Study on Customer Satisfaction of Iimbg Canteen

Stephen Madan[1], Alok Yadav[2], Gulshan Kumar[3], Kunal Gothwal[4]

[1,2,3,4]Student, Indian Institute of Management Bodh Gaya

Abstract

Purpose: The study seeks to quantify customer satisfaction. The goal is to determine the main drivers of customer satisfaction regarding the canteen among IIM Bodh Gaya students and staff.

Design/Methodology/Research: The study determines the primary factors affecting satisfaction levels among the IIM Bodh Gaya Canteen students and staff. It also draws a comparison with other food outlets at Bodh Gaya. This study uses a paired t-test for proportion to find the primary factors responsible for customer satisfaction.

Findings: It is found that the food variety at IIM Bodh Gaya canteen is lesser than that of outside food outlets. Discounts and offers are not given by CAN3.

Research Limitations/Implications: The study is cross-sectional, whereas the factors leading to customer satisfaction are dynamic, restricting the generalizability of findings.

Practical Implications: From the research, the workers of the canteen at IIM Bodh Gaya can identify customers' experiences, which will help them build effective strategies to improve customer satisfaction.

Originality/Value: This research delivers a new perception of customer satisfaction among the IIM Bodh Gaya canteen, revealing critical elements of consumers' behaviour and expectations when ordering their meals in the dining environment of an educational establishment. This study will suggest practical ways to enhance customer experience and efficiency in canteen management in similar institutions by analysing menu variety, pricing tactics, and service quality.

Keywords: Canteen, Customer satisfaction, Students, Staff

INTRODUCTION

The canteen at IIM Bodh Gaya is a central hub of campus life where meals and contact among students, teachers, and staff are concerned. This project seeks to build a knowledge base on data analysis. The repository will unveil valuable information on how customers are satisfied with significant aspects like food quality, cleanliness of service, variety of alternatives and prices. Our method aims to explore the positive aspects that must not be changed and weaknesses requiring improvement and give specific recommendations on what improvements can add value in terms of service delivery at a better level for consideration by management. The collected data will enable the management to use realistic information that would appeal to a more significant consumer population and increase satisfaction among the stakeholders.

Looking at it from a more general perspective, what was learnt could be used to guide improvements in similar educational institutions and emphasize that properly planned dining facilities can positively impact

the entire campus experience. This progress report, therefore, provides a brief outline of the research methodology and current work as we commence a detailed analysis of the IIM Bodh Gaya canteen.

The research is of significant value to IIM BG canteen because it promises radical but positive change and improvement. A deep understanding of customer satisfaction will improve the performance orientation and increase attractiveness toward and patronize this canteen. Naturally, better customer focus will lead to more students going there, thus creating an animated dining culture that permeates the entire institute.

The purpose of this quantitative research into the degree of satisfaction among IIM BG's canteen customers, on our part as we embark upon it, is not only to be able to contribute towards scholarly discussion but also to enable a practical enhancement that improves campus life. This research aims to offer direction to IIM BG in creating a cafeteria culture that perfectly suits all its stakeholder groups. Our targeted objective is not only limited to better dining at IIM BG but also to set a more general standard for other institutes across the nation. We find that canteens should be more than just eating facilities but essential building blocks of the educational process.

Within our broad analysis, we want to introduce the topic of customer satisfaction from an educational perspective. Our research will show the complexity's intricacy and provide practical solutions that transcend IIM BG. This determines a step towards larger discourses on enhancing culinary practices in the academic environment. Our research has an element of a transformative approach, highlighted by the fact that we collect data thoroughly, analyze information perceptively and suggest realistic recommendations. We ask stakeholders to join us in exploring the nuances of the canteen phenomenon. Through this approach, we intend to make a joint effort to upgrade the canteen culture at IIM BG and initiate a fundamental change in the perception of institutions concerning dining areas.

