

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 Corelations	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
Table3 .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
Table4:6:	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

Figure 3.1:	Theoretical Framework	37
Figure 4.1:	Test of Normality of the Food Attributes based on 6 Scale	57
Figure 4.2:	Test of Normality of the Service Quality based on 6 Scale	57
Figure 4.3:	Test of Normality of the Dining Intention based on 6 Scale	58