



The Impact of Service Quality on Customer Satisfaction: A Study of Arab restaurants in Malaysia

Research paper

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Abstract

The aim of conducting this research is to study the impact of service quality on customer satisfaction for Arab restaurants in Malaysia. The factors of service quality that were adopted are Tangibility, Reliability, Responsiveness, Assurance and Empathy. In order to accomplish the objectives of this research, a quantitative approach has been adopted to conduct the study with positivism paradigm, explanatory design, and cross-sectional strategy. The data collection was done through survey questionnaire with three parts, first part includes respondents' personal information, and second part includes questions about independent variables, third part about dependent variable which is customer satisfaction, the questionnaire was distributed among 200 respondents in the demographic area. However, the data was collected from 135 completed questionnaire observed by convenience sampling. The adopted data in this research is primary data. The data was analyzed by the software SPSS 24.0 where the correlation analysis was conducted to examine the relationship between the variables of service quality and customer satisfaction, and regression analysis to explore the impact of the independent variables on customer satisfaction, according to the findings of this study, the correlation analysis has demonstrated that the relationship between five variables and customer satisfaction is positive relationship, and the regression analysis demonstrated that all variables of service quality have a positive significant impact on customer satisfaction except the responsiveness has negative significant impact on customer satisfaction.

Key words: Service quality, Customer Satisfaction, Malaysia, Arab Restaurants.

1. Introduction

Service quality and customers' satisfaction are main elements in the external relation system for every organization where they highly specify the organization ability of competition. The organizations have been beginning in concentrating to develop and apply the standards of service according to their desire in managing the relationships with clients, where the reviewing of these standards as a part of firms culture to find an effective methods to its implementation and development (Archakova, 2013). Quality has drawn the attention of researchers and practitioners over the previous years, but most of it were in manufacturing segment at first stage since 1980s, despite of that, quality has been recognized with widely in services segment and its performance in business through its significant influences on the variety dimensions of business performance, Many techniques were created in order to study the quality of services such as SERVQUAL (Parasuraman et al., 1985, 1988), SERVPERF (Cronin & Taylor, 1992), Synthesized model of service quality (Brogowicz et al., 1990) and others, through these frameworks, researchers illustrated many

advantages of service quality, such as its contribution to improve customers' satisfaction as well as customers loyalty, mouth positive words, reduction the costs of operations as well as staff turnover, expand the market share, profitability growth, researchers confirmed the significance of service quality and its direct and indirect impact on customers' satisfaction and their loyalty (Minh and Matsui, 2015). The importance of service quality provision in restaurants industry has found a big attention by researchers and operators. Conventionally, quality of service is considered main factor to make customers satisfied, enhance incomes and market share, according to previous studies stated that providing high services quality and high food quality may enhance client's satisfaction even in unacceptable food environment. Thus, to understand the factors that impact on consumers' satisfaction and their loyalty the indicators of service quality in this industry must be determined in addition to the relationship with client's loyalty (Keshavarz, 2016). Dastane & Fazlin (2017) reinvestigated factors affecting customer satisfaction in Malaysian fast food industry and found that service quality plays important role in satisfying as well as retaining the customers. From an operational management perspective, it is clear that clients play an important role in organizational processes. Before placement Strategy and organizational structure, the customer is the first aspect to be taken into account by management. The questions that are formulated in strategic planning come from who should accept these offers, where are they and how much can they buy to reach customers and give them maximum satisfaction? After that question, the organization will design the product, market segments and create brand awareness. This demonstrates not only the importance of customers in the business environment, but also the importance of meeting them (Agbor, 2011). For several previous years, in services sector, customer satisfaction has been very important, it is widely known that high quality of delivered services and customers' satisfaction are essential factors lead to make organizations successful, particularly, in restaurants, tourism and hotel industry (Sim and Jones, 2006). The main purpose of this study is to investigate the impact of service quality on customer satisfaction in Arab restaurants in Malaysia. Arab restaurants business in Malaysia increased in the last years ago, especially with the increasing the number of Arab tourists arrival to Malaysia after the tragedian events in 2001 in America (Salleh, Redzuan, 2010). although the numerous of studies about service quality and its effect on customer satisfaction, the studies that concentrate on Arab restaurants are limited, the importance of this study to determine the effect of factors of service quality that represented with five dimensions which are tangibles, responsiveness, assurance, reliability and empathy on customer satisfaction. In the past decades, many researches has conducted in the field of service quality, it argued the target that has not been reached to agreement in opinions to define and measure this target, the last new studies identified service quality as a scale determine which service does provide client's needs, and indicate a comparison between clients expectation with clients perceptions. Gronroos (1984) has identified perceived quality of service to be a result of customers forecasts of service and the real service, where the service quality is measured by two main ways, from services deliverers' point of view, and from client's point of view, Actually, client perspective is the central aim of this research because it redirects the industry managers to the client's needs, where, it is noted that service quality measurement is a significant field of scientific and academic fields, it has gained special importance in particular with the contribution of many authors like. A conceptual model of service quality and its implications for future research. The organization should constantly seek to develop the services sector in line with customers' wishes and needs, which may lead to increase the volume of production, increasing profits, getting good reputation domestically and internationally and imposing its control in the competitive environment of work (Gilbert & Veloutsou, 2006).

