekjanabit@gmail.
com*

ABSTRACT

The primary objective of this study is to identify the impact of the attributes service quality on customer satisfaction and to find out the relationship between service quality, customer satisfaction and customer loyalty in the casual dining restaurant of Ranchi, Jharkhand. In the restaurant sector of Jharkhand, there is a lack of focus in service quality, customer satisfaction and loyalty marketing. The concept of service quality, customer satisfaction and loyalty is in primitive stage in this sector of Jharkhand.

A review of literature was conducted to find out the relationship among service quality, customer satisfaction and customer loyalty. The review of the literature confirms this relationship. A survey was conducted among customers of the quality restaurants in Ranchi. A total of 220 questionnaires were distributed and 148 usable questionnaires were returned. The result indicates that there is a strong positive relationship between tangibles and customer satisfaction, between reliability and customer satisfaction, between assurance and customer satisfaction, between empathy and customer satisfaction and weak positive relationship between responsiveness and customer satisfaction in the casual dining restaurants of Ranchi. There is a strong positive relationship between customer satisfaction and customer loyalty in the casual dining restaurants of Ranchi.

Keywords: *Casual Dining Restaurant, Service quality, Customer satisfaction, Customer Loyalty.*

Introduction

Eating out in casual dining restaurants is getting prevalent day by day. People look for simplifying their lives, seek for convenience and variety. Despite of this, studies on service quality, customer satisfaction and loyalty with the dining experience of the customers offered by casual dining restaurants have remained limited.

Casual dining restaurants are designed to attract not only those individuals whose income and average spending power is not so high but also those customers who like to enjoy their dining experience in casual environment. They enjoy dining out but do not like formal ambience. The ambience or atmosphere of these restaurants is not so formal, the mood is relaxed and food and beverages are priced moderately (Dittmer, 2002). Popular category casual dining restaurants are speciality restaurants, ethnic restaurants, theme restaurants and so forth.

The restaurant sector in Ranchi is highly competitive. Due to competitive business environment, current economic recession hospitality organizations must come up with ways to stay ahead of their competitors. As stated by Bowen and Chen (2001), the concept of delivering quality service for ensuring customer satisfaction to achieve customers' loyalty and subsequent repeat business has always been a normal assumption on the part of many theorists and practitioners. At present it is important to understand whether high quality service really makes the guests satisfied and inspires them to return for repeat visits to the same restaurant. Ganesh et al., (2000) stated that a loyal customer knows the product better, requires less information, purchases more, is ready to pay higher prices for those services and offers word-of-mouth recommendations to others. Fornell (1992) argued that customers who are satisfied are more likely to establish loyalty, repeat purchases and favourable word of mouth. Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring even more customers.

A few studies show the relation of service quality and customers satisfaction about the hospitality provider firms (Brady et al., 2001; Kara et al., 1995; Gilbert et al., 2004; Qin and Prybutok, 2008; Lee and Ulgado, 1997). But most of the studies are limited with focusing only on customer satisfaction and service quality. In the restaurant sector of Jharkhand, there is a lack of focus in service quality, customer satisfaction and loyalty marketing. The concept of service quality, customer satisfaction and loyalty is in primitive

stage in this sector of Jharkhand. The present study makes an attempt to find out the impact of the attributes service quality on customer satisfaction and relationship between service quality, customer satisfaction and customer loyalty.

Objectives of the study:

The objectives of the study are:

To identify the impact of the attributes service quality on customer satisfaction in the casual restaurants of Ranchi, Jharkhand.

To find out the relationship between service quality, customer satisfaction and customer loyalty in the casual dining restaurant of Ranchi, Jharkhand.

Review of Literature:

Service Quality:

Service can be defined in many ways depending on which area the term is being used. Service can be defined as an intangible offer by one party to another in exchange of money for pleasure. Quality is one of the things that consumer looks for in an offer, which happen service to be one. Quality can also be defined as the totality of features and characteristics of product or services that bear on its ability to satisfy stated or implied need (Kotler et al 2001, p.831). Fogil(2006.p.4)define service quality as “a global judgement or attitude relating to a particular service: the customer’s overall impression of the relative inferiority or superiority of the organization and its service”. Service quality is a cognitive judgement. According to Parasuraman et al. (1985), service quality is the differences between customer expectations and perceptions of service. The assumption behind this definition is that customers’ perceptions of service quality are formed according to the performance of the service they experience.

