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**DINING EXPERIENCE, PERCEIVED RESTAURANT IMAGE AND GUEST
LOYALTY IN FULL - SERVICE RESTAURANTS IN KAMPALA – UGANDA.**

BY

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**A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF ECONOMICS AND
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DECLARATION

I, **AYEBAZIBWE MOREEN** hereby declare that this Research report is original and has never been submitted for any other degree award to any other institution or university before and where ideas have been borrowed the owners are recognized.

Signature 

AYEBAZIBWE MOREEN

Date 05/10/2018

APPROVAL

This Research report has been submitted for examination with the approval of my supervisor.

Signature

MR. WAAKO FRED

Date

DEDICATION

This research report is dedicated to my lovely mother.

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ABSTRACT

The research study was entitled as “Dining Experience, Perceived Restaurant Image And Guest Loyalty In Full - Service Restaurants In Kampala – Uganda”. The research study was guided by the following research objectives; to establish the relationship between dining experience and guest satisfaction in the selected restaurants of Kampala – Uganda, to determine the relationship between dining experience and guest loyalty and to establish if there is a significant relationship between dining experience, perceived restaurant image and guest loyalty in the selected restaurants of Kampala - Uganda. A closed end and self administered questionnaire was used. The questionnaire consisted of two sections; the first section on the study variables and the other on restaurant characteristics. The second section on restaurant characteristics was completed by restaurant managers. Selected respondents were approached at the end of the meal, requested to complete the questionnaire and leave it behind. The findings indicate that dining experience positively correlate with guest loyalty. The results mirror Ha and Jang’s (2012) results that restaurant atmosphere has positive effect customer loyalty. Also the finding agree with Ryu, Lee and Kim’s (2012) results that restaurant atmosphere, food and service have positive impact on customer revisit and recommendation. This means that dining experience is an influential factor of guest loyalty. In conclusion, Guest loyalty in full service restaurants is more strongly influenced by dining experience than perceived restaurant image. The non significant influence of guest satisfaction implies that the effect of guest satisfaction on guest loyalty is probably enhanced by other factors, such as perceived switching costs and trust, as suggested by Ranaweera and Prabhu.

CHAPTER ONE

PROBLEM AND ITS SCOPE

Background to the Study

The restaurant industry expanded rapidly and was reported that it had an investment of almost \$992 billion and a volume of over 586 transactions in 2014, presenting more than 18% growth in five years (Data monitor, 2010). The concept of restaurant dates back to the birth of 'restaurers', meaning hot soups around 1765 in France and travens in England in the early 1780s. Since then restaurants have spread all over the world, including Uganda with evolutions in the design of operation (Carlbäck, 2008). In Uganda, especially Kampala restaurants from other Africa regions and the rest of the world have emerged along with the locally oriented ones (www.tripadvisor.com). Depending on the level of service, style of service and sophistication, restaurants can be grouped on a continuum, from simple take away to full service restaurant (See. Lillicrap, Cousins & Smith, 2003). In this study the focus is on full service restaurants.

According to Michael Porter's five competitive force model, as the number of restaurants grow customers get exposed to a wide range of options, leading to intense competition among foodservice operations and concentration of bargaining power on the demand. Furthermore, various consumer-centered parameters, such as change in lifestyle, rising disposable income, economic status and awareness are impacting heavily on the marketing of restaurant services (International Marketing Bureau, 2011). Consequently, offering good food alone is no longer enough to gratify guests (Chan & Lam, 2009; Ryu, Lee & Kim, 2012; Soriano, 2002). Such other restaurant attributes as environment, service, employee personality, music, and reception, for example have become of equal importance (Andersson & Mossberg, 2004; Carlbäck, 2008). In this respect, restaurants strive to offer unusual dining experience in terms of the tangible and

intangible attributes or call it total dining experience (Johns, Tyas, Hind, Ingold & Hopkinson, 1996; Lillicrap & Cousin & Smith, 2002; Shams & Hales, 1989).

However, majority of the foodservice outlets in Uganda seem not to offer a comprehensive dining experience. For example, it is common to find a restaurant with very good food but served with scruffy and unhelpful staffs and or served in a poor environment and vice versa. This suggests that these restaurants are rated poorly by guests regarding the total dining experience and perhaps this can also explain the restaurant failures around Kampala noted in some projects (e.g. Namatovu, Balunywa, Kyejjusa & Dawa, 2010).

According to service marketing scholars (e.g Oliver, 1997), service experience plays a role in influencing customer loyalty. Proponents contend that a satisfied guest becomes loyal to the restaurant. Customer loyalty manifests through positive attitude like positive word of mouth (Berezina et al., 2012; Ha & Im, 2011), and behavior, for example repurchase (Ball, Coelho & Vilares, 2004; Min & Min, 2011). However, it is suggested that even where the restaurant attributes give a good dining experience, restaurant image is also important in guest repurchase decision and advocacy (Kandampully & Hu, 2007; Kandampully & Suhartanto, 2000; Ogba & Tan, 2009).

Against this background, the study therefore investigates the relationship between dining experience, perceived restaurant image and guest loyalty in the restaurant sector in Uganda.

1.2 Statement of the Problem

Most hospitality establishments around Kampala, including restaurants lose customers to competitors (Tukamushaba, Musinguzi, Katongle & Honggen, 2012). A follow up interview

with some restaurant managers and supervisors in Kampala showed that their customers kept switching restaurants. One of the restaurant managers said, “guests are not easy to understand; today someone eats from here and on the next day he goes to another restaurant”. This may be attributed to factors like dining experience and perceived restaurant image which appear not be adequately handled by most restaurants. Thus examining the relationship between dining experience, perceived restaurant image and guest loyalty is necessary, especially in Uganda.

1.3 Purpose of the study

The purpose of the study was to test the relevant hypothesis, identify the strength and weaknesses of the respondents in relation to dining experience, perceived restaurant image and guest loyalty in full - service restaurants, review literature and identify gaps therein, validate theory in context of the study, and generate new information.

1.4. Objectives of the study

1.4.1. General objectives

The primary objective of the study was to examine customer perceptions of dining experience, perceived restaurant image and loyalty in full - service restaurants, in selected hotels in Kampala by modifying previous hotel measurement scale. The underlying assumption was that dining experience, perceived restaurant image and guest loyalty in full - service restaurants is a significant factor in positive or negative determination of customer perceptions of restaurant image and loyalty in full - service restaurants.

This comparison was helpful to restaurants seeking opportunities in overseas markets, assisting them in developing appropriate strategies based on the results.

1.4.2. Specific Objectives

1. To establish the relationship between dining experience and guest satisfaction in the selected restaurants of Kampala - Uganda.
2. To determine the relationship between dining experience and guest loyalty.

3. To establish if there is a significant relationship between dining experience, perceived restaurant image and guest loyalty in the selected restaurants of Kampala - Uganda.

1.4.3. Research Questions

1. What is the relationship between dining experience and guest satisfaction in the selected restaurants of Kampala - Uganda?
2. What is the level of dining experience, perceived image and guest loyalty in the selected restaurants in Kampala-Uganda?
3. Is there a significant relationship between dining experience, perceived image and guest loyalty in the selected restaurants in Kampala-Uganda?