LITERATURE REVIEW

Beforehand, past research has given some valuable insights on evaluating experiences of canteen while there are some lacks. Research by Lee et al. (2017) aimed to assess the infrastructure, quality of food and services provided in school canteens in Hong Kong. Also, they created a framework specifically designed for this review. However, it should be remembered that experience acquired from schools may not directly work in university cafeterias as these cater to a more sophisticated student demographic. The study by Mangal et al. (2022) sought to investigate university canteens in India to find out how cultural influences shape satisfaction levels. Even so, their qualitative methodology is limited in collecting measurable data about happiness. Lu et al. (2019) undertook research mainly targeting Chinese universities, which recommended bettering procedures for managing canteen facilities. While the findings could have broad applicability, they might fail to represent Indian students' changing demands and requirements of IIM Bodh Gaya. De Jager (2021) suggested an inclusive approach whereby various university stakeholders were brought together to guide improvements towards food procurement within South Africa. However, the operational traits of public universities might differ from those of exemplary institutions such as IIM Bodh Gaya. Qing et al. (2020) conducted a survey among international students in Malaysia to determine their satisfaction levels with teaching English at Malaysian universities via quantitative study using a questionnaire method and later analyzing data using a descriptive statistics framework. The research was carried out to identify variables that influence satisfaction towards university canteens. Even though there may be some similarities in methodology, while making conclusions about Indian students, one must be very careful due to cultural gaps. Using choice modelling, Tan et al. evaluated

the presence of each characteristic that contributes to customer satisfaction in a reputable catering firm. However, the corporate setting is very much different from the position of an institutional canteen.

RESEARCH GAPS

The first significant point that needs addressing is the need for more research which attempts to segment and single out ideal client segments adequately. Lack of classification according to certain aspects, like programming food and accommodation, for instance, leaves a broad interpretation that disrespects individual demands and constraints. In addition, more clearly elaborated elements that define happiness must be elaborated. The process of manufacture usually pays due attention to overall satisfaction, ignoring the aspects that make one person happy or unhappy; for example, quality kind, variations, hygiene service and cost are often desired as a matter of input.

Moreover, research can often fail to discover other elements of service quality critical in determining customer satisfaction levels, for instance, the attitude and responsiveness towards customers. In addition, the central neglect in this case is apparent to be paid primarily on such emotional aspects as the client's feelings. Emotional factors like perceived value, sense of community and ambience have pronounced effects on consumers' happiness, which has yet to be considered in research. The above limitations lead us to think about the need for such a deep and advanced instrument, helping us better understand what consumers enjoy when referring to hospitality.

CONCEPTUAL FRAMEWORK OF CUSTOMER SATISFACTION
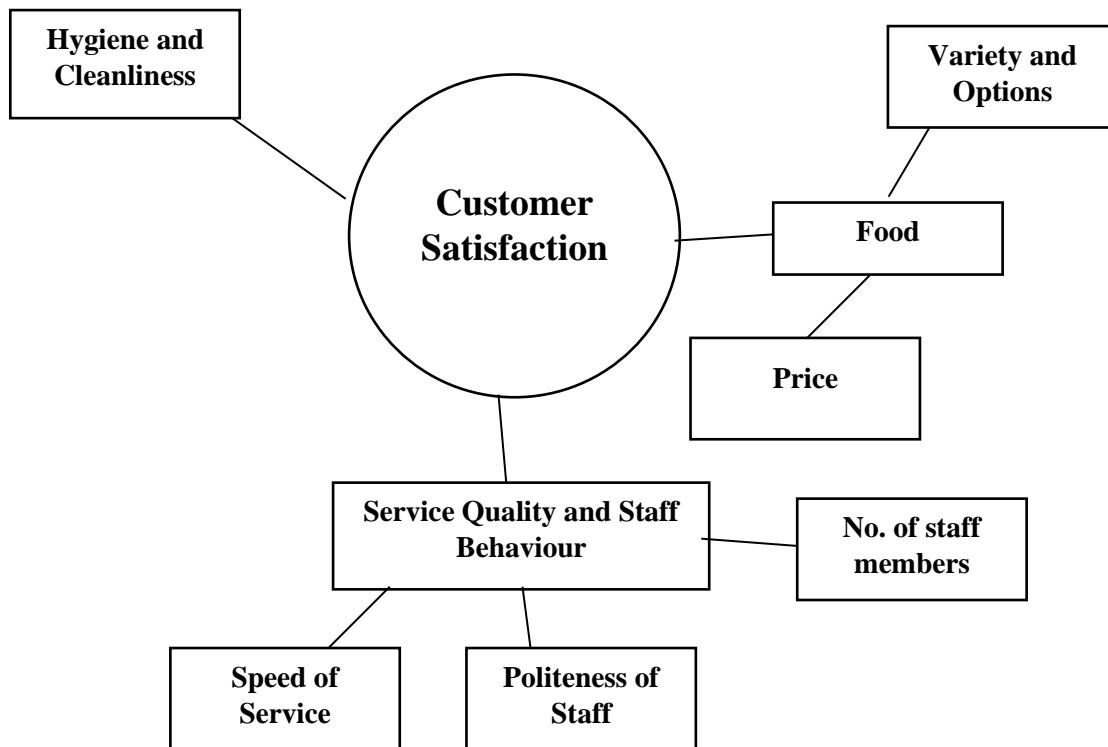
Customer Satisfaction:

Customer satisfaction is a determining factor for firms in all sectors, significantly influencing customer loyalty, profitability, and growth. The study investigates the multiple determinants of customer satisfaction in the restaurant industry represented in the given figure. This paper aims to give restaurant owners and

managers suggestions to improve customer satisfaction and form a strong brand attachment (**Anderson & Srinivasan, 2003; Reichheld, 2003**). It anatomizes the impact of hygiene and cleanliness, ambience, quality, seat arrangements, service quality, food variety, price, and behaviour of workers.

Hygiene and Cleanliness:

Maintaining proper hygiene and cleanliness in restaurants is one of the most important factors in satisfying clients. Cleanliness is a number one rule for customers to get a germ-free room that should not be hazardous to their health. Cleaning standards are not established sufficiently, which can lead to a quick loss of satisfaction or even disgust, followed by negative online reviews and brand reputation damage (**Kim & Jeong, 2013**).

An outstanding and well-kept restaurant evokes an excellent first impression, creating confidence and certainty of cuisine and hospitality. The existing literature has established that cleanliness is positively associated with customer satisfaction (**Jones & Mothersbaugh, 2008**).

Price:

Price is a crucial factor for the clients, and the image observes its role in satisfaction. The deserving price regarding the food quality and service can lead to higher consumer satisfaction The positive attitude towards value could outweigh any dissatisfaction limited by price. Customers become satisfied when they consider what they are getting in favor of what they have paid for. Perceived value depends on factors such as product quality, level of service, brand image and promotional activities.

Equitable and rational priced services and products lead to greater satisfaction due to price itself, irrespective of price level Those who have a more sensitive allocation of money are more likely to be happier due to reduced prices.

Service Quality and Staff Behaviour:

The exceptional customer service, known for quickness, friendliness, and efficiency, is the basis of a good image among customers. The framework indicates significant aspects like speed of service, politeness of staff, and number of staff members, all of which impact the overall quality of service.

Speed of service is one of the most crucial factors regarding service quality. Efficient service reduces customer waiting time and irritation, hence better dining experience. Quick service enables restaurants to accommodate more guests, resulting in increased revenue and better profitability Enhanced efficiency can increase the perceived quality by reducing the perceived waiting duration, particularly for clients with limited time.

The number of staff members is also a major factor regarding service quality. Staffing numbers determined optimally result in a timely response to the client's inquiries. Thus, waiting times decrease while the service quality increases, which immediately improves customer satisfaction An appropriate number of employees helps to achieve enhanced communication and efficient order processing, thus minimizing errors and guaranteeing prompt delivery of accurate orders to customers; hence satisfaction becomes better. Adequate staffing levels relieve staff members from the burden of meeting customer needs, which helps them to engage with customers favorably, which impacts the customer satisfaction. High staffing levels improve the efficiency of cleaning and maintaining the eating area and restrooms, indirectly affecting customer satisfaction.

