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## FACTORS AFFECTING CUSTOMER SATISFACTION IN EATERY BUSINESS – AN EMPIRICAL STUDY FROM BANGLADESH

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**Abstract:** *This study inspects young generation's gratification with their food facility establishments. A structured model was assembled from accessible information by means of data from several restaurants. The study result suggests that the fourteen major variables that elucidate customer satisfaction embrace service quality, ambience, sitting arrangement, privacy, VAT and taxes, washroom facility, food quality, staff behavior and price. Interpretive Structural Modeling (ISM) was applied to realize the mutual connections amid the fourteen barriers identified by survey. This work seeks to recognize which barriers are acting as the utmost dominant aimed at the adoption of total customer satisfaction and this result is helpful for eatery business to make greater profit and achieve reputation by removing the dominant barriers.*

**Keywords:** *Customer Satisfaction; Interpretive Structure Modelling; Restaurant.*

### 1. Introduction

Customer satisfaction is a bit of client's experience that revealed a supplier's lead on client's craving (Sitorus & Yustisia, 2018). It furthermore depends upon how capably it is directed and how expediently benefits are given. This satisfaction could be related to various business points like displaying, thing creating, building, nature of things and organizations, responses client's issues and questions, culmination of undertaking, post transport organizations, fight the board, etc. Buyer fulfillment is the extent of how the necessities and responses are collaborated and passed on to surpass desires client want. It must be practiced if the client has a general nice association with the supplier. In the present genuine business focus, purchaser fulfillment is a noteworthy show type and principal differentiator of business frameworks. Subsequently, the more is buyer

fulfillment; more is the business and the holding with client.

Customer satisfaction is the general substance of the impression about the supplier by the clients. This impression which a client makes concerning supplier is the entire of all the method he encounters, legitimately from bestowing supplier before doing any elevating to post transport decisions and benefits and administering requests or protests post movement. During this method the client goes over working environment of various workplaces and the sort of frameworks drew in with the affiliation. This makes the client make strong supposition about the supplier which finally results in satisfaction or frustration. Buyer fulfillment is the extent of how the necessities and responses are collaborated and passed on to surpass desires client want. It should be cultivated if the client has a general not too bad association with the supplier (Kansal & Singhal, 2017). In the present genuine

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business focus, shopper fulfillment is a critical show type and essential differentiator of business frameworks. In this way, the more is shopper fulfillment; more is the business and the holding with client. Business reliably starts and closes with clients and in this way the clients must be treated as the King of the market all the business overhauls, advantage, status, picture, etc. of the affiliation depends upon clients. In this way, it is noteworthy for all the relationship to meet all the clients' wants and perceive that they are satisfied client. Client's perception on supplier empowers the client to pick among the supplier on reason of money regard and how well the passed-on things suit all the essentials. The supplier's organizations never lessen after the transport as client searches for high characteristics post displaying organizations which could help them with using and change the passed-on thing all the more profitably. In case he is content with the post advancing organizations, by then there are worthy prospects for supplier to hold the clients to update reiterated purchases and make incredible business benefits.

It is in a general sense required for a relationship to associate and talk with clients all an opportunity to manufacture shopper fulfillment. In these associations and exchanges it is required to learn and choose all individual client needs and respond in like way. Whether or not the things are unclear in battling markets, satisfaction gives high consistency measures. For example, clients and retailers are secured with visit shopping and energize cards to pick shopper fulfillment, various generally excellent quality retailers moreover give investment cards and discount benefits on those cards so the client remain dedicated to them. Higher the satisfaction level, higher is the nostalgic association of clients with the specific brand of thing and besides with the supplier (Majali & Almhirat, 2018). This associates in making a strong and sound client supplier holding. This holding power the client to be tied up with that particular supplier and chances of surrender less. Therefore, customer

