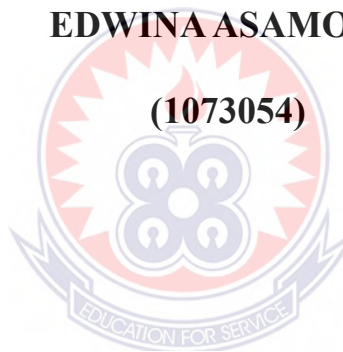**UNIVERSITY OF EDUCATION, WINNEBA**

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

ASSESSING RESTAURANT GUESTS' SATISFACTION AND ITS IMPACT ON REPEAT VISIT: A CASE STUDY OF SUNYANI

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A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF HOSPITALITY AND TOURISM EDUCATION, UNIVERSITY OF EDUCATION, WINNEBA IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF TECHNOLOGY EDUCATION IN CATERING AND HOSPITALITY

FEBRUARY, 2022

DECLARATION

Student's Declaration

I, Edwina Asamoah hereby declare that this research work, with the exception of quotations and references contained in published works which have been identified and acknowledged, is entirely my own original work and it has not been submitted, either in part or whole for another degree in this university or elsewhere.

Signature: …………………………   Date: ……………………………...

Supervisor's Declaration

I, hereby certify that this preparation and presentation of this research project was supervised in accordance with guidelines and supervision of research work laid down by the University of Education, Winneba.

Signature: ………………………   Date: …………………………….

 DR. Mrs. Ellen Louse Olu Fagbemi

DEDICATION

To my family: Stephen my husband and my wonderful children; Stephanie, Stephen and Marilyn

ACKNOWLEDGEMENT

ABSTRACT

The study was conducted to assess restaurant guests' satisfaction and its impact on repeat visit at Sunyani in the Bono Region. A descriptive survey design was adopted and data were collected using a questionnaire. One hundred and five (105) restaurant guests were selected for the study using a convenience sampling technique. Data collected was analysed using Statistical Package for Service Solution (SPSS) version 20. The study revealed that the restaurants offered pre-dining experience, dining-in experience and post-dining experience to their guests. The study also showed that tangibles, reliability, responsiveness, assurance and empathy were major factors that influence guest satisfaction. The restaurants offer value for money, restaurant premises are safe and secure, the restaurant staffs are friendly, efficient at in-dining experience, the restaurants have a variety of products on their menu as well as other ancillary services. Easy accessibility to restaurants affects guest satisfaction and finally, the study showed that restaurant guests are satisfied with restaurants that have calved a positive brand image for itself, customer relationship, good location of restaurants, service quality, aesthetic appeal as well as safety and security to motivate them in selecting restaurants. Given that customers require the presence of all the following service quality dimensions; tangible, reliability, responsiveness, assurance, and empathy, restaurant management should ensure that all dimensions are improved and sustained. It can be concluded that restaurant services affect guest's satisfaction, and good guest service provision positively affect the satisfaction of guest and lead to repeat visit, a situation among restaurants in Sunyani Municipality. It is therefore recommended that, further study should be carried to investigate the relationship between guest expectation, satisfaction and perception with restaurant service delivery.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURE(S)

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The hospitality industry is an important global economic sector and over the past several decades, the sector has been steadily increasing and contributing to the economy of many countries (Melita & Mendlinger, 2014). The sector has become important due to its growing acceptance and benefits, and its contribution to the economy through the gross domestic product (GDP) of several countries (Okello, & Yerian, 2009). In spite of the global economic downturn, the hospitality sector continues to be a leading employer (UNWTO, 2022). This accounts for more than 8% of global employment. The substantial economic benefits of this industry include generating foreign exchange, income, employment and development (Tuhin & Majumde, 2011). Hospitality and Tourism in Ghana has been a major socio-economic activity and one of the most important and fastest-growing sectors of the Ghanaian economy; hospitality and tourism is the third-largest foreign exchange earner after cocoa and gold in Ghana (Ghana Tourist Authority, 2010). As a destination, there is a rise in the number of restaurant establishments. There is therefore the need to promote satisfaction in the industry especially restaurants.

Guest satisfaction is an evaluation of a guest's perception on product or service received in terms of the product or service meeting his or her needs or expectations (Zeithaml & Bitner, 2010). AbuKhalifeh and Som (2012) opines that, guest satisfaction measures customers feeling of pleasure or displeasure as well as the reaction of the guest in relation to the performance of a facility's (restaurant) services provided. Satisfaction can be acknowledged in various ways depending on the needs and wants of the guest prior to and post service delivery; it ranges from

1

feelings of fulfilment, contentment, pleasure, delight, relief, and ambivalence (Abu Khalifeh & Som, 2012).

A guests' loyalty is mostly dependent on the quality of services received; this is as a result of the fact that the present-day guest is hedonistic, hence if guests are not satisfied with the services they receive, they will look for better services elsewhere (Jana & Chandra, 2016). This is also applicable in restaurants. A satisfied guest has the propensity to repeat services received and product demanded and vice versa, the food and beverage sector of the hospitality industry especially restaurant is considered as one of the most important sectors when it comes to service delivery in the hospitality industry (Giritlioglu, Jones & Avcikurt, 2014).

Guests are mostly the last users of a product or a service sold by any producer; satisfying guests is extremely important in increasing profit margins as well as guest retention. If guests are satisfied it is most probable that they would repeat visit as well as recommending the facility to others through words of mouth. Guest satisfaction has been identified as a key performance indicator in the hospitality industry (Gibson, 2015).

Guests' satisfaction thus remains one of the key ingredients for the survival and success of the hospitality industry (Reichheld & Sasser, 2010). This is as a fact that, it measures how products and services supplied by a firm meets or surpasses customer expectations. In a competitive marketplace where business competes for guests, guest satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Satisfying a restaurant guest is a daunting challenge as guest can easily switch from one restaurant to another based on different factors which can make the guest abandon the entire restaurant and its associated services; hence the need to evaluate restaurant guests' satisfaction and its impact on repeat visit.

1.2 Statement of the Problem

The hospitality industry seeks to satisfy and cater for guest need in a way to cherish their desires for them to gain their satisfaction. The Food and Beverage sector especially restaurants are essential to this course and hence need to be constantly reviewed as the taste and preferences of guest keeps changing as guest seek variety always.

Currently, meal experience, low patronage, quality of food and related issues that serve as a driving force for restaurant operation has led to massive guest complaints (Williams & Buswell, 2016).

Restaurant guests are likely to have differences in the levels of satisfaction with these services offered by restaurants (Forozia, Zadeh & Gilani, 2013). More so, most studies on satisfaction in the hospitality industry have mostly targeted the hotel service delivery; however, Sunyani like most destinations, has a number of restaurants establishments with varying service delivery; if guests are satisfied, it will have a positive impact on restaurant business in Sunyani. It is in the light of this that this study intends to fill the research gap in the literature by ascertaining why guest have differences in their level of satisfaction, with restaurant service in Sunyani and whether it has impact on repeat visit.

1.3 Main Objective

The main objective of the study is to assess restaurant guests' satisfaction and its impact on repeat visit in Sunyani.

1.4 Specific Objectives

The specific objectives of the study are;

1. Identify guests' expectations of restaurant services,

2. Evaluate factors that influence guests' satisfaction of restaurant services

3. Identify challenges associated with restaurant service operation

1.5 Research Questions

1. What are guests' expectations of restaurant services?

2. What factors influence guests' satisfaction of restaurant services?

3. What challenges are associated with restaurant service operations?

1.6 Significance of the Study

The restaurant sector plays an important role to the hospitality and tourism industry. This study will ultimately unveil the reasons for restaurant guest differentials in satisfaction with food and beverage services. The findings of the study would be of immense benefits to restaurant owners and managers. This research will increase knowledge and add to the literatures on restaurant satisfaction. The study will therefore provide a baseline data upon which further studies may be carried out.

