

**THE IMPACT OF FOOD SERVICE QUALITY AND GUEST
SATISFACTION ON REVISIT INTENTION IN FIVE STAR HOTELS
OF BANGLADESH: AN EMPIRICAL STUDY**

Thesis submitted for the award of the degree of

DOCTOR OF PHILOSOPHY

in

Hotel Management

By

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LOVELY PROFESSIONAL UNIVERSITY, PUNJAB

2023

DECLARATION

I, hereby declared that the presented work in the thesis entitled "The impact of food service quality and guest satisfaction on revisit intention in five star hotels of Bangladesh: an empirical study" in fulfilment of the degree of **Doctor of Philosophy (Ph. D.)** is the outcome of research work carried out by me under the supervision of Dr. Sanjeev Kumar, working as Professor, in the School of Hotel Management and Tourism of Lovely Professional University, Punjab, India. In keeping with the general practice of reporting scientific observations, due acknowledgments have been made whenever the work described here has been based on the findings of other investigators. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**The impact of food service quality and guest satisfaction on revisit intention in five star hotels of Bangladesh: an empirical study**” submitted in fulfilment of the requirement for the award of the degree of **Doctor of Philosophy (Ph.D.)** in the School of Hotel Management and Tourism, is a research work carried out by Mohammad Badruddoza Talukder, Registration NO 42000004, is a bonafide record of his original work carried out under my supervision and that no part of the thesis has been submitted for any other degree, diploma or equivalent course.

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ABSTRACT

This empirical study analyzes the critical impact that guests' perceptions of the food service quality and guest satisfaction play in determining whether they will return as repeat visitors to five-star hotel restaurants in Bangladesh. Understanding the elements contributing to guest satisfaction and subsequent business is becoming increasingly important for hotels as the hospitality sector continues to experience robust growth. The purpose of this study is to shed light on the relationship between the food service quality offered, the level of satisfaction experienced by guests, and the possibility that guests will revisit five-star hotels in Bangladesh. This study investigated the relationship between food service quality, guest satisfaction, and revisit intention of five-star hotels in Bangladesh. The research uses a quantitative approach to acquire knowledge regarding food service quality, guest satisfaction, and revisit intention, carrying out a self-administered questionnaire and surveying the study population that helps restaurants assess guest satisfaction to understand better and address issues that have arisen through convenience sampling. In the hotel business, the importance of providing high-quality food service and ensuring guest satisfaction has been extensively covered in published research. The study was analyzed with SPSS 26 and smartPLS 3 to run the particular correlations on 384 responses from 17 five-star hotel restaurants. The researcher observed that the food service quality did not predict whether the guest planned to revisit the intention. Previous research has shown a positive association between the quality of food service and the satisfaction level received by the guests. This, in turn, affects the guests' intentions to revisit the business. In the context of five-star hotels, where guests have extraordinarily high expectations, delivering a fantastic dining experience becomes crucial in guaranteeing guest loyalty and retention as it is one of the primary ways to meet those demands. Therefore, this study aims to expand upon the groundwork laid by previous research to analyze how these elements interact within the setting of the hotel business in Bangladesh. The standard of the restaurant's food service quality greatly influences how satisfied the guests are. There is a robust correlation between guests' level of satisfaction and their propensity to revisit intention. On mediation analysis, the researcher found that three out of five indicators of food service quality impact guest satisfaction and revisit intention. The researcher conducted

a moderation study to gather complex data on the more robust connection. The research indicates that while eWOM does not moderate the link between food service quality and guest satisfaction, it moderates the link between food service quality as well as revisit intention. According to the study's findings, the quality of the food service significantly impacts guests' satisfaction and revisit intention to the hotel restaurants. As a result, the management of hotels has to concentrate on enhancing the food service quality they provide, like the presentation of food service, restaurant image, food service attributes, restaurant cleanliness & hygiene, and standard operating procedure. This may involve investing in higher-quality products in the hotels, chefs with specialized training, different menu selections, and the maintenance of high standards of hygiene and sanitation in the places where food is prepared. Researchers and the Hotel's food service managers can use the study's findings to improve the Hotel's food service operations, encouraging guests to return and increasing revenue in the hotel sector of Bangladesh.

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PREFACE

The primary purpose of this study is to identify the factors influencing food service quality in hotels and evaluate their relationship with guest satisfaction and revisit intention. For this, a framework was proposed to examine the relationships. Chapter 1 describes the background of the study and the scenario of the hotel industry in Bangladesh. Chapter 2 presents a literature review, provides the topic's background, and identifies the study's need. In particular, the literature on the constructs of food service quality, guest satisfaction and revisit intention. The relationship between various variables related to food service quality and the relationship between guest satisfaction and revisit intention has been explored to identify the need for the study. Chapter 3 has been dedicated to the methodology of the study. It outlines the research design and describes the process followed for developing the research instrument. Sample profile, data analysis techniques and limitations of the present study have been presented in this chapter. Chapter 4 presents the process followed for measuring and validating various constructs. The first section of the chapter presents the demographic profile of the respondents, whereas in the second section, relationships among multiple constructs have been examined. This chapter also measures the impact of independent variables on dependent variables, and the hypotheses framed were tested. In Chapter 5, discussions of the results from applying statistical techniques and tools were elaborated. The association between independent and dependent variables were also analyzed and discussed. Chapter 6 presents findings, implications, and conclusions. It also discussed the scope of future research.