fulfillment is critical scene that every supplier should focus on to develop a renounced position in the overall market and improve business and advantage. Shopper fulfillment is key in making a long stretch relationship with your clients. If it is recalled the dating relationship, encountering the business methodology is a lot of equivalent to enchanting one's likelihood to change them into a client. In any case, keeping a long-haul relationship working is difficult work. One has to continue conveying esteem over and over. One have to keep one's customer fulfilled. Continuous fulfillment prompts faithfulness. When customers have set trust in an organization and are guaranteed that the organization will keep on conveying they will keep on working with them. Faithfulness is a commendable objective to go for – the White House Office of Consumer Affairs assesses that steadfast customers are worth up to multiple times their underlying buy esteem. Submit whole group to improving consumer satisfaction throughout each and every day positively to improve consumer satisfaction. Fulfilled customers will prescribe the eatery to their group. Customer support is an extremely proficient type of promoting. Private companies gauge that 85% of their new business originates from informal (Farooq et al., 2019). Fulfilled customers will keep on procuring from their preferred spot. Not exclusively do persistent customers spend all the longer pull, it's extremely more affordable to keep them happy than endeavoring to make sure about another client. It's on various occasions costlier to enchant that new client than it is to hold a present one. Satisfied clients are better for your psychological sufficiency. Checking out what clients need suggests that organization won't be persistently conflicting with their clients. Much equivalent to conflicts in a relationship are truly draining, having cranky clients persistently creating into an assistance bunch prompts burnout and a much unhappier work environment. It is not possible for anyone to keep the centrality from making sure about concentrating on

buyer fulfillment (Kansal & Singhal, 2017). Keeping organization's clients sprightly and resolute techniques more business, longer associations and really – an enormously improved day at the working environment.

Numerous associations know that consumer satisfaction is the most significant resource they have. Be that as it may, gathering input from purchasers all the time isn't constantly observed as a need, some of the time on the grounds that nobody is very certain how to do it. This study investigated how online overviews can assist you with understanding your customers and improve reliability. Customers have consistently expanding choices of online strategies for correspondence readily available, accordingly there is actually no reason for a business not seeing precisely what the customer needs. Social event customer criticism on existing items and administrations will give you the knowledge to drive future choices, bringing about a really customer orientated business.

Due's to increasing quality consciousness and variation of trend, eatery business sectors are growing in Khulna, Bangladesh. Ethnic and some of Indian food items have quite the reputation across country. While there are hundreds of hotels, restaurants and food-court combined in the city, the quality of food and service are yet to be improved with help of new ideas (Santos et al., 2018; Félix & Duarte, 2018). These restaurants are trying to adopt the quality culture (Talapatra et al., 2019; Sá et al., 2020; Santos et al., 2014; Bravi et al., 2019); which indirectly forces them to find out the factors affecting customer satisfaction (Santos, Murmura & Bravi, 2019), as well as, the mutual interaction among the most dominant factors. The study was performed on the young generation people, mostly students of different colleges and universities to identify the co-relation of factors that satisfy the customers going to the restaurants.

The objectives of this research are as follows:

- To find out the factors that have the most adverse effects on restaurant business and customer satisfaction.
- To identify the order and direction of relationship among these factors.

This paper is structured as follows. Next section will describe literature review on factors affecting customer satisfaction. Third section presents the methodology of the present study. Fourth section describes questionnaires development for this study. Fifth section will discuss the application of Interpretive Structural Modelling (ISM). Key factors of customer satisfaction are discussed in result and discussion section. At last, conclusion is drawn based on findings of the study.

## **2. Literature Review**

Main aim of our literature review is to identify the factors that have an influence on customer satisfaction improvement. Nguyen et al. (2018), pointed out that customer satisfaction strongly depends on four key factors such as quality of food, service quality, price fairness, environment of the restaurant. The following paragraphs will describe each of these factors.

### **2.1. Quality of Food**

It is one of the key factors affecting customer satisfaction. Customers usually choose restaurant based on the quality of food of a restaurant Kukanja et al. (2020). Customer evaluate the quality of food based on their consumption experience and expectation (Kim & Tang, 2020). Therefore, restaurant owners should have a clear understanding about the evaluation criteria of quality food by the customer. Numerus definition of quality is found in the literature (Patrícia et al., 2019). However, the definition given by ISO is widely used. According to ISO, quality is defined as “the totality of features and characteristics of a product or service that

bear on its ability to satisfy stated or implied needs” (Soni et al., 2020, p. 214).