Restaurants business sector, because the evaluations are not made based on the service results, but on the deliver services process as well, where the encounter of services in restaurants setting comprises of three main items which are: environmental items (music, design, lightning), staff (skills, reliability), and customers (interaction with other customers) (Marković, 2010). Word of Mouth also influences perceived value and intern the satisfaction (Oluwafemi & Dastane, 2016). The same is also validated for sales promotion schemes (Jallow & Dastane, 2016). Restaurants business sector, because the evaluations are not made based on the service results, but on the deliver services process

as well, where the encounter of services in restaurants setting comprises of three main items which are: environmental items (music, design, lightning), staff (skills, reliability), and customers (interaction with other customers) (Marković, 2010). Despite of several studies have been conducted about quality of services in restaurants industry and the extent of its effect on customer satisfaction, the studies that have stated the Arab restaurants and the quality of delivered services in these restaurant and how it effects on customer satisfaction are still limited, where these restaurants is suffering from weakness in services delivery as well as managing the businesses. Consequently, they are unable to follow a specific way to satisfy customers, because of the lack of the experience in management the organizations compared with other operators and business managers from different countries and nationalities.

This study aims to explore the impact the service quality on customer satisfaction in Arab restaurants in Malaysia by studying the relationship between service quality dimensions which are tangibles, reliability, responsiveness, assurance and empathy, as an independent variables and customer satisfaction as a dependent variable, and this study will show how each factor of these factors effect on customer satisfaction and if this factor affect positively or negatively as well as significantly or insignificantly. The specific objectives of the study include To study the effect of tangibility on customers' satisfaction, To study the effect of reliability on customers' satisfaction, To study the effect of responsiveness on customers' satisfaction, To study the effect of assurance on customers' satisfaction, To study the effect of empathy on customers' satisfaction. Corresponding research questions are What is the effect of tangibles on customers' satisfaction? What is the effect of reliability on customers' satisfaction? What is the effect of responsiveness on customers' satisfaction? What is the effect of assurance on customers' satisfaction? What is the effect of empathy on customers' satisfaction?

2. Literature Review

Service Quality: The concept service is defined differently in literature of service quality, services can be defined as the activities that can be determined separately, and the intangible actions essentially, that provide the desire to purchase and aren't necessarily associated with specific product sale or other service (DuPlessis & Rousseau, 2003). Service quality was identified by Parasuraman et al. (1988) as a measurement tool named SERVQUAL, this tool is the most used tool widely where the purpose of it, is to assist service managers to analyze and improve the quality of offered services by them (Ramseook-Munhurrun, 2012). As well as it was defined as an effective instrument to build a competitive position in addition to improve the organizational performance (Ghimire, 2012).

Dimensions of Service Quality: Tangibility refer to the appearance of the organization's physical facilities, equipment, and staff. Therefore, restaurants use tangibles to convey their picture and quality of signal to customers (Omar, Arifin and, Ahmad 2016). So, Tangibles could be defined as the physical facilities appearance, personnel appearance, equipment, and communication materials (Ramseook-Munhurrun, 2012). Tangibles indicates to material of communication, employees, employees and physical facilities, equipment of the organization (Karki, 2018). Tangibility is defined as the extent to which physical facilities, equipment and staff appearance are appropriate. The modern equipment, well-dressed staff, physical facilities, and ingredients seem to be interesting, as it is contained in tangibility factor in restaurant industry (Aftab, 2016). Reliability describes the ability to offer promised services dependably and accurately. Reliability is identified as the extent of delivering an ensured service precisely and reliably, as well as the ability to deliver the promised service precisely and dependably (Armstrong, 2012). Reliability means that an organization fulfills its promises – regarding to service offering, delivery, pricing, and solving problem. In restaurants, reliability is characterized by commitment to customer demands regarding the menu elements preparation, table reservations and accurate billing (Omar, 2016).

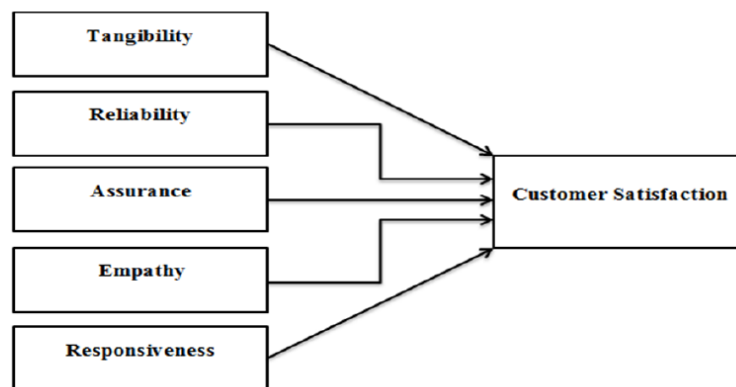
Responsiveness could be defined as the desire to assist customers and deliver the services quickly to them, it is represented as much as the service providers are willing to deliver timely services to the customers as well as accommodate them (Armstrong, 2012), Responsiveness is defined as the extent of willingness of services deliverers to provide rapid service as well as assist customers where this factor concentrates promptness and attentiveness to treat with clients' questions, demands, complaints and problems (Omar, 2016). Responsiveness: It is the willingness to offer prompt and constant service in order to assist customers (Karki, 2018). Assurance ability of the employee to make customers feeling confidence in the organization, when the patrons feel the service needs to improve this dimension will be very important (Omar, 2016). Assurance shows in the restaurant as a very knowledgeable and friendly staff and feel secure in financial transactions from customers (Aftab et al, 2016). Assurance is also defined as the knowledge and courtesy of the employees and their ability to express the confidence and trust the company offers to its customers. Assurance (including security, courtesy, competence and credibility): It is correlated with good information and manners of staff as well as their traits and skills to provide the confidence and ensure trust to the clients (Karki, 2018).