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LIST OF IMPORTANT ABBREVIATION

GDP	Gross Domestic Product
WTO	World Tourism Organization
FDI	Foreign Direct Investment
MOCAT	Ministry of Civil Aviation and Tourism
CIA	Central Intelligence Agency
IHG	InterContinental Hotels Group
MICE	Meetings, Incentives, Conferences and Exhibitions
ARR	Average Room Rate
GOP	Gross Operating Profit
ROI	Return on Investment
SPSS	Statistical Package for Social Sciences
PLS	Partial Least Squares
SEM	Structural Equation Modeling

CHAPTER 1

OVERVIEW

INTRODUCTION

People have travelled for various reasons since the dawn of civilization, including religion, business, health, education, and amusement. Initially, humans lived in tiny bands and subsisted on hunting and gathering. They set off on foot, going to various locations for food and a place to rest their heads. After some time, they could tame horses and begin riding them, which sped up their journey time. Wheels are attached to chariots, wheelbarrows, and other vehicles so that movement may be made more quickly. During the same time, boats and ships made it possible to travel greater distances. Travel became more accessible as a result of advancements in modes of transportation, yet, only soldiers, explorers, and merchants travelled very far. These soldiers carried supplies, including food, clothing, and tents for shelter. Traders and individuals who wanted to learn more about the world exchanged goods so that they could remain in private dwellings rather than tents, which were always in danger from animals, adversaries, and the weather. Traders and people who wanted to learn more about the world traded goods. As a result, tourism's growth is connected to human civilization's advancement.

Researchers and academics now consider the hotel business essential to their study area. This industry is increasingly helpful in emerging nations and established ones regarding job creation, Gross Domestic Product (GDP), and the expansion of society and the economy. 5.56 million people were employed in the food service industry in 2019, and the United Nation World Tourism Organization (UNWTO) projects that this number will rise between 8.5 and 9 million by 2024 (Tomaszewska et al., 2022). In 2019, through tax income, chain restaurants and freestanding eateries contributed Tk 220-224 billion to the government (Ahmed et al., 2019). They estimated by 2025 to provide Tk 420-450 billion from the restaurant sector. There has been an increase in the number of jobs in the service industry, an expansion of city nightlife, and fewer individuals cooking at home. Restaurant service value guest service and the guest is king in today's highly competitive hotel industry since they have many options (Torres, 2023). In such a cutthroat industry, the only businesses that can thrive are those offering the highest possible food service quality. The dynamic service industry always works toward meeting and exceeding the expectations of its customers.

Recent research by Labben et al. (2023) regarding "dining out" involved interviewing 180 customers by the food service employees. Of those customers, 55.6% were college students or young professionals in their first employment. Participants in this research ranged in age from 18 to 30 and in income from 10,000 to 30,000 taka. The remaining 44.4% were company executives, owners, general managers, CEOs, and a few homemakers and freelancers who had discretionary earnings of 50,000 taka or more and were between the ages of 30 and 50. Of these 44.4 percent, 47.5 percent were vice presidents, senior vice presidents, general managers, medical directors, partners, or owners; the remaining employees were managers and above. The most popular activity in metropolitan areas of Bangladesh right now is eating out. Because of increased salaries and expenditures, Bangladesh has the potential to become one of the largest consumer markets by 2025 (Islam, 2023).

Another area where younger and older people differed was the first thing they looked for when visiting a restaurant. The alternatives included the food presentation, the service's features, the restaurant's image, cleanliness, and hygiene (Besora-Moreno et al., 2023). First, 68.9 percent put a high value on the food service quality, which was followed by 11.67 percent placing a high priority on food service characteristics, 8.33 percent placing a high priority on the degree of food presentation, and 8.33 percent placing a high priority on consuming experience. Only 3.33 percent of respondents thought that the image of the restaurant was the most crucial factor. The level of service that a hotel provides is the single most significant factor. The improvement in the catering sector can be ascribed to an increase in the number of people eating out, a rise in the level of competition, and an increase in the level of expertise regarding food service quality. Consequently, it is necessary to research the procedures that can guarantee customer satisfaction in hotel restaurants. Hotels in the hospitality industry, such as opulent five-star hotels, also experimented with unique ways to serve food and beverages to ensure guests' satisfaction. This is done to provide the highest level of service while maintaining quality.

Since providing guests with food and drink is essential, a hotel earning five stars must be a sizable establishment with multiple departments collaborating closely to make guests feel at ease. The hotel's primary source of income comes from its food services. Hotel guests

are greeted by the hotel's food and beverage service department when they check in at the restaurant. Providing professional food services is essential to delivering hotel food and drinks with standard and to the hotel's goodwill, guest satisfaction, loyalty, and profit, encouraging guests to return. Bangladesh's social and economic development depends heavily on the country's hospitality sector. According to Bangladesh's Ministry of Civil Aviation and Tourism (MOCAT, 2020), there are seventeen hotels in Bangladesh with five stars, six with four stars, and twenty with three stars. Although there are many departments in a five-star hotel, the food service department is the one that ultimately determines whether or not a guest will return. Service providers are obligated to uphold a certain standard of food service quality, and hotel guests engage in conversations with numerous business departments because these departments both utilize and supply services to satisfy guests. Living up to the high standards of excellent food service quality set by the hotel, guests are one of the most challenging aspects of the food service staff working in the hotel food service industry.