One of the key determinants of customer satisfaction in hospitality industry is service quality (Saleh and Ryan, 1991). Due to inherent characteristics of intangibility, perishability, heterogeneity, inseparability the quality of service is more difficult to evaluate for the customers. When customers purchase any service, there are very few tangible cues exist, such as service providers’ physical facilities, equipment and personnel.

SERVQUAL Model

Parasuraman et al.’s (1985) SERVQUAL model (service quality) has been proven to be one of the best ways to measure the service quality provided to the customers. They undertook a Qualitative Research to investigate the

concept of service quality. They arranged an in depth interview with the executives and Focus Group interviews with customers to develop a model of service quality. They proposed the following service quality model according to their research: According to their finding, the five gaps are as follows.

Market side:

Gap 1: consumer's Expectations- Managements perceptions Gap (will impact on the customer's evaluations of service quality)

Gap 2: Management perception of consumer expectations-Service quality specification.

GAP 3: Service Quality Specifications-Service Delivery (will impact on the service quality from the customer's standpoint)

GAP 4: Service Delivery-External Communications (will impact on the service quality from the customer's standpoint)

Customer Side

GAP 5: Consumer's Expected Service- Consumer's Perceived Service.

The study conducted by Parasuraman et al. (1985) revealed that there are more than 200 attributes of service quality. Parasuraman et al. (1985) also found that these 200 attributes fall into 10 potentially overlapping dimensions which are used by the customers in evaluating service quality. These 10 dimensions are labelled as "service quality determinants" are Tangibles, Reliability, Responsiveness, Competence, Courtesy, Credibility, Security, Access, Communication and Understanding/knowing the customer. However, these 10 dimensions have been condensed into five dimensions by Parasuraman et al. (1988) in their SERVQUAL model. Competence, credibility, security and courtesy were combined into the dimension of Assurance; and communication, understanding/knowing the customer and access were combined into the dimension of Empathy.

Tangibles: Physical facilities, equipment and appearance of personnel

Reliability: The ability to perform the service dependably and accurately.

Responsiveness: Willingness to help customers and provide prompt service.

Assurance: Knowledge and courtesy of employee and their ability inspire trust and confidence.

Empathy: Caring individualized attention the firm provides to its customers.

Customer's perception of service quality depends on the nature of the discrepancy between the expected service (ES) and perceived service (PS) as follows:

- ▶ Service quality is unacceptable or less than satisfactory level when customer's expected service quality is not met.

$$PS < ES \text{ or } PS - ES < 0 \quad [PS = \text{Perceived Service Quality, } ES = \text{Expected Service Quality}]$$

- ▶ Service quality is acceptable or satisfactory when customer's expected service quality is met.

$$PS = ES \text{ or } PS - ES = 0$$

- ▶ Service quality exceeds customer's expectation.

$$PS > ES \text{ or } PS - ES > 0$$

Customer Satisfaction

One of the most significant outcomes in the marketing literature is customer satisfaction. It serves to link processes culminating purchase and consumption with post purchase phenomena such as attitude change, repeat purchase, and brand loyalty (Surprenant and Churchill, 1982). According to Oliver (1980), the customer satisfaction model explains that when the customers compare their perceptions of actual products/services performance with the expectations, then the feelings of satisfaction have arisen. Several studies suggest that customer satisfaction is a key determinant of customers' behavioral intentions and customer retention (Oliver, 1980; Fornell, 1992; Cronin and Taylor, 1992; Bolton and Drew, 1994).

In service industry, basic dimensions of customer satisfaction include service quality, product quality, price and location. A customer satisfaction model developed by Oliver (1981) explained that feelings of satisfaction arise when customers compare their perception of the actual product's or service's performance and to their expectations. According to Oliver (1981) customer satisfaction is an emotional post consumption evaluative judgment concerning a product or service. Tse and Wilton (1988, pp.204) defined customer satisfaction as a "consumer response to the evaluation of the perceived difference between expectations and final result after consumption." Fornell (1992) defined satisfaction as an overall evaluation after purchase. All the definitions of customer satisfaction have described satisfaction as a process and they recognized that satisfaction is the final step of a psychological process.

Customer Loyalty

Loyalty is defined as a commitment to re-buy or re-patronize a preferred product or service (Skogland and Siguaw (2004). That will lead to repeated same-brand purchasing despite of situational influences. Moreover the marketing efforts have the potential to cause the switching behavior of the customers (Skogland and Siguaw (2004). According to Kandampully and Suhartanto (2000), loyal customer is a customer who intends to repurchase from the same service provider, to keep an positive attitude towards the service firm, and willing to refer the service to others. Customer loyalty is defined as a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver, 1997).

