

A Systematic Review on Perceived Service Quality and Customer Satisfaction in Fast Food Industry

Shanika Rathnasiri¹, Warunika Hettiarachchi²

^{1,2}Department of Marketing Management, Sabaragamuwa University of Sri Lanka, Belihul Oya, Sri Lanka
Corresponding Author: Shanika Rathnasiri

Date of Submission: 10-10-2020

Date of Acceptance: 27-10-2020

ABSTRACT: This literature review intended to provide a cherished contribution by locating and combining the paramount existing knowledge related to the relationship between perceived service quality and customer satisfaction in the fast food industry. Twelve papers were included for the review based on the inclusion criteria which comprise the requirements for papers to report empirical studies published during the period 2000 to 2019 in peer-reviewed journal articles in English which are related to the fast-food industry. The quality assessment revealed that four studies as high-quality papers and the other eight studies are average in quality. All included studies except one have found a positive or direct relationship between perceived service quality and customer satisfaction in fast food industry. This review contributes to gather, analyze, and synthesize all reported knowledge relevant to the identified review question to one particular study.

KEYWORDS: Customer Satisfaction, Fast Food Industry, Perceived Service Quality, Systematic Review

I. INTRODUCTION

Perceived service quality is critical for the success of organizations because of its direct link with customer satisfaction and behavioral intentions (Parasuraman, Zeithaml, & Berry, 1985).

Furthermore, Cronin and Taylor (1992) highlighted the importance of studying the topic of service quality and customer satisfaction as it helps service providers to improve their business performance, strengthen core competencies and position themselves more strategically in the market place than competitors. According to Szmigin and Bourne (1998), it is very much expensive to acquire a new customer than retain an existing one. Therefore, service managers should always try to understand how customers perceive the service provided and how those perceptions can translate into customer satisfaction and customer retention.

Service Various researchers defined service in different ways. Kotler, Armstrong, Wong, and Saunders (2008) defined service as any activity or benefit that one party offer to another party which has intangible behavior. According to Lovelock (1991) economic activities that create value and provide benefits for customers at specific times and places identified as a service. Services are produced and consumed at the same time in the presence of the service producer and the consumer. Because of the involvement of the human element in the service delivery process, the probability of happening mistakes is higher rather than selling a good to the final consumer. According to Bowen (1986), these errors cannot be easily monitored or controlled due to those intangible behavioral processes. Unlike tangible products, services cannot be seen and touched, as they are intangible activities. When compared to tangible goods, services have some unique characteristics such as intangibility, perishability, inseparability, and heterogeneity.

Quality In the past, most scholars try to define the quality in the service industry with tangible elements of products such as physical appearance, technical specifications, and other sensory clues. Consumers frequently use these attributes to assess the quality of what is essentially intangible. According to Douglas and Connor (2003), the quality of service is not only evaluated through the end result but also how it is delivered during the service process and the ultimate effects on consumers' perceptions are also important. According to Johnston (as cited in Goetsch & Davis, 1997) quality includes every aspect of the business and it is an emotional experience for the consumer. Consumers want to feel good about their purchases and ultimately they need to feel that they have received the best value for the money they paid. According to Oakland (2000) quality is a much broader concept from its function than assuring product quality or service quality. Furthermore, he stated that it is a way of managing business

processes to ensure consumer satisfaction at every internal and external stage.

Perceived Service Quality Service quality is complex, subjective, and abstract. Different scholars defined it in different ways. Popular scholars, who were interested in service quality and the general area of services marketing defined service quality as the difference between expected service and the actual service received (Parasuraman et al., 1985).

Service quality assesses the customer's perception of employee knowledge, skill, and training as well. That means, this construct emphasizes the overall ability of the firm to provide a desirable service level to their target consumers. Especially, this construct deals with the customer's perception of the employees to perform the promised service consistently and precisely (Parasuraman, Zeithaml, & Berry, 1988). In a general sense, the construct emphasizes the overall facility cleanliness, decor, and shopping experience, yet it also captures the customer perception of the service complexity in relation to service timing and appropriate communication between the customer and service provider (Chase & Zhang, 1998). Research suggests variable communication and service timing that is inconsistent with the complexity of the task will affect the customer's perception of quality in a negative manner. Especially, variation in service delivery time can have the biggest impact on perceptions of service quality. As the variability in the service encounter increases, then the perceptions regarding the consistency of service will decrease.