This chapter gives a general overview of Bangladesh's hospitality industry. Using the DINESERV scale, this study looks at how well food is served, how satisfied guests are, and how many people in Bangladesh desire to come to five-star hotels restaurant again. This study aims to assess the level of the food service provided by Bangladesh's five-star hotels, as well as guests' satisfaction levels and their plans to revisit. The next exciting thing to learn is how a guest's satisfaction story with a five-star hotel's food service outlet affects their desire to return. The following topics are discussed in this chapter:

- **BACKGROUND OF THE STUDY**
- **HOTEL INDUSTRY IN BANGLADESH**
- **CURRENT SCENARIO OF THE HOTEL INDUSTRY IN BANGLADESH**
- **FUTURE OF THE HOTEL INDUSTRY**
- **CHALLENGES THE ISSUES OF THE FOOD SERVICE INDUSTRY**
- **TECHNOLOGY TRENDS IN THE HOTEL INDUSTRY**
- **OVERVIEW OF THE FOOD AND BEVERAGE SERVICE INDUSTRY**
- **RESEARCH PROBLEM**
- **SIGNIFICANCE OF PROPOSED RESEARCH**

- **SCOPE OF THE STUDY**
- **ORGANIZATION OF THESIS**

1.1 BACKGROUND OF THE STUDY

A five-star hotel is a massive business with many departments working together to give guests an amazing experience. Depending on the size of the hotel, there are four significant departments or a few supporting departments to go along with those four. In any hotel, the four most essential departments are the front office, the food services, the food production, and the housekeeping department. The front desk is regarded as the hotel's "face" because of its direct interaction with guests. Other departments include food and beverage services, which is the location where all food and beverages are served; food production, which is in charge of the preparation and production of all menu items; and last but not most minor, housekeeping, which is responsible for cleaning the hotel in all aspect. The food and beverage department's supporting departments are kitchens, restaurants, room service, bar operations, and the banquet department is responsible for food sales. Additional departments are not directly linked to revenue production; they all provide support from the back end. These departments are human resources, sales and marketing, financial, security, engineering and maintenance, and other allied departments like IT cells.

Food service is a crucial department within a hotel, encompassing various functions that play a significant role in ensuring a satisfying dining experience for guests. Its primary goal is to maintain high food service quality standards, ensuring guest satisfaction. In the context of a five-star hotel, which typically features extensive facilities such as spacious dining areas, banquet halls, swimming pools, and clubs, the food service department operates alongside other essential areas. These include laundry facilities, staff cafeterias, storage areas, retail shops, administrative offices, and food production facilities. Given the challenges of managing guests in a hotel restaurant, the food service division within the restaurant further divides responsibilities to handle the diverse needs of diners effectively.