Interrelationship between service quality, customer satisfaction and customer loyalty:

Various studies have examined the relationship between service quality, customer satisfaction and customer loyalty. The impact of service quality on several aspects of customers' behavior is evident. Many researchers believe that perceived service quality influences customer loyalty indirectly through customer satisfaction (Anderson and Sullivan, 1993; Caruana, 2002; Beerli et al., 2004; Lewis and Soureli, 2006). Several studies have attempted to determine both empirical and conceptual relationship between customer satisfaction and service quality (Bitner and Huber, 1993; Oliver, 1993; Taylor and Baker, 1994). However, the relationship is not unanimously agreed upon. In many cases, customer satisfaction and service quality are used interchangeably (Iacobucci, Grayson and Ostrom, 1994).

Hypothesis Formulation:

Service quality attributes – Customer Satisfaction

H1a0: There is no significant relation between tangibles and customer satisfaction in the casual dining restaurants.

H1aa: There is a positive significant relation between tangibles and customer satisfaction in the casual dining restaurants.

H1b0: There is no significant relation between reliability and customer satisfaction in the casual dining restaurants.

H1ba: There is a positive significant relation between reliability and customer satisfaction in the casual dining restaurants.

H1c0: There is no significant relation between responsiveness and customer satisfaction in the casual dining restaurants.

H1ca: There is a positive significant relation between responsiveness and customer satisfaction in the casual dining restaurants.

H1d0: There is no significant relation between assurance and customer satisfaction in the casual dining restaurants.

H1da: There is a positive significant relation between assurance and customer satisfaction in the casual dining restaurants.

H1e0: There is no significant relation between empathy and customer satisfaction in the casual dining restaurants.

H1ea: There is a positive significant relation between empathy and customer satisfaction in the casual dining restaurants.

Customer Satisfaction – Customer Loyalty

H2a0: There is no relation between customer satisfaction and customer loyalty in the casual dining restaurants.

H2aa: There is a positive significant relation between customer satisfaction and customer loyalty in the casual dining restaurants.

Methodology

Research design in the initial stage is exploratory. It consists of secondary data scanning and pilot survey, which helped to give an idea about the primary data sources and data collection tools to use and in designing questionnaire. This stage of study helped to draw the line of action for the later stage of research. A structured questionnaire with a formal list of pre-arranged questions is used. The questionnaire consists of close-ended questions, which includes multiple-choice questions and as well as open ended that allow respondents to give views and opinions about their dining experiences.

A survey was conducted among customers of the quality restaurants in Ranchi. A total of 220 questionnaires were distributed and 148 usable questionnaires were returned. The survey instrument was first developed using review of literature and consultation with the faculties of Department of Hotel Management at Birla Institute of Technology, Mesra. A pre-test of the questionnaire was conducted among students in the Department of Hotel Management at Birla Institute of Technology, Mesra. The results of the pre-test were used to refine the instrument to improve its clarity and depth. The perceptions of the respondents were measured using a Likert scale of 5 points, with 1 standing for strongly disagree, 2 for Disagree, 3 for Not sure, 4 for

Agree, 5 for Strongly disagree.

Data is analysed using SPSS software version 20. Customers who expressed their interest to participate in this study were given questionnaires to fill in after their meal experience. The reliability test is undertaken to indicate the reliability of the data. Cronbach's α value of the data is 0.884, indicating reliability of the data and internal consistency of the items is acceptable.

Operationalization of variables:

The variables are operationalized in present research as follows:

The Service Quality Attributes consist of five components: Tangibility, Reliability, Responsiveness, Assurance and Empathy. These components are based on SERVQUAL model. This study uses multiple item scale items adapted from Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988). SERVQUAL: A multiple-item scale for marketing consumer perceptions of service, *Journal of Retailing*, Vol. 64, Issue No. 1, pp. 12-40.

Customer satisfaction is measured using multiple scale items adapted from Oliver, Richard L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions," *Journal of Marketing Research*, 17, 460—469.

In present study customer loyalty is measured using multiple scale items from Oliver, Richard L. (1999), "Whence consumer loyalty," *Journal of Marketing*, 63 (Special Issue), 33 – 44.

Data Analysis:

Descriptive Statistics of Constructs

The descriptive statistics of the constructs are presented to get an overview of the rated attributes of service quality, customer satisfaction and loyalty. Standard deviation, mean, maximum and minimum values are indicated in table1.