1.6. Hypothesis

There was no significant relationship between dining experience, perceived image and guest loyalty in the selected restaurants in Kampala-Uganda.

1.7 Scope of the Study

1.7.1 Geographical scope

This study was conducted in selected restaurants around Kampala of which a selection preference of three different restaurants was found in the centre of Kampala city that is to say. Nandos restaurant, Salamia restaurant and Handi Indian restaurant.

1.8 Significance of the Study

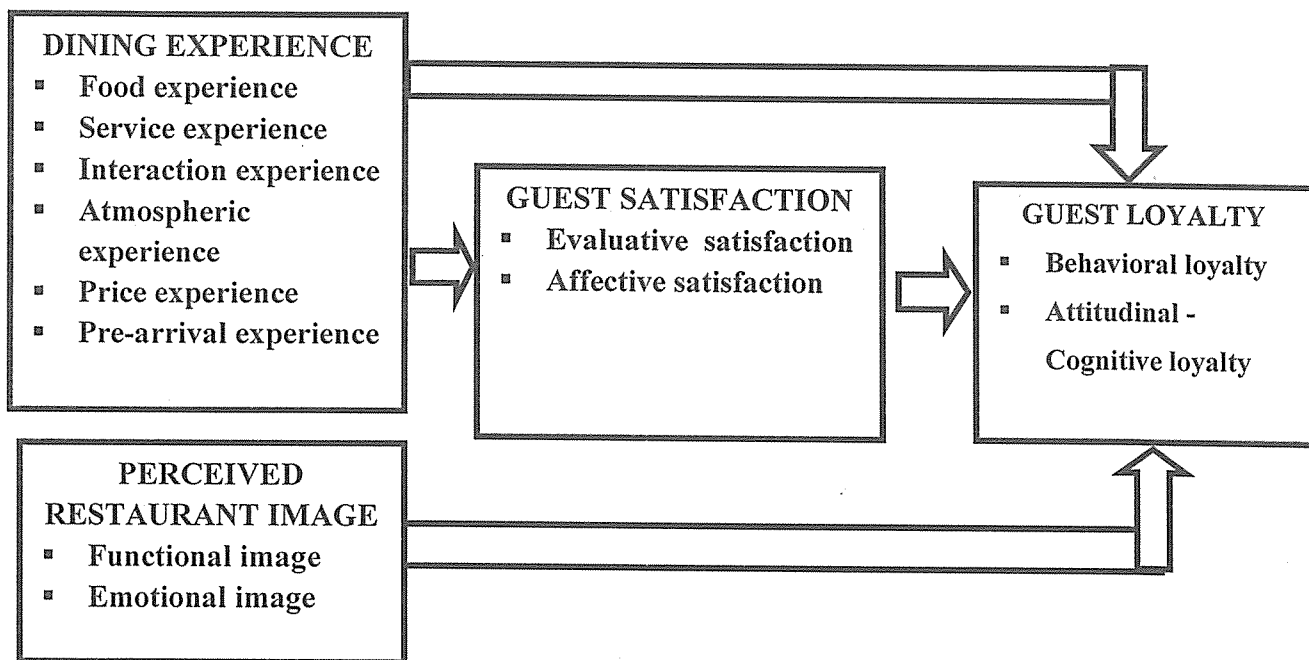
This study added value to both practice and theory in the following ways:

The findings and recommendations provided restaurateurs with better knowledge on managing guest satisfaction and loyalty. Ryu, Lee and Kim (2012) highlighted that academicians and managers know relatively little on how the dining experience affects guest satisfaction and future behaviors. Therefore knowing what drives guest satisfaction, loyalty and which linkages, if any,

existing between these drivers, satisfaction and loyalty improved the effectiveness of decision making.

The findings helped in further development of theory. The results supported some ideas in the existing literature and also confirmed some previous empirical findings. In addition, future studies on customer loyalty, especially in the restaurant service in Uganda can use this study as a reference for their research argument.

1.9 The Conceptual Framework



The conceptual framework consisted of four variables, namely dining experience, perceived restaurant image, guest satisfaction and guest loyalty. However, dining experience, restaurant image and guest loyalty were the major variables. Guest satisfaction appeared in the model because it was suggested to be a prerequisite for customer loyalty (see Ball, Coelho & Vilarés, 2006; Hume & Mort, 2010; Oliver, 1999; Santouridis & Trivellas, 2010). Dining experience and restaurant image were the independent variables and guest loyalty was the dependent variable.

There was no intention to test for this mediation. Each variable was conceptualized as shown above.

Definition of Concepts

Guest loyalty: ‘A deeply held commitment to rebuy or repatronise 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 behavior’ (Oliver, 1997, p.329).

Dining experience: An experience is a situation when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider (Gupta and Vajic, 1999 cited in Chan & Lam, 2009). Dining experience is therefore a collection of both tangible and intangible restaurant attributes that a customer experiences.

Perceived restaurant image: Restaurant image is a mental picture of the restaurant attributes like food, service and atmospheric qualities as well as the symbolic meaning associated with the restaurant such as social class and social contribution in the community (Dobni & Zinkhan, 1990). This mental picture consists of two principal elements: functional image and emotional image (Kandampully & Hu, 2007). The functional image relates to tangible attributes that can be measured more easily while the emotional image is associated with psychological states which manifest through feelings and attitude (Nguyen & LeBlanc, 1998).

Guest satisfaction: Traditionally, guest satisfaction is an evaluative process in which expected service is compared with actual service (Oliver, 1980). However, more recent scholars contend that customer satisfaction as comprises of both cognitive responses in the evaluative process and emotional responses to the service (Im & Ha, 2011; Shemwell, Yavas & Bilgin, 1998).

CHAPTER TWO

LITERATURE REVIEW

Dining Experience and Guest Satisfaction

Service encounter evoked cognitive and emotions responses but how significant each of these responses depended on the service context (Bennett & Rundle-Thiele, 2004), purpose of visit (Soriano, 2002) and kind of customer (Clark & Wood, 1999). According to Kandampully and Hu (2007), in hospitality how the service is delivered induces more emotional responses than what is delivered. In other words, the functional restaurant service attributes matter more in arousing emotional responses more than technical attributes. Whatever argument put forward on the composition of customer satisfaction and the relative magnitude and significance of its components in different situations, it emerges that service experience affects customer satisfaction.

According to customer satisfaction models, satisfaction is one of the most important factors that determine customer satisfaction in the service industry (Turkyilmaz & Ozkan, 2007; Chan & Lam, 2009). Kivela, Inbakaran and Reece (1999) found out that guests compare their actual dining experience against the expected experience. This echoes Richard Oliver's expectancy disconfirmation model which posits that customer satisfaction is caused by confirmation or positive disconfirmation after evaluating the dining experience (Oliver, 1980). Similarly, it is argued that perceived quality of the service determines overall customer satisfaction (Min & Min, 2011; Namkung & Jang, 2008; Prentice, 2013; Santouridis & Trivellas, 2010).