Abdullah et al. (2018) has summarized that, food quality is determined by tastiness and food preparation. Hanaysha (2016) has pointed out that food choice decision of the customer completely depends on quality of food. Im and Qu (2017) also stated that food smell is an important criterion for evaluating food quality for the consumer. Chathoth et al. (2016) has pointed out that if the food served differs from the food displayed on the menu, consumers often perceive the served food as poor quality.

Based on the above studies, it can be summarized that customer determines food quality by real test of the food, its preparation, smell, whether the food is served as per menu displayed.

## 2.2. Service Quality

Service quality is another important factor affecting customer satisfaction (Santos et al., 2019) where strategie is necessary (Barbosa et al., 2020). If customers have a bad experience about the service of the restaurant, it reduces the customer's satisfaction level (Kim et al., 2019). The customers who have bad experience about the service quality of a restaurant will not revisit the particular restaurant. Moreover, these customers share their sad experience with other potential customers. As a result, the image of the restaurant is greatly affected and the number of customers decreases day by day. Therefore, restaurant owners should have a clear understanding about the evaluation criteria of restaurant service quality by the customer. Numerus definition of service quality is available in the literature. However, the definition given by Delpechitre et al. (2018) is widely used. They defined service quality as “the discrepancy between consumers’ perceptions of services offered by a particular firm and their expectations about firms offering such services” (Nguyen et al., 2018, p. 1209). There are some frameworks for measuring service quality. Some

important frameworks are: Nordic Model, SERVQUAL Model, SERVPERF Model, and DINESERV Model. These models are described below.

Lee et al. (2017) proposed a framework to measure and explain service quality. In this framework, two variables are used to measure service quality one is expected service and another is perceived service. Chen and Raab (2014) developed another framework named gap model. This model measures the difference between expected service and actual service delivered. In this model service quality is measured by ten dimensions. They are: tangibles, reliability, responsiveness, competence, access, courtesy, communication, credibility, security and understanding the customer. A service quality measurement framework has been developed taking five out of ten service quality dimensions. This measurement framework is named as SERVQUAL model. These five dimensions are: tangibles, reliability, responsiveness, access, and empathy. Busser and Shulga (2018) developed another scale to measure service quality named SERVPERF model. This model evaluates service quality more accurately than SERVQUAL model (Pizam et al., 2016). Latter on, a seven-point measuring scale was developed by National Restaurant Association (2019) to measure service quality named DINESERV model. Strenitzerova and Gana (2018) pointed out that late service is one of the reasons for declining customer satisfaction levels in the service industry. Shim et al, (2017) stated that the level of customer satisfaction declines when they pay additional service charges.

## 2.3. Food Pricing

It is another important factor affecting customer satisfaction. Price is an element that customer pays directly. The Choice of restaurant therefore depends on customer's perception on food prices (Yeh et al., 2019). Number of customer increases in those restaurants where good food is available at cheaper price. Moreover, food price plays an

important role in third world countries where the purchase ability of people is limited. Pei et al., (2020) pointed out that the owners of restaurants declare numerous discounts offer on food prices to draw potential customers. This creates price difference between restaurants for the same food. Such unfair competition leaves unfairness of food price and as a result satisfaction level of customer declines Pakurar et al. (2019) stated that the food price varies from restaurant to restaurant when the price of food is determined by including the service charge. As a result, satisfaction level of customer declines.

### 2.4. Environment of Restaurant

The environment of a restaurant has a great influence on customer satisfaction. To

understand the influence of restaurant environment on customer satisfaction, it is important to know what is meant by environment of a restaurant. Environment of a restaurant means the accommodation and decoration of a restaurant.

Environment of a restaurant includes sitting arrangement, cleanness, lighting condition, noise condition, etc. Hadi et al. (2019) pointed out that people do not like to visit those restaurants where sitting arrangement is comfortable and attractive. Park et al., (2020) stated that cleanness of the restaurant impresses the customers tremendously.