Table1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tangibles	148	2.00	4.67	3.4955	.61042
Reliability	148	2.00	5.00	3.5372	.62567
Responsiveness:The service of the hotel is very prompt.	148	2.00	5.00	3.3108	.84798

Assurance	148	2.50	5.00	3.7128	.59502
Empathy	148	2.00	5.00	3.2669	.80266
Customer_Satisfaction	148	2.17	5.00	3.5800	.57059
Customer_Loyalty	148	2.07	4.13	3.2423	.57744
Valid N (listwise)	148				

Measures of Association

Measures of association are statistics for measuring the strength of a relationship between two variables. Correlation measures the degree of association between two variables. Karl Pearson's coefficient of correlation is a quantitative measure of the degree of relationship between two variables x and y.

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}$$

Where r = Karl Pearson's coefficient of correlation

x and y are variables.

The coefficient of correlation lies between +1 and -1.

When r = 0, indicates no correlation

r > 0.50, indicates weak positive correlation

r = 0.50, indicates moderate positive correlation

r > 0.50, indicates strong positive correlation

r > -0.50, indicates weak negative correlation

r = -0.50, indicates moderate negative correlation

r > -0.50, indicates strong negative correlation

Hypothesis Testing:

H1a0: There is no significant relation between tangibles and customer satisfaction in the casual dining restaurants.

H1aa: There is a positive significant relation between tangibles and customer satisfaction in the casual dining restaurants.

Table No.2 shows that the correlation (r) of tangibles is 0.640 and p-value is 0.000, which is less than 0.01. We therefore reject the null hypothesis, and concluded that there is a strong positive (r = .640) relationship between

tangibles and customer satisfaction in the casual dining restaurants of Ranchi. Hence alternative hypothesis (H1aa) is accepted.

H1b0: There is no significant relation between reliability and customer satisfaction in the casual dining restaurants.

H1ba: There is a positive significant relation between reliability and customer satisfaction in the casual dining restaurants.

Table No.2 shows that the correlation (r) of reliability is 0.612 and p -value is 0.000, which is less than 0.01. We therefore reject the null hypothesis, and concluded that there is a strong positive ($r = .612$) relationship between reliability and customer satisfaction in the casual dining restaurants of Ranchi. Hence alternative hypothesis (H1ba) is accepted.

H1c0: There is no significant relation between responsiveness and customer satisfaction in the casual dining restaurants.

H1ca: There is a positive significant relation between responsiveness and customer satisfaction in the casual dining restaurants.

Table No.2 shows that the correlation (r) of responsiveness is 0.386. We therefore accept the null hypothesis, and concluded that there is a weak positive ($r = .386$) relationship between responsiveness and customer satisfaction in the casual dining restaurants of Ranchi. Hence null hypothesis (H1co) is accepted.

H1d0: There is no significant relation between assurance and customer satisfaction in the casual dining restaurants.

H1da: There is a positive significant relation between assurance and customer satisfaction in the casual dining restaurants.

Table No.2 shows that the correlation (r) of assurance is 0.684 and p -value is 0.000, which is less than 0.01. We therefore reject the null hypothesis, and concluded that there is a strong positive ($r = .648$) relationship between assurance and customer satisfaction in the casual dining restaurants of Ranchi. Hence alternative hypothesis (H1da) is accepted.

H1e0: There is no significant relation between empathy and customer satisfaction in the casual dining restaurants.

H1ea: There is a positive significant relation between empathy and customer satisfaction in the casual dining restaurants.

Table No.2 shows that the correlation (r) of empathy is 0.604 and p -value is 0.000, which is less than 0.01. We therefore reject the null hypothesis, and concluded that there is a strong positive ($r = .604$) relationship between

Table 2: Correlation Table

	Customer Satisfaction	Reliability	Tangibles	Responsiveness	Assurance	Empathy	Customer Loyalty
Customer Satisfaction	Pearson Correlation	.612**	.640**	.386**	.684**	.604**	.704**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Reliability	Pearson Correlation	.612**	.462**	.600**	.563**	.610**	.472**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Tangibles	Pearson Correlation	.640**	.462**	.436**	.588**	.515**	.511**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Responsiveness	Pearson Correlation	.386**	.436**	.436**	.353**	.597**	.453**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Assurance	Pearson Correlation	.684**	.588**	.353**	.588**	.511**	.566**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Empathy	Pearson Correlation	.604**	.515**	.597**	.511**	.511**	.522**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148
Customer Loyalty	Pearson Correlation	.704**	.511**	.453**	.566**	.522**	.522**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	148	148	148	148	148	148