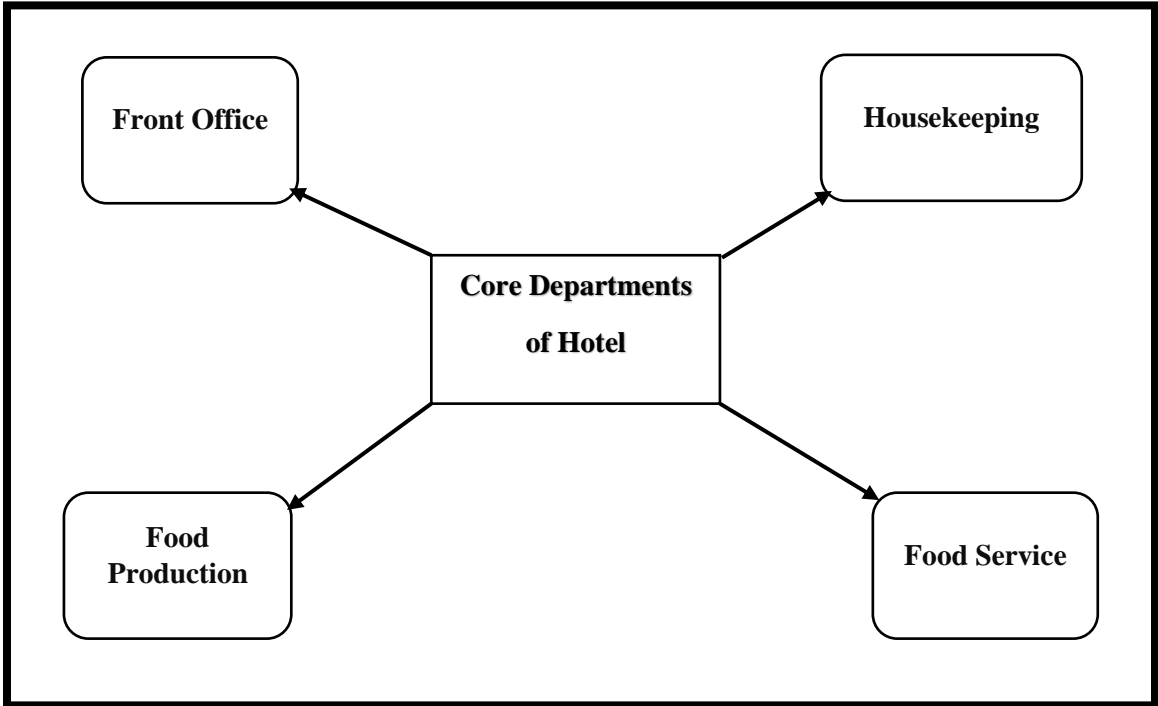


Figure 1.1: Core Departments of Hotel

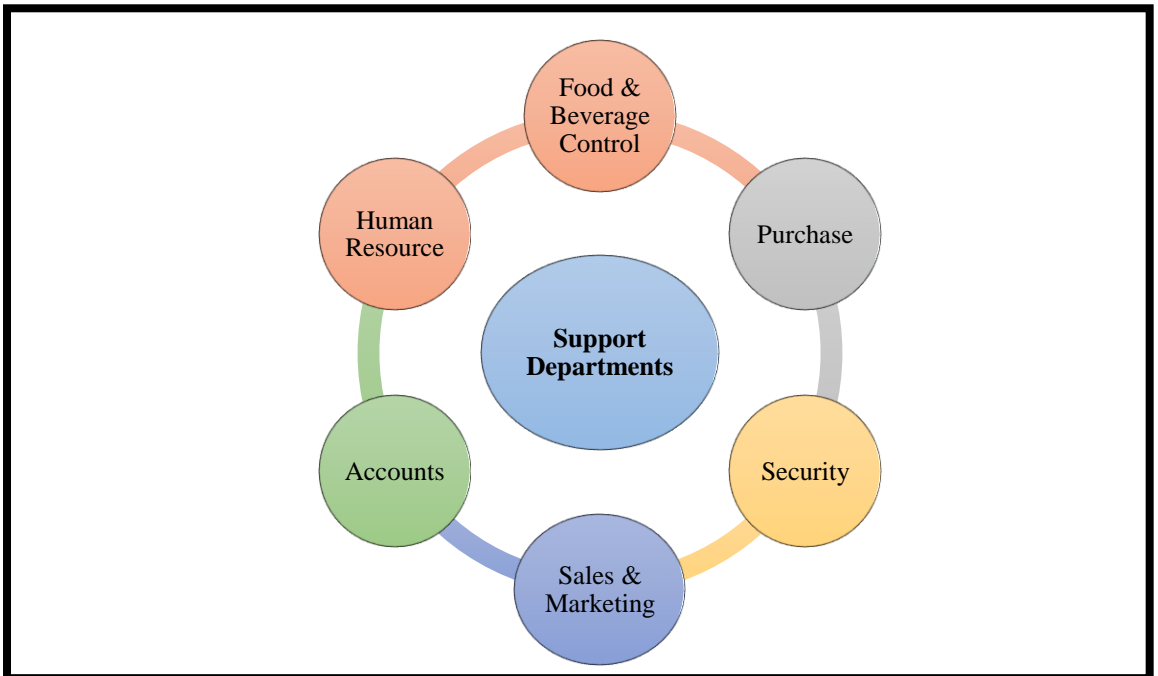


Figure 1.2: Secondary/ Support Departments of Hotel

There have been a lot of studies Abukhalifeh & Som. (2012), Giritlioglu et al. (2014), Gonzalez et al. (2022), and Kim & Kim. (2022) done in the past on how the quality of food service in hotels affects how satisfied guests are and how much they want to return to different hotels restaurant in Bangladesh and around the world. However, these kinds of studies about the quality of hotel food service are not discussed very often. Customers of food service businesses, especially restaurants, see food services as a collection of attributes likely to vary in their service contributions, alternative assessments, and evaluations. Among the previous studies, most research focused on hotel restaurant guests desire for satisfaction and intent to revisit intentions.

The most frequent characteristics of the restaurants of the hotels are studied food service quality, guest satisfaction, EWOM, and revisit intention (Aakash et al., 2021). The presentation of foods significantly impacts food service attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedure as essential attributes for hotel guests to select hotels for food service quality (Kala, 2020). Ali et al. (2023) analyzed around 66 hotel attributes that guests consider choosing a hotel for satisfaction. Sharma et al. (2022) found in their research 26 features in determining hotel selection decisions; a few among them were: consumption experience, level of service, repeat purchase behavior, service performance, and e-service quality. Hai Ming et al. (2022) found that habitual and incentivized loyalty, social media, advertising, non-commercial messages, artificial intelligence, and satisfied dining were significant electronic word-of-mouth attributes for selecting hotels for the initial repeated visits. Furthermore, C. cakici et al. (2019) study found that experience, value, and behavioral responses were significant for choosing a hotel restaurant on revisit intention.

In past studies, various food service qualities are discussed separately along with other attributes, but their contribution towards guest satisfaction, eWOM, and revisit intention is not being discussed widely. An effort is being made to consider the significance of one of the leading departments of the hotel, i.e., food service quality, and evaluate its contribution towards guest satisfaction, eWOM, and revisit intention.