The findings of the study will again be published as an academic information. Findings of this study would provide vital information that will be useful to policy makers, specifically to those in the restaurant sector which is directly responsible for the provision of services and products. Finally, the study would contribute to facts on meal experience, patronage, and the quality of delivery among restaurants. This will help the tourism authority in their marketing approach and promotions.

1.7 Organisation of the Study

The study is organised into five chapters. Chapter one which is the introduction, presents the background to the study, statement of the problem, research objectives, research question, significance of the study, and organisation of the study. Chapter two is dedicated to the review of literature on the subject matter. It discusses the services offered by restaurants, guest' expectations, factors influencing restaurant guests' satisfaction, guests' satisfaction, among others. Chapter three discusses the methodology that will be used in gathering data for the study. It covers study area, research design, study population, sample and sampling technique, research instrument and data collection procedure as well as data analysis procedure. Chapter four is on the analysis and discussion of the findings of the study. Finally, chapter five includes summary, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter two is dedicated to the review of literature in the field. It discusses the concept of guest satisfaction, repeat visit, service delivery, guest expectations, factors influencing guest satisfaction among others.

2.2 Concept of Guest Satisfaction

According to Jana and Chandra (2016), guest satisfaction has become an important aspect of the hospitality industry. Like all other industries, the hospitality (restaurants sector) industry prospers due to guest satisfaction. It is only through guest satisfaction that a restaurant can retain its guest. Guest loyalty is dependent on the quality of the services rendered in a restaurant; moreover, the hospitality industry has experienced the entrance of many investors who are willing to meet all the needs of their guest. Therefore, if a guest is not satisfied with the services they receive in a restaurant, they will look for better services elsewhere (Jana & Chandra, 2016). Zeithaml and Bitner (2010) defined guest satisfaction as the guest evaluation of a product or service in terms of whether the product or service has met his or her needs or expectations. Failure to meet needs results in dissatisfaction, or poor perception of the service quality. Satisfaction can be acknowledged in various senses depending on what needs the guest had before the service; it ranges from feelings of fulfilment, contentment, pleasure, delight, relief, and ambivalence.

Guest satisfaction in relation to restaurant business and its operation means guest's feeling of pleasure, displeasure or the reaction of the guest about the performance of the restaurant's services provided. Guest satisfaction is measured on three dimensions: safety and security, courtesy of the staff and physical facilities used. Williams and Buswell (2016) believe that guest satisfaction consists of two distinctive elements; guest expectations and perceptions, thus prior to service acquisition and post-delivery encounter of the restaurant operation. Singh and Dewan (2009) opine that guest satisfaction is determined by how well that product meets the guest expectations for the product or service. Accordingly, Williams and Buswell (2016) further suggest that guest are satisfied when their perceived service equals or exceeds what they expected before the service encounter. This can be evaluated as Guest satisfaction = Perception = / > Expectations.

2.3 Services Offered by Restaurants

Restaurants service delivery is a process that includes access, check-in, diagnosis, check-out, and follow-up. The length and nature of the interaction of each stage can vary considerably.
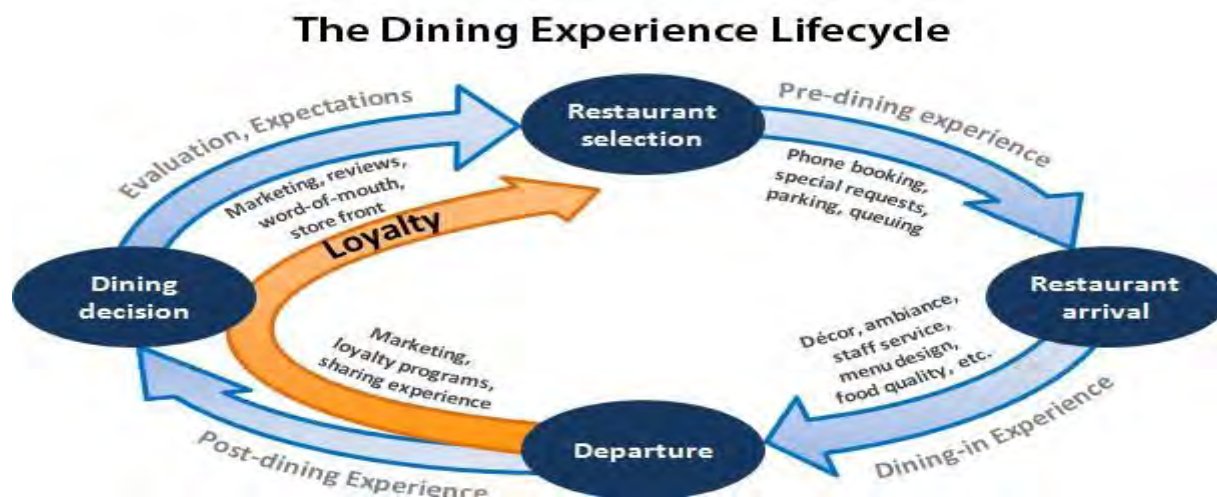
Figure 1: The Dining Experience Lifecycle
Design Methodologies, 2013

2.3.1 Pre-dining Experience

Restaurant marketing operations are commonly narrowed down to adverts, promotions and discounts a restaurant gives out in return for a little more favourability from current and retained customers. With the current competitive market out there, it is less about what a restaurant has to serve and the experience to offer the guest. This experience includes the period before the customer walks through the restaurant door. This is seen as the access face (Rischmiller, 2021; Asirvatham, Thomsen, Nayga Jr, & Goudie, 2019). This is the first stage of the service encounter. If access is difficult then the guest may decide not to proceed but will take his or her business elsewhere (Asirvatham, Thomsen, Nayga Jr, & Goudie, 2019). In present times, the digital impression is catapulting the success of restaurant operation. The presence of a restaurant on social media is all part of the pre-dining experience. 91% of restaurants now use Facebook and 28% of customers actually use Facebook as their sole platform for choosing where to eat out (Rischmiller, 2021).
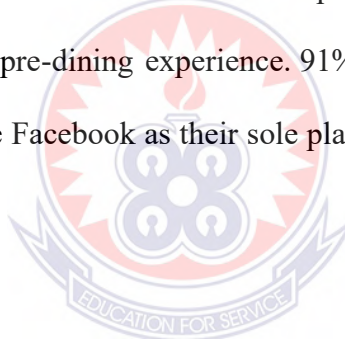
The misconception that customer service only exists within the restaurant itself has cost most restaurant operators. The availability of information about the restaurant such as opening times, kids' menu or even how to book a table is all part of customer service (Rischmiller, 2021). If the restaurant is not opened on time and without recourse to the customer, when staff are too busy to respond to greetings or reply on time, calls placed are not received on time among other scenarios; then the difficulties encountered in accessing a restaurants service to meet guest needs becomes a challenge. This may result in guest seeking other restaurants facility that has easier access (Ryan & Cliff, 2015). The Booking Process, the third and possibly most important area of the pre-dining experience is the part where guest actually book a table with the restaurant. Tying

in with the customer service aspect, if the phone line is crackly or the person on the end of the phone is rude then it is likely to damage the customer's preconceptions about the restaurant. Ideally, the process needs to be smooth and seamless with little irritation or interruption to the customer (Rischmiller, 2021). Several factors have been cited to influence the accessibility of a restaurants to clients. These factors include; the opening hours of the restaurants service, physical location of the restaurants and the availability of car-parking spaces and telecommunication systems. Once the guest has gained access to restaurants service, the next stage which is the dining-in experience begins (Ryan & Cliff, 2015).

2.3.2 Dining-in Experience

Depending on the restaurant type, there are likely variations when it comes to restaurant guest experience, however, there are some fundamentals that separate the great restaurant experiences from the forgettable ones (Ranki, 2021). Guests expect to be attended to friendly and obtain a personalized service delivery. The opportunity to deliver human experience starts with the hosts and servers; they are the ones guests will engage as soon as they walk in and throughout their meal. Guests want sincerity and positivity in enjoying a meal out and expect to be address by their names, as well as restaurant staff giving suggestions based on guest preferences.