** Correlation is significant at the 0.01 level (1-tailed).

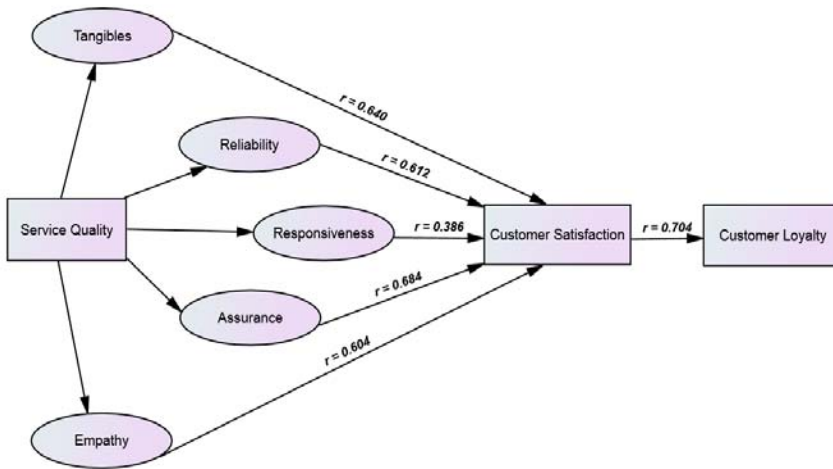
empathy and customer satisfaction in the casual dining restaurants of Ranchi. Hence alternative hypothesis (H1ea) is accepted.

H2a0: There is no relation between customer satisfaction and customer loyalty in the casual dining restaurants.

H2aa: There is a positive significant relation between customer satisfaction and customer loyalty in the casual dining restaurants.

Table No.2 shows that the correlation (r) of customer loyalty is 0.704 and p -value is 0.000, which is less than 0.01. We therefore reject the null hypothesis, and concluded that there is a strong positive ($r = .704$) relationship between customer satisfaction and customer loyalty in the casual dining restaurants of Ranchi. Hence alternative hypothesis (H2aa) is accepted.

Figure 1: Impacts of the attributes of service quality on customer satisfaction and the interrelationship between service quality, customer satisfaction and customer loyalty



Conclusion

The primary of the present study is to identify the interrelationships between service quality, customer satisfaction and customer loyalty in the casual dining restaurants of Ranchi. The study sought to identify the most important attributes in the casual restaurant settings that may be used to review characteristics of the casual restaurants as experience by the customers. Based on hypothesis H1aa and H1a0, a strong positive correlation was found between tangibility and customer satisfaction. It means that as casual restaurants' tangibility increase, customer satisfaction also increases. Hypothesis H1ba

and H1b0 demonstrate the strong positive correlation between reliability and customer satisfaction. This positive relation means that as the performance and reliability of the employees increase, customer satisfaction also increases. According to hypothesis H1c0 and H1ca, a weak relationship was found between responsiveness and customer satisfaction. Hypothesis H1d0 and H1da show that there is a strong positive relationship between assurance and customer satisfaction. It means that as the assurance from restaurant employees increases, customer satisfaction also increases. Based on hypothesis H1e0 and H1ea a strong positive correlation was found between empathy and customer satisfaction. It means that as the employee and customer interactions increase, customer satisfaction also increases. Hypothesis H2a0 and H2aa demonstrate the strong positive correlation between customer satisfaction and customer loyalty. It means that as the customers are satisfied, there is a high chance for customer loyalty.

Reference

- Anderson, E.W., Sullivan, M.W. (1993). *The antecedents & consequences of customer satisfaction for firm*. *Marketing Science*, 12(1), 125-143.
- Beerli, A., Martín, J., & Quintana, A. (2004). *A model of customer loyalty in the retail banking market*. *European Journal of Marketing*, 38, 253-275.
- Brady, M.K., Robertson, C. J., & Cronin, J. J. (2001). *Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers*. *Journal of International Management*, 7, 129-49.
- Bitner, M. J., & Huber, A. R. (1993). *Encounter satisfaction versus overall satisfaction versus quality*, in *The Service Quality Handbook*, E.E. Scheuing and W.F. Christopher, eds. New York: American Management Association, pp.72-94.
- Bolton, R. N., & Drew, J. H. (1994). *Linking customer satisfaction to service operations and outcomes*”(with James H. Drew), in Roland T. Rust and Richard L. Oliver (Eds.), *Service Quality: New Directions in Theory and Practice*, 1994, Chapter 8, Newbury Park, CA: Sage Publications, Inc., pp.173-200.
- Bowen, J. T., & Chen, S. L. (2001). *The relationship between customer loyalty and customer satisfaction*. *International Journal of Contemporary Hospitality Management*, 13, 213.