Politeness is also a major factor regarding service quality. An inviting and amicable environment is created through friendly and courteous exchanges, which elicits satisfied feelings such as happiness and gratitude in the customers. It ultimately leads to higher fulfilment levels. Politeness received when confronted by work staff members conveys the concepts of professionalism, expertise, and attention to detail, which

gives us the impression of a high level of service quality standards. Harmonious exchanges build bonds and trust with the customers, leading to a more enjoyable dining experience and resulting in higher satisfaction levels

Variety of Options:

A menu with multiple options commensurate with taste, diet, and mood allows patrons to find something that meets their needs; enjoyment will be enhanced in addition to that. Short descriptions and streamlined menu architecture help in navigation without confusion due to many choices and thus quick and better decision-making. Diversity eradicates monotony, creating a captivating chat and gastronomic adventure. The different menus attract customer loyalty by allowing customers to taste various dishes and discover new items.

RESEARCH METHODOLOGY

The location for this study is CAN3 canteen located within the premises of Magadh University, specifically in a region referred to as Bodh Gaya district in Bihar. The initial data will be drawn from CAN3 customers. The canteen, selling snacks and drinks while serving lunch during the day, is run in this institute. It provides seats for both indoor and outdoor locations.

To expand the institute's academic programs, the management must understand the perceptions and satisfaction of users about the cafeteria facility. This understanding will enable quality and service improvements. As a result of this awareness, they will make the required changes in quality and service. This study compares CAN3 to other food outlets serving students and staff members of IIM Bodh Gaya.

The proposed methodology uses a quantitative, descriptive research design to gather rating-based and category data through a structured survey questionnaire. Concerning the multi-choice 20 questions, they were provided for use in administering the survey instrument, each meant to capture customers accurately. Some of the questions address different aspects, such as taste, cost, and quality, to mention a few. Respondents are asked to share their opinion about the mobile app facilities, the ambience of background music and the frequency of customer feedback systems.

Students, staff, and faculty form both samples and data sources for this study. The total population is around 1200 individuals that comprises of students, academic staff and non-teaching staff which form a sampling frame. The survey of 153 individuals was conducted for the study of customer satisfaction. The research into customer satisfaction makes it possible to understand habitual and occasional canteen visitors. In addition, their experiences at other food outlets will also be collected, and these experiences will be compared with their experiences at the canteen. The survey participants are randomly selected using a simple random probability sampling method. This sampling technique, when used fulfills the requirements for robust quantitative analysis to test the hypotheses and to meet the research objectives.

Questionnaire Design:

Factor	Variable	Operationalized Variable
Batch	Batch	IPM/MBA/DBM/HHM/Ph.D.
Age	Age	16-20,21-25,26-30,31-35,35+
Gender	Gender	Male, Female, prefer not to say
Category	Category (Veg)	Yes/No
No. of days of visit/week	No. of days of visit to CAN3 per week	Scale from 0-7

No. of days/week when meal is purchased from CAN3	No. of days/week when meals is purchased for breakfast	Scale from 0-7
	No. of days/week when meals is purchased for lunch	Scale from 0-7
	No. of days/week when meals is purchased for snacks	Scale from 0-7
	No. of days/week when meals is purchased for dinner	Scale from 0-7
Customer Satisfaction of CAN3	Customer satisfaction on food quality variety	Scale from 1-5
	Customer satisfaction on food taste	Scale from 1-5
	Customer satisfaction on hygiene	Scale from 1-5
	Reasonable prices	Scale from 1-5
	Ambience and Seating Arrangements	Scale from 1-5
Service quality and staff behaviour at CAN3	No. of waiters	Scale from 1-5
	Speed of service	Scale from 1-5
	Hygiene factor from waiters	Scale from 1-5
	Politeness of waiters	Scale from 1-5
No. of days of visit/week	No. of days of visit to outside food outlets per week	Scale from 0-7
Customer Satisfaction of outside food outlets	Food quality	Scale from 1-5
	Hygiene and Cleanliness	Scale from 1-5
	Service standards and Staff behaviour	Scale from 1-5
	Reasonable prices	Scale from 1-5
Overall customer satisfaction of outside food outlets	Customer satisfaction of outside food outlets	Scale from 1-5
Preference of visit	Preference of Visit	CAN3/Outside food outlets