Arora (2012) stresses the role of various dining experience attributes like service, ambience and food in sensual stimulation, which affects emotions and satisfaction. He posits that enjoyment

through the five senses: touch, hearing, taste, smell and sight is a key in evaluation of the overall dining experience. Other scholars emphasize the role of social interactions between guests and service providers and other guests evoke customers' emotions (Lloyd & Luk, 2011; McDougall & Levesque, 2000). Lloyd and colleague postulate that being friendly, enthusiastic and showing empathy for the customer and possession of product knowledge to enable identification and fulfillment of customer needs are critical for customer satisfaction. They highlight that warm social interactions do not only give comfort but also allows the service provider to understand the needs of the customer well. Customers emotionally respond to both human (Kim & Lee, 2012) and physical environment (Namkung & Jang, 2008). Good service encounter, in particular, with service provides gives customers comfort which in turn culminates into satisfaction (Chan & Lam, 2009; Lloyd & Luk, 2011). Empirical findings support the assertion that there is a relationship between service experience and customer satisfaction (Hume & Mort, 2010; Namkung & Jang, 2008; Jani & Han, 2011). Therefore we conclude that there is an association between dining experience and guest satisfaction.

Conceptually, different scholars view customer loyalty differently (Jones & Taylor, 2007; Ogba & Tan, 2009; Soderlund, 2006). Quite often customer loyalty is described from the behavioral perspective and proponents of this perspective contend that repeat repurchase and frequent purchase indicate a loyal customer, as noted in Oliver (1999) and Santouridis and Trivellas (2010). However, the observable behavioral loyalty emanates from psychological aspects, such as favorable attitude and cognition (Day 1969, as cited in Soderlund, Oliver, 1999). It is argued that customer loyalty is complexity and cannot be described by only repeat purchase (Santouridis

& Trivellas, 2010). This connotation is consistent with Oliver's (1997) definition of service loyalty.

It is suggested that whether a guest revisits a restaurant or talks nicely about it depends on the first impression with the restaurant (Chan & Lam, 2009; Jang & Namkung, 2011). A customer visiting an eatery encounters a number of attributes that extend beyond the ordinary food experience. At a very general level, dining experience includes food, atmosphere and service (Andersson & Mossberg 2004; Gustafsson, 2004; Namkung & Jang, 2008; Pizam & Ellis, 1999; Ryu, Lee & Kim, 2011). Other restaurant attributes such behaviors and attitude of the service personnel (Gustafsson, 2004; Pizam & Ellis, 1999); fellow guests, and social company; and delights (Andersson & Mossberg, 2004); and management control system (Gustafsson, 2004). Futher, Auty (1992) and June and Smith (1987) found that price, pre-arrival and accessibility also matter when choosing a restaurant.

Literature purports that previous service experience determines customer future behavior (Ha & Im, 2011; Ha & Jang, 2012; Prentice, 2013; Ramanathan, 2011; Ramanathan & Ramanathan, 2011) and attitude (Jang and Namkung, 2011). The repeat purchase and favorable word-of-mouth are largely influenced by perceived service performance (Pollack, 2009). It is mentioned that tangible restaurant attributes like ambience, design and décor do not only give customers cue on the quality of experience and also influence future behaviors (Ha & Jang, 2012; Ha & Im, 2011). Other scholars like Butcher (2005) say that social factors like customer-employee interaction and the behavior of other customers are crucial for building repeat purchases, especially in a setting like full service restaurant. It is believed that positive and memorable

moment-of-truth helps gain and foster customer relationship and positive word-of-mouth (Kandampully & Hu, 2007). Empirical work of Ha and Jang's (2012) indicated that restaurant color, design and music predict customer attitude and behavior towards a restaurant. Similarly, Ryu, Lee and Kim (2012) found that food, service and atmospheric experience have a positive impact on customer behavioral intentions. In addition, Soriano (2002) found that food quality, service quality, value of the meal and the atmosphere are significant reasons for customers to return to a restaurant. Similarly, Pollack (2009) found that interaction quality, physical environment quality and outcome quality such as tangibles, waiting time and valence have significant effect on positive word of mouth and repeat purchase intention in salon and telecommunication services. Contrary, Longart (2008) found that it is of all the meal experience attributes, it is only food experience that significantly collates with advocacy. It appears that generally dining experience is positively associated with guest loyalty manifestations.

Literature suggests that customer satisfaction precedes customer loyalty (Santouridis & Trivellas, 2010; Sorinao, 2002; Oliver, 1999). A loyal customer exhibits favorable attitude and behavior towards the service brand (Oliver, 1999). According to this view, high level of guest satisfaction leads to positive word-of-mouth and restaurant revisit. However, some scholars critique this allegation, arguing that the relationship between customer satisfaction and loyalty is not linear (Baumann, Elliott & Burton, 2012; Oliver, 1999; Bennett & Rundle-Thiele, 2004). It is said that other factors, such as perceived switching cost and trust moderate the relationship between the constructs (Ranaweera & Prabhu, 2003). The relationship is further complicated by observations that some dissatisfied customers stay with the same service provider (Yanamandram & White, 2006) and satisfied guests often switch service providers (Ball, Coelho & Vilares, 2006; Curasi

& Kennedy, 2002). Some literature shows that customer satisfaction precedes true loyalty but it does not a guarantee repeat purchase (Berezina et al., 2012; Mc Dougall & Levesque, 2000; Pizam & Ellis, 1999; Sorinao, 2002). Bennett and Rundle-Thiele (2004) highlight that whether customer satisfaction results into loyalty or not depends on the service context. They add that there several factors that can disrupt the relationship between customer satisfaction and loyalty, for example perceived switching costs or risk, level of customer involvement in service delivery and customer characteristics such as demographics and urge to seek variety or new experience. This debate on the relationship between customer satisfaction and loyalty is even implicated in empirical work. For example, Baumann, Elliott and Burton (2012), Ryu, Lee and Kim (2012) and Santouridis and Trivellas (2010) found that customer satisfaction has significant effect on customer loyalty while Jani and Han (2011) findings shows no significant effect of customer satisfaction on customer commitment but the effect is amplified by trust. Similarly, Kivela, Inbakaran and Reece (1999) found that customer satisfaction with dining experience does not lead to repeat patronage. To conclude, despite the above criticism surrounding the relationship between customer satisfaction and loyalty since guests visit restaurants to enjoy, satisfaction with the dining experience influences future restaurant revisit and attitude towards the eatery.

Perceived Restaurant Image and Guest Loyalty

The perception of the restaurant by the market forms a reference for choosing where to dine among customers (Christensen & Askegaard, 2001; Kandampully & Hu, 2007). The perception of the firm can be factual, belief or both (Keaveney & Hunt, 1992). Positive perception reduces the perceived risk in the choice of restaurant, thus increasing the restaurant's acceptability in the public (Andreassen & Lindestad, 1998; Kim, Jeon & Hyun, 2012). Barich and Kotler, and Ditcher (as cited in Souiden, Kassim & Hong, 2006) describe firm image as the overall impression in minds of the public about a firm. Image can be developed through advertising, publication relations, physical appearance, word of mouth and experience (Andreassen & Lindestad, 1997; Keller, 1993; Xu & Chan, 2010). Some guests use the outstanding restaurants to identify and communicate their self-image (Kandampully & Suhartanto, 2000). Thus, some customers continue patronizing those eateries that meet and identify with their status in society.