Table 1 summarizes fourteen factors of customer satisfaction based on literature and discussion with industry experts and academic scholar.

**Table 1.** Thirteen factors of customer satisfaction and their interaction.

No	Factors	Affected by	How they interact
1	Overpriced food items (Yeh et al., 2019).	Card payment (14)	Card holder gets discounts.
		Food does not look as appealing as seen on advertisement. (5)	Unappealing foods may seem overpriced for the price point.
		Poor quality food. (3)	Low quality dishes can be seen as overpriced.
		Paying service charge. (2)	Included service charge makes the food overpriced.
2	Paying service charge (Pakurar et al., 2019).	restaurants do not allow take out. (13)	Dish which is too difficult to finish can't be taken home may seem expensive.
		late service. (4)	People don't like to give service charge if it takes too long to serve.
		not enough waiters. (6)	Insufficient worker means longer time to serve.
3	Poor quality food (Kukanja et al., 2020).	restaurants do not allow take out. (13)	Restaurants charge extra money as a service charge.
		food does not look as appealing as seen on advertisement. (5)	Unappealing foods may be treated as poor quality.
4	Late service (Chen and Raab, 2014; Busser and Shulga, 2018)	bad odor/smell. (7)	Bad odor overshadows the food smells
		Paying service charge. (2)	If customers don't pay charge, restaurants are unwilling to serve better.
		not enough waiters. (6)	Insufficient worker means longer time to serve.
		high ambient noise and loud music. (9)	High noise may lower the performance and increase error of the stuffs.
5	Food does not look as appealing as seen on advertisement (Chathoth et al., 2016).	restaurants do not allow take out. (13)	take out helps to reduce the burden of serving.
		overpriced food items. (1)	Unappealing foods may seem overpriced for the price point.
		poor quality food. (3)	Low quality dishes can be seen as overpriced.
6	Not enough waiters (Pizam et al., 2016).	insufficient lighting condition. (11)	It's hard to judge the quality of food in low light.
		Paying service charge. (2)	take out helps to reduce the burden of serving.
7	Bad odor/smell (Im and Qu, 2017).	restaurants do not allow take out. (13)	take out helps to reduce the burden of serving.
		restaurants do not have clean washrooms. (8)	Dirty washroom emits bad smell.
8	Restaurants do not have clean washrooms (Park et al., 2020).	Paying service charge. (2)	If customers don't pay charge, restaurants are unwilling to provide amenities.

No	Factors	Affected by	How they interact
9	High ambiance noise and loud music (Hadi et al., 2019).	restaurants do not allow take out. (13)	Crowdy restaurants mean high level of noise and chatter.
10	Uncomfortable sitting arrangement (Hadi et al., 2019).	Paying service charge. (2)	If customers don't pay charge, restaurants are unwilling to provide amenities.
11	Insufficient lighting condition (Hadi et al., 2019).	Paying service charge. (2)	If customers don't pay charge, restaurants are unwilling to provide amenities.
12	Restaurants do not have privacy (Park et al., 2020).	uncomfortable sitting arrangement. (10)	Good sitting arrangements give better privacy.
		restaurants do not allow take out. (13)	Crowdy restaurant means low privacy.
13	Restaurants do not allow take out (Hadi et al., 2019).	not enough waiters. (6)	Management needs more stuff to prepare packaging.
14	Restaurants don't accept card payment (Hadi et al., 2019)	-	-

### 3. Research Methodology

The methodology used in this study is shown in Figure 1. Research methodology and findings of this study are discussed in the following sections.