Customer Satisfaction Customer satisfaction is "the extent to which a product's perceived performance matches a buyer's expectations" (Kotler & Armstrong, 2009) "with expectations viewed as predictions about what is likely to happen" (Parasuraman et al., 1988). Customer satisfaction should be the vital goal of all firms because both theoretical and empirical research links a firm's business performance to the satisfaction of its customers (Morgan, Anderson, & Mittal, 2005).

Fast Food Industry The fast food industry which was emerged from Southern California during the 1940s, not only changed the eating habits of Americans, but also those in many other countries around the world, including Asian countries (Schlosser, 2001). "Nowadays, fast food centers can be found on the corners of streets, airports, shopping malls, department stores, schools, universities, gas stations, and even in hospitals."

The fast food market is defined as "the sale of food and drinks for immediate consumption either on the

premises or in designated eating areas shared with other foodservice operators or for consumption elsewhere (Anand, 2011)." Due to the convenience and their home-oriented approach, fast food chains are becoming more popular among people and hence the industry is growing rapidly rather than other sectors. Though in past, people arranged eating out just to celebrate any special occasion in their life today it becomes a part of their busy lifestyles. Roberts and Wortzel (1979) stated that "a large number of women working outside the home had less time to cook food at home so; the women's time was considered to be an important factor in raising the demand for fast food consumption in developing countries" (Senauer, Sahn, & Alderman 1986). Urbanization is also one of the major factors leading to alter "lifestyles and increased income and independence of young people, as it had been stated that demand for food is associated with the lifestyle of urban areas (Pingali, 2004)" and when income level of developing countries increased, the consumption of western-style food has increased (Regmi & Dyck, 2001).

II. AIM OF THE STUDY

Yet to date, there is no any systematic review that brings together and synthesizes the evidence-based relating to the relationship between perceived service quality and customer satisfaction. In the absence of such a systematic review different types of contradictory models and dimensions are used to analyze this phenomena. Therefore, the aim of this systematic literature review is to identify whether perceived service quality has a direct or indirect relationship with customer satisfaction in fast food industry.

III. METHOD

Inclusion and Exclusion Criteria

Articles published in peer-reviewed journals in English were considered. Other information sources like newspapers, government reports and indexes, newspaper articles, and grey literature were not included in this literature review. Articles that are written between 2000- 2019 were only used. The research studies which are written all over the world are accepted for this study hence no geographical restrictions are formed when determining inclusion and exclusion criteria. Especially, articles were selected which are related to service quality and customer satisfaction in fast food industry or fast food restaurants by excluding other industries like banking, hotel, healthcare, and retail sectors. As well as, quantitative and non-experimental studies were only utilized for this systematic review.

Search Strategy

First, the researchers have conducted a preliminary literature search to determine whether the selected topic area has suitable and sufficient literature for a review. 4799 articles were found at the scoping search. After finalizing the review question, the main search was conducted using key search terms. The key search terms are used with Boolean operators to find the more specific literature sources to the topic and 337 articles were identified in this step. Then, duplicates were removed and left 276 unique citations for screening. Their titles and abstracts were screened using inclusion criteria. 250 citations were excluded in this step due to various reasons such as; grey areas, study the impact of service quality on customer satisfaction, some studies are longitudinal instead of cross-sectional and the majority of articles are not relevant to the setting of fast food. After that, full-text papers of the remaining 26 articles were downloaded and apply inclusion criteria. In this step, 14 full-text citations were excluded; four full-text papers could not be obtained, eight did not examine the appropriate intervention and two studies used qualitative or mix research strategy.

Information Sources

To find out the journal articles which are relevant to this systematic review, a bibliographic databases have used. Emerald Insight and JSTOR are the bibliographic databases which are employed to find research articles. Google Scholar is the main academic search engine used to download articles to address the review question. As well as, reference lists from retrieved articles are used heavily to find good research articles in the same topic area.