However, some scholars (Ball, Coelho and Vilares, 2006) critique the assertion that image affects customer loyalty; they argue that significance of the effect is amplified through satisfaction and trust. In addition, there is a caution that the impact of image on consumer loyalty depends on culture in context (Souiden & Kassim, 2006). Nevertheless, empirical findings have indicated that perceived image of the firm positively influences customer loyalty (Alves & Raposo, 2010; Kim, Jean & Hyum, 201; Ryu, Lee & Kim, 2012). Therefore we suggest perceived restaurant image relates with guest loyalty.

2.3 Dining experience, restaurant image and guest loyalty

Customer loyalty programs are designed to reward those customers on their initial visit by offering incentives to bring them back again for another visit. These programs

gather personal information and store it to enable the establishment to track guests as each return visit allows. Very few restaurants and beverage outlets have any information on first time customers in order to bring them back and offer service based on knowledge of previous visits. Feedback is important, but is even more crucial on an even deeper level than these two prior examples. According to Wijaya (2005), customer loyalty programs, if not designed and applied correctly, will allow customers not to be loyal to the company, but rather to be loyal to the programs themselves. At this point, careful consideration into "soft" versus "hard" rewards must be examined. Having a good sense of customers and what makes them loyal; coupons, discounts, cash or rather name recognition and VIP treatment is crucial to determining the success of a program. While dining can undoubtedly be a social experience within the context of travel, at a basic level, it's also a daily habit. When it comes to choosing a hotel, food and drink might not be a key incentive. However, when it comes to re-booking or becoming a loyal member, these examples show that it is certainly a key driver.

CHAPTER THREE

METHODOLOGY

Research Design

The study adapted both analytical and descriptive research designs to address the research questions raised. The research was also cross-sectional because respondents were interviewed once.

Study Population and Sample Size

Study population: The study population consisted of 164 full service restaurants in Kampala district (www.tripadvisor.com). Tripadvisor lists restaurants around Kampala that are rated by travelers. According to Spears and Gregoire (2006), a full service restaurant is one where guests are welcomed, seated at the table, served and after the bill is paid; the service style is waiter-table service. All the service is delivered by a waiter, so to speak.

Sample size: A sample size of 116 restaurants at 5% tolerable error was arrived at using Yamane's (1973) sample size selection formula

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the population and e is tolerable error. Yamane's sample size determination method was preferred because it gives a fairly reasonable sample size. Moreover, this method gives a sample size very close to the size that would be got using Krejcie and Morgan's (1970) table of random samples.

A maximum of six respondents per restaurant was targeted but at some restaurants less than six questionnaires were completed. To harmonize the variations in the number of respondents, a minimum of five useable questionnaires per restaurant was required for analysis. The acceptance

of a minimum of five respondents per restaurant based on Field's (2006) sample selection guidelines. Other researchers like Kamukama, Ahiauzu and Ntayi (2010) adopted and used a minimum of five respondents per firm. Kamukama and colleagues cited Baer and Frese (2003) and Ngoma (2009) who adopted and used a minimum of three respondents per firm. Therefore a minimum of five respondents per restaurant was considered to be good for this sample size of 116 restaurants.

Sampling Design and Procedures

Sampling was done at both the unity of analysis and unity of enquiry. Random sampling was used to select sample restaurants from the sampling frame. The population (all full-service restaurants in Kampala) was first listed alphabetically and then numbered numerically, beginning with 1. Sample restaurants were generated from this numbered population list using epi-table of random numbers. The population list was in 100s and so groups of three digits were considered from the table. For example, the selection began from 779 (77921 06907 11008 42751..... etc) and 008 was the first group of three digits to correspond to any number on the population list, which was restaurant number 8. Thus, restaurant number 8 was chosen first from the sampling frame and the procedure was repeated until 106 restaurants were selected.

Systematic sampling was adopted to select respondents. Every first guest on tables with odd table numbers, beginning with table No.1 was selected to complete the questionnaire. In cases of restaurants without table number the researcher numbered the table before customers would arrive. In stances where tables were not enough to generate the required sample size in a single selection, the procedures were repeated until the targeted sample size was got. Where a group of guests occupied a table, the host was chosen because he/she pays the bill which is a price experience.

Data Collection Method

A closed end and self administered questionnaire was used. The questionnaire consisted of two sections; the first section on the study variables and the other on restaurant characteristics. The second section on restaurant characteristics was completed by restaurant managers. Selected respondents were approached at the end of the meal, requested to complete the questionnaire and leave it behind. However, some respondents requested to take the questionnaire and returned it on their next visit. Prior to data collection, management of the sample restaurants was contacted to seek permission for exercise.

Measurement of the Variables

Study variables were operationalised and measured basing on the previous studies and literature review.

Dining experience: Dining experience was sub-divided into six components: food experience, service experience, personal interaction experience, atmospheric experience, price experience and pre-arrival experience. Six, four and four measurement items for food experience, service experience and atmospheric experiences respectively were adopted from Ryu, Lee and Kim (2012). One additional item was developed for service experience and atmospheric. Interpersonal personal experience was captured by five scale items borrowed from Lloyd and Luk (2011) and two items developed to tap the interaction with other guests. Price experience was measured by three items collected from Ryu, Lee and Kim (2012) and (Jani & Han, 2010). Pre-arrival experience was captured by items which were developed. The items were anchored on a five point-Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Perceived restaurant image: Perceived restaurant image was measured by a global item scale created by adapting measurement items from various previous studies (e.g. Turkyilmaz & Ozkan, 2007; Andreassen & Lindestad, 1998; Ball, Coelho & Vilares, 2006). This was intended to capture both the functional and emotional elements of image. The measurement items were anchored on a five point scale ranging from 1 = very untrue to 5 = very true.

Guest satisfaction: Guest satisfaction was captured by a five items gathered from Hume and Mort (2010), Ranaweera and Prabhu (2003) and one from Jan and Han (2011). Two items captured evaluative satisfaction, other two captured affective satisfaction and one measured the overall satisfaction. It was recommended to use evaluative satisfaction measures in the functional service setting and emotional satisfaction measures in technical type services (Bennett & Rundle-Thiele, 2004). The responses measured on a five point-Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Guest loyalty: Guest loyalty was measured using behavioral and mental (attitudinal-cognitive) loyalty. Some scholars (e.g Soderlund, 2006; Oliver, 1999) conceptualize customer loyalty into behavioral, attitudinal and cognitive loyalty typologies. However, researchers (Bove & Johnson, 2009; Kandampully & Suhartanto, 2000; Komunda & Osarenkhoe, 2012) have measured customer loyalty using behavioral and attitudinal elements. Behavioral loyalty was measured by six-item scale; three items for revisit and the others for exclusive revisit. Mental loyalty was measured using relative attitude, advocacy, altruism, willingness to pay more and identification. All the measurement items for loyalty dimensions were adopted from Jones and Taylor (2007). All the measurement items were anchored on a five point-Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Data Process

Data were processed using SPSS. Entry errors, missing values and outliers were checked. Entry errors were rectified by cross checking with the questionnaire for these particular cases. Missing values were detected with frequencies but a completely missing at random (MCAR) test was significant ($P > 0.5$), indicating that the missing values were not by intention. Linear interpolation method was used to impute the missing values.