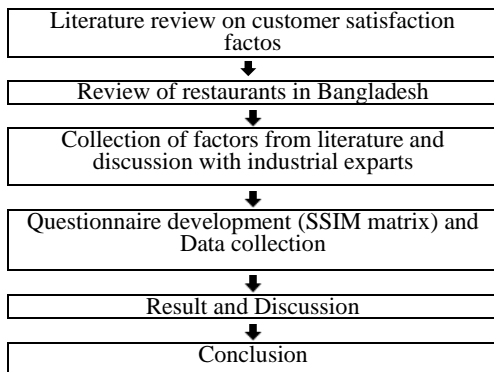


Figure 1. Research methodology of the present study

#### 3.1. Interpretive Structural Model (ISM)

ISM methodology has been used in this study to analyze the interactions between different elements of customer satisfaction. ISM is used to utilize experts practical experience to decompose a complex issue or problem into several elements. ISM methodology has been used in this study due to its following characteristic:

- a) This methodology determines whether and how the various

elements are related to each other (Colakovic & Bajric, 2016).

- b) The overall structure of the relationship is derived from the complex set of factors (Colakovic & Bajric, 2016).
- c) The relationships among the different elements of a system is represented in a digraph model (Alsharari, 2020).
- d) It helps to identify order and direction of complex relationships among the different elements of a system (Adeinat, 2019).

There are a few limitations to this methodology. The contextual relationships among the different elements of a system often depends on the experience of the experts and Their understanding of the company, its activities, and its industry (Colakovic & Bajric, 2016).

The different steps involved with the application of ISM system are given below:

Step 1. Factors (criteria) that affects customer satisfaction are recorded.

Step 2. From the factors listed in stage 1, a rational connection is identified among the factors.

Step 3. (SSIM) is shaped for factors, which validates pairwise connections amid factors of the framework.

Step 4. Check for transitivity of the SSIM.

Step 5. Level partition the reachability matrix

which is found from step 4.  
Step 6. Draw a diagraph and ISM structure

showing the nodes of variables and associated statements. The above steps are shown in Figure 2.

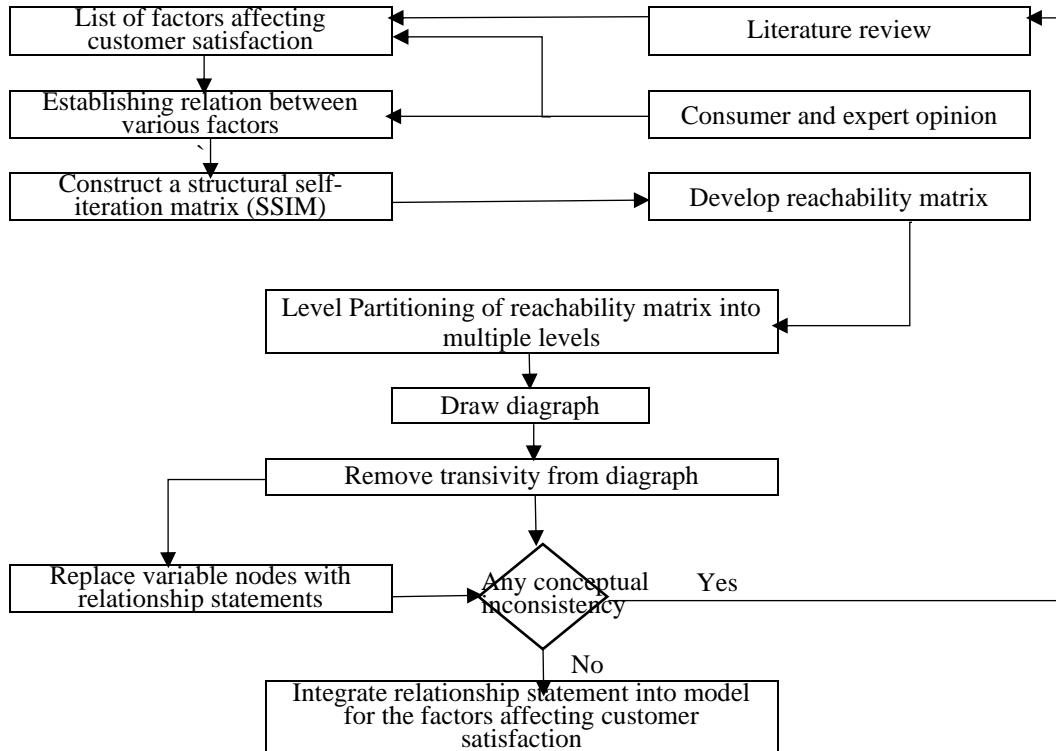


Figure 2. Steps involved in ISM

#### 4. Questionnaires Development

Fourteen factors of customer satisfaction were considered to analyze the relationships among the factors. Ten factors were taken from the literature while rests were taken after consultation with industrial experts. These experts were the senior managers of different

restaurants.

