



Nepalese Journal of Management

Perception of Customer Service Quality in Cafes and Restaurants in Kathmandu Valley

Yunika Karki*

Abstract

This study examines the perception of customer service quality in cafes and restaurants in Kathmandu Valley. Customer perception is the dependent variable. The selected independent variables are empathy, reliability, responsiveness, assurance and tangibility. The primary source of data is used to assess the opinion of respondents regarding empathy, reliability, responsiveness, assurance, tangibility and customer perception. The study is based on primary data of 121 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of the perception of customer service quality in cafes and restaurants in Kathmandu Valley.

The study showed a positive impact of empathy on customer perception. It indicates that positive interaction leads to increase in customer perception. Similarly, the study showed a positive impact of reliability on customer perception. It indicates that reliability in service leads to increase in customer perception. Likewise, the study showed a positive impact of responsiveness on customer perception. It indicates that prompt response from the service provider leads to create positive perception. Further, the study showed a positive impact of assurance on customer perception. It indicates that systematic process of evaluating customer interactions lead to change in customer perception. In addition, the study showed a positive impact of tangibility on customer perception. It indicates that higher the tangibility, higher would be the customer perception.

Keywords: empathy, reliability, responsiveness, assurance, tangibility, customer perception

1. Introduction

Service quality is a key concept to get customers attention. High service quality directly reflects in customer satisfaction and loyalty. Quality of product is the customer's perception of the overall quality or superiority of the product or service, with respect to its intended purpose, relative to alternatives (Ehsani, 2015). Product is anything that can be offered to market for attention, acquisition, use, or consumption that might satisfy a want or need. A loyal customer is said to fix mistakes and appreciates good service (Khan and Shahbaz, 2022). Customer service quality is paramount for competitive survival (Fida *et al.*, 2020). Bagri (2015) stated that service quality should involve an adequate value that reflects the status and life standards of customers. Service quality is not limited to fulfilling customers demand but it is also related to customer's feedback and to the ability of a company to solve clients' problems that Service quality is also crucial to the success of any service organization, since customers participate in delivery and consumption of services they interact closely with various aspects of organizations (Meesala and Paul, 2018). Ennew *et al.* (2015) highlighted that perceived service quality includes customer satisfaction, customer retention, brand image, consumer behavior and brand loyalty. Alsheyadi and Albalushi (2020) argued that

* Ms. Karki is a Freelance Researcher, Kathmandu, Nepal.

in the hospitality sector, particularly in cafes and restaurants, the delivery of high-quality service is fundamental to sustaining competitive advantage, as it directly influences customer loyalty and repurchase behavior.

Service quality is a concept that is dependent on the performance of the employee of the organization as quality provided by human resources helps to solve the problems linked with the intangibility of services (Ennew *et al.*, 2015). Gustafsson *et al.* (2012) argued that companies should focus on several issues to develop a good service quality, such as maintaining an effective response and leveraging on reliability and generating tangibility. The trustworthiness, assurance and responsiveness provided by the cafes and restaurants staff and the understanding shown to guests could be seen as intangible social cues that set the basis for creating a positive perceived service quality and a high degree of service quality (Brady and Robertson, 2001). According to Spreng and Mackoy (1996), service quality and customer service quality are indisputably the two core concepts that are at the crux of the marketing theory and practice.

Abdullah and Rozario (2009) examined the effect of service and product quality on in a study at the cafeteria in the Cafes and restaurants' Industry. The study revealed that there is a significant positive relationship between place, ambience and service quality with customer satisfaction. Similarly, Ramzi and Mohamed (2010) assessed the customer loyalty and the impacts of service quality of restaurants and five-star cafes and restaurants in Jordan. The study demonstrated that dimensions of service quality such as significantly predict customer loyalty. Likewise, Shahin and Dabestani (2010) investigated the correlation analysis for service quality gaps in a four-star hotel in Iran. The study concluded that all of the service quality gaps are positive and price as a service quality dimension had the highest positive value and Communications had also the highest correlation with courtesy. Further, Al Khattab and Aldehayyat (2011) examined the perceptions of service quality in Jordanian Hotel. The results of the study demonstrated that perceptions of service quality is a reliable and valid tool to measure service quality in the restaurant. In addition, Fah and Kandasamy (2011) assessed the effect of service quality among restaurants in Langkawi. The result demonstrated that the five dimensions of SERVQUAL are significantly related to service quality. Moreover, Minh and Phuong (2015) assessed the relationship between Service Quality and Customer Satisfaction a case study of cafes and restaurants industry. The study revealed that service quality plays an important role as a driver for higher customer service quality level in cafes and restaurants service so managers should focus on empathy, reliability, responsiveness, and assurance to achieve high degree of customer service quality which leads to customer loyalty and business profit.