Also, guest expect that, consistently the restaurant serves them great food; the food served is the cornerstone of every restaurant business and certainly influences how guests perceive their restaurant experience. It should be noted that presentation matters; the way a dish appears is proven to influence how well a guest thinks it tastes. Food quality can suffer when there is a lack of emphasis on quality control or when there are miscommunications between guests, the waiter

taking their order and kitchen staff preparing that order. Each menu item served shapes how guests perceive the restaurant and their dining experience as a whole.

Not all but also, a memorable atmosphere is a key factor guests look up to during dining-in experience stage. From your colour scheme to furniture choices and lighting, the restaurant establishment's aesthetic is an extension of its brand and a powerful way to generate interest in and drive traffic to the restaurant. Notably the restaurant is to adhere to a concept, keep decor and furnishings consistent, soften the lighting system, choose music thoughtfully and design with Instagram in mind, you can attract guests by using the platform to show off your beautifully-plated dishes and trendy décor among other themes.

Finally, guests expect appropriate seating especially during the new normal era of pandemic like the COVID 19, orderliness in food and beverage service, effective paying system like cash cheque, debit cards, credit cards, mobile payments and electronic bank transfers; and splitting of bills to ensure efficient customer service at dining-in experience stage (Ranki, 2021).

2.3.3 The Check-in Stage.

The check-in stage involves guest identifying themselves to the restaurants staff, generally by fraternising, and commencing an interaction between the guest and the restaurants staff establishes the nature of service they require. For example, guest might tell the waiter that they would like to make an order. During this period the restaurants staff needs to make prompt personal contact with the guest, make them feel welcomed and advise them of what action will be initiated to meet their requirement. For the first time guest, an attractive physical appearance and environment of a restaurants must reassure the guest (Ryan & Cliff, 2015). This will induce

guest that they have made a good decision to use a particular restaurants service. For the established guest, greeting them by their names can help to enforce the impression that they are valued clients. During this stage, the restaurants staff must be skilled in forming good interpersonal relations, be able to establish the purpose of the encounter and be knowledgeable as to how the restaurants service can best meet the guest's needs (Ryan & Cliff, 2015).

2.3.4 The Diagnosis Stage.

During the diagnosis stage, the restaurants staff meets or communicates with the guest by phone or e-mail to establish his/her requirements. The diagnosis stage usually takes more time in the initial planning phase of a new restaurants service experience as it involves the prospective client's clarifications on restaurants service needs and expectations of restaurants service quality. It is the responsibility of the restaurant staff to identify those needs so that appropriate arrangements can be made.

The better the restaurants staff gets to understand guest' needs, the better they can meet that requirement and make suggestions. Good communication skills are critical to this stage. If the restaurant staff is not a good listener, it is unlikely that they will fully understand the guest demand. Once the guest' requirements have been identified, the process of service delivery can commence with the restaurants (Ryan & Cliff, 2015).

2.3.5 The Check-out Stage

The disengagement or check-out stage closes the service encounter. During this stage, the restaurants service provider can check to know what is to happen next. Any previous misunderstanding can be identified and corrected while personal contact is still maintained. As

much as the first impressions are important so are last impressions (Ryan & Cliff, 2015). It is this stage that leaves the guest with his/her final view of the service encounter. For guest, this stage takes place usually after they have experienced the restaurants service (Ryan & Cliff, 2015).

2.3.6 Follow–up

The follow-up stage is usually initiated by the restaurants service provider. It can be a formal questionnaire which mainly seeks feedback of the service provided. It could also be a telephone call or e-mail to the guest seeking some feedback or even a follow-up appointment. This stage identifies any unsatisfied guest and their reasons for being dissatisfied. For instance, if the cause of dissatisfaction is likely to reoccur, then an action is taken to prevent it from happening again. These stages described here are progressive, it is the cumulative effect that will ultimately determine the guests' overall evaluation of the service quality provided by a restaurant. All the stages should create a positive impression of guest. If mistakes occur or problems arise, they should be dealt with prompt during the period in which they occur. It is usually harder and more expensive to rectify problems later than to prevent them. The emphasis usually on delivering the restaurants service required by the guest to meet his/her needs adequately the first time (Ryan & Cliff, 2015).

2.4 Effect of Service on Customer Satisfaction

2.4.1 Loyalty

Oliver (2010) defined loyalty as a deep commitment to re-purchase or revisit a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand - set purchasing, despite situational influences and marketing efforts having the potential to cause

switching behaviour. That is to say, guests who fit into the extremely loyalty cluster have such a high attitudinal attachment to the restaurants that many of them are prepared to change the timing of their visit to ensure they can stick at their favourite properties like restaurants. They are also not so sensitive to the pricing issues and are willing to pay more to enjoy or receive services in the preferred restaurants rather than go somewhere else in favour of cheaper rates. Loyalty according to De Graaf (2011) is a concept that has normative, symbolic, and emotional connotations. Likewise, according to Antoncic and Antoncic (2011), the loyalty of an employee can be expressed through a feeling of the individual to belong to the company and the team of co-workers, whom he or she wants to help; this to an extent, will impact on their role to customers of the company. If they are loyal to the company, they seek guest satisfaction and vice versa.

In a study conducted by (Awara & Anyadighibe, 2014) on the relationship between customer satisfaction and loyalty: a study of selected eateries in Calabar, Cross River State, three categories of service quality were highlighted. The technical quality which refers to what the customer is left with after the customer-employee interactions have been completed. The functional quality which is the process of delivering the same service or product a societal (ethical) quality a credence quality, which cannot be evaluated by the customer before purpose and is often impossible to evaluate after purchase.

Clewer and Sinclair (2016) noted that some guests have higher expectations of service quality than others. Davidow and Uttal (2010) proposed that guest expectation is formed by many factors which include previous experience with other restaurants, guest psychological condition

at the time-of-service delivery, guest background, and the images of the restaurants. Zeithaml et al. (2014) also stated that guest service expectation is built on complex consideration, including their beliefs and personal opinions about the services expected to experience which also influences their loyalty.

2.4.2 Word-of-mouth

The word-of-mouth publicity has become a very powerful and effective communication tool in hospitality marketing. The favourable publicity is getting through a third party, i.e., satisfied customers. The credibility and believability of word-of-mouth publicity are high since it is beyond the control of the marketers. This is by far the most effective and powerful communication tool (Ewing, Stewart, Mather and Newton, 2014); it can instantly turn a consumer into a customer. This is because this type of marketing is the by-product of marketing strategies and the ensuing satisfaction for what was provided in exchange for their patronage. Because word of mouth marketing is placed on the shoulders of satisfied customers who then share this satisfaction with people who trust them, this trust is then transferred to the business. It relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in the business world. When you give quality services to customers, they would likely promote you (Ewing, *et al.,* 2014).

Also, it is more effective and at zero cost, therefore, marketers should develop a mechanism to identify the satisfaction or dissatisfaction levels of their customers. If the managers can identify the dissatisfied customers immediately, they can take immediate action to correct the weaknesses to improve satisfaction.

2.4.3 Restaurants Brand Image

Brand image significantly affects a customer's perceived quality and trust Chiang and Jang (2016), whether a restaurants brand could bring business to the restaurant's website is not clear. Some studies revealed that offline brand image may influence the consumer's online loyalty (Verhagen & van Dolen, 2014). Kwon and Lennon (2017) research stated that for a part of the customers, brand image will be built based on information about the retailer from all channels that multi-channel shoppers have experienced, and another part of customers have a distinctive set of brand images and expectations about each of the retailer's channels. However, the customer may be loyal to a restaurants brand but may book that restaurant via websites. There is no enough evidence of the influence of the restaurants brand on channel choice.

According to Kotler and Armstrong (2010), the brand represents the perception and feelings of customers towards a product or service provided by an organization. It is not only about the name and symbol but it is associated with customers who buy the products physically and emotionally. The three components of brand image; the image of the product itself, of the corporation, and its competitors by and large influence guest perception on goods and services. Therefore, to attract customers to purchase a product, the customer must be familiar with the product. Thus, it is one of a company's responsibilities to build a good image of its products as well as the image of the company itself to create familiarity between the product and its customers.