Initially 25 restaurants industries were communicated through e-mail and phone call. Finally, ten restaurants were interested to participate in this research. The demographic profile of the respondent are presented in Table 2.

Table 2. The demographic profile of the respondent

Restaurt Industry	Total	%	Restaurt Industry	Total	%	Restaurt Industry	Total	%	Restaurant Industry	Total	%
Formal Restauran	03	30	<i>Ownership</i>			<i>Size (Employees)</i>			<i>Turnover/annum (TK lac)</i>		
Cafeteria or Cafe	04	40	P Private	07	70	15 to 30	04	40	151 to 200	02	20
Fast Food Restaurant	03	30	J Joint Venture	0	0	31 to 50	02	20	101 to 150	02	20
Total	10	100	Foreign	03	30	51 to 80	03	30	50 to 100	04	40
			Total	10	100	>100	01	10	<50	02	20

## 5. Questionnaires Development

### 5.1. Data collection

Contextual relationships among the factors are developed consultation with two experts. One from restaurant industry and other from academia.

### 5.2. Structural Self-Interaction Matrix (SSIM)

It indicates a pair-side interaction between elements of the structure while constructing a SSIM of components. A qualitative relationship of 'distance' was used to examine the past. It means that one precedent is

another; the latter one is accomplished by another precedent; all precedents enable each other to be reached or the precedents incompatible. Considering the linked relationship for every factor, the presence of a relation between any two factors (i and j) and the way of the relation is interrogated. Four letters represent the direction of connection between the factors (i and j):

V: Factors i affects Factors j;

A: Factors j affects Factors i;

X: Factors i and j affect each other; and

O: Factors i and j are not related.

The SSIM for the Factors that affect the customer satisfaction in restaurant is given in Table 3.

**Table 3.** SSIM of the factors

Factors		14	13	12	11	10	9	8	7	6	5	4	3	2
1	Overpriced food items	A	O	O	O	O	O	O	O	O	X	O	A	A
2	Paying service charge	O	A	O	V	V	O	V	O	X	O	X	O	
3	Poor quality food	O	O	O	O	O	O	O	A	O	X	O		
4	Late service	O	A	O	O	O	A	O	O	A	O			
5	Food does not look as appealing as seen on add.	O	O	O	A	O	O	O	O	O				
6	Not enough waiters	O	X	O	O	O	O	O	O					
7	Bad odor/small	O	O	O	O	O	O	A						
8	Restaurants do not have clean washrooms	O	O	O	O	O	O							
9	High ambiance noise and loud music	O	A	O	O	O								
10	Uncomfortable seating arrangement	O	A	X	A									
11	Insufficient lighting condition	O	O	O										
12	Restaurants do not have privacy	O	A											
13	Restaurants do not allow take out	O												

### 5.3. Reachability Matrix

In this stage, reachability matrix is established from SSIM. First, SSIM is transformed into a reachability matrix format by replacing the element of each cell of SSIM with binary digits (i.e. 0 and 1) which is given in Table 4.

This conversion follows the following rules:

a) If the element in the cell (i, j) in the SSIM is V, then (i, j) element in the cell equals to 1

and the (j, i) element equals to 0 in the reachability matrix.

b) If the element in the cell (i, j) is A, then (i, j) element becomes 0 and (j, i) element becomes 1.

c) If the element in the cell (i, j) X, then both the cells (i, j) and (j, i) become 1.

d) If the element in the cell (i, j) O, then the entries in both the cells (i, j) and (j, i) become 0.