DATA ANALYSIS AND RESULTS

Table 1: Demographic characteristics of respondents

Socio-demographic characteristics of respondents	Number of respondents n=153	Percentage of respondents (%)
Gender		
Male	103	67.32%
Female	49	32.02%
Prefer not to say	1	0.66%
Age		
16-20	75	49.01%
21-25	43	28.10%
26-30	23	15.03%
31-35	9	5.88%
35+	3	1.96%
Batch		
IPM	83	54.24%
MBA	37	24.18%
HHM/DBM	28	18.30%
PHD	5	3.26%

This survey can be analyzed using PAST Software. In PAST, the hypothesis is tested using paired t- test as the data of the factors which affect the customer satisfaction of CAN3 and that of outside food outlets have been collected from the same sample. Python software is also used to depict the normal distribution curves during the hypothesis testing. Take the hypothesis which is used for comparing the food quality of CAN3 with that of outside food outlets at Bodh Gaya. The level of significance for testing the hypothesis is 0.05.

Hypothesis 1: Check whether the hygiene and cleanliness of CAN3 is different from that of outside food outlets in Bodh Gaya
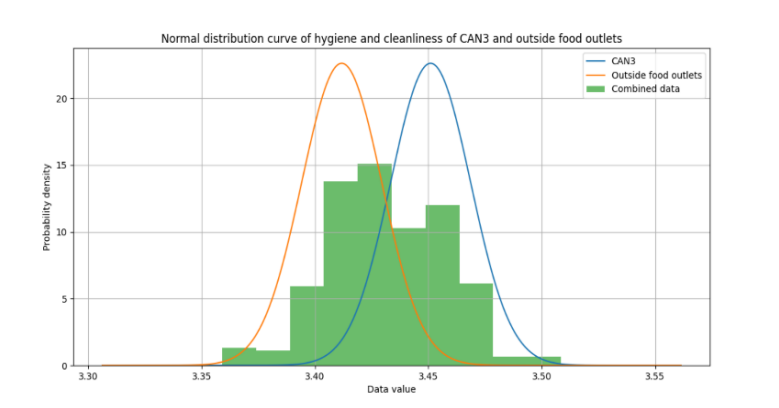
H0 =There is no significant difference between mean hygiene and cleanliness of CAN3 and the mean hygiene and cleanliness of outside food outlets

H1 =There is a significant difference between mean hygiene and cleanliness and the mean hygiene and cleanliness of outside food outlets.

Table 2 & Graph 1: Data Analysis of Hygiene and Cleanliness (CAN3 vs Outside Food outlets)

Parameters	Value
Mean and Median Mean of food quality (CAN3) Mean of food quality (Food outlets)	3.451 3.4118

Median (CAN3)	3
Median (Food outlets)	3

t- test	
Mean difference	0.039216
95% confidence interval	(-0.17748, 0.25591)
t value	0.35755
p (same mean)	**0.72118**

Normal distribution curve of hygiene and cleanliness of CAN3 and outside food outlets

As the p value is greater than the level of significance i.e. 0.05, so the means of hygiene and cleanliness of CAN3 and outside food outlets are same. So, we fail to reject the null hypothesis. Therefore, there is no statistical evidence of rejecting the hypothesis that there is no significant difference between the mean hygiene and cleanliness of CAN3 and mean hygiene and cleanliness of outside food outlets.

Take another hypothesis which is used for comparing service qualities and staff behaviours of CAN3 with that of outside food outlets at Bodh Gaya. The level of significance for testing the hypothesis is 0.05.