Purwoko (2015) examined the influence of service quality and customer satisfaction, and loyalty trust foreign tourists visit the attractions in east java Indonesia. The study found that service quality and consumer satisfaction significantly influence foreign tourists' confidence and loyalty in visiting tourist attractions in East Java. Similarly, Ngoc and Uyen (2015) assessed the factors affecting guest perceived service quality, product quality, and service quality of luxury restaurants in Ho Chi Minh City, Vietnam. The result of the study concluded that to achieve higher guest service quality level, luxury restaurateurs should focus more on the improvement of their service quality, product quality, assurance, responsiveness, empathy, and reliability of staff. Likewise, El Saghier (2015) analyzed the dimensions of service quality in Egypt. The study concluded that customers' perceptions regarding cafes

and restaurants' brand quality dimensions such as responsiveness, reliability and empathy contributed to build their service quality rather than empathy and assurance. Further, Tessera and Tekle (2016) examined the service quality and customer service quality from Ethiopian cafes and restaurants'. The results of the study stated that out of the five dimensions of the SERVQUAL three-dimension tangibles, responsiveness and empathy had high significant impact on customer service quality in cafes and restaurants' industry of Ethiopia. In addition, Mokhtar and Sjahrudin (2019) examined the relationships between customer relationship management quality, service quality, customer satisfaction and customer loyalty. The study concluded that the success of the cafes and restaurants to build and maintain customer loyalty is strongly influenced by the quality of service, good quality of service, professionals in conducting customer education with the aim of raising awareness, confidence and action for reusing cafes and restaurants products and services.

Wei (2019) examined the impact of service quality on customer satisfaction of the hotel at Johor Bahru. The study revealed that three dimensions of service quality which are tangibility, assurance, and empathy positively influence customer service quality whereas, two dimensions of service quality which are reliability and responsiveness do not have a significant impact. Similarly, Myo and Zaw (2019) assessed the impact of service quality on customer loyalty of Myanmar hospitality industry as customer satisfaction a mediating role. The study revealed that there is a positive relationship between service quality and customer satisfaction, relationship between service quality and customer loyalty. Likewise, Kakkar and Kumar (2020) investigated the impact of service quality on Customer Satisfaction in Indian Hotel Industry during COVID-19 Pandemic. The result revealed that the importance of various services offered by cafes and restaurants' industry have shifted from location, price of product, luxury services to neatness, cleanliness, hygiene of the cafes and restaurants' and rooms after the outbreak of COVID-19 and the customer feel satisfied with the new service standards which are being adopted by industry all over the country. Further, Saputra and Djumarno (2021) investigate the effect of price and service quality on customer satisfaction. The study revealed that there is a positive and significant influence of customer satisfaction on customer loyalty and there is a positive and significant effect of both price and service quality on customer satisfaction. In addition, Junaedi and Sulaiman (2020) investigated on building consumer satisfaction to improve consumer trust through service quality and consumer experience in JNE Pekanbaru. The finding of the study revealed that the service quality and consumer experience significantly impact consumer service quality and consumer trust. Moreover, Madiistriyatno and Nurzaman (2020) examined the impact of product quality and price on consumer satisfaction PD Jamu Seduh Utama Pamanukan. The finding of the study revealed that product quality has a significant impact on customer satisfaction.