Selection Process

Researchers are responsible to carry out all the steps of the systematic literature review therefore each step of the systematic review (i.e., screening based on inclusion/exclusion criteria, quality assessment, data extraction, narrative synthesis) were completed by us. Quality of each of the included article for the review is assessed. According to Khan et al. (as cited in Perera, 2018) quality assessment decrease bias and errors in its design, conduct and analysis. If all the articles included in the review are in good or high quality, it confirms the credibility of the findings on those studies. "Customized quality assessment tool is developed to assess the quality of the studies. Independent reviewer who has expertise knowledge in this area checked all the quality assessment forms to evaluate whether our quality ratings are correct or not. The next step of systematic review, data

extraction is also carried out by us. To cross-check the accuracy of data extraction, got the support of one of our colleagues who completed her MBA. Finally, narrative synthesis of findings was written based on the extracted information to draw a conclusion."

Outcomes

In this review, the dependent variable is customer satisfaction and the independent variable is service quality. Service quality is measured through various dimensions such as reliability, responsiveness, empathy, assurance, and tangibles. However, the outcome is the relationship between perceived service quality and customer satisfaction. All studies included for the review have measured this relationship through non-experimental research studies.

Research Benefits

Conducting research work brings massive advantages to various parties in society. Likewise, this systematic literature review also brings benefits to the external parties such as fast food restaurant owners, employees in fast food restaurants, customers of fast food restaurants, government, and future researchers as well. This systematic literature review studied the relationship between service quality and customer satisfaction. The findings of this review emphasize the importance of service quality to build consumer satisfaction. This result is helpful to fast food restaurant owners to make decisions regarding the quality of service provided. These business owners can develop their businesses based on the significant findings of the research works. These research benefits are not only retained with business owners, those are also important to customers as well. The findings of research work support consumers to behave as a rational consumer in the marketplace. The consumers' knowledge about the business aspects will reduce unethical practices of business people. According to the findings, the most important service quality dimension is reliability. That means consumers of fast food expect reliability from fast food providers rather than the other service quality dimensions. Therefore, consumers should demonstrate and behave in a way that they expect reliability at every moment from fast food service providers. Future researchers who are willing to conduct research on service quality and customer satisfaction in fast food restaurants can use this systematic review as a secondary data source for their piece of work. This review gather the most comprehensive literature related to review question from 2000 to 2019 into one particular document. This will provide

convenience for future researches to find and access existing and most updated literature on service quality and customer satisfaction in fast food industry.

IV. RESULTS

Quality Assessment

The overall quality of the included studies is average. Among all twelve studies, four studies are of high quality, and remaining eight studies are medium in quality according to the customized quality assessment tool used for this literature review. All studies included were cross-sectional which means data are collected from several people at one point in time. The review question formed by the researcher is to find a relationship between two variables hence only cross-sectional studies should be included. All twelve studies included here did not obtain ethical approval. Obtaining ethical clearance is an essential part of good research practice. Anyway, the researcher is not able to find any single word to state that these studies have obtained ethical approval from any ethic review committee who maintain standards for quality enhancement in research. All studies have used an adequate sample size when compared with the population and also methodology and statistical analysis are described satisfactorily. Excluding one study, the other eleven studies have stated the purpose of the study clearly. Almost all the studies have been measured the reliability and validity of the independent variables, five studies did not measure the reliability and validity of the dependent variable. There are four studies that did not take a representative sample from the target population may have selection bias and therefore results cannot be generalized to the target population. Though these four studies have generalized their findings to the population-based on evidence for doing it, it was also mentioned under a limitation of the study as well. However, any included study did not exclude from the review after quality assessment because all articles have reached at least to the medium level in quality according to the overall ratings given by the researcher.

Narrative Synthesis

The twelve studies included for the review measures the relationship between perceived service quality and customer satisfaction using different models such as SERVQUAL, SERVPERF and DINSERV. However, SERVQUAL scale (Parasuraman et al., 1988) was utilized in most studies. All included studies except one (Qin&Prybutok, 2008) have found a relationship between perceived service quality and customer satisfaction. However, the same authors carried

another study in 2009 for the same setting and found a positive relationship between service quality and customer satisfaction which is a contrasting result to their study carried in 2008. Among the twelve studies, four studies take their target population as fast food consumers and choose college students as their sample. Though they bring a number of justifications for choosing college students as sample, it is a limitation of those studies. The assumption behind the sample selection is wrong because all fast food consumers are not only college students even though the majority of fast food consumers are college students according to the statistical data they showed. The research design of all included articles for the review is cross-sectional. A cross-sectional research design is fine for studying relationships than longitudinal studies. Hence, the researcher did not set any inclusion or exclusion criteria on geographical characteristics, the research conducted in any country can be taken into consideration for example USA, India, Malaysia, Pakistan, and South Africa. All studies have included sample profiles in a satisfactory level. Except one study, other all studies found a positive or direct relationship between perceived service quality and customer satisfaction in fast food industry.