**Table 4.** Reachability matrix

Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Driving power
1	1				1										2
2	1	1		1		1		1		1	1				7
3	1		1		1										3
4		1		1											2
5	1		1		1										3
6		1		1		1							1		4
7			1				1								2
8							1	1							2
9				1					1						2
10										1		1			2
11					1					1	1				3
12										1		1			2
13		1		1		1			1	1		1	1		7
14	1													1	2
<b>Dependence power</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	

**5.4. Level Partitions**

The next step is for each of our established precedents to be appointed. The reachability and antecedent for each of our records is to be calculated once the usability matrix has been collected. The antecedent set has itself and the variables it can add to, while the antecedent set has the variables that can support its integration. After the variables in these sets are defined, all variables are contained in the

intersection set of these sets. The intersection and reachability variables for which are set are the same; they are given the highest ISM level. When the highest-level factors are identified, they are removed and the process continues to define the next step of the variables. The iterative cycle continues until the variable's levels are calculated. Summary of level partitions of factors is shown in Table 5.

**Table 5.** Summary of level partitions of factors

Factors	Level	Type
Overpriced food items. (1)	I	Dependent
Late service. (4)	I	Dependent
Food does not look as appealing as seen on advertisement. (5)	I	Dependent
Uncomfortable sitting arrangement. (10)	I	Dependent
Poor quality food. (3)	II	Dependent
Not enough waiters. (6)	II	Dependent
High ambient noise and loud music. (9)	II	Autonomous
Insufficient lighting condition. (11)	II	Autonomous
Restaurants do not have privacy. (12)	II	Dependent
Restaurants don't accept card payment. (14)	II	Autonomous
Bad odor/smell. (7)	III	Autonomous
Restaurants do not have clean washrooms. (8)	IV	Autonomous
Paying service charge. (2)	V	Linkage
Restaurants do not allow take out. (13)	V	Independent

### 5.5. Formation of ISM based model

After identifying the reachability matrix, the structural model is produced from the previous step. If the relationship exists between the factor 'j' and 'i', a projectile pointing from i to j displays this. This drawn graph is called a digraph. Removing the transitivity as designated in the ISM methodology, the digraph is transformed into

the ISM model as in Figure 3. It is seen from Figure 3 that paying service charge (2) and not allowed to take out food (13) is a very significant factor as it is at the base of the ISM hierarchy. Whereas, 'overpriced food items (1)', 'late service (4)', 'Food doesn't look as appealing as seen on advertisement (5)', 'Uncomfortable sitting arrangement (10)' are the level 1 factors that have effects on customer satisfaction.