1.2 HOTEL INDUSTRY IN BANGLADESH

The hotel industry is the top rising business segment in Bangladesh and the World (Khan & Abir, 2022). According to Sarmiento (2023), the tourism and travel industry expanded by 3.5% in growth, which outpaces the world's economy by 2.5% successfully for nine years consecutively. This sector is producing employment tremendously. In the past five years, tourism has generated one in four new jobs (Y.Y. Sun et al., 2022). Among the top 10 contributor sectors in " Foreign Direct Investment (FDI)" is the hotel trade and hospitality business. According to the estimations provided by the Central Intelligence Agency (CIA) for July 2021, the country had a population of 168 million people and a GDP of 416.3 billion dollars. However, the organized hotel industry only had a very few numbers of available 3800 rooms (Diksha Chopra, 2015), (Information, 2022), and 51 restaurants (Tripadvisor, 2022) at five-star hotels in Bangladesh.

All other economic sectors, including the hospitality industry, will be impacted by growth in one sector. Bangladesh already has a plan in place to reach middle-income status by 2023. Without a doubt, it is moving quickly in that direction. New business ventures, export processing zones, and infrastructure development are growing nationwide. Even tourist destinations and attractions help to determine how much private money is invested in the hotel industry. If this is the case, Bangladesh's hotel industry will inevitably grow.

There were just two luxury hotels of an international level in Bangladesh in the 1980s: Hotel Sheraton and Sonargaon. These two hotels developed opulent standards of quality and service and expanded their operations outside Bangladesh. Bangladesh has become a popular tourist destination, luring numerous major hotel chains to invest and open their hotels there, including the Intercontinental Hotel Group (IHG), which includes the Westin, Sheraton, and Sheraton brands. More than six foreign hotel brands continually dominating the local hospitality business with excellent performance and output can now be found in Bangladesh. In the upcoming 10 years, more hotels with international brands will enter the hospitality business. Given how quickly demand is growing, these hotels should perform incredibly well.

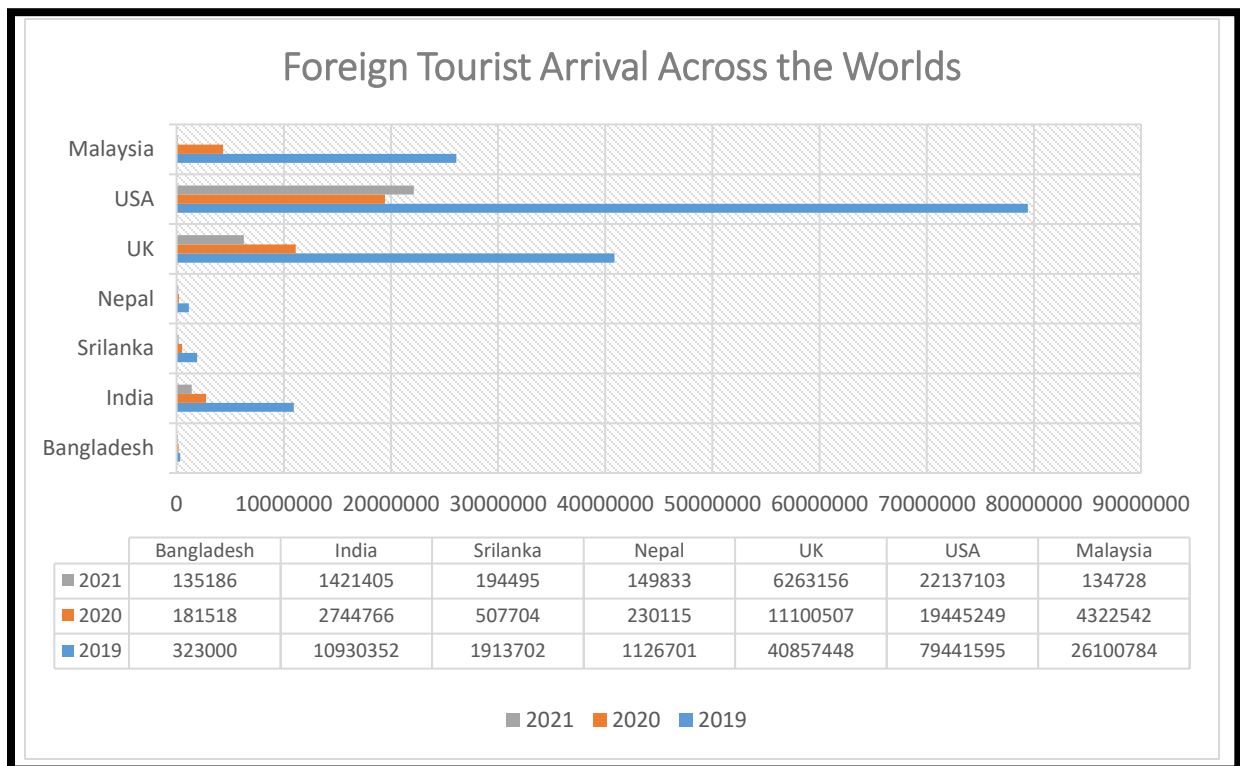


Figure 1.3: Foreign Tourist Arrival Across the World (CEIC, 2023)

Regarding the endeavors from foreign nations, nine international hotel brands are operating in Bangladesh. In the upcoming five years, as many as nine international hotels are said to enter with 15 five-star hotels (Sajnani, et al., 2023). As per the report of Bangladesh Monitor, "MOU between Bangladesh and neighborhood countries like India, Sri Lanka, Nepal & Bhutan aims to boost connectivity in the tourism sector through exchange of information and data establish exchange programs and to increase exchange programs and increasing investment in the tourism and hospitality sector."