Empathy is the personalized caring and which providing by organization to its customers, the essence of the empathy is to perform a special service for customers (Omar, 2016). Empathy is willingness to respond in suitable way that simulates customers' emotions any time (Shaffer, 2008). Empathy is defined by the extent to which customer care and individual considerations are offered by an organization (Armstrong, 2012). Empathy (including understanding, access, and communication with clients): It indicates to personnel and individualized caring, attention as well as understanding that the organization grants for its clients (Karki, 2018). Customer's satisfaction is the customers' evaluation based on consumption experiences either goods or service (Cronin & Taylor, 1992). While other researchers defined customer satisfaction is their judgment about characteristics of product or services which provide a pleasurable level of consumption associated with fulfilment (Omar, 2016). Customers' satisfaction is customers' evaluation to quality of delivered services and products as good as they expect to be (Choi, 2001).

Review of the Service Quality models: Gronroos Model: Technical and functional quality model which was conducted by Gronroos in (1984), this theory stated that companies to be able compete successfully, have to understand quality of customers' perception and how the quality of services could be affected. Managing perceived quality of service means a matching process between perceived service and expected service until the customers' satisfaction has been achieved (Seth, 2005). Gronroos model was considered general model, it never provided any technical tool to measure the functional and technical quality (Baharun et al., 2012). Gronroos determined three main components of service quality which are: technical quality or outcomes which means what clients receive, functional quality that related with the way of receiving service by customers, and image which is built by functional and technical quality and some factors influence like (marketing communication, mouth word, ideology, tradition, pricing and customer needs) (Ghotbabadi, 2012). GAP Model: Service quality concept includes seven main gaps (Shahin, 2004), and this model is an extension of Parasuraman et al. (1985), who they proposed that quality of service is a functional differences between performance and expectation along dimensions of quality, they based on gaps analysis in order to develop service quality model (Seth, 2005). The different gaps that had been shown in this model are: Gap 1: Difference between customers' expectations and management perception: because of non-existence an orientation toward marketing research, inadequate upward communication, and so many level of management. Gap 2: Difference between management perception and service specification: as an outcomes of deficient commitment to quality of service enough, unfeasibility perception, inadequate tasks consolidation, and absence of targets setting. Gap 3: difference between service specification and delivered service: this difference comes because of conflicts, poor staff performance a poor function of technology, unsuitable observation control systems, missing the perceived control and teamwork. Gap 4: Difference between service delivery and external communication: as a result of inadequate horizontal communications and propensity to over-

promise. Gap 5: Difference between consumers' expectations and perceived service: this gap relies on the direction and size of the four previous gaps related with delivered service quality by the marketers Gap6: The difference between consumers' expectations and employees perceptions: because of discrepancy to understand consumers' forecast among service deliverers. Gap7: The difference between Employees' perceptions and management perceptions: because of discrepancy to understand clients' forecast among managers and service deliverers.

SERVPERF model (Cronin and Taylor, 1992): Researchers did an investigation about service quality concepts and its relation with customers' satisfaction and their intention to purchase, they compared calculated difference grades with perception and as a conclusion they found that the best predictor to measure quality of service are only the perceptions (Seth, 2005). Cronin and Taylor developed new model to measure the quality of service, named SERVPERF, they supposed that adopted concepts of SERVQUAL model in addition to the developed methodology to measure the quality of service are inadequate, they discussed that used method of service quality measuring which had been concluded from gap model and modeled as (perceived performance – expectation formula) isn't supported by with theoretical and empirical researches, they illustrated that the marketing methods quite support its conceptualizes compared with performance (Adin, 2013). E-service quality model (Santos, 2003): E-service means to provide customers by services electronically through Web net where the interaction between customers and services provider totally or partially by the internet (Ojasalo, 2010). Many researches for the last two decades addressed different sides for quality of service, service quality was considered a critical factor for success as well as it could rise the retention of clients, attract new consumers, decrease the cost and increase profits. Particularly, for companies that seek to be more distinctive than competitors. However, quality of E-service can rise the attraction and retention of customers as well as enhance the competitive characteristics of firms (Al-Nuaimi, 2013). Zeithaml and other researchers (2002), presented E-service quality as the grade to which a site makes the operation of sale, purchasing and delivery easier and effective. Customer satisfaction is as significant indicator of online client's behavior and the electronic services achievement, when customers are more satisfied about the delivered service, more the online system will be used by them, with the intention to revisit again. However, if they felt in frustration and disappoint from using that system, probably, they would not revisit it again. As a result, Achievement is an effective condition where it is an emotional reaction toward service, item or experience (Ali, 2017).



Conceptual Framework

Tangibility is defined as the extent to which physical facilities, equipment and staff appearance are appropriate. The modern equipment, well-dressed staff, physical facilities, and ingredients seem to be interesting, as it is contained in tangibility factor in restaurant industry (Aftab et al., 2016). Tangibility refer to the appearance of the organization's physical facilities, equipment, and staff. Therefore, restaurants use tangibles to convey their picture and quality of signal to customers. Sometimes services are intangible not because consumers cannot feel, see, smell, hear or taste only, but because they are tough to understand them. The intangibility aspect makes services difficult to clarify, describe and deliver (Kasapila, 2006).

H1: there is a positive significant impact of tangibility on customer satisfaction

Reliability is identified as the extent of delivering an ensured service precisely and reliably, Armstrong (2012) defined reliability as the ability to deliver the promised service precisely and dependably (Armstrong, 2012). Thus, it shows how service providers are able to deliver services in an accurate and dependable way (Safwan et al, 2010). Reliability in restaurants is referred as offering service as it was promised, timely food delivery and appropriate price for food. It is noticed to be reliable is to have an exceptionally vital quality, especially in the restaurants industry (Aftab, 2016). Reliability means the ability of an organization to deliver service accurately and dependably, in widely meaning, reliability means that an organization fulfills its promises – regarding to service offering, delivery, pricing, and solving problem. In restaurants, reliability is characterized by commitment to customer demands regarding the menu elements preparation, table reservations and accurate billing (Zeithaml & Bitner, 2003).