V. DISCUSSION

Findings

The most popular model to measure service quality is SERVQUAL. But, SERVQUAL model has heavy criticisms for its both theoretical and practical perspective. Some researchers (Cronin and Taylor, 1992; Jain and Gupta, 2004) found that SERVPERF or performance-only instrument is an excellent fit model to measure service quality than SERVQUAL model. Though it is an excellent fit model, some researchers (Andaleeb&Conway, 2006; Olorunniwo, Hsu, & Udo, 2006) suggest this model also need some necessary modifications according to the industry it applied for.

In addition to the five service quality dimensions in SERVPERF model (tangibles, reliability, assurance, responsiveness, and empathy), some researchers (Olorunniwo et al., 2006; Qin & Prybutok, 2009) add 'recovery' as one of the important dimension of perceived service quality. Because, failure itself does not lead to customer dissatisfaction, but if fails to handle recoveries may lead to lost customers and spread of negative word of mouth (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994). Drawing from the findings of Qin and Prybutok (2009), the importance of handling customer complaints in a timely

manner was proved with its significance ($p < 0.01$) and a standardized coefficient of 0.83.

As mentioned under narrative synthesis, all studies included except one study have found a relationship (direct or indirect) between perceived service quality and customer satisfaction. Though Qin and Prybutok (2008) found that there is no significant relationship between perceived service quality and customer satisfaction in fast food industry, in contrast, the same authors found a relationship between perceived service quality and customer satisfaction in fast food industry in 2009. Qin and Prybutok (2008) were measured service quality in fast food restaurants based on five dimensions; reliability, responsiveness, empathy, tangibles, and employee behaviors. Here, they add 'employee behaviors' to the SERVPERF model because it is necessary to modify the model according to the industry (Olorunniwo et al., 2006) which is selected for the study. The findings of this study revealed that employee behaviors and tangibles are not much important as the other three dimensions of service quality; reliability, responsiveness and empathy used in this study. Though there is a significant relationship ($p < 0.000$) between those two variables and customer satisfaction, the standardized coefficients of tangibles and employee behaviors are 0.63 and 0.75 respectively which are somewhat lower than the other three dimensions standardized coefficients. Moreover, the findings revealed that service quality is not an important antecedent of customer satisfaction but service quality as an antecedent of customer behavioral intentions. The researcher provided his suggestions to the above outcome as students form their intended behaviors based on the speed of service and closeness of the location to their college.

Brady, Cronin, and Brand (2002) have conducted a replication and extension study to Cronin and Taylor (1992) and found that service quality as an antecedent of customer satisfaction using their new data set as well. Both studies 2 and 3 are statistically significant ($p \leq .01$) and obtain substantial LISREL estimates for every case range from 0.62 to 0.77. Therefore, this replication study with a new data set also supports the findings of Cronin and Taylor (1992) hence it further confirmed the relationship between customer satisfaction and perceived service quality.

Bougoure and Neu (2010) have studied the relationship between service quality, overall service quality, customer satisfaction, and repurchase intentions of fast food industry in Malaysia. This study employed DINESERV instrument to measure service quality which is also consisted of service

quality dimensions such as; reliability, tangibles, assurance, responsiveness, and empathy. The findings of this study indicate that there is a relationship (critical ratio = 7.25) between service quality and customer satisfaction according to the PLS model (if; $p < 0.10$ and critical ratio > 1.96) they used to obtain results for hypothesized relationships. In their study, reliability, tangibles, and assurance are very much important service quality dimensions because they have high mean score rather than responsiveness and empathy. It was found that the importance of service quality dimensions may vary with the consumers in a particular country.