Hypothesis 2: Check whether the service quality and staff behaviour of CAN3 is different from that of outside food outlets in Bodh Gaya
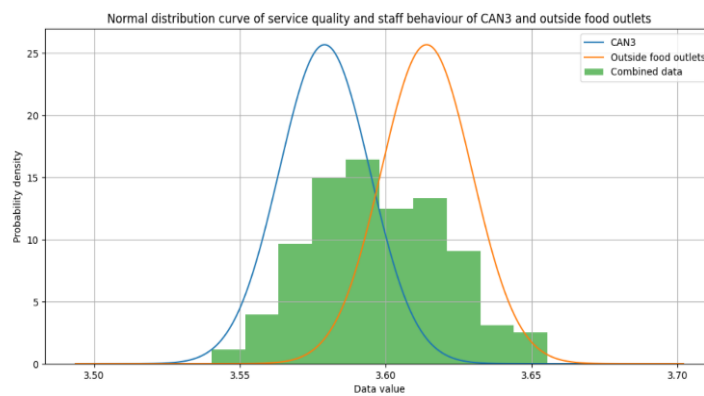
H0 =There is no significant difference between mean service quality and staff behaviour of CAN3 and the mean service quality and staff behaviour of outside food outlets.

H1 =There is a significant difference between mean service quality and staff behaviour and the mean service quality and staff behaviour of outside food outlets

Table 3 & Graph 2: Data Analysis of Service Quality and Staff Behaviour (CAN3 vs Outside Food outlets)

Parameters	Value
Mean and Median	
Mean of food quality (CAN3)	3.579
Mean of food quality (Food outlets)	3.614

Median (CAN3) Median (Food outlets)	3.75 4
t- test Mean difference 95% confidence interval t value p (same mean)	0.042484 (-0.14835,0.23332) 0.43983 **0.66068**

Normal distribution curve of service quality and staff behaviour of CAN3 and outside food outlets

As the p value is greater than the level of significance i.e. 0.05, so the means of service quality and staff behaviour of CAN3 and outside food outlets are same. So, we fail to reject the null hypothesis. Therefore, there is no statistical evidence of rejecting the hypothesis that there is no significant difference between the mean service quality and staff behaviour of CAN3 and mean service quality and staff behaviour of outside food outlets.

Take another hypothesis which is used for comparing food variety and variety of options of CAN3 with that of outside food outlets at Bodh Gaya. The level of significance for testing the hypothesis is 0.05.

Hypothesis 3: Check whether the food variety at CAN3 is different from that of outside food outlets in Bodh Gaya
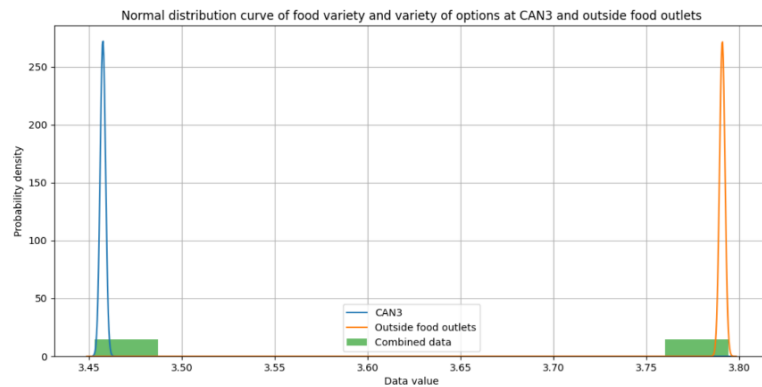
H0 =There is no significant difference between mean food variety of CAN3 and the mean food variety of outside food outlets.

H1 =There is a significant difference between mean food variety and the mean food variety of outside food outlets

Parameters	Value
Mean and Median Mean of food quality (CAN3) Mean of food quality (Food outlets) Median (CAN3)	 3.4575 3.7908 3

Median (Food outlets)	4
t- test Mean difference 95% confidence interval t value p (same mean)	0.33333 (0.11271,0.55396) -2.985 **0.0033055**

Table 4 & Graph 3: Data Analysis of Food Variety (CAN3 vs Outside Food outlets)

As the p value is less than the level of significance i.e. 0.05, so the means of food variety and variety of options at CAN3 and that of outside food outlets are different. So, we reject the null hypothesis. Therefore, there is statistical evidence of rejecting the hypothesis that there is no significant difference between the mean food variety and variety of options of CAN3 and mean food variety and variety of options of outside food outlets.