H2: there is a positive significant impact of reliability on customer satisfaction

Responsiveness could be defined as the desire to assist customers and deliver the services quickly to them, it is represented as much as the service providers are willing to deliver timely services to customers as well as accommodate them (Armstrong, 2012), where clients appreciate offering service timely, and the services providers realize this point (Iqbal et al., 2010). Clients' satisfaction could be accomplished by demonstrate the willingness to provide the assistance by the staff of restaurants when needed. Responsiveness correlates with customer's satisfaction positively. The more customers are satisfied the more new customers will be attracted (Wu & Mohi, 2015). Lee & Johnson, (1997) defined Responsiveness as the extent of willingness of services deliverers to provide rapid service as well as assist customers where this factor concentrates promptness and attentiveness to treat with clients' questions, demands, complaints and problems (Lee & Johnson, 1997). Responsiveness is measured by customers according to the amount of time they wait for help, reply their questions as well as concern their problems, which means quality of service could be enhanced by responsiveness. For instance, if the staff respond properly to the customers' demands, the menu and wine list will be offered timely (Zeithaml & Bitner, 2003).

H3: there is a positive significant impact of responsiveness on customer satisfaction

Assurance refers to the extent to which service providers are qualified, polite and capable of generating trust and security. Assurance shows in the restaurant as a very knowledgeable and friendly staff and feel secure in financial transactions from customers (Aftab et al, 2016). Assurance refers to the knowledge and courtesy of workers and their ability to convey their beliefs. This dimension is important when customers feel uncertain about the offer of certain restaurant services, for example, customers can trust the server's advice, make sure the food is free from pollution, and do not voice fear without fear or humiliation (Zeithaml & Bitner, 2003). Festus et al., (2006) defined assurance as the knowledge and courtesy of the employees and their ability to express the confidence and trust the company offers to its customers. It also includes three main items: 1- Courtesy: respect, politeness, friendliness of contact personnel, and consideration, 2- Credibility: believability, trustworthiness, and honesty of the service provider, 3- Security: free out of doubt, risk, or danger (Festus et al, 2006).

H4: there is a positive significant impact of assurance on customers' satisfaction

Empathy is defined by the extent to which customer care and individual considerations are offered by an organization (Armstrong, 2012). Furthermore, the interactions between staff and customer show throughout the empathy factor. When we look for empathy in the restaurant, the following services are considered. For instance, convenient locations of restaurant, availability of equipment,

full meals and low operating hours etc. (Aftab et al, 2016). According to Toosi and Kohonali (2011), service provider in organizations should try to understand the situation from client's perspective in order to obtain a clear image of what is really happening (Toosi and Kohonali, 2011). The core of empathy is to express through personal service that the customer is unique and special, Customers want to feel important and understandable by organizations offering their services. Restaurant staff show empathy to customers by welcoming them by name, understanding their dietary needs, choices, as well as their problems (Zeithaml & Bitner, 2003).

H5: there is a positive significant impact of empathy on customers' satisfaction

3. Research Methodology

The main purpose of this study is to explore the effect the five adopted variables and customer's satisfaction; the explanatory research will be the suitable type to adopt in design. As the data collection will be done by using questionnaire. So, this research is quantitative. Therefore, positivist paradigm is adopted. In this study, a quantitative approach will be adopted, where the data collection method will be done by survey questionnaire. Thus, this collected data represent what is happening at one point in time only. Therefore, the type of this study will be cross-sectional study (Olsen, and St George, 2004). Data is defined as a figures or facts which conclusions are drawn from, it can be identified as a set of values of quantitative or qualitative variables (Victor Oluwatosin Ajayi, 2017). The collection of data is carried out in person. This has been done before in Malaysian context (Hoe, Dastane & Selvaraj, 2018). In this research, the questionnaire is distributed among respondents, the questionnaire divides from three parts, first part includes respondents' personal information, and second part includes questions about independent variables, third part about dependent variable which is customers' satisfaction. Questionnaire will be done based on Likert scale 1-5 Likert scale which is a range of offered items that study specific case may be hypothetical or real, respondents are required to demonstrate their level of acceptance out of these options (strongly disagree, disagree, neutral, agree, strongly agree). The collected data disclose the respondents' attitude about the case study (Joshi, 2015).

Validity and reliability tests shape an important aspect of research methodology as long as the main target of questionnaire is to gain valid and reliable information (Taherdoost, 2016). Therefore, in this study these two tests will be conducted in order to check whether the questionnaire is reliable and valid. Validity is defined basically measuring what is intended being measured (Field, 2005), it explains the extent of quality of collected data that covers the real investigation area (Ghauri and Gronhaug, 2005), validity could be divided into five main types which are: face validity, construct validity, criterion validity, content validity and reliability (Taherdoost, 2016). This study will carry out in some Arab restaurants which are located in Cyberjaya, Malaysia, the questionnaire will be distributed among people who live in this demographic area and have their food in these restaurants.

Sample size is an item of research design items that researchers need to think about it during planning their researches (Burmeister and Aitken, 2012). Sampling frame is a list of the real cases that the sample will be drawn from; it must be representative of the population (Animashaun, Tunkarimu & Dastane, 2016). In this study, data analysis process will be done by using the software SPSS 24, as the table below Shown, the analysis could be demonstrated through many methods such as reliability test, validity test, normality test, correlation analysis, regression analysis and descriptive analysis.