Brands help motivate customer loyalty. When a product's brand is built, it also creates an identity that differentiates that product from other products. A brand could be in different forms,

like a logo, a name, or a business model. Consumers search for characteristics in a brand that satisfy their needs and desires, and if they find satisfaction in that brand it will receive a positive consumer response, and if a brand does this with one product, in the future, consumers would choose other products with the same brand (Leighton, & Bird, 2012). The brand has a very important role in creating loyal customers and keeping companies' market share. Loyal customers always repurchase and recommend the brand to others, and they pay more money for the brand they prefer even if there are cheaper alternative products. Brand awareness increases the customer's decision to buy a specific brand. Moreover, the brand has a significant impact on the customer's purchase decision. The brand name has a major impact on the purchase decision of customers (Mirabi, Akbariyeh & Tahmasebifard, 2015). Yunus and Rashid (2014) found that there is a relationship between a restaurants brand and consumer intention towards purchasing restaurants products.

2.4.4 Safety and Security

The restaurants security covers various aspects like public area security and security of the system with equipment found in the restaurants. Hence it is very important to have a proper safety and security system in place to protect staff, guests and physical resources and assets such as equipment, appliances buildings, and gardens of the restaurants and also guest properties. Safety and security are always a priority for guest service (Jensen, 2013). Ensuring safety and security measures in restaurants help curb crime such terrorism, and any man-made hazards (Himmelberg, 2014).

2.5 Factors Influencing Guest' Satisfaction

Many factors affect guest satisfaction. Such factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, the accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hinson, 2016). From the studies carried out in many countries, factors like service quality, prompt service and perceived value are the key constructs affecting the customer satisfaction with service industries.

It has, however, been identified that human needs, quality of services and products, the user-friendly nature of product and services, and comfort assurance (Bailey et al., 1983, as cited in (Chingang & Lukong, 2010) are some of the important determinants of guest satisfaction. Even though different guest will require different levels and combinations of these variables, they generally are important factors that affect guest satisfaction (Olorunniwo, Hsu & Udo, 2014).

Atkinson (2010) found out that cleanliness, security, value for money and courtesy of staff determine guest satisfaction. Notably, facility cleanliness and comfort, the convenience of location, prompt service, safety and security, and friendliness of employees are important to guest. By and large customers to hospitality facilities are particular with these variables as identified by Barsky and Lagagh (2011) further stated that stated that employee attitude, location and dining area are likely to influence guest satisfaction. Akan (2013) also indicated that the determinants of restaurants guest satisfaction are the behaviour of employees, cleanliness and timeliness. Choi and Chu (2014) concluded that staff quality, dining area qualities as well as value are the top three restaurants factors that determine guest' satisfaction.

17

According to (Bowen, & Chen, 2011) reliability, empathy, the competence of staff, accessibility, and tangibles are key factors that influence satisfaction. Juwacheer and Ross (2012) also realized that factors such as security, cleanliness and courtesy of staff might be controlled by guest satisfaction. Comfort and cleanliness of rooms, location, accessibility, suitable service delivery, security as well as the behaviours of staffs are some vital elements of guest satisfaction.

Callan (2013) reported that the standard of cleanliness was given the highest rating in the selection of accommodation by guest. Lockyer (2010) confirmed this finding that cleanliness has high importance for guest. Furthermore, other researches have shown that being a hospitality industry, guest satisfaction is greatly influenced by, the quality of interpersonal interaction between the guest and the contact employee (Lovelock, 2009). In another study, Knutson (2009) identified that clean, comfortable, well-maintained rooms, convenient locations, a safe environment, prompt and courteous services are crucial components of guest satisfaction. From a different angle, according to Choi and Chu (2014) staff service quality, and value were the most impactful factors in determining guest' overall satisfaction levels and their likelihood of returning to the same restaurants.

The five dimensions of service quality that guest rely on to form their judgment of perceived service quality as posited by Parasuraman et al. (2011) include the following reliability, responsiveness, assurance, empathy and tangibles.

Tangibility: Appearance of physical facilities, equipment, personnel and communication materials. It is an essential part of the service sector. This dimension of service quality is often enjoyed by the valued customer to ensure service quality**.**

Reliability: Ability to perform the promised service dependably and accurately. This dimension focuses on problem resolution, pricing, delivery and services. The companies always make a promise regarding their performance to create valuable customer satisfaction. It is a vital part of a company through which customers achieve an impressive expectation. It carries long term phases in achieving the valuable trusts and loyalty of the valued customers. In the business cycle, organisations face risks in different time intervals but if a company is able to ensure reliability while contacting their customers, then such organisation will be successful.

Responsiveness: Willingness to help customers and provide prompt service. The company must be alert and take steps promptly with the matters regarding their customers. The matters connected to customers could be customers' complaints, customer feedback, questions. Organisation should give priority to the opinions provided by their valued customers and ensure to make the standardized service and product delivered to them.

Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence. Assurance is related to such a service which has unknown outcome in the upcoming time. The company have to be always alerted in making trustworthy and loyal relationships with their valuable customer.

Empathy: Caring, individualized attention the firm provides its customers. Customers are happy when customer's recognition is done by the company. This helps to add a positive impact on the feelings of customers as they will assume that company has implemented their feedback while making the decision. This kind of recognition from the company's side about customers helps to

occupy a better position in the competitive market. Moreover, the company should focus that there should be the ease of contact and approachability between company and customers. And they have to listen to their customers and convey the information in a language which they can understand. The company always has to make an important effort to know their customers and their needs as well.

2.5.1 Reliability

Reliability can be defined as the firms perform their service at the right time when they promised to give services to their guest (Cheserek, Kimwolo & Cherop, 2015). It is included in the accuracy of all the functions which are performed by any firm like check records properly, billing and provide services at the exact time when it is recorded. Reliability includes many factors, maintain error-free records of the firm and finally solve the problems of guest related to services provided. It is a very important dimension of service in conventional sectors (Parasuraman *et al.,* 2011). Reliability includes security, privacy and assurance. Security is freedom from the doubts, risks and dangers like financial security and physical safety. Every guest is cautious about the security of monetary transactions. So, security has a significant effect on the satisfaction of guest toward the services of firms (Liao, & Subramony, 2010). Privacy means that a safe method is adopted. Guest are more concerned about the privacy of their data and also about the safety of their data. Guest need privacy in their work especially (Pikkarainen, Pikkarainen, Karjaluoto, &Pahnila, 2014).

Munusamy, Chelliah and Mun (2010) conducted a study on service quality delivery and its impact on guest satisfaction in the hospitality sector in Malaysia. Concerning reliability and

20

guest satisfaction, it was found that reliability does not have any significant impact on guest satisfaction (p-value=0.240) at 99% confidence level. Chingang and Lukong (2010), in their study entitled evaluation of service quality and guest satisfaction by using the SERVQUAL model, concluded that the SERVQUAL model for measuring the quality of service is not the right tool. Because it does not well overlap, and also guest expectations and their understanding of satisfaction are more than the service quality. In their study, they found that reliability affected guest satisfaction. According to research conducted on service quality involving three banks in Accra by (Bonsu, & Mensah, 2013), there is a direct link between service quality variables and guest satisfaction in the restaurants industry. One of the key dimensions that affected guest satisfaction was reliability.

Bharwana, Bashir and Mohsin (2013) also conducted a study on the impact of service quality on guest' satisfaction. Results from the study showed that there was a positive and significant relationship between reliability and guest' satisfaction.