People who stay at five-star hotels in Bangladesh more than once have unique habits. People in this group are usually between the ages of 30 and 60 and have good financial situations (Information, 2022). This group includes business professionals and executives. Their spending habits show that they are willing to spend money on high-end accommodations, fine dining, and other luxury services, which brings in much money for the hotel (Khan, 2022). According to Khan (2022) repeat visitors, who often book their stays ahead of time to take advantage of loyalty programs, positively affect the occupancy rate. Their stays tend to be longer because they have to learn about the local culture for business reasons. This group will likely book directly to get the most out of

loyalty rewards. Five-star hotels in Bangladesh need to know what their guests want and give it to them to keep their high occupancy rates and ensure they have a wonderful time (Mannan et al., 2022).

In the coming time, the demand-supply gap will be widened in Bangladesh, and there will be a need for more hotel rooms and restaurants. The scarcity of restaurants will be predominantly in the segment of budget and economical hotels. Most travellers seek comfortable, secure, and budgeted hotels, but business people demand five-star hotels more (Sadhale, 2023). Many national and international hotel brands have already invested significantly in the luxury hotel segment, and more hotel companies are expected to follow this trend. Also, with the increase in digital bookings, demand is expected.

Most of these are in the upper-market and upscale divisions with demand for multi-cuisine food facilities. Thus, hotel investment prospects may be found in the upper, middle, and lower market economic sectors. The economy is highly engaged with its rolling hills and tea plantations, Bangladesh is home to several beautiful rivers in the deltaic plains, the largest mangrove forest in the world, the Sundarbans, and Cox's Bazar, which has the world's longest beach. It is difficult to attract domestic and international tourists due to the absence of a diverse selection of high-quality recreational housing alternatives across the nation, despite popular tourist destinations in the country. Shortly, there will be an increase in the demand-supply imbalance in Bangladesh, resulting in an increased need for additional hotel rooms and restaurants. The scarcity of food service and its quality will be predominantly in the segment of luxury and economical hotels. Many national and international hotel brands have already invested significantly in the luxury hotel segment, and more hotel companies are expected to follow this trend. Also, an increase in technological demand is expected. Bangladesh is becoming a favorite investment hub for the world's most refined hotel chain. There are many international hospitality chains whose presence has been felt recently in a few years. The following figure shows a list of hotels in Bangladesh, as provided by the Bangladeshi Ministry of Civil Aviation:

Table 1.1: Type of Hotels in Bangladesh with Numbers

Type of Hotels	Number of Hotels
5 Star Hotel	17
4 Star Hotel	06
3 Star Hotel	20

Source: Ministry of Civil Aviation and Tourism, 2022

Among them, the list of five-star hotels are following:

Table 1.2: Name and Location of the Five-Star Hotels in Bangladesh

Serial No.	Name of the Properties	Location
01	Sonargaon Hotel International Limited	Dhaka, Bangladesh
02	Intercontinental Dhaka	Dhaka, Bangladesh
03	Radisson Blu Water Garden Hotel	Dhaka, Bangladesh
04	Unique Hotel & Resorts Limited	Dhaka, Bangladesh
05	Hotel Sarina Limited	Dhaka, Bangladesh
06	Dhaka Regency Hotel and Resort	Dhaka, Bangladesh
07	Le Meridien Dhaka	Dhaka, Bangladesh
08	Renaissance Hotels	Dhaka, Bangladesh
09	Seagull Hotel Limited	Cox's Bazar, Bangladesh
10	Ocean Paradise Limited	Cox's Bazar, Bangladesh
11	Sayeman Beach Resort	Cox's Bazar, Bangladesh
12	Radisson Blu Bay View	Chittagong, Bangladesh
13	Royal Tulip Sea Pearl Beach Resort	Cox's Bazar, Bangladesh
14	Grand Sultan Tea Resort and Golf	Sylhet, Bangladesh
15	Momo Inn Limited	Bagura, Bangladesh
16	Hotel Jabir Paradise Limited	Jessore, Bangladesh
17	The Palace Luxury Resort	Habiganj, Bangladesh

Source: (MOCAT, 2022)

Location of Five-Star Hotels in Bangladesh Geographically



Figure 1.4: Geographical Location of Five-Star Hotels in Bangladesh

1.3.1 The classification of hotels are the following segments.

Star Hotels: These hotels are situated in the centre of metropolitan cities and generally fulfil the needs of corporate business clients and foreign tourists. These hotels are luxurious and expensive.

Boutique Hotel: This hotel provides first-rate amenities and accommodations for business travellers. Super deluxe double rooms, executive suites, super deluxe twin rooms, and deluxe single rooms are the different room kinds.

Budget Hotels: These hotels are priced and cater to domestic and economic guests favouring little luxury. Such hotels have special seasonal packages and good services.