4. Data Analysis

4.1 Demographic analysis

Table 4.1.1 Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	56	41.5	41.5	41.5
	Male	79	58.5	58.5	100.0
	Total	135	100.0	100.0	

Table 4.1.1 shows the gender of the participants in this study, total number of participant is 135, 56 out of them are female by 41.5%, and 79 out of 135 are male by 58.5%.

Table 4.1.2 Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	30	22.2	22.2	22.2
	26-35	58	43.0	43.0	65.2
	36-45	34	25.2	25.2	90.4
	46-55	13	9.6	9.6	100.0
	Total	135	100.0	100.0	

The table 4.1.2 above shows the age of respondents, majority of them, and their ages is ranged between 26 to 35 years old, they are 58 participant by 43.0%, followed by age category from 36-45, they are 34 participant with 25.2%, then the age category from 18-25 years old with 30 participant and 22.2%, the least number of participant are between 45-55 years old, with 13 participant and 9.6%.

Table 4.1.3 Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1200-3000	62	45.9	45.9	45.9
	3001-5000	52	38.5	38.5	84.4
	5001-10000	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

The Table 4.1.3 provides the income of participant per month, 62 respondents out of 135 their incomes are ranged from 1200 to 3000 RM, by 45.9%, 52 out of 135 respondents, their incomes are ranged between 3001 to 5000 RM by 38%, and 21 out of 135 respondents their incomes are ranged between 5001 and 10000 RM, by 15.6.

Table 4.1.4 Educational background

Educational					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College	44	32.6	32.6	32.6
	Primary	20	14.8	14.8	47.4
	Secondary	28	20.7	20.7	68.1
	University	43	31.9	31.9	100.0
	Total	135	100.0	100.0	

The table 4.1.4 provides information about the educational background of participants, 44 out of 135 participants have a college educational background with 32.6%, 43 out of 135 have a university educational background with 31.9%, 28 out of 135 have secondary educational background by 20.7%, and 20 participants have primary educational background by 14.8%.

Table 4.1.5 marital statue

Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	72	53.3	53.3	53.3
	Single	63	46.7	46.7	100.0
	Total	135	100.0	100.0	

According to table 4.1.5 which is shown the marital statue of respondents, 72 out of 135 of them are married by 53.3%, and 63 out of them are single by 46.7.

Table 4.1.6 Nationality

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foreigner	35	25.9	25.9	25.9
	Malaysian	100	74.1	74.1	100.0
	Total	135	100.0	100.0	

The table 4.1.6 shows the nationality of participants, 35 out of total are Foreigners with 25.9%, and 100 are Malaysians with 74.1%.

Table 4.1.7 Race

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	34	25.2	25.2	25.2
	Indian	32	23.7	23.7	48.9
	Malay	34	25.2	25.2	74.1
	Other	35	25.9	25.9	100.0
	Total	135	100.0	100.0	

According to the table 4.1.7 above, the participants belong to different races , out of 74.1 % of Malaysian respondents there were (25.2% Chinese with 34 respondent, 23.7% were Indian with 32 participant, and 25.2% were Malay with 34 participant), and 25.9% are foreigners from different races.

4.2 Normality test

Normality test is auxiliary to the graphical evaluation of normality (Ghasemi, and Zahediasl, 2012), this test could be done by two main ways, Graphical methods and numerical methods, graphical ways show the random variables distributions or show the variations between a theoretical and empirical distributions, while the Numerical one provide summarized statistics like kurtosis and skewness, both of methods can be descriptive or theory-driven (Park, 2015). Kurtosis measures the tails thinness or probability distribution peakedness Skewness measures the symmetry grade of the probability distribution based on the moment of third standardized, when Skewness > 0 means the distribution skews to the right, with more observations the distribution skews to the left (Park, 2015). The value of normal distribution is measured in the range between -1 to +1(Bachman, 2004).

Table 4.2.1 Frequency Table

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
RES1	135	4.25	.569	-.040	.209	-.401	.414
RES2	135	4.10	.487	.244	.209	1.074	.414
RES3	135	4.43	.617	-.597	.209	-.560	.414

RES4	135	4.41	.508	.207	.209	-1.549	.414
REL1	135	4.31	.805	-.626	.209	-1.177	.414
REL2	135	4.23	.782	-.429	.209	-1.238	.414
REL3	135	4.41	.805	-.896	.209	-.860	.414
REL4	135	4.16	.531	.146	.209	.243	.414
TAN1	135	4.36	.824	-.746	.209	-1.116	.414
TAN2	135	4.45	.595	-.567	.209	-.593	.414
TAN3	135	4.27	.552	.028	.209	-.455	.414
TAN4	135	4.13	.583	-.021	.209	-.144	.414
ASS1	135	4.24	.652	-.293	.209	-.708	.414
ASS2	135	4.69	.617	-2.017	.209	3.603	.414
ASS3	135	4.38	.809	-.797	.209	-1.005	.414
ASS4	135	4.45	.595	-.567	.209	-.593	.414
EMP1	135	4.25	.569	-.040	.209	-.401	.414
EMP2	135	4.36	.825	-.766	.209	-1.098	.414
EMP3	135	4.45	.595	-.567	.209	-.593	.414
EMP4	135	4.25	.569	-.040	.209	-.401	.414
CS1	135	4.58	.511	-.489	.209	-1.365	.414
CS2	135	4.21	.534	-.148	.209	1.577	.414
CS3	135	4.62	.609	-1.386	.209	.851	.414
CS4	135	4.36	.824	-.746	.209	-1.116	.414
CS5	135	4.45	.595	-.567	.209	-.593	.414
CS6	135	4.25	.569	-.040	.209	-.401	.414
Valid N (listwise)	135						

The table 4.2.1 above shows the descriptive statistics outcomes, according to outcomes, skewness values range between - 0.896 and 0.207, it is subjected to normal distribution except two questions their values are less than -1. Kurtosis, majority of values range between -0.860 to 0.851, it is subjected to normal distribution as well, but there are eight questions less than -1 and three more than 1. Therefore, the set of the collected data can be distributed normally. However, it needs to be examined more by the reliability test.