According to the findings of Qin, Prybutok, and Zhao (2010), empathy and assurance are not much important as other service quality dimensions for Chinese consumers. Similar to the above finding, Qin and Prybutok (2009) found that reliability/responsiveness, tangibles, assurance, and recovery are somewhat more important than empathy in USA as well because its standardized loadings are lower than 0.80.

Aftab, Sarwar, Sultan, and Qadeer (2016) have conducted a study to understand the importance of service quality in customer satisfaction in fast food restaurants in Pakistan. They took service quality dimensions such as reliability, responsiveness, tangibles, empathy, and assurance as predictor (independent) variables and customer satisfaction as a dependent variable. They conducted a survey using a questionnaire and distributed among customers of fast food restaurants. Under correlation analysis, they have found that all five independent variables have a strong relationship with customer satisfaction. Tangibility has the highest correlation ($r = 0.868$) and other four variables; responsiveness, reliability, empathy, assurance also have significant ($p = 0.01$) and strong correlations 0.738, 0.586, 0.683, 0.499 respectively. According to their findings, customers attract more to fast food restaurants due to its ambiance, location, and lighting.

To study the relationship between customer satisfaction and behavioral intentions in the fast food restaurants Rana, Lodhi, Butt, and Dar (2017) have conducted a study. They developed direct five hypotheses and conducted a survey to get the responses from their sample which was selected based on their target population. Service quality, food quality, and price-value ratio were considered as independent variables and customer satisfaction as a dependent variable.

Murad and Ali (2015) investigated the service quality and its impact on customer satisfaction of fast food restaurants in Pakistan.

They especially carried this research work with the aim of making these fast food restaurants healthy and good for people due to the increase demand of fast foods in Pakistan. Data has been collected from sample of 152 fast food consumers. After analyzing the results, they found a significant positive relationship between service quality and customer satisfaction in the relevant industry.

Kanta and Srivalli (2014) there is a significant positive relationship between perceived service quality and customer satisfaction. "They have conducted a survey using 284 customers from full-service restaurants in Southern India. They have carried out this study to find the relationships of perceived service quality, customer satisfaction and repeat patronage.

Terblanche and Boshoff (2010) have conducted a study by doing 533 interviews. In order to be eligible for the sample, respondent should have an experience of meal from a fast food restaurant last month prior to the interview. Interviewees are selected from seven major metropolitan areas of South Africa and all interviews were conducted at respondents' home. Finally, they also find a positive and significant relationship between perceived service quality and customer satisfaction among fast food consumers in South Africa.

Shariff, Omar, Sulong, Majid, Ibrahim, Jaafar, and Ideris (2015) have conducted a piece of research work to study the relationship among service quality, product quality with customer satisfaction. This study was conducted in Malaysia with a sample size of 360 fast food consumers. The findings of this research study showed that there is a positive and significant ($p = 0.044$) relationship between service quality and customer satisfaction. Not only that, they found there is a significant ($p = 0.021$) positive relationship between food quality and customer satisfaction as well. All p values are less than 0.05 hence can conclude these two identified relationships are significant.

Strengths and Limitations of the included Studies

The main strength of the included studies is the usage of the most popular and reliable conceptual models or frameworks to measure the perceived service quality. And also, all studies included for the review check its internal consistency (reliability) and at least one type of validity of the dependent variable or independent variable(s) or both. When considering all studies, one of the major elements seen in every study is the careful and logical explanation of the purpose of the study, sample size and main findings through strong statistical analysis.

Though, the significant strengths are there with the included studies, they are bound to be certain limitations. The findings obtained through these all studies are trying to generalize them towards a broader population group. But three studies included here used sample pool as college students though their target population is all fast-food consumers within the particular country. This is one of the major limitations of those studies because they are a relatively homogenous group available in that particular industry. And also, most of the studies included for the review employed convenience sampling as the sampling technique. The results or findings obtained by using convenience sampling or any other non-probability sampling method do not have the ability of generalization its findings to broader population. These all studies included are investigated the general determinants of service quality in fast food restaurants without concerning the service quality factors relevant to the specific country. Therefore, it is worthwhile, if researchers can modify these models by adding new dimensions which determine the service quality of that particular country or region. Then, it allows future researchers to do comparisons of the service quality factors across different countries.