- Caruana, A. (2002). *Service loyalty, the effects of service quality and the mediating role of customer satisfaction*. *European Journal of Marketing*, 36, 811-828.
- Churchill, G. A., & Suprenant, C. (1982). *An investigation into determinants of consumer satisfaction*. *Journal of Marketing Research*, 16, 64-73.
- Cronin, J. J., & Taylor, S. A. (1992). *Measuring service quality: A Re-examination and extension*. *Journal of Marketing*, 56(3), 55-68.
- Dittmer, P. R., & Griffin, G. G. (1994). *Principles of food, beverage, and labour cost controls*, (5th Edn.). New York, Van Nostrand Reinhold.
- Fogli, L. (2006). *Customer Service Delivery*, San Francisco: Jossey-Bass.
- Fornell, C. (1992). *A national customer satisfaction barometer: The Swedish experience*. *Journal of Marketing*, 56, 6-21.
- Ganesh, J., Arnold, M. J., & Reynolds, K. E. (2000). *Understanding the customer base of service providers: An examination of the differences between switchers and stayers*. *Journal of Marketing*, 64, 65-87.
- Gilbert, G. R., Veloutsou, C., Goode, M. M. H., & Moutinho, L. (2004). *Measuring customer satisfaction in the fast food industry: a cross-national approach*. *The Journal of Services Marketing*, 18(5), 371-83.
- Iacobucci, D., Grayson, K. A., & Ostrom A. L. (1994). *The calculus of service quality and customer satisfaction: Theoretical and empirical differentiation and integration*. *Advances in Services Marketing and Management*, 3, 1-67.
- Kara, A., Kaynak, E., & Kucukemiroglu, O. (1995). *Marketing strategies for fast-food restaurants: a customer view*. *International Journal of Contemporary Hospitality Management*, 7(4), 16-22.
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2001). *Principles of Marketing, Third European Edition*, Prentice Hall, Harlow.
- Kandampully, J., & Suhartanto, D. (2000). *Customer Loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image*. *International Journal of Contemporary Hospitality Management*, 12, 346.

- Lee, M., & Ulgado, F. M. (1997). *Customer evaluation of fast-food services: a cross-national comparison. The Journal of Services Marketing, 11(1), 39-52.*
- Lewis, B., & Soureli, M. (2006). *The antecedents of consumer loyalty in retail banking. Journal of Consumer Behaviour, 5, 15-31.*
- Oliver, R. L. (1980). *A cognitive model of antecedent and consequences of satisfaction decisions. Journal of Marketing Research, 18, 460-469.*
- Oliver, R. L. (1981). *Measurement and evaluation of satisfaction processes in retailing setting. Journal of Retailing, 57, 25-48.*
- Oliver, R. L. (1993). *A conceptual model of service quality and service satisfaction: Compatible goals, different concept. Advances in Services Marketing and Management: Research and Practice, 2, 65-85.*
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer, McGraw-Hill, New York, NY.*
- Oliver, R. L. (1999). *Whence consumer loyalty?, Journal of Marketing, 63, 33-44.*
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). *A conceptual model of service quality and its implications for future research. Journal of Marketing, 99, 41-50.*
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). *SERVQUAL: A multiple-item scale for marketing consumer perceptions of service. Journal of Retailing, 64(1), 12-40.*
- Qin, H., & Prybutok, V. R. (2008). *Determinants of customer-perceived service quality in fast-food restaurants and their relationship to customer satisfaction and behavioral intentions. Quality Management Journal, 15(2), 35-50.*
- Saleh, F., & Ryan, C. (1991). *Analyzing service quality in the hospitality industry. The Service Industry Journal, 11(3). Retrieved from ProQuest database.*
- Skogland, I., & Siguaw, J. A. (2004). *Are your satisfied customers loyal?, Cornell Hotel and Restaurant Administration Quarterly, 45(3), .221-234.*



- *Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. Journal of Retailing, 70, 163-178.*
- *Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction: An extension, Journal of Marketing Research, 25 (May), 204-212.*