2.5.2 Responsiveness

Responsiveness is the readiness to provide assistance and speedy service to the guest (Zeithaml, Parasuraman, & Malhotra, 2012). Responsiveness includes the willingness of employees to avail service in a way that it will send a transaction slip instantly, speedy mortgage confirmation, and updating an account promptly (Mukhtar, Iman, Ashiq, Amjad, & Nasar, 2014). Responsiveness has been considered as an important factor. Guest in general suppose early responds to their demands immediately, because they do not want to wait for a long time (Ruby, 2012). If a firm

fails to provide service to a guest at a certain time, it can recover this failure by providing prompt services in a professional way (Adeoye & Lawanson, 2012).

service quality dimension is very important for consumers as they do not want to face trouble with their business matters. They want to acquire services free of blunders, performed according to criteria, correctly, quickly and within time (Culiberg & Rojšek, 2010). Propensity and readiness of firms to help their guest and satisfy their demands, instantly reply to their criticisms, and quickly solve their problems (Mohammad & Alhamadani, 2011). Once the guest has assurance about the quality dimensions of the product and responsiveness of the employees of an institute; the chances of a guest becoming a loyal and committed guest increase (Kim, & Kim, 2014).

The effect of responsiveness on guest satisfaction has also been assessed by various researchers. Jamal and Naser (2012), by examining the relationship between perceived service quality (SERVQUAL) and guest satisfaction in banking, found that there is a significant relationship between dimensions of service quality (SERVQUAL) and guest satisfaction and these dimensions are considered important factors in creating and attracting restaurants guest satisfaction. Specifically, it was found that responsiveness had the greatest effect on guest satisfaction. Lau, Cheung, Lam and Chu (2013) conducted a study to identify the interrelationships between service quality, guest satisfaction and guest loyalty in the retail banking sector in Hong Kong. The findings of the study revealed that guest satisfaction was derived from all the dimensions of service quality including responsiveness.

Navaratnaseelan and Elangkumaran (2014), by studying the impact of service quality on guest satisfaction with restaurants employees, concluded that there is a significant and positive correlation between responsiveness and guest satisfaction. Therefore, the more maintaining high-quality service, the more guest satisfaction and low-quality services reduce guest satisfaction and even lead to loss of guest.

2.5.3 Assurance

Assurance is building confidence and trust in guest towards services provided (Cheserek, Kimwolo, & Cherop, 2015). Assurance includes competence, courtesy, credibility and security. This involves knowledge and courtesy of employees and their ability to inspire trust and confidence (Parasuraman *et al.,* 2011). The knowledgeable employees are to be able to reduce the quality services. So, the ability of employees to inculcate confidence in guest, they should save in their transactions, contentiously polite in their guest, and the ability to answers the guest questions are also well-mannered (Ehigie, 2016). More frequently the guest' appearance for the assurance from the employees and expect that employees will perform positively and implant sureness in their guest. Therefore, there is the need for employees to introduce assurance in guest, building them senses harmless in their dealings, regularly polite in the way of guest, the capability to respond to guest queries correctly (Cheserek *et al.,* 2015).

Assurance as one of the dimensions of service quality has also been studied by several researchers to find its effect on guest satisfaction. Munusamy et al. (2010) conducted a study on service quality delivery and its impact on guest satisfaction in the hospitality sector in Malaysia.

About assurance and guest satisfaction, it was found that there was a relationship between assurance and guest satisfaction.

2.5.4 Empathy

Empathy is about the personal attention extra care and better understanding toward guest and showing them, they are special and important by showing kindness, affection and looking them as close friends to make them feel special (Cheserek *et al.,* 2015). Empathy is all about entertaining the guest in terms of place, better communication and time. Researches have proved that most people are influenced by this dimension of service quality. In empathy, employees give attention and extra care to their guest that can increase the quality of services and guest feel special. This thing increases guest loyalty and guest satisfaction. To satisfy the restaurant guests needs, management should improve service quality like empathy. Sometimes, it is important to guest that the employees of the organization pay special attention and extra care when they deal with them. So far, as empathy is still a vital element of service quality so financial institutes should sustain and improve the empathy (Munusamy *et al.,* 2010).

In assessing the effect of service quality and guest satisfaction, Naik, Gantasala and Prabhakar (2010), by studying of service quality (SERVQUAL) and its effect on guest satisfaction, found that SERVQUAL service quality dimensions (tangible factors, reliability, responsiveness, empathy and assurance) make a positive impact on guest satisfaction and hence dimensions of quality of service are a critical factor on guest satisfaction. Specifically, they identified empathy as having the greatest effect on guest satisfaction. According to research conducted on service quality involving three restaurants in Accra by Bonsu and Mensah (2013), there is a direct link

24

between service quality variables and guest satisfaction in the banking industry. One of the key dimensions that affected guest satisfaction was empathy.

2.5.5 Tangibles

Tangibles in the service sector are physical facilities that facilitated the process of service provision. The appearance of persons, physical facilities and equipment are known as tangibles (Parasuraman *et al.,* 2011). Tangibles normally represent interior facility which includes staff members, equipment and printed materials. Visual images play their role in forming impressions in guest about the quality of the service. Guest expects up-to-date equipment, attractively printed material, well-arranged interior and properly dressed employees (Culiberg & Rojsek, 2010). In the context of service quality, tangibles can be referred to as Information and Communications Technology (ICT) equipment, physical facilities and their appearance (ambiance, lighting, air-conditioning, seating arrangement); and lastly but not least, the services providing personnel of the organization (Blery, Batistatos, Papastratou, Perifanos, Remoundaki, & Retsina, 2014). These tangibles are deployed, in random integration, by any organization to render services to its guest who in turn assess the quality and usability of these tangibles.

About service quality and guest satisfaction, it was found that only tangibles have a significant impact on guest satisfaction. A study by (Saghier & Nathan, 2013) showed that the relationship between tangibles and guest satisfaction was not significant enough. They found that infrastructure facilities are not important about quality service delivery but it is needed in delivering good quality of service.

CHAPTER THREE

METHODOLOGY

3.1 Study Area

The study was conducted in the Sunyani East Municipality at some selected restaurants. The Municipality is among the administrative districts/municipalities in the Bono Region of Ghana. It shares boundaries with Sunyani West District to the North, Asutifi District to the South and Tano North Municipality to the East. There are effective economic and social interactions with the neighboring districts which promote resource flow among these districts. The projection population is 156,186 (Ghana Statistical Service (GSS), 2020). The growth rate of Sunyani compared with the national growth rate of 2.7% indicates a high population growth rate. The population in the municipality is generally concentrated in the three largest localities (Sunyani, Abesim and New Dormaa) which hold about 74.3% of the population, with only 25.7% distributed among the other settlements. The hospitality industry in the municipality is flourishing with restaurants ranging from Budget to 3-star Hotels and Grade 2 and 3 Restaurants. The municipality is the seat of government in the Bono Region and this had led to a lot of governmental and Non-Governmental Organisations (NGO's) being located in the area. The effect is the booming restaurant outlets in the study area as majority of the workers eat away from home.

3.2 Research Design

Descriptive survey was adopted for the study; the rational for this study design was as a result of its ability to specify the nature of a given phenomenon and reporting the issues as they appear.

Descriptive research thus involves the collection of data in order to test hypotheses or answer research questions concerning the current status of a subject of study (Saunders, Lewis & Thornhill, 2010; Bhattacharyya, 2011)

Specifically, a cross-sectional survey design in which the researcher collects data at one point in time was adopted for the study. This design has the advantage of measuring current attitudes or practices. It also provides information in a short amount of time, such as the time required for administering the survey and collecting the information. A cross-sectional study examines current attitudes, beliefs, opinions, or practices.

The survey design specifically was employed as it allows for issues about a target population to be studied by taking a cross-section of the population. This type of design is very useful in obtaining an overall picture of phenomenon as it stands at the time of the study. It is also a very simple design which allows for one-time investigation of the target population (Creswell, 2012; Kumar 2005). Comparing the strengths, this design is less time consuming in relation to longitudinal studies and will be deemed suitable for this study which seek to do a one-time assessment of restaurant guests' satisfaction and its impact on repeat visit in Sunyani.

