# TABLE OF CONTENTS

1.1 Introduction 7

1.2 Background of the Study 8
   1.2.1 Problem Statement 9
   1.2.2 Purpose of the Study 11

1.3 Research Questions and Objectives of the Study 12

1.4 Objectives of the Study 13

1.5 Significance of the Study 14

1.6 Scope of the Study 15

1.7 Limitations of the Study 15

1.8 Organisations of the Study 16

1.9 Conclusion 17

2.1 The Restaurant Industry 18

2.2 Service Quality 22
   2.2.1 Service Quality in Hospitality 25

2.3 Food Attributes 28
   2.3.1 Perceived Importance and Performance of Attributes 29

2.4 Behaviour Intentions 30
   2.4.1 Behaviour Intentions Dimensions 33

2.5 Conclusion 36

3.1 Introduction 37

3.2 Framework of the Study 37
3.3 Research Design 38
3.4 Measurement Instrument 39
3.5 Data Analysis Techniques 40
3.6 Measurement of Variables 42
  3.6.1 Behavioral Intentions 42
  3.6.2 Service Quality 44
  3.6.3 Food Attributes 50
3.7 Conclusion 51
4.1 Introduction 52
4.2 Profile of the Respondent 53
4.3 Test on Normality 55
4.4 Descriptive Analysis 58
  4.4.1 Univariate Analysis 59
  4.4.2 Reliability Test 63
4.5 Test of Relationships (Bivariate)- Pearson Correlations 64
  4.5.1 Service Quality is Related to Food Attributes 64
  4.5.2 Service Quality is Related to Dining Intention 64
  4.5.3 Food Attributes is Related to Dining Intention 65
  4.5.4 The Most Important Construct of Service Quality 66
  4.5.5 The Most Important Variables of Food Attributes 67
4.6 Regression Analysis 69
  4.6.1 The Most Important Variables between Service Quality and Food Attributes 69
4.7 Conclusion 70
5.1 Introduction 72
5.2 Summary of the Findings 72
5.3 Implications of the Study 74
5.4 Contributions of the Study 76
5.5 Recommendations of Future Research 77
5.6 Conclusions 77
6.0 Bibliography 79
7.0 Appendix Section 84
LIST OF TABLES

Table 2.1: Studies Using SERVQUAL 27
Table 2.2: Researchers and Industries Studying Behaviours Intentions 35
Table 3.1: Summary of Types of Analysis Used for Questionnaires 41
Table 3.2: Reliability Coefficients of Behavioural Intentions Battery 43
Table 3.3: Dimension Statement of Behavioural Intentions 44
Table 3.4: Dimension Statement and Industries Used SERVQUAL 46
Table 3.5: Reliability of DINESERV 48
Table 3.6: Dimension Statement of Food Attributes 50
Table 4.1: Profile of Respondents 54
Table 4.2: Test of Normality Based on Skewness and Kurtosis 55
Table 4.3: Univariate Analysis for Service Quality 59
Table 4.4: Univariate Analysis for Food Attributes 61
Table 4.5: Univariate Analysis for Dining Intention 62
Table 4.6: Reliability Test 63
Table 4.7: Test of Correlation SERVQUAL and Food Attributes 64
Table 4.8: Test of Correlation SERVQUAL and Dining Intention 65
Table 4.9: Test of Correlation Food Attributes and Dining Intention 65
Table 4.10: Test of Correlation to check the most important Factor 66
of SERVQUAL

Table 4.11: Results of Regression Analysis for SERVQUAL 67
Table 4.12: Results of Regression Analysis for Food Attributes 68
Table 4.13: Results of Regression Analysis between SERVQUAL and Food Attributes 69
## LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Theoretical Framework</td>
<td>37</td>
</tr>
<tr>
<td>4.1</td>
<td>Test of Normality of the Food Attributes based on 6 Scale</td>
<td>57</td>
</tr>
<tr>
<td>4.2</td>
<td>Test of Normality of the Service Quality based on 6 Scale</td>
<td>57</td>
</tr>
<tr>
<td>4.3</td>
<td>Test of Normality of the Dining Intention based on 6 Scale</td>
<td>58</td>
</tr>
</tbody>
</table>