The Hotel sector in Bangladesh can be classified as follows:

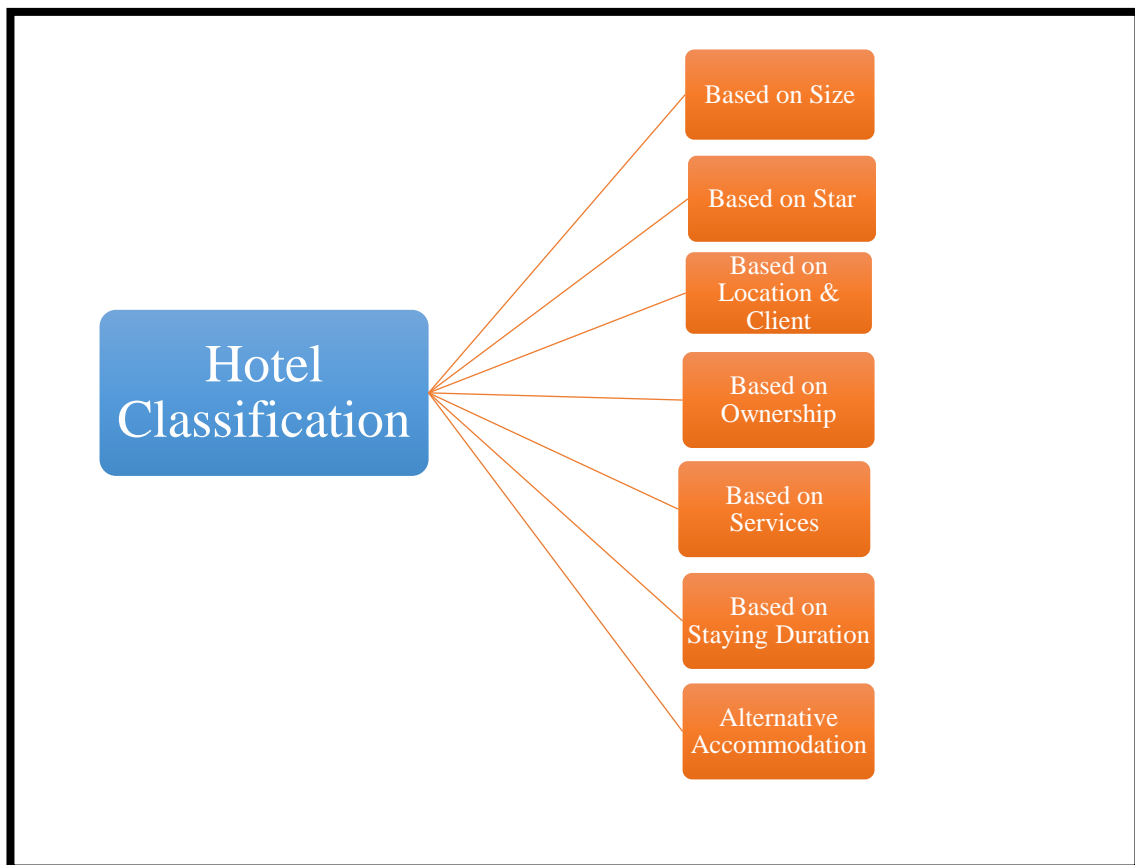


Figure 1.5: Classification of Hotels

- **Approved Hotels:** Before commencing hotel business, the hotels must apply for approval from the Ministry of civil aviation and tourism to start the hotel business. Once this approval is given, these hotels come in the "Approved Hotels" category. Those hotels which have received approval from the MOCAT but are still to apply for classification for the star category are known as approved hotels. The type of hotel depends upon the discretion of the hotel management.

- **Heritage Hotels:** These hotels are featured with less capital expenditure and affordability. It comprises hotels in palaces, forts, castles, lodges, etc.

- **Licensed Hotels:** Hotel businesses are in the service of food, liquor, and accommodation facilities. Thus, hotels have to acquire and get approved for many licenses related to the hotel business. Such permits must be applied for Bangladesh Hotel and Restaurant Ordinance 1982 and received from local municipal authorities to provide boarding and lodging facilities.

1.3 CURRENT SCENARIO IN THE HOTEL INDUSTRY

The hotel sector is the global economy's most profitable sector. The hotel sector has seen significant investment from influential people in business. Bangladesh is likewise evolving into the world's primary hub for tourist travel. Bangladesh is ranked 120th for 2019 in the World Economic Forum's Travel and Tourism Competitiveness Index (TTCI) (X. Yang et al., 2023). Bangladesh is ranked 120th for 2019 in the World Economic Forum's Travel and Tourism Competitiveness Index (TTCI) (X. Yang et al., 2023). To improve the travel and hospitality industries, the Bangladeshi Ministry of Tourism is actively promoting "Beautiful Bangladesh." One of Bangladesh's fastest-growing industries right now is the hospitality sector. According to the Government of Bangladesh's liberalization policy, practically all Foreign Direct Investment is permitted in this industry (Raihan, 2023). As a result, numerous sizeable international hotel chains have begun investing in Bangladesh through partnerships, acquisitions, mergers, franchising, and management agreements. The Bangladesh hotel sector is well known for many globally prominent hotel brands, including Radisson, Intercontinental, Sheraton, Le Meridian, JW Marriott, and Four Seasons, which are rapidly growing. KFC, McDonald's, and other international fast-food restaurant

franchises are widely available in Bangladesh. Furthermore, approximately 300 luxury hotels will be opened, as projected by the government (Sajani, et al., 2023). As a result, the hotel business in Bangladesh has many opportunities in the future.