3. 3 Population

Nwana (1992) postulates that a population is all the members of the target of the study as defined by the objectives of the study. The population of the study comprised all restaurant managers and guests who patronise restaurants services in the Sunyani East Municipality.

3.4 Sample and Sampling Procedure

Ten (10) restaurants were purposively and randomly selected for the study. The only grade 2 restaurant was selected purposively, while the remaining 9 Grade 3 Restaurants were selected randomly. Restaurant guests who had visited more than once were targeted as they had a considerable experience with the services provided by the restaurant and hence were in a better position to fully assess the services provided. The 10 managers were selected purposively while the restaurant guests were selected conveniently (It involves the use of elements of a target group to which the researcher has access or who are available as respondents.). A sample of 120 respondents (110 Restaurant Guests 10 Restaurant Managers) were selected for the study. Table 1 shows the number of restaurants that were used for the study:

Table 1: Sample of Restaurants and Respondents used for the Study

Grade of Restaurants	Number of Restaurants Selected	Selected Restaurants	Respondents
Grade Two	1	Mandela Restaurant	20
Grade Three	9	Esbak Kitchen	10 from each Restaurant
		City Aroma	
		Sweet Touch Restaurant.	
		Swift Restaurant	
		Mandy's Restaurant	
		Eusbett Anex	
		Down Town Restaurant	
		STU Restaurant	
		Elkems Tasty Restaurant	
Total	10	10	110

3.5 Data Collection Instrument

Questionnaires were the main instruments adopted for the study to gather information from respondents. Orodho (2008) defines a questionnaire as an instrument used to gather data, which

allows a measurement for or against a particular viewpoint. He emphasizes that a questionnaire has the ability to collect large amount of information in a reasonably quick space of time.

Questionnaire was used because; it allows respondents to take time to think about questions before responding to them. It is convenient for gathering data from a large sample size and the respondents express their views without the possibility of influence by the researchers.

The instruments were ordered around the research questions with each research question forming a component of data collection. The bio data of the respondents were also formed part of the data that the instrument captured. Both close and open-ended questions were included in the instrument.

3.6 Data Collection Procedure

In order to ensure a high return rate, the instruments were administered personally by the researcher and her trained field assistants. An introductory letter from the researchers' department was sent to the management of the selected restaurants seeking their approval for the use of their facility for the study. The purpose of the study was explained to management and when permission was granted, the purpose was also explained to the participants who were selected for the study.

3.7 Data Analysis

After data clearing and careful scrutiny, it was realised that 5 out of the 110 questionnaires were having challenges and had to be weeded out of the data set to be used in the data analysis. The total number of questionnaires used in the analysis was 105. The analysis was carried out under

the ambit of the research questions stated for the research. The data was analysed with the aid of SPSS.V20.0 for windows to compute the standard deviation, means and frequencies.

3.8 Research Ethics Consideration

Issues of confidentiality, anonymity, informed consent were paramount throughout the research process. The rational for the study was explained to the respondents before the instrument was given out.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.1 Introduction

The general objective of this study was to assess guest satisfaction with restaurant services at Sunyani in the Bono Region. This chapter presents the research findings based on the data gathered from the field. The presentation is done based on demographic information and specific objectives.

4.2 Socio-Demographic Characteristics of Respondents

This portion of the analysis relates to the demographic information of respondents.

Table 2: Socio-Demographic Characteristics of Respondents

	Frequency (150)	Percentage (%)
Gender		
Male	44	42
Female	61	58
Age group (Years)		
20-29	21	20
30-39	32	30
40-49	47	45
Above 50 years	5	5
Educational level		
Basic	11	10
SHS	16	15
Diploma/ HND	26	25
Degree	52	50
Marital status		
Single	63	60
Ever married	42	40
Numbers of years patronizing		
Less than a year	10	10
1-2 years	52	50
3-4 years	27	25
More than 5 years	16	15

Source: Field Survey, 2021

Table 2 presents the socio-demographic characteristics of respondents. Majority (58%) of the respondents were females while 42% were males. For the age group, majority (40%) of them were aged between 40-49 years, 30% were aged between 30-39 years while only 5% were aged above 50 years.

In terms of educational background of respondents, half (50%) of guest had attained a degree, 25% had HND/Diploma education, and 10% had attained Basic education. However, the majority (60%) of guest were single. It is also clear from Table 2 that, 50% of restaurant guests studied have been patronizing the restaurant for 1-2 years, 25% have patronized for 3-4 years while 10% have patronized for less than a year.

4.3 Services Offered by Restaurants

This section discusses the services offered by restaurants.

Table 3: Services Offered by Restaurants

Service Offered by Restaurants	Mean	Std. Dev.
Pre-dining experience (phone booking, special request, adverts.)	3.70	0.64
Check-in stage	3.66	0.70
Diagnosis stage	2.80	1.14
Dining-in experience (staff service, menu design, food quality etc.)	3.78	0.60
Post-dining experience (marketing, loyalty programs, sharing experience etc.)	3.69	0.74
Follow-up stage	2.78	1.18
Mean of means	**3.40**	

Source: Field Survey, 2021
Scale: 1.0-2.4=Disagree, 2.5-3.9=Agree

The mean of means (3.40) indicated the restaurant guests agreed that the variables identified are the services offered by restaurants in the Sunyani. Majority of the guests agreed (mean=3.70) that pre-dining experience such as phone booking, special request, adverts are services offered

by restaurants in the Sunyani. Before a guest and a restaurant service provider can conduct business, there should be the provision pre-dining experience. This is the first stage of the service encounter. If access is difficult then the guest may decide not to proceed but will take his business elsewhere. The pre-dining experience stage encompasses any means the guest uses to make initial contact with restaurant service (Ryan & Cliff, 2015; Rischmiller, 2021; Asirvatham, Thomsen, Nayga Jr, & Goudie, 2019). The guests also agreed (mean=3.66) that the check-in stage is another service offered by the restsaurants. The check-in stage involves guest identifying themselves to the restaurant staff, generally by giving their names, and commencing an interaction between the guest and the restaurant staff establishes the nature of service they require. For the first time visit, an attractive physical appearance and environment of a restaurant must reassure the customer (Ryan & Cliff, 2015).

Additionally, the respondents also agreed (mean=3.78) that staff service, menu design, food quality offered which constitute dining-in experience were offered by the restaurants in Sunyani. Covers are established at this stage of the dining experience cycle. Covers in a restaurant is calculated by the number of tables occupied divided by the number of available tables that dining area of the restaurant. It also includes delivery services and take out services (McMahon, 2011). This has become more important amidst the COVID-19 pandemic (Rischmiller, 2021)

Finally, restaurant guest agreed (mean=3.69) that post-dining experience such check-out, marketing, loyalty programs, sharing experience is a service offered by restaurants. Example, the check-out stage closes the service encounter. During this stage, the restaurant service provider

can check to know what is to happen next and this stage takes place usually after the guest has experienced the restaurant service (Ryan & Cliff, 2015).

4.4 Factors that Influence guest Satisfaction with Restaurants Services

The statements in Table 4 represent the factors that influence guest satisfaction with restaurant services.

Table 4: Factors that Influence Guest Satisfaction with Restaurants Services

Factors that Influence Guest Satisfaction	Mean	Std. Dev.
TANGIBLES-attractiveness, (dining area and surroundings) spacing, staff appearance etc.	3.80	0.66
RELIABILITY-Accurate service, delivery etc.	3.87	0.75
RESPONSIVENESS-Prompt service, staff helping guest, staff attending to guest complaints etc.	3.90	0.55
ASSURANCE-Attitude of staff, staff confidence of the service delivery	3.89	0.83
EMPATHY-check-in experience, personalized attention to customers	3.95	0.72
Mean of means	**3.88**	

Source: Field Survey, 2021
Scale: 1.0-2.4=Disagree, 2.5-3.9=Agree

The mean of means (3.88) indicates that the five service quality dimensions shown in Table 4 influence restaurant guest satisfaction. Majority of the guest agreed (mean=3.95) that empathy such as check-in experience, personalized attention to customers influences guest satisfaction. The results of the study are supported by the findings of the study conducted by Naik, Gantasala and Prabhakar (2010), where empathy was identified as having the greatest effect on customer satisfaction. Similarly, Chingang and Lukong (2010) also found that empathy affected customer satisfaction. Again, majority of guests agreed (mean=3.90) responsiveness (Prompt service, staff helping guest, staff attending to guest complaints etc.) and tangibles (attractiveness, (dining area and surroundings) spacing, staff appearance etc.) respectively influence customer satisfaction.