In the context of Nepal, Mahato and Goet (2020) assessed the service quality dimensions and their influence on customer satisfaction and customer loyalty in the Nepalese restaurant industry. The study revealed that service quality is the most determining factor in the Nepalese restaurant industry and there is a positive a significant impact of perceived price on customer loyalty. Similarly, Karki and Thapa (2022) investigated the impact of customer service quality towards the customer satisfaction within Nepalese restaurant. The study showed that there exists critical positive connection among real and expected others quality elements and consumer loyalty, so it shows that the service characteristics delivered by the various lodgings of Nepal are acceptable and palatable and clients were found happy with these services. Likewise, Ghimire (2012) examined the service quality and customer

satisfaction in the restaurant Nepalese Restaurant. The study found that people depending on the taste and service selected to visit of Sagarmatha Nepalese Restaurant. Further, Gurung (2018) assessed the feasibility study of Nepalese fast food and restaurants in Tampere region. The results of the structural equations modeling revealed that Tampere region has feasible potential of running the food restaurant and service quality is most determining factor for success of restaurant. In addition, Rijal (2016) analyzed the business branding through the case study of Nepalese restaurant Lumbini. The study showed that business branding has a positive impact on customer satisfaction. Moreover, Bhandari (2020) analyzed the branding strategies for a new restaurant, Ravintola Mount Nepal. The study concluded that customer service is one of the importance factor to create a good brand.

The above discussion shows that empirical evidences vary greatly across the studies on perception of customer service quality in cafes and restaurants. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the perception of customer service quality in cafes and restaurants in Kathmandu Valley. Specifically, it examines the relationship of empathy, reliability, responsiveness, assurance and tangibility with perception of customer service quality in cafes and restaurants in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 121 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on empathy, reliability, responsiveness, assurance, tangibility and customer perception. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that customer perception depends upon several service quality dimensions. The dependent variable selected for the study is customer perception. Similarly, the selected independent variables are empathy, reliability, responsiveness, assurance and tangibility. Therefore, the model takes the following form:

Customer perception = $f(\text{empathy, reliability, responsiveness, assurance, tangibility})$

More specifically,

$$CP = \beta_0 + \beta_1 E + \beta_2 R + \beta_3 RS + \beta_4 A + \beta_5 T + \epsilon_{it}$$

Where,

CP = Customer perception

E = Empathy

R = Reliability

RS = Responsiveness

A = Assurance

T = Tangibility

Customer perception was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am satisfied with the overall service quality of cafes and restaurants”, “I believe the service quality aligns with my expectations” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.896$).

Empathy was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The cafe and restaurant provides consistent service quality”, “The interior design and ambiance enhance my overall experience” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.933$).

Reliability was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The cafe/restaurant provides consistent service quality”, “Promises made by staff are always fulfilled” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.924$).

Responsiveness was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Employees promptly respond to customer inquiries and complaints”, “I experience minimal waiting time for service” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.923$).

Assurance was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The staff exhibit professionalism in their interactions” “Employees are knowledgeable about the menu and services” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.926$).

Tangibility was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The cafe and restaurant maintains a clean and appealing environment”, “The interior design and ambiance enhance my overall experience” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.913$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Empathy

Parasuraman *et al.* (1988) found that empathy as a critical factor in enhancing customer satisfaction, as it demonstrates a commitment to personalized service. Similarly, Shahin and Dabestani (2010) found that empathy significantly influences overall customer satisfaction, particularly in service settings where individualized attention is valued. Likewise, Ngoc and Uyen (2015) noted that customers are more likely to return to establishments where

they feel understood and valued, emphasizing the long-term impact of empathy on customer retention. Further, Brady and Cronin (2001) argued that empathy contributes to the perception of professionalism, reinforcing trust and confidence in the service provider. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between empathy and customer perception.

Reliability

Reliability refers to the ability to deliver on promises consistently and accurately. Fah and Kandasamy (2011) found that reliability has a positive impact on customer satisfaction. Similarly, Tessler and Tekle (2016) noted that customers are more likely to return to establishments that consistently meet their expectations, emphasizing the long-term impact of reliability on customer retention. Moreover, Brady and Cronin (2001) argued that reliability contributes to the perception of professionalism. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between reliability and customer perception.