Validity and Reliability

Content validity of the measurement items: Content validity of the measurement items was examined by a panel of experts from the particular knowledge fields from which the construct are borrowed. The panel consisted of one restaurant manager, two food and beverage service lecturers and one service marketing lecturer. The content validity index of all the variables was above 70% as shown in the table below.

Table I: Content validity index (CVI)

Variable	Original number of items	Number of items retained	CVI
/%			
Dining experience	34	30	88
Perceived restaurant image	11	9	82
Guest satisfaction	6	5	83
Guest loyalty	21	15	71

Source: Peer reviews by experts identified by the researcher.

Reliability of the measurement scale: All the cronbach's coefficients and composite reliabilities exceeded the minimum recommended coefficient of 0.7 (Nunnally, 1998). Thus, scales had adequate internal consistency yielding the same meaning of the measurement items to the respondents. See table II below.

Table II: Reliability of the measurement scales

Variable	Number of items	Alpha Value
Dining experience	30	0.94
Perceived restaurant image	9	0.93
Guest satisfaction	5	0.90
Guest loyalty	14	0.91

Source: Primary data

Data Analysis

The data were analyzed using descriptive statistics, correlation and multiple linear regressions. Descriptive statistics were mainly used to analyze the characteristics of the sample restaurants. Correlation was concerned with examining the relationships between variables and hierarchical multiple linear regression was used to tell predictive power of the different variables in the model.

Limitation and Suggestions for Future Research

Despite its managerial implications, several limitations of the study, calling for further empirical enquiry. Methodologically, the data were collected in Uganda, a setting that not reflects restaurant guests' behavior in a different cultural milieu. The sampling metropolitan restaurants in Kampala enquiry might have a limitation against generalization as these restaurants might have differed from the entire population of full-service restaurants in Uganda. Responses were got from participants found at the restaurant at the time the data were collected and these respondents might have been visiting the respective restaurant for first time. Moreover, data were collected from full-service restaurants which include various kinds of restaurants, thus limiting generalization to the restaurant spectrum as whole.

Therefore, for future research, it would be desirable to replicate the proposed relationships in the specific categories of full-service restaurants (such as upper scale, quick-service, specialty, buffet etc.). Conceptually, some of the constructs in the model, like dining experience dining experience, have been examined from a different perspective by researcher (Jani & Han, 2011; Longart, 2010; Ryu, Lee & Kim, 2012). Dining experience, in this study, was divided into food, service, interpersonal interaction, atmospheric, price and pre-arrival and some of these categories were noted to have a differential effect on customer loyalty. Thus, future studies that examine dining experience in its many dimension shed more light on the construct and individual effect of its components on customer loyalty. Studies that make observation and enquires into dining experience, perceived restaurant image and guest loyalty with respondents who have visited the restaurant more once could yield better insights into their relationship. Adopting a longitudinal study tracing the impact of the constructs on guest loyalty was justified by the fact that loyalty builds with time and is liable to change over time, unlike its relatively static antecedents. Future

research needs to investigate the influence of visitation purpose on the relationship between the dining experience components and guests satisfaction. Customers visit restaurants for different needs and therefore it was necessary to know how this affected satisfaction with the different restaurant attributes.

CHAPTER FOUR

PRESENTATION AND INTERPRETATION OF THE FINDINGS

4.0. Profile of the respondents

In this study, the researcher described the respondents profile in terms of gender, age, marital status, level of education and experience in the selected hotels of Kampala-Uganda.

Table1: Respondents profile

Respondent's profile	Categories	Frequency	Percentage
Gender	Male	59	50.9
	Female	57	49.1
	Total	116	100%
Age bracket	20 - 25	09	7.8
	26 - 30	12	10.3
	31 - 35	15	12.9
	36 - 45	24	20.7
	46 – 50	30	25.9
	50 and above	26	22.4
	Total	116	100%
Educational-level background	Certificate	05	4.3
	Diploma	18	15.5
	Degree	26	22.4
	Postgraduate	32	27.6
	Masters	33	28.4
	Others	02	1.7
	Total	116	100%
Experience	0 - 3	17	14.6
	4 – 5	29	25
	5 – 6	30	25.9
	6 & above	40	34.5
	Total	116	100%

Source: Primary data, 2018

The Status of respondents according to their gender stated that the majority of the respondents were male making up 50.9% of total respondents included in this study, while females represented 49.1% of the total respondents interviewed in this study.

In regard to age group of the respondents, Majority of the respondents were of active age group of 46-50 years with percentage of 45.9%, followed by 50 and above age group with 22.4%, then 36-45 years with 20.7% and 31-35 years with a percentage of 812.9%, followed by 26-30 with 10.3% and lastly 20-25 with 7.8%. This therefore implies that the information obtained is fairly reliable since the potential for dining experience, perceived restaurant image and guest loyalty is high among individuals 46-50 and 50 and above years of age.

The level of education of the respondents, according to the data reveal that some of the respondents had attained certificate of education with a percentage of 4.3%, followed by a diploma of 15.5%, and the majority of the respondents with a bachelor's degree with a percentage of 22.4%, a postgraduate with 27.6%, and 28.4% of the respondents had masters in the education while others had a percentage of 1.7%.

The experience of residents in the selected hotels of Kampala-Uganda was significantly different, with majority of the respondents with a percentage of 34.5% having more experience for more than 6 years and above, followed by respondents of 5 - 6 year experience with a percentage of 25.9%, 4 - 5 with 25% and the list experienced of 0 - 3 years with a percentage of 14.6%.

Correlation

To examine the relationships between variables Pearson but zero order correlation was carried out. The correlation was zero order because the effect of other variables in the correlation between any two variables was not controlled. The results are showed in the table V.

Table II: Means, Standard deviation and Zero order correlation

Variable	Means	SD	1	2	3	4
1 Dining experience	3.41	0.63	(0.94)			
2 Guest satisfaction	3.42	0.66	0.76**	(0.93)		
3 Guest loyalty	3.47	0.73	0.76**	0.73**	(0.90)	
4 Perceived restaurant image	3.27	0.54	0.70**	0.66**	0.65**	(0.90)

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

The figures in parentheses indicate reliabilities of the measurement scales.

Source: primary data

From the above results, the corresponding average responses for the constructs were: dining experience (Mean = 3.41, SD = 0.63), Guest satisfaction (Mean = 3.42, SD = 0.66), Guest loyalty (Mean = 3.47, SD = 0.73) and perceived image (Mean = 3.27, SD = 0.54). The mean scores for the study constructs ranged between 3.27 and 3.47 and the standard deviations ranged from 0.54 to 0.73.