Strengths and Limitations of the Review Process

The main strength of the review process is the quality assessment results which each of the study was obtained. All twelve articles included for this review score high or medium results for its quality assessment. The high quality of the included studies makes me confident about the credibility of the findings of those particular studies. The key search terms and Boolean operators helped to find the relevant and sufficient number of literature to the review question formed. Moreover, the reference lists of selected articles helped to gather more relevant articles on the subject of service quality and customer satisfaction in the fast food industry. The inclusion and exclusion criteria and Prisma flow diagram enhanced the reliability of the systematic review.

Not only strengths, but there are also limitations related to the review process. After downloading full-text papers, the researcher has to remove eight studies because those are examined the impact of service quality on customer satisfaction. That means most of the studies are conducted to examine the impact of service quality on customer satisfaction rather than finding the relationship between those two variables in fast food industry. Only two databases were utilized to search for articles due to the inaccessible of certain databases.

Moreover, only peer-review journal articles were included for this review, and deliberately grey literature was excluded from the review by thinking that valid data would not be obtained through them.

VI. CONCLUSION

The implications of the results presented emphasize the apparent importance of both service quality and customer satisfaction for managing a service organization. According to the findings of most of included studies (Bougoure & Neu, 2010; Qin & Prybutok, 2009) reliability is the major service quality dimension that affects customer satisfaction in fast food industry. Therefore, the managers of fast food restaurants should try to serve foods quickly, correct mistakes promptly, and should provide consistent and reliable service to their customers to be a reliable organization to its customers. Empathy and assurance are not much important as other dimensions in service quality related to the fast food industry. In addition to the service quality, managers of fast food restaurants must also consider other factors that affect customer satisfaction such as food quality, perceived value, and servicescape. Therefore, managers must consider all the possible determinants of satisfaction of their customers to determine which factors make the greatest influence on the purchasing decisions of these individuals.

According to the findings of Brady, Robertson, and Cronin (2001), cultural differences will impact on behavioral intentions and customer satisfaction. It was found that American fast-food consumers place greater stress on service value while Ecuadorian emphasis on satisfaction. In general, for U.S. consumers fast food is not a new concept because of fast food born in USA. Therefore, the service value will affect consumer satisfaction and then it leads to behavioral intentions for U.S. consumers. For Ecuadorian consumers, the sole determinant of the behavioral intention of fast food is satisfaction. Therefore, they view dining at a fast food restaurant from a more emotional perspective rather than the price of a meal. So, managers need to understand the changes and shifts of cultural differences when they go for different global markets.

REFERENCES

- [1]. Aftab, J., Sarwar, H., Sultan, Q. U. A., & Qadeer, M. (2016). Importance of service quality in customer satisfaction (A study on fast food restaurants). *Entrepreneurship and Innovation Management Journal*, 4(4), 161-171.
- [2]. Anand, R. (2011). A study of determinants impacting consumers food choice with reference to the fast food consumption in India. *Society and Business Review*, 6(2), 176-187.
- [3]. Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- [4]. Bowen, D. E. (1986). Managing customers as human resources in service organizations. *Human Resource Management*, 25(3), 371-383.
- [5]. Bougoure, U. S., & Neu, M. K. (2010). Service Quality in the Malaysian Fast Food Industry: An examination using DINESERV. *Services Marketing Quarterly*, 31(2), 194-212.
- [6]. Brady, M. K., Robertson, C. J., & Cronin, J. J. (2001). Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. *Journal of International Management*, 7(2), 129-149.
- [7]. Brady, M. K., Cronin, J. J., & Brand, R. R. (2002). Performance-only measurement of service quality: a replication and extension. *Journal of Business Research*, 55(1), 17-31.
- [8]. Chase, R. B., & Zhang, A. (1998). Operations Management: internationalization and interdisciplinary integration. *International Journal of Operations & Production Management*, 18(7), 663-667.
- [9]. Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *The Journal of Marketing*, 55-68.
- [10]. Douglas, I., & Connor, R. (2003). Attitudes to service quality - the expectation gap. *Nutrition & Food Science*, 33(4), 165-172.
- [11]. Goetsch, D. L., & Davis, S. B. (1997). *Introduction to total quality* (2nd ed.). New York: Prentice-Hall.
- [12]. Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 72(2), 164-174.
- [13]. Jain, S. K., & Gupta, G. (2004). Measuring service quality: SERVQUAL vs. SERVPERF scales. *Vikalpa*, 29(2), 25-38.
- [14]. Kanta, K. N. M., & Srivalli, P. (2014). A study on factors influencing Service Quality in Restaurants. *International Journal of Business Studies & Research*, 6(1), 1-9.