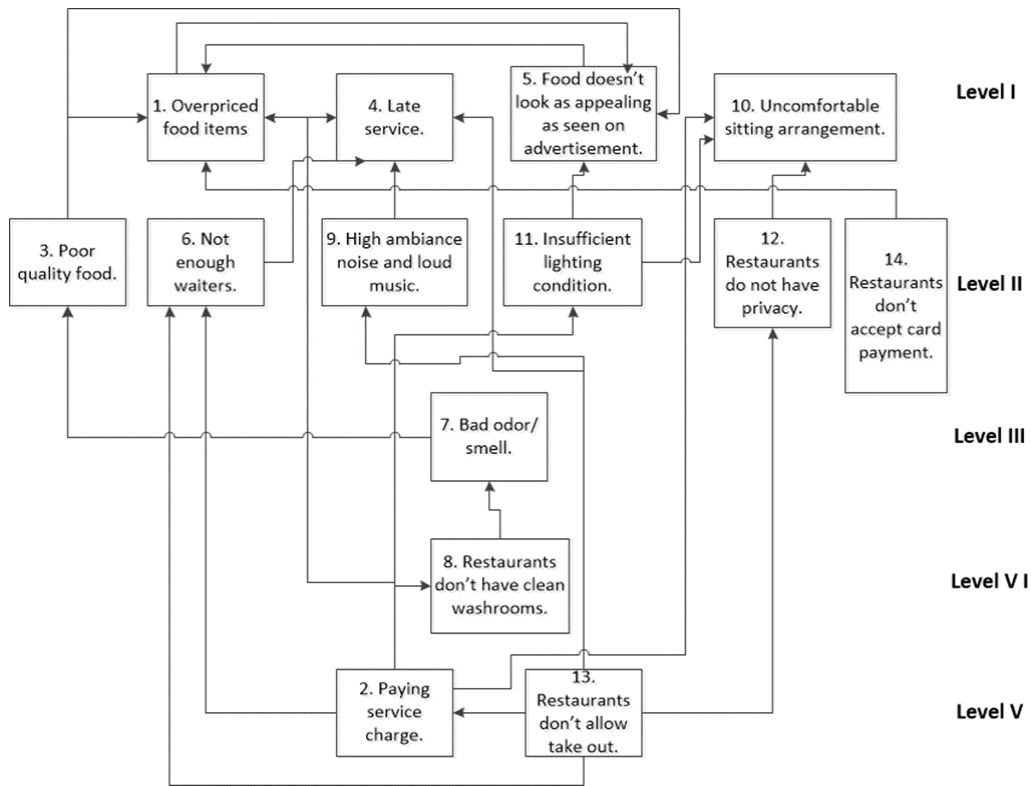


Figure 3. ISM model of factors

### 5.6. MICMAC Analysis

The basic idea of MICMAC analysis is to analyze the driving power and dependence power of factors. Based on the driving and dependence power, the factors are classified into four categories. They are Autonomous, Dependence, Linkage, and Independent.

Subsequently, the diagram of driving power vs. dependence power of factors is constructed. It is shown in Figure 4. Quadrant-I shows autonomous factors. Quadrant-II to IV show dependence factors, linkage factors, and independent factors.

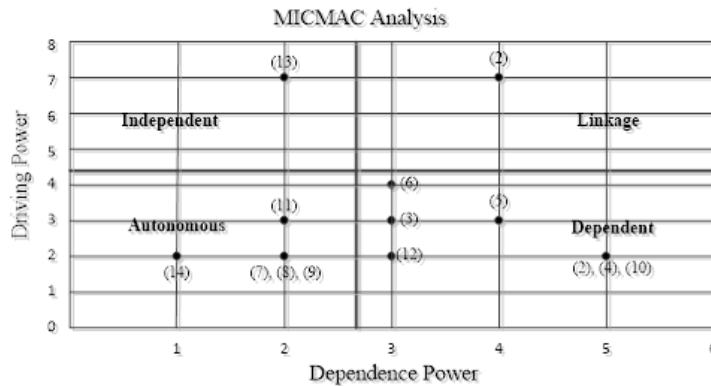


Figure 4. Driver and dependence power diagram

## 6. Results and Discussion

The driver and dependence power diagram obtained from MICMAC analysis gives an insight into the relative importance and interdependencies between these barriers. Some of the major barriers that decline customer satisfaction level in restaurant industry of Bangladesh are highlighted here: a) There are five factors in Quadrant-I. These factors are: insufficient lighting condition, restaurants don't accept card payment, odor/ bad smell, dirty washrooms.

## 7. Conclusions

Fourteen major factors of customer satisfaction have been considered in this study. They are analyzed in terms of interaction among them using ISM method. Based on the inputs from the experts from restaurant industry and academicians, a SSIM matrix was formed. These factors are iterated in five levels. A structural model was formed using ISM. Four factors occupied top most level. In second, third, fourth, and fifth level six, one, one, and two factors are placed

respectively. Restaurant industries should give special attention and first priority on these factors to improve customer satisfaction. This study has both theoretical and managerial implications. The outcome of the present study will add value to the existing literature in many ways. First, this study has identified the linkage of different factors of customer satisfaction. Second, this study provides an important insight into development of an instrument for measuring customer satisfaction. On the other hand, the outcomes of the present study are intended to be useful for the managers of restaurant industries in several ways. First, manager will be able to identify key factors of customer satisfactions. They will give special attention to these factors. Second, this study will be helpful to make plan how to improve customer satisfactions in a restaurant industry.

At the end, future scope of this research has been examined. This study has developed a relationship model among the factors affecting customer satisfactions in the context of restaurant industry. In future study, each of the relationship can be statistically validated.

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