The relationship between dining experience and guest satisfaction: The correlation results indicate that there is a significant positive relationship between dining experience and guest satisfaction ($r = 0.76$, $P \leq 0.01$). This implies that as dining experience improves guest satisfaction also increases. The results are consistent with the previous findings that food,

service and atmosphere experiences positively correlate with customer satisfaction (Hume & Mort, 2010; Namkung & Jang, 2008; Jani & Han, 2011).

The relationship between dining experience and guest loyalty: The results show that guest loyalty significantly correlates with dining experience ($r = 0.70$, $P \leq 0.01$), indicating that as dining experience level rises also guest loyalty strengthens. This confirms Ha and Jang's (2012) and Ryu, Lee and Kim's (2012) empirical results that customer experience of the restaurant attributes is associated with customer loyalty.

The relationship between guest satisfaction and guest loyalty:

According to the correlation results, there was a significant positive relationship between guest satisfaction and guest loyalty ($r = 0.65$, $P \leq 0.01$). This means the more guests get satisfied, the more they exhibit positive behavior and attitude, such as repeat visit and positive word of mouth towards the restaurant. The findings were similar to Ryu, Lee and Kim's (2012) and Santouridis and Trivellas' (2010) empirical results. When a customer perceives that he/she has got value for the money and feels happy positive behavior and attitude are exhibited towards the restaurant. The affective and evaluative responses correlate with chance of revisit and positive word of mouth. However, the relationship between customer satisfaction and loyalty is not always liner, especially where other choices are available to the customer, and the restaurant service sector is not exceptional (Baumann, Elliott & Burton, 2012; Oliver, 1999).

The relationship between perceived restaurant image and guest loyalty: The correlation results indicated that there was a significant positive relationship between perceived restaurant image and guest loyalty ($r = 0.66, P \leq 0.01$). This signifies that improving the image of a restaurant in the public strengthens its association with guest loyalty. The results confirm Ha and Jang's (2012), Ha and Im's (2012) and Jang, Liu and Namkung's (2011) findings.

Prediction of the Independent Variables on the Dependent Variable

To test predictive power of the independent variables on the dependent variable, hierarchical multiple linear regression was performed as shown in Table VI. The initial model (model I) contained control variables, namely number of years of existence and cuisine type and both were non-significant predictors of guest loyalty ($Beta = 0.03, P \geq 0.05$ and $Beta = -0.01, P \geq 0.05$ respectively). In model II, dining experience was added and was a significant predictor of guest loyalty, explaining 50 percent ($Beta = 0.71, P \leq 0.01, R\text{-squared change} = 0.50$) of variance in guest loyalty. Perceived restaurant image was introduced in model III and was a significant predictor of guest loyalty, increasing the prediction of the model from 50 percent to 53 percent and therefore accounting 3 percent of variance ($Beta = 0.3, P \leq 0.01, R\text{-squared change} = 0.03$). Lastly, guest satisfaction was added in model IV and is not a significant predictor of guest loyalty ($Beta = 0.2, P \geq 0.05$). All together in model IV, dining experience ($Beta = 0.38, P \leq 0.01$) and perceived restaurant image ($Beta = 0.23, P \leq 0.05$) were significant predictor of guest loyalty, explaining 53 percent of variance in guest loyalty ($Adjusted R\text{-squared} = 0.53$).

Table III: Hierarchical multiple linear regression

	Model I	Model II	Model III	Model IV	Colinearity tests	
	Beta	Beta	Beta	Beta	Tolerance	VIF
Constant	3.26**	1.30**	1.11**	1.10**		
No. of years of existence	0.03	0.01	0.00	0.00	0.98	1.03
Cuisine type	- 0.01	- 0.05	- 0.04	- 0.05	0.97	1.03
Dining experience		0.71**	0.48**	0.38**	0.33	2.99
Guest satisfaction		0.30**	0.23*	0.36	2.76	
Perceived image		0.20	0.37	2.73		
R squared	0.00	0.50	0.53	0.55	na	na
Adjusted R squared	- 0.02	0.48	0.52	0.53	na	na
R squared change	-	0.50	0.03	0.02	na	na
df	103	102	101	100	na	na
	0.37	33.44	28.95	24.31	na	na
sig.	0.964	0.00	0.00	0.00	na	na

Dependent variable: Guest loyalty

**Correlation is significant at 0.01 level

*Correlation is significant at 0.05 level

Source: Primary data

CHAPTER FIVE

DISCUSSION, CONCLUSION AND IMPLICATIONS

Discussion

The results showed that dining experience and guest satisfaction are significantly and positively related. This implies that improving dining experience strengthens its relationship with customer satisfaction. This confirms the findings of previous researchers that elements of dining experience, such as food, atmosphere and service have positive impact on guest satisfaction (Hume & Mort, 2010; Namkung & Jang, 2008; Jani & Han, 2011). Customers' experience with restaurant attributes affects the worthiness of choosing the restaurant and affective feelings. Guests often have expectations regarding the restaurant services and the actual experience cumulates into evaluation and affective feelings. Providing good food in a shortest possible waiting time, served with courteous service staff in an attractive environment gives value for money and brings happiness and comfort among guests. Besides, restaurant attributes, such as uniqueness and deliciousness of the food, timely service, helpful staff and atmosphere are among the considerations when choosing where to eat from (Auty, 1992). So, restaurants should strive to satisfy guests by manipulating the total dining experience offered.

The findings indicate that dining experience positively correlate with guest loyalty. The results mirror Ha and Jang's (2012) results that restaurant atmosphere has positive effect customer loyalty. Also the finding agree with Ryu, Lee and Kim's (2012) results that restaurant atmosphere, food and service have positive impact on customer revisit and recommendation. This means that dining experience is an influential factor of guest loyalty. When good dining experience is got, the experience is shared with others, advising them also to visit the restaurant.

Customers take and recommend friends to dining places that they are sure of getting good experience. Not every food service outlet has good food and service, so to avoid disappointment and embracement customers are more willing to use a familiar restaurant than a new eatery. Customers become addicted to the delicacy of a particular restaurant to the extent that can leave nearby food outlets and travel a long distance to the place where good experience was got. Also good interactions between a customer and restaurant staff such as chefs, managers and waiters build into personal relationship, creating a bond between the restaurant and customers. Similarly, guests create friendship with other customers found at the restaurant and the restaurant becomes the meeting place. Indeed, some customers keep patronizing particular food and beverage service establishments simply because of the relationship created with the service staff and other guests. It is for this reason that good restaurant managers are always interested in establishing whether guests could visit the restaurant again and recommend the place to their families and friends after the experience through customer comment cards.

The correlation results showed that there is an existence of a positive association between guest satisfaction and loyalty. The findings mean that any change in satisfaction affects change in loyalty in the same direction; the more satisfaction customers get the more loyal they become to the restaurant. This is consistent with the previous findings (Ryu, Lee & Kim, 2012; Santouridis & Trivellas, 2010).