34

Findings from the study showed that responsiveness had a statistically significant effect on customer satisfaction. The results obtained about the effect of responsiveness on guest satisfaction are similar to the findings in a similar study conducted by Lau, Cheung, Lam and Chu (2013), who found that responsiveness had a statistically significant effect on customer satisfaction. The findings of the study confirm the findings obtained by Munusamy, Chelliah and Mun (2010), who found that tangibles have a significant impact on customer satisfaction. The findings are supported by (Watt, 2013), who studied SERVQUAL dimensions in the hospitality industry and found out that service quality was related to the tangible, attractiveness and general appearance of a restaurants.

In addition, restaurant guests agreed (mean=3.89) that assurance such as attitude of staff, staff confidence of the service delivery influences guest satisfaction of restaurant service. These findings confirmed the findings of (Mohsin & Lockyer, 2010) who opined that employees' confidence in service delivery plays an important role in meeting customer expectations. Assurance includes competence, courtesy, credibility and security. This involves knowledge and courtesy of employees and their ability to inspire trust and confidence (Parasuraman *et al.,* 2011).

Finally, the respondents agreed (mean=3.87) that reliability (ability to perform the promised service dependably and accurately) influences guest satisfaction with restaurant services. Consequently, customers feel satisfied with the reliability of the service quality of the restaurants. This result is consistent with Juwaheer and Ross (2012) who found in their study that reliability was the most important factor for ensuring customer satisfaction with service quality.

According to (Mbobua, 2015) reliable service performance has to meet customers' satisfaction. Similarly, Bonsu and Mensah (2013) also found that there is a direct link between reliability (restaurants following through on their promises) and customer satisfaction.

4.5 Effect of Services on Guest Satisfaction

This section presents the effects of services on guest satisfaction of services of restaurants in Sunyani Municipality. The details of their responses are presented in the table below.

Table 5 Effect of Services on Customer Satisfaction

Effect of Services on Customer Satisfaction	Mean	Std. Dev.
The restaurant offer value for money	3.80	0.65
Restaurant premises are safe and secured	3.87	0.62
The restaurant staffs are friendly	3.74	0.70
Pre-dining and dining-in experience	3.78	0.67
The restaurant has a variety of products on its menu and other ancillary services	3.66	0.76
Post-dining experience	3.79	0.66
Employees are never too busy to respond to guest demands	2.98	1.12
Mean of means	**3.66**	

Source: Field Survey, 2021
Scale: 1.0-2.4=Disagree, 2.5-3.9=Agree

From Table 4, majority of the guest agreed (mean=3.87) that restaurant premises are safe and secured. This finding is consistent with the finding of Mohajerani, and Miremadi, (2012).
that customers were satisfied with restaurant security as expected. Again, respondents agreed (mean=3.80) that the restaurants in Sunyani offered value for money. According to Ramanathan (2010) in his study of United Kingdom hotels, value for money is classified as a critical attribute in business guest accommodation selection. Yongchaitrakool (2014) stated that customers will be

satisfied if a hospitality outlet provides services above their expectations as customers who pay for service or product, normally expect that this service or product is worth their payment.

In addition, most of the guest agreed (mean=3.74) that the restaurant staff is friendly. Clienteles will always go to restaurants which have a reputation for good staff performance as well as affable. This supports the opinion of Adekola and Bola (2012) that good customer-staff relationship influences customer satisfaction with services provided by the restaurant. The result obtained concerning the effect of staff friendly on customer satisfaction is similar to the findings in a similar study by Lau, Cheung, Lam, and Chu (2013), who found that staff relationships had a statistically significant effect on customer satisfaction. The restaurant guests also agreed (mean=3.78) that they are satisfied with restaurant that offers them quality pre-dining and dining-in experiences. This implies that guests do not expect to have challenge with pre-dining and dining-in experiences such as getting access leaving restaurants anytime they visit. the location of the service providers and their accessibility is a very important selling point in the hospitality industry (Kotler & Armstrong, 2010) According to Campos and Marodin (2012), customers are expected to receive prompt services from hospitality outlets employees when visited example restaurants.

Finally, guests agreed (mean=3.79) post-dining experiences also leads to guest satisfaction as well. In general, the mean of means (3.66), implies that restaurant services affect guest satisfaction.

4.6 How Guests are Satisfied with the following Restaurants Variables

These statements represent restaurant attributes that influence guest satisfaction.

Table 6 How Guests are Satisfied with the following Restaurants Variables

Restaurant attributes that influence Guest Choice of Restaurants	Mean	Std. Dev.
Restaurant brand image	3.87	0.58
Product price	3.40	0.62
Word of mouth recommendation	3.77	0.58
Customer loyalty	3.70	0.69
Restaurant location	3.36	0.70
Appropriate dining area	3.61	0.62
Service quality	3.26	0.77
Aesthetic appeal	3.76	0.69
Safety and security	3.80	0.59
Mean of means	**3.61**	

Source: Field Survey, 2021
Scale: 1.0-2.4=Disagree, 2.5-3.9=Agree

From Table 6, the mean of means (3.61) indicates that guests are satisfied with the variables identified in this study. Majority of the guest agreed (mean=3.87) that they should be satisfied with restaurants that have built brand image for itself. This is in line with the findings of Chiang and Jang (2016) in a study that revealed that hotel brand image as a hotel attribute significantly affects guests' perceived quality and trust of the hospitality operations. According to Kotler and Armstrong (2010), the brand image represents the perception and feelings of guests towards a product or service provided by the restaurants. Respondents also agreed (mean=3.80) that they will be satisfied with the safety and security measures provided by the restaurants so far as such is standard. Although some believe that business clientele will want to see visible indicators of security in restaurants, hospitality industry players will have to carefully balance security and

hospitality, as both factors are critical to customer satisfaction (Himmelberg, 2014). Safety and security play a significant role in most respondents' restaurant site decisions. Hence it is very important to have a proper safety and security system in place to protect staff, guests and physical resources and assets such as equipment, appliances buildings, and of the restaurant and also the belongings of the guest. Safety and security has always a priority for guest service (Jensen, 2013).

Again, respondents agreed (mean=3.77) that they will be satisfied with word of mouth recommendation. This supports the opinion of Adekola and Bola (2012) that a good customer-staff relationship will translate positive words of mouth recommendation from satisfied guest of the restaurant which is always assuring. Respondents again, agreed (mean=3.76) that they will be satisfied with a restaurant with an aesthetic appeal. Callan (2013) reported that the standard of hospitality premises are expected be clean as this provides highest rating in the selection of hospitality outlets by customers. Lockyer (2014) confirmed this finding that room cleanliness has a significant influence on customer satisfaction.

Additionally, respondents agreed (mean=3.61) that they will be satisfied with a restaurant with an appropriate dining area. The delivery of restaurant services always involves the interactions of people, in particular the interactions between customers and waiter and waitress in the dining area which is expected to be appropriate. According to Choi and Chu (2010), staff service is believed to be one of the most important factors in determining customers' overall satisfaction levels and their tendency of returning to the same facility. Adams (2015) revealed that the

service quality of the hotel is one of the major determinants that influence customers' satisfaction.

Finally, respondents agreed (mean=3.70) that the location of the restaurant will influence their satisfaction with the restaurant services. This could be possibly because most customers chose a location for their purpose of visits. Indeed, location is one of the important factors which lead to guest satisfaction with the hospitality products product hence influencing the future purchase. In general, the location of the service providers and their accessibility is a very important selling point in the hospitality industry (Kotler, & Armstrong, 2010).