Take another hypothesis which is used for comparing prices of CAN3 with that of outside food outlets at Bodh Gaya. The level of significance for testing the hypothesis is 0.05.

Hypothesis 4: Check whether the food prices of CAN3 is different from that of outside food outlets in Bodh Gaya
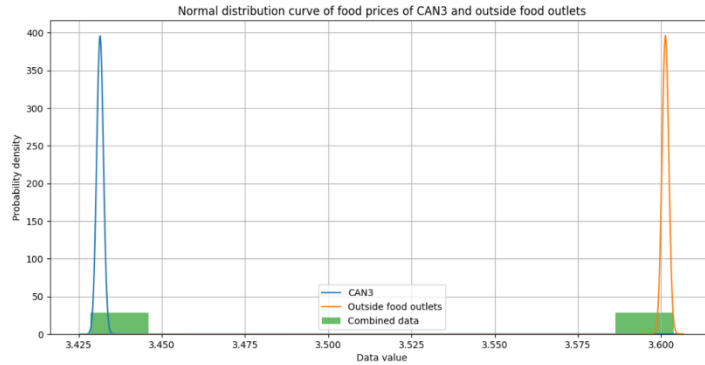
H0 =There is no significant difference between mean food prices of CAN3 and the mean food prices of outside food outlets.

H1 =There is a significant difference between mean food prices of CAN3 and the mean food prices of outside food outlets

Parameters	Value
Mean and Median Mean of food quality (CAN3) Mean of food quality (Food outlets) Median (CAN3) Median (Food outlets)	3.4314 3.6013 3 4
t- test	

Mean difference	0.16993
95% confidence interval	(0.017974,0.32190)
t value	-2.2094
p (same mean)	**0.028645**

Table 5 & Graph 4: Data Analysis of Food Prices (CAN3 vs Outside Food outlets)

As the p value is less than the level of significance i.e. 0.05, so the means of food prices of CAN3 and outside food outlets are different. So, we reject the null hypothesis. Therefore, there is statistical evidence of rejecting the hypothesis that there is no significant difference between the mean food prices of CAN3 and mean food prices of outside food outlets.

Take another hypothesis which is used for comparing prices of CAN3 with that of outside food outlets at Bodh Gaya. The level of significance for testing the hypothesis is 0.05.
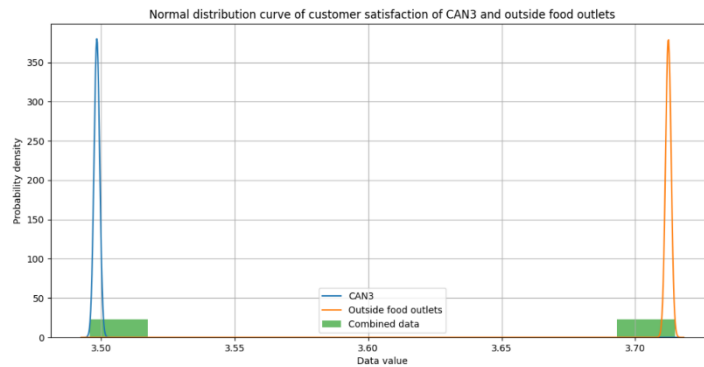
Hypothesis 5: Check whether the overall customer satisfaction level of CAN3 is different from that of outside food outlets in Bodh Gaya.

H0 =There is no significant difference between mean customer satisfaction levels of CAN3 and the mean customer satisfaction levels of outside food outlets.