There is significant positive relationship between restaurant image and guest loyalty. It means that portraying good restaurant identity strengthens customer loyalty. This parallels earlier empirical works (Ha & Jang, 2012; Ha & Im, 2012; Jang, Liu & Namkung, 2011). The

perception customers have about the restaurant regarding the quality of service, orientation of the operation and its class influences the choice of outlet and number of restaurant visit. Customers always patronize these restaurants they perceive to be of their class in society and meet their lifestyle. Guests use restaurant image to communicate their identity. For example, high class people often frequent these food and beverage operations that are of high class and they meet people of the same social status. The quality of service, type of food and sophistication of the restaurant depict its identity to customers and so, restaurant need to position itself in a way that portrays positive image in the market so as to attract and retain customers.

The hierarchical multiple regressions indicated that dining experience and perceived restaurant are significant predictors of guest loyalty in full service restaurant in Uganda, in particular, Kampala. This confirms Ha and Jang's (2012) and Yu, Lee and Kim's (2012) findings that restaurant attributes, such food, service and atmosphere predict customer loyalty. Similarly, the study supports Kandampully and Hu's (2007) and Agba and Tan's (2009) findings. However, dining experience has more influence than perceived restaurant image on guest loyalty, as evidenced that much of the change in guest loyalty was explained by dining experience. Perhaps, even perceived restaurant image is some extent dependent on the dining experience. Dining experience is main the product that restaurants sell and consists of several elements and therefore it accounts for such a big percentage of change in guest loyalty.

The model also showed that guest satisfaction is not a significant predictor of guest loyalty. The results supports argument that customer satisfaction is necessary for repurchase behavior but it is not obvious that a satisfied guest always comes back for another visit or meal (Berezina et al., 2012, Oliver, 1996). The findings concur with Jani and Han's (2011) empirical results that customer satisfaction does not have a direct effect on customer commitment; its effect is

mediated by the trust that a customer has in the restaurant. However, these findings contradict with some studies which have found that customer satisfaction has significant effect on customer loyalty (Baumann, Elliott & Burton, 2012; Ryu, Lee & Kim, 2012).

It is logical that a satisfied guest becomes loyal to the restaurant and exhibit continuous revisit, positive word-of-mouth and affiliation to the restaurant. However, given the nature of the restaurant service industry there are several choices available to customers; customer can choose a heavy meal on one day and opt for just snack on another day and of which may provided by different restaurants. Moreover, there are other factors like distance to the restaurant may hinder a previous satisfied guest from coming back to the same restaurant. So, in such a case the satisfied guest will use other nearby eateries. Also the relationship is moderated by switching costs (Ranaweera & Prabhu, 2003). If the switching costs are low a guest who is satisfied with a particular restaurant will switch to others. On the other hand, a dissatisfied guest continues to visit the eatery because of other factors like convenience or lack of options. Therefore switching costs matter whether a satisfied guest comes back to the same restaurant or goes to another one. This implies that restaurateurs should not focus on just satisfying customer but creating bondage between the restaurant and customers. This bondage forms a switching cost if a customer wishes to go to other restaurants.

Conclusion

The study empirically tested the relationship between dining experience, perceived restaurant image, guest satisfaction and guest loyalty in full service restaurant setting in Kampala. The findings indicated there is a significant relationship between dining experience and guest satisfaction, dining experience and guest loyalty, guest satisfaction and guest loyalty and perceived restaurant image and guest loyalty. Guest loyalty in full service restaurants is more strongly influenced by dining experience than perceived restaurant image. The non significant influence of guest satisfaction implies that the effect of guest satisfaction on guest loyalty is probably enhanced by other factors, such as perceived switching costs and trust, as suggested by Ranaweera and Prabhu (2003) and Bennett and Rundle-Thiele (2004).

Implications

The results from this study offer both theoretical and managerial implications:

Theoretical implication: The study findings indicated that dining experience is positively associated with guest satisfaction and has significant effect on guest loyalty in full-service restaurants. These findings confirm the previous studies' results that restaurant service experience influences customer satisfaction (Hume & Mort, 2010; Namkung & Jang, 2008; Jani & Han, 2011) and customer loyalty (Ha & Jang, 2012; Yu, Lee & Kim, 2012). In addition, the study supports previous theoretical view that perceived image is associated with customer loyalty. It is shown that guest loyalty is more influenced by dining experience than perceived restaurant image. The study also supports the argument that customer satisfaction does not necessary lead to repeat purchase but probably other factors moderate this relationship, depending on the service context. Thus, more research on the effect of customer satisfaction on

loyalty is needed to cross-validate the findings under different settings. From a methodological standpoint, future dining experience studies should benefit from developing a more robust measurement incorporating the six dining experience components that exist in full-service restaurants. Only food, service and atmospheric experiences are reflected in previous studies on dining experience (Jang, Liu & Namkung, 2011; Jani & Han, 2011; Longart, 2010).

Managerial implications: As verified in this study and previous studies, the significant influence of dining experience and perceived restaurant image on guest loyalty implies that restaurants in Kampala should therefore direct their attention to the manner in which dining experience is offered, and the way they are perceived in the market. Since restaurant sell service experience, there may be no doubt that the dining experience has, and will continue to have, a substantial influence on customer satisfaction and loyalty. Considering the demands of a more informed guest, seeking quality and novelty, restaurants should provide excellent dining experience above guests' standards in an attempt to create repatronage and advocacy among customers. This implication sheds light on ways of offering good dining experience through good food, service, personal interaction, physical environment, price and pre-arrival experiences. The food should only be delicious but also nutritious with variety, presented in an appealing style to the eyes. The service staff need to fast, knowledgeable, courteous and interactive in the service encounter and therefore identifying critical service attributes among candidates and developing them is vital in restaurant service. Due to the hedonic nature of restaurant dining experience, an attractive interior design, spatial seating arrangement, cleanliness, light and soft music should be given further attention in the construction of the restaurant facility. Also restaurant managers need to ensure that the facility is accessible for customers with different means of transport. Besides, accessibility the outlook of the face, entrance and reception should

not be left out when looking at how to satisfy customer. The first impression matters in what is next; order a meal or not, to come back or not and recommend or not.

Dining experience is an important marketing tool for inducing guest loyalty and at the same time a critical factor for guest satisfaction which in turn positively influences revisit and advocacy. Furthermore, the restaurant service attributes can be potential determinants of the restaurant image which does not only influence customer attraction but also retention and advocacy.

Dining experience, perceived restaurant image and guest satisfaction are intricately related and have direct influence on each other. Therefore restaurant operations like production, service, human resource and marketing should be coordinated in managing guest loyalty through dining experience, and perceived restaurant image.

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APPENDIX:

QUESTIONNAIRE

KAMPALA INTERNATIONAL UNIVERSITY

COLLEGE OF ECONOMICS AND MANAGEMENT

Dear Sir/Madam, I am undertaking a Bachelors' research in the Restaurant service sector in Uganda. To do this I kindly request that you fill this short questionnaire and it is estimated not to take more than 10 minutes of your time. Your response will be treated confidentially.

Name of the respondents.....

Tick in the appropriate box where applicable and fill in the information in the space provided.