Responsiveness

Meesala and Paul (2018) found that responsiveness positively impacts customer satisfaction by fostering a sense of attentiveness and care. Similarly, El Saghier (2015) highlighted that responsiveness significantly influences overall customer experience, particularly in industries where timely service is critical. Likewise, Minh and Phuong (2015) noted that customers are more likely to return to establishments where their concerns and inquiries are addressed swiftly, emphasizing the long-term impact of responsiveness on customer retention. Moreover, Brady and Cronin (2001) argued that responsiveness contributes to the perception of professionalism, reinforcing trust and confidence in the service provider. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between responsiveness and customer perception.

Assurance

Brady and Robertson (2001) found that assurance has a positive influence on customer satisfaction. Similarly, Minh *et al.* (2015) highlighted that assurance significantly impacts customer loyalty. Likewise, Tessler and Tekle (2016) noted that customers are more likely to return to establishments where they feel confident in the competence of employees, emphasizing the long-term impact of assurance on customer retention. Moreover, Brady and Cronin (2001) argued that assurance contributes to the perception of professionalism, reinforcing customer trust in the service provider. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between assurance and customer perception.

Tangibility

Parasuraman *et al.* (1988) found that tangibility is a vital dimension as it provides customers with visible cues about service quality. Similarly, Ngoc and Uyen (2015) highlighted that aesthetically pleasing and well-maintained environments positively influence customer satisfaction, particularly in service settings where ambiance plays a crucial role. Likewise, Tessler and Tekle (2016) noted that customers are more likely to return to establishments

that consistently maintain high standards of cleanliness and decor, emphasizing the long-term impact of tangibility on customer retention. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between tangibility and customer perception.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 121 observations. The dependent variable is CP (Customer perception). The independent variables are E (Empathy), R (Reliability), RS (Responsiveness), A (Assurance) and T (Tangibility).

Variables	Mean	S.D.	CP	E	R	RS	A	T
CP	4.250	0.610	1					
E	4.200	0.590	0.622**	1				
R	4.180	0.620	0.631**	0.564**	1			
RS	4.160	0.710	0.614**	0.493**	0.570**	1		
A	4.190	0.620	0.655**	0.558**	0.572**	0.668**	1	
T	4.160	0.710	0.601**	0.483**	0.503**	0.580**	0.562**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall’s Tau correlation coefficients of dependent and independent variables. The study shows that empathy is positively correlated to customer perception. It indicates that positive interaction leads to increase in customer perception. Similarly, reliability is positively correlated to customer perception. It indicates that reliability in service leads to increase in customer perception. Likewise, responsiveness is positively correlated to customer perception. It indicates that prompt response from the service provider leads to create positive perception. Further, assurance is positively correlated to customer perception. It indicates that systematic process of evaluating customer interactions lead to change in customer perception. In addition, tangibility is positively correlated to customer perception. It indicates that higher the tangibility, higher would be the customer perception.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of empathy, reliability, responsiveness, assurance and tangibility on customer perception.

Table 2

Estimated regression results of masculine orientation, feminine orientation, size of the organization, work experience, and team performance on organizational outcomes

The results are based on 121 observations using linear regression model. The model is $CP = \beta_0 + \beta_1 E + \beta_2 R + \beta_3 RS + \beta_4 A + \beta_5 T + \varepsilon_{it}$ where the dependent variable is CP (Customer perception). The independent variables are E (Empathy), R (Reliability), RS (Responsiveness), A (Assurance) and T (Tangibility).

Models	Intercepts	Regression coefficients of					Adj. R_bar ²	SEE	F- Value
		E	R	RS	A	T			
1	0.861 (3.532)**	0.806 (12.901)**					0.572	0.523	166.437
2	1.589 (7.398)**		0.649 (11.300)**				0.505	0.562	127.691
3	0.518 (2.286)*			0.865 (15.421)**			0.656	0.468	237.808
4	0.929 (4.333)**				0.784 (14.383)**		0.624	0.490	206.880
5	0.863 (4.608)**					0.809 (16.861)**	0.689	0.441	284.303
6	0.863 (3.492)**	0.546 (5.763)**	0.286 (3.526)**				0.608	0.500	97.172
7	0.316 (1.455)	0.162 (1.502)	0.212 (2.072)*	0.566 (6.431)**			0.705	0.433	99.998
8	0.271 (1.280)	0.075 (0.721)	0.086 (1.042)	0.491 (5.467)**	0.294 (2.774)**		0.721	0.422	81.672
9	0.276 (1.402)	0.159 (1.613)	0.060 (0.771)	0.376 (4.297)**	0.144 (1.034)	0.615 (4.427)**	0.758	0.390	78.832

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Customer perception n is dependent variable.