4.6 Summary of Chapter

The study reveals that the restaurants offered the following services Pre-dining experience to their guests. The study also showed that tangibles attractiveness, (dining area and surroundings) spacing, staff appearance etc.), reliability (ability to perform the promised service dependably and accurately), responsiveness (Prompt service, staff helping guest, staff attending to guest complaints etc.), assurance (attitude of staff, staff confidence of the service delivery) and empathy (caring, individualized attention the firm provides its customers) were major factors that influence guest satisfaction.

The study also reveals that restaurant services affect guest satisfaction. The restaurants offer value for money, restaurants have premises that are safe and secured, the restaurant staff being friendly, efficiency at the pre-dining experiences and in-dining, the restaurant has a variety of on

their menu and other ancillary services, and easy accessibility of the restaurants have the propensity to affect guest satisfaction.

Finally, the study shows that guest will be satisfied with restaurants that have built positive brand image, customer relationship/restaurant staff service, location of restaurant, service quality, aesthetic appeal and safety and security are variables that can influence their choice of a restaurant.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the findings identified in chapter four, drawing conclusions from these findings and making recommendations based on the findings.

5.2 Summary of Findings

The study was conducted to assess guest satisfaction with restaurant services in Sunyani Municipality in the Bono Region of Ghana. Based on the analysed data, the major findings include the following:

The study revealed that the restaurants offered the following services pre-dining experience, dining-in experience, post-dining experience. The study also showed that tangibles (appearance of physical facilities, equipment, personnel, and communication materials), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance (knowledge and courtesy of employees and their ability to convey trust and confidence) and empathy (caring, individualized attention the firm provides its customers) were major factors that influence guest satisfaction.

The study also revealed that restaurant services affect guests' satisfaction. The restaurants offer value for money, restaurant premises are safe and secured, the restaurant staff are friendly, efficient at in-dining experience, the restaurants have variety of products on their menu as well as other ancillary services, and accurate pre-dining experience can affect guest satisfaction.

42

Finally, the study showed that guest will be satisfied with a restaurant with positive brand image, customer relationship/restaurant staff service, location of restaurant, service quality, aesthetic appeal and safety and security.

5.3 Conclusion

The study revealed that the restaurants offered the following services pre-dining experience, dining-in experience, post-dining experience to their guests. The study also established that the combination of tangibles, reliability, responsiveness, assurance and empathy all have a significant influence on guest satisfaction. Therefore, service quality has a positive effect on guest satisfaction. The study also reveals that the restaurant services affect guest's satisfaction. The restaurants offer value for money, restaurant premises are safe and secured, the restaurant staff are friendly, efficiency in pre-dining experience, dining-in experience, post-dining experience, the restaurants have a variety of products on their menu as well as other ancillary services, and easy accessibility of the restaurants affect guest satisfaction. The study showed that guests are satisfied with restaurants with positive brand image, customer relationship/restaurant staff service, good location of restaurants, service quality, aesthetic appeal, as well as safety and security. In conclusion, the researcher can confidently say that good guest service provision will positively affect the satisfaction of guest and repeat visit, a situation among restaurants in Sunyani Municipality.

5.4 Recommendations

1. Given that customers require the presence of all the following service quality dimensions; tangible, reliability, responsiveness, assurance, and empathy, management should ensure that all dimensions are improved and sustained in the restaurant service delivery.

2. Guest service is a very important issue as far as service delivery in today's hospitality industry is concerned especially, the restaurant sub-sector. More so when competition is so great in the hospitality industry of Ghana. To stay in the competition, restaurant managers must set goals form of a promise to deliver quality service to guests

3. Further study should be carried to investigate the relationship between guest expectation, perception and satisfaction with restaurant service delivery.

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APPENDIX

UNIVERSITY OF EDUCATION, WINNEBA

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

**DEPARTMENT OF HOSPITALITY AND TOURISM EDUCATION**

TOPIC

ASSESSING RESTAURANT GUESTS' SATISFACTION AND ITS IMPACT ON REPEAT VISIT: A CASE STUDY OF SUNYANI

QUESTIONNAIRE

Dear Respondent,

This research questionnaire is aimed at gathering data for a study on assessing restaurant guests' satisfaction and its impact on repeat visit in Sunyani. The study is purely for academic purposes and respondents are assured of uttermost confidentiality of information provided.
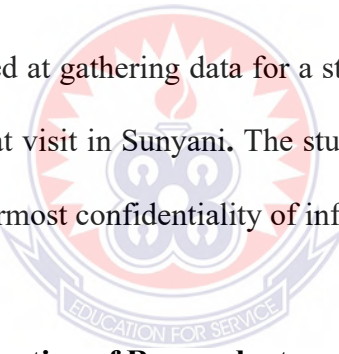
SECTION A: Background Information of Respondents

1. Gender (a) Male [   ] (b) Female [   ]

2. Age of respondents (a) Below 20 years [   ] (b) 20-29 years [   ]

   (c) 30-39 years [   ] (d) 40-49 years [   ] (e) 50 years and above [   ]

3. Educational level (a) No formal education [   ] (b) Basic [   ] (c) SHS [   ]

   (d) Diploma/HND [ ] (e). Degree [   ] (f) Other, specify…………………………

4. Marital status (a) Single [   ] (b) Ever married [   ]

5. How long have you been patronizing from this restaurant?

56

(a) Less than a year [   ]   (b) 1-2 years [   ] (c) 3-4 years [   ] (d) More than 5 years [   ]

SECTION B: Services Offered by Restaurants

These statements represent the services offered by restaurants. On a 4-point Likert scale, indicate (✔) your level of agreement as applied in this restaurant.

SA =Strongly Agree, A s= Agree, D = Disagree, SD = Strongly Disagree

No	Service Offered by Restaurant	SA	A	D	SD
1.	Pre-dining Experience (Phone booking, special request adverts etc.)				
2.	Check-in stage				
3.	Diagnosis stage				
4.	Dining -in experience (Staff service, menu design, food quality etc.)				
5.	Post-dining experience (Check-out, Marketing, Loyalty programs, sharing experience etc.)				
6.	Follow-up stage				

Section C: Factors that influence guest satisfaction with restaurant services

These statements represent the factors that influence guest satisfaction with restaurant services.

On a 4-point Likert scale, indicate (✔) your level of agreement.

SA s=Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

No	Factors that influence guest satisfaction	SA	A	D	SD
1.	**TANGIBLES**-attractiveness (dining area and surrounding), spacing, staff appearance etc.				
2.	**RELIABILITY**-accurate service, delivery etc.				
3.	**RESPONSIVENESS**-prompt service, staff helping guest, staff attending to guest complaints etc.				
4.	**ASSURANCE**-attitude of staff, staff confidence of the service delivery etc.				
5.	**EMPATHY**-Check in experience, personalized attention to customer's etc.				

Section D: Effect of Services on Customer Satisfaction

These statements represent the effect of service quality on customer satisfaction. On a 4-point Likert scale, indicate (✔) your level of agreement

SA =Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

No	Effect of Services on Customer Satisfaction	SA	A	D	SD
1.	The restaurant offers value for money				
2.	Restaurant premises are safe and secured				
3.	The restaurant staff are friendly				
4.	Pre-dining and dining-in experience,				
5.	The restaurant has a variety of product on its menu and other ancillary services.				
6.	Post- dining experience				
7.	Employees are never too busy to respond to guest demands				

SECTION E: How guests are satisfied with the following restaurant variables

These statements represent restaurant attributes that influence guest satisfaction. On a 4-point Likert scale, indicate (✔) your level of agreement as applied in this restaurant.

SA =Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

No	Customer satisfaction	SA	A	D	SD
1.	Restaurant Brand image				
2.	Product price				
3.	Word-of-mouth recommendation				
4.	Customer loyalty				
5.	Restaurant location				
6.	Appropriate dining area				
7.	Service quality				
8.	Aesthetic appeal				
9.	Safety and security				