1. Age

20 – 25	<input type="checkbox"/>
26-30	<input type="checkbox"/>
31-35	<input type="checkbox"/>
36-60	<input type="checkbox"/>
60 and above	<input type="checkbox"/>

2. Sex

Male Female ☐

3. How long have you served in this organization?

0-3years ☐ 4-6 years ☐ 6 and above ☐

4. What is your education level?

Certificate	<input type="checkbox"/>	post graduate	<input type="checkbox"/>
Diploma	<input type="checkbox"/>	masters	<input type="checkbox"/>
Degree	<input type="checkbox"/>	others	<input type="checkbox"/>

SECTION A: DINING EXPERIENCE

Please indicate your level of agreement with the following statements on your dining experience at this restaurant using a five-point scale where: 1 = strongly disagree, 2= disagree, 3= neutral, 4=agree, 5 = strongly agree.

FOE	Food experience	Strongl	Disagre	Neutral	Agree	Strongl
FOE1	The food was delicious.	1	2	3	4	5
FOE2	The food served was nutritious.	1	2	3	4	5
FOE3	A variety of food items was offered.	1	2	3	4	5
FOE4	The food served was fresh.	1	2	3	4	5
FOE5	The aroma of the food was enticing.	1	2	3	4	5
FOE6	The food presentation was visually attractive.	1	2	3	4	5
SEE	Service experience					
SEE1	They served food exactly as I wanted.	1	2	3	4	5
SEE2	The service was quick and prompt.	1	2	3	4	5
SEE3	I received care and individualized attention.	1	2	3	4	5
SEE4	The service team was knowledgeable of everything I wanted.	1	2	3	4	5
SEE5	The restaurant staff were willing to help me.	1	2	3	4	5
INE	Interpersonal interaction experience					
INE1	The staffs showed patience	1	2	3	4	5
INE2	Other guests at this restaurant made me feel uncomfortable. ®	1	2	3	4	5
INE3	The service personnel were polite	1	2	3	4	5

INE4	The service staffs were relaxed to interact with.	1	2	3	4	5
INE5	The service personnel showed passion for their job.	1	2	3	4	5
INE6	The service personnel were cheerful.	1	2	3	4	5
ATE	Atmospheric experience					
ATE1	The restaurant has attractive interior design and colors.	1	2	3	4	5
ATE2	The background music was soft and pleasing.	1	2	3	4	5
ATE3	The dining areas were clean and safe.	1	2	3	4	5
ATE4	Service personnel were neat and well dressed.	1	2	3	4	5
ATE5	The facility layout allowed me to move around easily.	1	2	3	4	5
PRE	Price experience					
PRE1	The prices at this restaurant are reasonable.	1	2	3	4	5
PRE2	The prices are more appropriate as compared to other restaurants.	1	2	3	4	5
PRE3	There is a good range of prices for any guest to afford.	1	2	3	4	5
PAE	Pre-arrival experience					
PAE1	I was received with a warm reception.	1	2	3	4	5
PAE2	I got inconvenienced at the entrance. ®	1	2	3	4	5
PAE3	Access to this restaurant site is hard. ®	1	2	3	4	5
PAE4	I faced hardships on the way to this restaurant. ®	1	2	3	4	5
PAE5	I moved a long distance to reach this restaurant. ®	1	2	3	4	5

SECTION B: GUEST SATISFACTION

Indicate how much you agree with the following statements using a Likert-type five point scale

where: 1 = strongly disagree, 2 = disagree, 3 = uncertain, 4 = agree, 5 = strongly agree.

		Strongly	Disagree	Neutral	Agree	Strongly
GUS1	I am satisfied with the services at this restaurant	1	2	3	4	5
GUS2	I am happy with my dining experience at this restaurant	1	2	3	4	5
GUS3	I am delighted with the services at this restaurant	1	2	3	4	5
GUS4	I think that choosing this restaurant was a wise choice	1	2	3	4	5
GUS5	This restaurant's services met my expectations	1	2	3	4	5

SECTION C: GUEST LOYALTY

Please indicate the extent to which you agree with the following statements using a Likert-type

five point scale where: 1=strongly disagree, 2= disagree, 3= neutral, 4= agree, 5 = strongly agree.

BEL	Behavioral loyalty	Strongly	Disagree	Neutral	Agree	Strongly
BEL1	I will probably visit this restaurant again.	1	2	3	4	5
BEL2	I intend to dine with this restaurant again in the future.	1	2	3	4	5
BEL3	It is possible that I will use this restaurant in the future.	1	2	3	4	5
BEL4	Whenever I will need to eat out in this area, I will be coming to this restaurant.	1	2	3	4	5
BEL5	I may sometimes go to another restaurant that offers similar services. ®	1	2	3	4	5

BEL6	I will only be using this restaurant.	1	2	3	4	5
ACL	Attitudinal–cognitive loyalty					
ACL1	I will speak positively about this restaurant to other people.	1	2	3	4	5
ACL2	I can recommend this restaurant to anyone who seeks my advice.	1	2	3	4	5
ACL3	I will encourage friends to use this restaurant.	1	2	3	4	5
ACL4	I am likely to do whatever I can to help this restaurant do better.	1	2	3	4	5
ACL5	I will use this restaurant again because I like to give it business.	1	2	3	4	5
ACL6	I will go out of my way to assist this restaurant.	1	2	3	4	5
ACL7	I am likely to pay a little bit more for the services at this restaurant.	1	2	3	4	5
ACL8	Prices matter in my decision to visit this restaurant again. ®	1	2	3	4	5
ACL9	If this restaurant was to raise the price, I wouldn't likely to visit again ®	1	2	3	4	5
ACL 10	I am willing to pay more for this restaurant's services.	1	2	3	4	5

SECTION D: RESTAURANT IMAGE

Please indicate how true are the following statements using a five point scale where: 1=very untrue, 2= untrue, 3= uncertain, 4= true, 5= very true.

		Very	Untru	Neutr	True	Very
REI1	This restaurant is classic.	1	2	3	4	5
REI2	The service staff are professional.	1	2	3	4	5
REI3	This restaurant is reliable.	1	2	3	4	5
REI4	This restaurant has good reputation.	1	2	3	4	5
REI5	This restaurant offers good food compared to other restaurants around.	1	2	3	4	5
REI6	At this restaurant everything is done to satisfy a guest.	1	2	3	4	5
REI7	It is prestigious to dine at this restaurant.	1	2	3	4	5
REI8	This restaurant is innovative and always looking forward.	1	2	3	4	5
REI9	This restaurant meets my needs.	1	2	3	4	5

This is the end of the questionnaire and thank you for participating in this research

THIS PART WILL BE FILLED BY RESTAURANT MANAGER

Dear Manager/supervisor, as part of the questionnaire that has been completed by our guests you are kindly requested to fill this section.

For how long has this restaurant been in existence?

☐ Less than 5 years ☐ 5-10 years ☐ 11-16 years ☐ 17-22 years ☐ Above 22

years

Does this restaurant have any other branch? ☐ Yes ☐ No

Which kind of meals do you mainly serve? ☐ Local ☐ International ☐

Other

What is the seating capacity of this restaurant?

☐ Less than 25 guests ☐ From 25- 50 guests ☐ From 51- 76 guests ☐ Above 76 guests

THANK YOU