Table 2 show that the beta coefficients for empathy are positive with customer perception. It indicates that empathy has a positive impact on customer perception. This finding is consistent with the findings of Shahin and Dabestani (2010). Similarly, the beta coefficients for reliability are positive with customer perception. It indicates that reliability has a positive impact on customer perception. This finding is consistent with the findings of Fah and Kandasamy (2011). Likewise, the beta coefficients for responsiveness are positive with customer perception. It indicates that responsiveness has a positive impact on customer perception. This finding is consistent with the findings of Meesala and Paul (2018). Further, the beta coefficients for assurance are positive with customer perception. It indicates that assurance has a positive impact on customer perception. This finding is consistent with the findings of Tessera and Tekle (2016). In addition, the beta coefficients for tangibility are positive with customer perception. It indicates that tangibility has a positive impact on customer perception. This finding is consistent with the findings of Ngoc and Uyen (2015).

4. Summary and conclusion

Service quality is a key concept to get customers attention. High service quality directly reflects in customer satisfaction and loyalty. Quality of product is the customer's perception of the overall quality or superiority of the product or service, with respect to its intended purpose, relative to alternatives. Product is anything that can be offered to market for attention, acquisition, use, or consumption that might satisfy a want or need. A loyal customer

is said to fix mistakes and appreciates good service. Customer service quality is paramount for competitive survival. Service quality should involve an adequate value that reflects the status and life standards of customers. Service quality is not limited to fulfilling customers demand but it is also related to customer's feedback and to the ability of a company to solve clients' problems that Service quality is also crucial to the success of any service organization, since customers participate in delivery and consumption of services they interact closely with various aspects of organizations. Perceived service quality includes customer satisfaction, customer retention, brand image, consumer behavior and brand loyalty.

This study attempts to examine the perception of customer service quality in cafes and restaurants in Kathmandu Valley. The study is based on primary data of 121 respondents.

The major conclusion of the study is that empathy, reliability, responsiveness, assurance and tangibility have positive impact on customer perception. The study also concludes that tangibility is the most significant factor followed by responsiveness that influence the perception of customer service quality in cafes and restaurants in Kathmandu Valley.

References

- Abdullah, D. N. M. A., and F. Rozario, 2009. Influence of service and product quality towards customer satisfaction: A case study at the staff cafeteria in the hotel industry. *World Academy of Science, Engineering and Technology* 53(5), 185-190.
- Al Khattab, S., and J. Aldehayyat, 2011. Perceptions of service quality in Jordanian hotels. *Journal of Hotel and Business Management* 12(3), 45-59.
- Alsheyadi, A., and Y. Albalushi, 2020. Impact of service quality on customer satisfaction in the hospitality industry. *Journal of Hospitality Studies* 25(3), 98-112.
- Bagri, S., 2015. Enhancing customer satisfaction through service value in the Nepalese cafe sector. *Himalayan Business Review* 7(2), 89-101.
- Brady, M. K., and C. J. Robertson, 2001. Searching for a consensus on the antecedent role of service quality and satisfaction: An exploratory cross-national study. *Journal of Business Research* 51(1), 53-60.
- Brady, M. K., and J. J. Cronin Jr, 2001. Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of Marketing* 65(3), 34-49.
- Ehsani, Z. and M. H. Ehsani, 2015. Effect of quality and price on customer satisfaction and commitment in Iran auto industry. *International Journal of Service Sciences, Management and Engineering* 1(5), 52-56.
- El Saghier, M., 2015. Dimensions of service quality in Alexandrian cafes and restaurants. *Egyptian Journal of Service Research* 10(4), 99-114.
- Ennew, C. T., M. R. Binks, and B. Chiplin, 2015. Customer satisfaction and customer retention: an examination of small businesses and their banks in the UK. *Academy of Marketing Science* 2(1), 188-192.
- Fah, A., and T. Kandasamy, 2011. Dimensions of service quality in Langkawi's hospitality industry. *Asian Journal of Hospitality and Tourism* 4(1), 1-15.
- Fida, B. A., U. Ahmed, Y. Al-Balushi, and D. Singh, 2020. Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman. *Sage Open* 10(2), 215-234