4.3 Reliability test

Reliability is the most significant item determines the quality of the test, it is related with the reproducibility, or consistency of a performance of examinee on the test, the attention in the reliability test is important for two main reasons, 1- reliability test provides a scale measures the examinee's degree that reflects the mistake of random measurement, 2- it is an introduction to validity test (Wells and Wollack, 2003). Cronbach's ' α ' is known as a reliability coefficient, it is used to measure the internal consistency as well as the reliability of the examination degree for a sample of examinees (Tavakol, and Dennick, 2011) measuring the reliability by Cronbach Alpha, the internal consistency range can be determined as less than 0.5 is Unacceptable. Less than 0.6 is poor, followed with 0.7 less and equal to 0.6 is questionable. Less than 0.8 but above or equal to 0.7 was Acceptable. Followed by, less than 0.9 but above of 0.8 is a good value (Vaske and Beaman, 2017).

Table 4.1.1 Reliability
Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0
a. Listwise deletion based on all variables in the procedure.			

The table 4.3.1

Reliability Statistics	
Cronbach's Alpha	N of Items
.819	26

above shows the value of Cronbach's Alpha, according to (Vaske and Beaman, 2017). Cronbach's Alpha for all variables in Overall is 0.819 which means reliability in good range in terms internal

consistency. As a result of this test we can say the overall questions are reliable in term of internal consistency.

4.5 Descriptive Statistics

Descriptive statistic is basically used to define the relationship between two variables or more in the data that have been obtained by means of dispersion and the dominant tendency (Llallett, 1996). Statistics can be measured by two main methods which are: numerical and graphical, by the numerical method some statistics can be computed such as standard deviation and the mean, the graphical method is better to define the patterns in the data (Jaggi, 2003), in this research numerical method will be adopted where the mean is used to measure the central tendency and standard deviation to represent the data variability (Jaggi, 2003).

Table 4.5.1 Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Responsiveness	135	4.29	.196
Reliability	135	4.28	.548
Tangibility	135	4.30	.314
Assurance	135	4.44	.384
Empathy	135	4.33	.392
Customer satisfaction	135	4.41	.256
Valid N (listwise)	135		

According to the table 4.5.1 above which shows the descriptive statistics analysis for the five variables of service quality that effect on customer satisfaction, the most influential factor on customer satisfaction is assurance with 4.44 as a mean and 0.384 as a standard deviation, followed by Empathy, Tangibility, Responsiveness and Reliability based on the Mean values in the table. Finally, the mean value of customer satisfaction is 4.41.

4.6 Correlation Coefficient

The correlation coefficient (r) is defined as a standardized coefficient the value doesn't rely on it on the variables measurement scales, it is important to determine the relationship among variables by its value which ranges from -1 to +1 (Asuero and Sayago 2006). Where (r = -1) means the relationship between variables tends to be negative, (r = 1), means the relationship between variables tends to be positive, (r = 0) means there is no relationship between variables.

Table 4.6.1 Correlations

Correlations							
		Customer satisfaction	Responsiveness	Reliability	Tangibility	Assurance	Empathy
Customer satisfaction	Pearson Correlation	1	.548**	.524**	.723**	.762**	.651**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135
Responsiveness	Pearson Correlation	.548**	1	.653**	.642**	.687**	.522**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135
Reliability	Pearson Correlation	.524**	.653**	1	.380**	.540**	.270**
	Sig. (2-tailed)	.000	.000		.000	.000	.002

	N	135	135	135	135	135	135
Tangibility	Pearson Correlation	.723**	.642**	.380**	1	.913**	.557**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	135	135	135	135	135	135
Assurance	Pearson Correlation	.762**	.687**	.540**	.913**	1	.552**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135
Empathy	Pearson Correlation	.651**	.522**	.270**	.557**	.552**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.000	
	N	135	135	135	135	135	135
**. Correlation is significant at the 0.01 level (2-tailed).							

The table 4.6.1 shows the correlation analysis based on the Pearson Correlation (r) that demonstrates the extent of correlation between independent variables and dependent variable.

Based on the table 4.6.1 the correlation coefficient (r) for each variable as following (responsiveness $r = 0.548$, Reliability $r = 0.524$, Tangibility $r = 0.723$, Assurance $r = 0.762$, Empathy $r = 0.651$), which means according to Asuero and Sayago (2006), all the adopted dimensions of service quality in this study are correlated with the customer satisfaction positively. In addition to the value of significance which is 0.000 for all variables, the relationship between five variables and customer satisfaction is significant relationship. As a result for correlation analysis, the variables of service quality have a positive significant relationship with customer satisfaction.