- [15]. Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Marketing Defined: Principles of Marketing*.
- [16]. Kotler, P., & Armstrong, G. (2009). *Principles of Marketing*. Tehran: Learned Nshrasly.
- [17]. Lovelock, C. H. (1991). *Services Marketing (2nd ed.)*. Prentice-Hall. Englewood Cliffs, NJ.
- [18]. Morgan, N. A., Anderson, E. W., & Mittal, V. (2005). Understanding firms' customers satisfaction information usage. *Journal of Marketing*, 69(3), 131-151.
- [19]. Murad, S., & Ali, M. (2015). Impact of Service Quality on Customer Satisfaction in Restaurant Industry. *Singaporean Journal of Business Economics and Management Studies*, 4(6), 71-81.
- [20]. Oakland, J. (2000). *Total quality management: Text with cases (2nd ed.)*. Oxford: Butterworth-Heinemann.
- [21]. Olorunniwo, F., Hsu, M. K., & Udo, G. J. (2006). Service quality, customer satisfaction, and behavioral intentions in the service factory. *Journal of Services Marketing*, 20(1), 59-72.
- [22]. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- [23]. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*, 64(1), 12.
- [24]. Perera, H. (2018). *Quality Assessment [lecture] module M160PY, 23 September 2018*. Colombo: Colombo Institute of Research and Psychology.
- [25]. Pingali, P. (2004). *Westernization of Asian Diets and the transformation of food systems: Implications for science and technology*, forthcoming FAO.
- [26]. Qin, H., & Prybutok, V. R. (2008). Determinants of Customer-Perceived Service Quality in Fast Food Restaurants and Their Relationship to Customer Satisfaction and Behavioral Intentions. *The Quality Management Journal*, 15(2), 35-50.
- [27]. Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioural intentions in fast-food restaurants. *International Journal of Quality and Service Sciences*, 1(1), 78-95.
- [28]. Qin, H., Prybutok, V. R., & Zhao, Q. (2010). Perceived service quality in fast-food restaurants: empirical evidence from China. *International Journal of Quality & Reliability Management*, 27(4), 424-437.
- [29]. Rana, M. W., Lodhi, R. N., Butt, G. R., & Dar, W. U. (2017). How determinants of customer satisfaction are affecting the brand image and behavioral intention in fast food industry of Pakistan?. *Journal of Tourism and Hospitality*, 6(6).
- [30]. Regmi, A., & Dyck, J. (2001). Effects of urbanization on global food demand. *Changing structure of global food consumption and trade*, 23-30.
- [31]. Roberts, M. L. & Wortzel, L. H. (1979). New life-style determinants of women's food shopping behavior. *Journal of Marketing*, 43(3), 28-39.
- [32]. Schlosser, E. (2001). *Fast Food Nation*, Houghton Mifflin, New York, NY.
- [33]. Senauer, B., Sahn, D., & Alderman, H. (1986). The effect of the value of time on food consumption patterns in developing countries: evidence from Sri Lanka.
- [34]. Shariff, S. N. F. B. A., Omar, M. B., Sulong, S. N. B., Majid, H. A. B. M. A., Ibrahim, H. B. M., Jaafar, Z. B., & Ideris, M. S. K. B. (2015). The influence of service quality and food quality towards customer fulfillment and revisit intention. *Canadian Social Science*, 11(8), 138-144.
- [35]. Szmigin, I. & Bourne, H. (1998). Consumer equity in relationship marketing. *Journal of Consumer Marketing*, 15(6), 544-557.
- [36]. Terblanche, N. S., & Boshoff, C. (2010). Quality, value, satisfaction and loyalty amongst race groups: A study of customers in the South African fast food industry. *South African Journal of Business Management*, 41(1), 1-9.