- Ghimire, S., 2012. Service quality factors influencing customer satisfaction in Nepalese restaurants. *Kathmandu Journal of Hospitality* 3(1), 45-56.
- Gurung, P., 2018. Feasibility of Nepalese fast food and restaurants in the Tampere region. *International Journal of Entrepreneurship* 19(3), 78-89.
- Gustafsson, A., P. Kristensson, and L. Witell, 2012. Customer co-creation in service innovation: a matter of communication? *Journal of Service Management* 23(3), 311-327.
- Junaedi, A., and M. Sulaiman, 2020. Building consumer satisfaction through service quality and consumer experience in JNE Pekanbaru. *Journal of Marketing Insights* 20(3), 167-180.
- Kakkar, D., and A. Kumar, 2020. Shifting importance of service quality parameters during the pandemic in the Indian hotel industry. *Journal of Tourism Research* 22(5), 345-358.
- Karki, R., and S. Thapa, 2022. Impact of customer service quality on satisfaction in Nepalese restaurants. *Nepal Tourism Review* 8(2), 213-224.
- Khan, R. E., and S. Shahbaz, 2022. Enhancing customer loyalty through exceptional service quality in the post-pandemic era. *Journal of Contemporary Marketing* 9(1), 99-112.
- Madiistriyatno, A., and H. Nurzaman, 2020. Product quality and price as determinants of customer satisfaction in the herbal beverage industry. *Consumer Behavior Journal* 25(1), 56-67.
- Mahato, S., and J. Goet, 2020. Service quality, customer satisfaction and customer loyalty in Nepalese restaurant industry. *International Journal of Innovative Science and Research Technology* 5(12), 765-778.
- Meesala, A., and J. Paul, 2018. Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services* 40(3), 261-269.
- Minh, T. N., and H. T. Phuong, 2015. The relationship between service quality and customer satisfaction: A case study in cafes and restaurants. *Service Quality Journal* 5(2), 77-89.
- Mokhtar, M., and H. Sjahruddin, 2019. The relationships between customer relationship management quality, service quality, customer satisfaction, and customer loyalty in five-star hotels. *Journal of Hospitality Management* 27(4), 213-230.
- Myo, H. T., and T. K. Zaw, 2019. Service quality and customer loyalty in Myanmar hospitality industry. *Asian Tourism Journal* 19(2), 67-78.
- Ngoc, T. T., and P. T. Uyen, 2015. Factors affecting guest perceived service quality in luxury restaurants in Vietnam. *Hospitality and Tourism Journal* 20(1), 34-56.
- Parasuraman, A., V. A. Zeithaml, and L. L. Berry, 1988. SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing* 64(1), 12-40.
- Purwoko, B., 2015. Influence of service quality on consumer loyalty at tourist attractions in East Java, Indonesia. *International Tourism Review* 9(3), 670-82.
- Ramzi, M., and B. Mohamed, 2010. Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan. *International Journal of Economics and Management Engineering* 4(7), 1702-1708.
- Rijal, K., 2016. Branding through customer service quality: A case study of Lumbini restaurants. *Helsinki Journal of Business* 22(1), 45-58.
- Saputra, W., and S. Djumarno, 2021. The effect of price and service quality on customer satisfaction and loyalty at Aston Pluit Hotel and Residence, Jakarta. *Indonesian Journal of Hospitality* 18(3), 122-138.

- Shahin, A., and R. Dabestani, 2010. Correlation analysis of service quality gaps in a four-star hotel in Iran. *International Business Research* 3(3), 40-46.
- Spreng, R. A., and R. D. Mackoy, 1996. An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing* 72(2), 201-214.
- Tessera, G., and H. Tekle, 2016. Service quality dimensions and customer perception in Ethiopian cafes and restaurants. *African Journal of Hospitality and Tourism* 15(2), 77-89.
- Wei, L., 2019. The impact of service quality on customer satisfaction at hotels in Johor Bahru. *Hospitality Studies* 15(1), 54-66.