Many researchers have supported this result in their studies such as Omar, Ariffin and Ahmad, 2016, this study was conducted in Arab restaurants in Malaysia to examine the relationship between the variables of service quality which are responsiveness, reliability, tangibility, assurance and empathy as an independent variables and the customer satisfaction as a dependent variable, the findings of their study indicated to exist a positive and significant relationship between the adopted variables and customer satisfaction. Another research was carried out by Ahmad A. Al-Tit, 2015 in Jordan, to investigate the relationship between quality of service and customer satisfaction in restaurants industry, researcher has adopted responsiveness, reliability, tangibility, assurance and empathy as an independent variables and the customer satisfaction as a dependent variable, the outcomes of the study referred to exist a positive significant relationship between the five variables and customer satisfaction. Shaher Murad and Prof. Muhammad Ali, 2015, supported this results by their study they have conducted in Pakistan in restaurants industry, the study aimed to investigate the impact of quality of service on customer satisfaction, the variables of restaurants quality responsiveness, reliability, tangibility, assurance and empathy, the correlation analysis of this study showed that the relationship between the adopted variables and customer satisfaction is positive and significant relationship.

4.7 Regression analysis

Regression analysis describes the relationship between the dependent and independent variables by simple mathematical form by using specific model, there are three types of regression analysis: Linear regression, Logistic regression and Cox regression (Sebe and Lee, 2012). The purpose of linear regression is to examine the linear relationship between one dependent variable and independent variables, regression line slop is named regression coefficient, this coefficient provides a scale of the role of the independent variable in interpreting the dependent variable (Sebe and Lee, 2012). Multiple Regression Analysis indicates to a set of techniques to study the linear relationship between two variables or more, multiple regression analysis can be found from determination

coefficient (R^2), which is defined as a ratio of variations that are interpreted by the model to the whole changes that are existing in dependent variable, the value of (R^2) ranges between 0 to 1, if (R^2) equal 1 it means the model explains the variation in dependent variable exactly, if (R^2) equal 0 there is no explanations to the dependent variable, and if (R^2) > 0.5, usually the relationship between variables is significant relationship (Darlington and Hayes, 2016).

Table 4.7.1 Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.838 ^a	.703	.691	.14217	.703	60.941	5	129	.000	1.936
a. Predictors: (Constant), Empathy , Reliability , Tangibility , Responsiveness, Assurance										
b. Dependent Variable: Customer satisfaction										

According to the table 4.7.1 $R = 0.838$ it is a scale for dependent variable which is customer satisfaction, R^2 is $0.703 > 0.5$, according to Darlington and Hayes, 2016 the relationship between variables is significant.

Table 4.7.2 Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.179	.297		7.346	.000	1.592	2.766
	Responsiveness	-.295	.104	-.226	-2.839	.005	-.500	-.089
	Reliability	.143	.033	.306	4.335	.000	.078	.208
	Tangibility	.222	.105	.272	2.107	.037	.014	.431
	Assurance	.199	.092	.299	2.168	.032	.017	.381
	Empathy	.241	.039	.369	6.116	.000	.163	.319
a. Dependent Variable: Customer satisfaction								

According to the table 4.7.2 the Beta coefficient of responsiveness is -0.226 , with the significance value is $0.005 < 0.05$ which means that the relationship between responsiveness and customer satisfaction is negative significant relationship.

Beta coefficient of reliability is 0.306 , and the significance value is $0.000 < 0.05$. Thus, the relationship between reliability and customer satisfaction is positive significant relationship.

Beta coefficient of tangibility is 0.272 , and the significance value is $0.037 < 0.05$. Thus, the relationship between tangibility and customer satisfaction is positive significant relationship

Beta coefficient of assurance is 0.299 , and the significance value is $0.032 < 0.05$. Thus, the relationship between assurance and customer satisfaction is positive significant relationship.

Beta coefficient of empathy is 0.369 , and the significance value is $0.000 < 0.05$. Thus, the relationship between empathy and customer satisfaction is positive significant relationship

4.8 Justification of the hypothesis

Table 4.8.1 Hypothesis discussion

Hypothesis	Statement	Statue
H1: there is a positive significant impact of tangibility on customers' satisfaction	Tangibility effects on customer satisfaction positively and significantly	Accepted
H2: there is a positive significant impact of reliability on customer satisfaction	Reliability effects on customer satisfaction positively and significantly	Accepted
H3: there is a positive significant impact of responsiveness on customer satisfaction	Responsiveness impacts on customer satisfaction negatively and significantly	Rejected
H4: there is a positive significant impact of assurance on customers' satisfaction	Assurance impacts on customer satisfaction positively and significantly	Accepted
H5: there is a positive significant impact of empathy on customers' satisfaction	Empathy impacts on customer satisfaction positively and significantly	Accepted

5. Conclusion

Many previous studies conducted in the restaurants industry had confirmed the positive significant effect of the tangibility on customer satisfaction, like the study was carried out by Omar, Ariffin and Ahmad, (2016) in Arab restaurants in Malaysia, where the findings of the study demonstrated that tangibility effects on customer satisfaction positively and significantly, the same result has been obtained from another study was conducted by Ahmad A. Al-Tit, 2015 in Jordan, where the outcomes showed the positive significant impact of tangibility on customer satisfaction. Shaher Murad and Prof. Muhammad Ali, 2015, supported this result by their study they have conducted in Pakistan in restaurants industry, the outcomes of data analysis illustrated the positive significant impact of tangibility on customer satisfaction. According to the outcomes of this study, the tangibility correlates with customer satisfaction positively and significantly based on the correlation coefficient value which is 0.723 which indicates to positive of the relationship, and the significance value 0.000 which indicates to significance of the relationship. On the other hand, based on the regression analysis of this study, Beta coefficient of tangibility is 0.272, and the significance value is $0.037 < 0.05$. Thus, the impact of tangibility on customer satisfaction is positive significant impact.