H1 =There is a significant difference between mean customer satisfaction levels of CAN3 and the mean customer satisfaction levels of outside food outlets

Table 6 and Graph 5 : Data Analysis of Overall Customer Satisfaction (CAN3 vs Outside outlets)

Parameters	Value
Mean and Median Mean of food quality (CAN3) Mean of food quality (Food outlets) Median (CAN3) Median (Food outlets)	3.4984 3.7124 3.5 4
t- test Mean difference 95% confidence interval t value p (same mean)	0.21405 (0.055684 0.37242) 2.6704 **0.0084012**

Normal distribution curve of customer satisfaction of CAN3 and outside food outlets

As the p value is less than the level of significance i.e. 0.05, so the means of customer satisfaction levels of CAN3 and outside food outlets are different. So, we reject the null hypothesis. Therefore, there is statistical evidence of rejecting the hypothesis that there is no significant difference between the mean customer satisfaction levels of CAN3 and mean customer satisfaction levels of outside food outlets.

DISCUSSION

As per previous observation, we found that respondents find significant differences in the food variety and options, food prices, and satisfaction between CAN3 and outside food retails. This could be due to more hotel/café options which caters to their personal fool choices, availability of offers and discounts through online food ordering platforms as CAN3 do not offer any perks to attract the customers. The satisfaction levels differ as there are other factors which leads to customer satisfaction like food quality, ambience and seating arrangements.It might be possible that there is a difference in any of these factors

Respondents find no significant differences in the hygiene and cleanliness and service quality & staff behavior between CAN3 and outside food retails. This shows that the hygiene at CAN3 is good and it provides clean and hygienic environment.. Again, in online orders, there is less scope of evaluating the service quality and staff behavior due to absence of interactions.

RECOMMENDATIONS

Diversification of menus should be among the top priority areas for CAN3 to incorporate for the customers with a broad range of preferences. This may consist of adding new dishes, using healthy options, and giving the service to various dietary needs, such as vegan, gluten-free, or low-calorie meals. There should be a mechanism that frequently gathers and keeps the customer feedback. The customers should be given an opportunity to share their opinions, suggestions and complaints through surveys and feedback forms. Use the feedback to see which areas are weak and compliment the products to suit the customers' choice. CAN3 should also provide discounts and offers to the customers.

CONCLUSION

The aim of this study is to identify the factors that lead to customer satisfaction of IIM Bodh Gaya Canteen as well as comparing it with outside food outlets based on these factors.

As the p value for the overall satisfaction mean is less than the significance level i.e. 0.05, so the means of customer satisfaction levels of CAN3 and outside food outlets are different. **That signifies that the customers are more satisfied with the overall services of IIMBG canteen as compared to the services of outside food outlets.**

LIMITATIONS & SCOPE

The cross-sectional study was the major limitation of this research as the preferences of the customers change with respect to time. Limited no. of variables like food variety, food price, hygiene and cleanliness and service quality and behaviour were chosen for this study. From the research, it was found that CAN3 needs to increase the food options which will help the customers to select the dish easily based on his/her preference. CAN3 should also provide discounts and offers to attract customers.

This research establishes a useful baseline for assessing customer satisfaction regarding the IIMBG canteen by surveying students and staff. While currently limited to a cross-sectional quantitative study, the scope can be expanded in the future in several ways. Firstly, the research can be conducted longitudinally to track changes in satisfaction levels over time. Secondly, more comprehensive segmentation of customers based on programs, batches etc. could provide tailored insights. Additionally, the breadth of variables analyzed could be expanded to include ambience, taste, quality etc. Follow up qualitative research through interviews can help uncover nuances missed in the survey. The services marketing framework can be strengthened using theories specific to educational institutions. Importantly, the benchmark established against outside food outlets should be continually monitored. Beyond IIMBG, this methodology can be replicated across institutional canteens to set higher standards. The recommendations can be implemented by developing a detailed action plan for the canteen management. In summary, this research establishes a useful baseline methodology and benchmark for assessing canteen customer satisfaction. In the future, its depth and breadth can be enhanced to provide even more valuable insights, both at IIMBG and for educational institutions more broadly.

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