Several previous studies conducted in the restaurants industry had confirmed the positive significant effect of the reliability on customer satisfaction, like the study was carried out by Yousef Keshavarz, Dariyoush Jamshidi and Farid Bakhtazma, 2016, in Shiraz, Malaysia, where the findings of the study demonstrated that reliability effects on customer satisfaction positively and significantly, the same

result has been obtained from another study was conducted by Ahmad A. Al-Tit, 2015 in Jordan, where the outcomes showed the positive significant impact of reliability on customer satisfaction. Shaher Murad and Prof. Muhammad Ali, 2015, supported this result by their study they have conducted in Pakistan in restaurants industry, the outcomes of data analysis illustrated the positive significant impact of reliability on customer satisfaction. Based on the outcomes of this study, the reliability correlates with customer satisfaction positively and significantly based on the correlation coefficient value which is 0.524 which indicates to positive of the relationship, and the significance value 0.000 which indicates to significance of the relationship. On the other hand, based on the regression analysis of this study, Beta coefficient of reliability is 0.306, and the significance value is $0.000 < 0.05$. Thus, the impact of reliability on customer satisfaction is positive significant impact

According to outcomes of study that was carried out by Yousef Keshavarz, Dariyoush Jamshidi and Farid Bakhtazma, 2016, in restaurants industry in Shiraz, Malaysia, the responsiveness factor of service quality has a positive significant influence on customer satisfaction. The results of Ahmad A. Al-Tit, 2015 research that was carried out in restaurants sector in Jordan demonstrated the positive significant influence of responsiveness on customer satisfaction. The previous study was done by Shaher Murad and Prof. Muhammad Ali, 2015 in restaurants sector in Pakistan, supported through the findings of data analysis the positive significant influence of responsiveness on customer satisfaction. While the findings of research was carried out by Omar, Ariffin and Ahmad, 2016, showed the positive insignificant effect of responsiveness on customer satisfaction. Based on the outcomes of this study, the responsiveness correlates with customer satisfaction positively and significantly based on the correlation coefficient value which is 0.548 which indicates to positive of the relationship, and the significance value 0.000 which indicates that the relationship is significant. On the other hand, based on the regression analysis of this study, Beta coefficient of responsiveness is $- 0.226$, and the significance value is $0.005 < 0.05$. Thus, the impact of responsiveness on customer satisfaction is negative significant impact

Several previous empirical studies were conducted in the restaurants industry had confirmed the positive significant effect of the assurance on customer satisfaction, like the study was carried out by Yousef Keshavarz, Dariyoush Jamshidi and Farid Bakhtazma, 2016, in Shiraz, Malaysia, where the findings of the study demonstrated that assurance effects on customer satisfaction positively and significantly, the same result has been obtained from another study was conducted by Ahmad A. Al-Tit, 2015 in Jordan, where the outcomes showed the positive significant impact of assurance on customer satisfaction. Shaher Murad and Prof. Muhammad Ali, 2015, supported this result by their study they have conducted in Pakistan in restaurants industry, the outcomes of data analysis illustrated the positive significant impact of assurance on customer satisfaction. Based on the outcomes of this study, the assurance correlates with customer satisfaction positively and significantly based on the correlation coefficient value which is 0.762 which indicates to positive of the relationship, and the significance value 0.000 which indicates that the relationship is significant. On the other hand, based on the regression analysis of this study, Beta coefficient of assurance is 0.299, and the significance value is $0.032 < 0.05$. Thus, the impact of assurance on customer satisfaction is positive significant impact

Based on to outcomes of previous empirical studies that was carried out to identify the effect of service quality on customer satisfaction, such as the study was done by Yousef Keshavarz, Dariyoush Jamshidi and Farid Bakhtazma (2016), in restaurants industry in Shiraz, Malaysia, the empathy factor of service quality has a positive significant influence on customer satisfaction. The results of Ahmad A. Al-Tit, 2015 research that was carried out in restaurants sector in Jordan demonstrated the positive significant influence of empathy on customer satisfaction.. The findings of this study have showed that the empathy correlates with customer satisfaction positively and significantly based on the correlation coefficient value which is 0.651 which indicates to positive of the relationship, and the significance value 0.000 which indicates that the relationship is significant. On the other hand, based on the regression analysis of this study, Beta coefficient of empathy is

0.369, and the significance value is $0.000 < 0.05$. Thus, the impact of empathy on customer satisfaction is positive significant impact.

As recommendations that might be useful for future researches, especially for that will be done in Arab restaurants, researcher should take other variables in consideration such as food quality, price, and ambiance. etc. This research is also recommended the researcher to conduct their research on wide range by conducting the research in more than one city and using larger sample size of respondents in order to obtain more accurate outcomes. As the findings of this research has shown a little bit difference in comparison with the previous studies in the restaurants industry in other countries, where all the adopted variables effect on customer satisfaction positively and significantly except the responsiveness has a negative significant impact on customer satisfaction. Therefore, this research is recommended the operators of these restaurants to pay attention more in this aspect in term of rapid response, showing the willingness to help customers, the waiting time as well as the other factors related to responsiveness, and constantly apply new methods that may contribute to improve to quality of delivered services. This study might be beneficial for future researches through its effective contribution in disclosing about the significant effect of service quality on customer satisfaction in restaurants industry, and the obtained outcomes in this research will be supportive for researchers in future by providing them with relevant results and an important literatures through the conceptual framework of this study, as an advice for future researchers to do their researches with more comprehensive as much as possible in term of the sample size and demographic area, in order to gain more accurate findings that might be beneficial in term of developing a creative ideas contributes in business development in the restaurants industry and similar industries.

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