According to statistics given by world atlas data, 4.4 percent of Bangladesh's total gross domestic product was contributed to the country by the travel and tourism industry in 2019. Although this percentage has changed quite a bit over the past several years, it has generally been on the rise from 2000 to 2019, reaching 4.4 percent in 2019. The hotel industry in Bangladesh brought in about 391 million US dollars for Bangladesh in 2019. From 59 million US dollars in 2002 to 391 million US dollars in 2019, Bangladesh's tourism revenue has surged, representing an average annual growth rate of 15.99 percent. The Dhaka hotel sector's average room rate has climbed by 7.13 percent during the preceding 10 years (Akhter, 2023). The accommodated demand grew at a compound annual growth rate of 7.0 percent, while the supply rose 6.3 percent. As a result of demand exceeding supply, Dhaka's unbranded hotel business is now operating at rates comparable to those of the cities branded upper-market hotels. When the organized hotel sector was at its pinnacle in 2017, the city's collection of hotels did not see a rise in occupancy rates between 2015 and 2020.

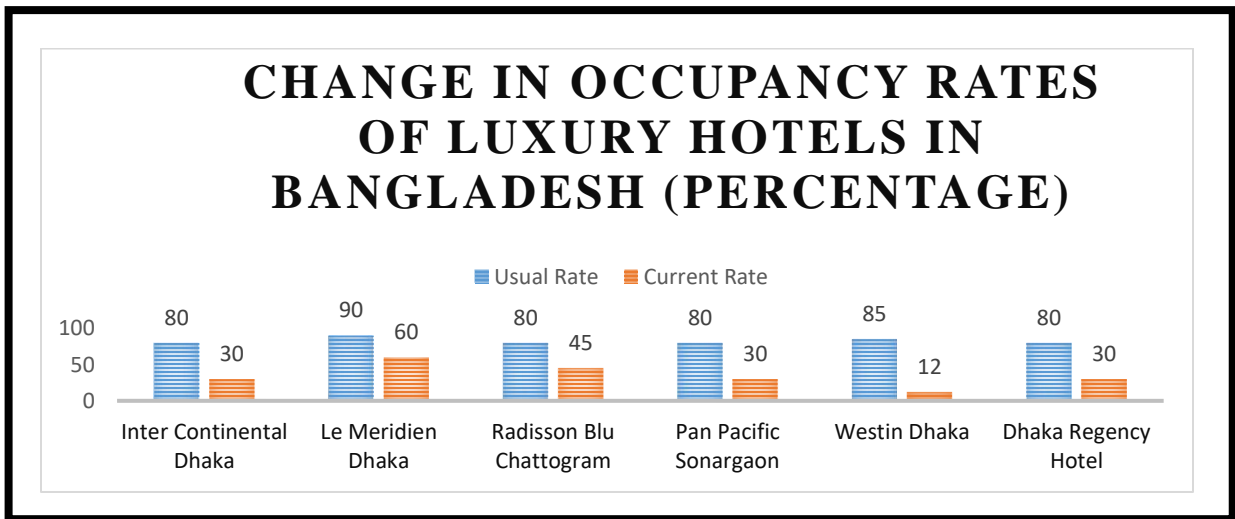


Figure 1.6: Average Room Occupancy Rate of Bangladeshi Hotel (The Daily Star, 2023)

Due to the rising need for conferences and Business-to-Business (B2B) trade exhibits, the Meetings, Incentives, Conventions, and Events (MICE) sector has also significantly boosted the city's total demand since 2018. This is because the MICE sector caters to

various events, including conferences, incentive trips, and events. Hotels such as Radisson Blu contribute to Dhaka's supply of rooms primarily located in the upper middle market or upmarket categories of the hotel industry. In 2018, Westin, Pan Pacific, Four Points by Sheraton, and the recently opened Le Meridien accounted for five per cent of the market. Today, they make up 11 percent of the market. However, most of these planned projects are either inactive or progressing at a glacial pace due to the difficulties associated with obtaining regulatory permission, high financial expenditures, and complex land acquisition (exorbitant pricing and contested ownership). Under conditions of limited supply and strong demand, the hospitality market in Dhaka performs better than many of its rival peer cities in the South Asian area. With an average need-wide occupancy of 69 percent and an average room rate (ARR) of US\$ 153, Dhaka performs more than many of its rival peer cities.

Also, the city's margins for Gross Operating Profit (GOP) are substantially more significant than the county's (as weighted against the emerging commercial destinations). The return on investment (ROI) for luxury hotels in Dhaka ranges between 50 and 55%, whereas the ROI for comparable hotels in other large cities ranges between 30 and 35%. This result is significantly impacted by the low cost of utilizing human resources.

Cox's Bazar is a seasonal hotel marketplace with an annual average occupancy of around 50% and an average cost of \$40. One of the wealthiest cities in Bangladesh is Sylhet, mainly because of the massive amount of money sent back from the Bangladeshi community that resides in the United Kingdom (Abukhalifeh & Som 2020). In 2019, the overall occupancy rate for the Sylhet market was 53 percent, and the average price was \$98.

1.4 FUTURE OF THE HOTEL INDUSTRY IN BANGLADESH

According to the forecast of “UNWTO, i.e., World Travel Organization” by 2030, the hotel industry will assume a colossal shape and emerge almost tripled. With expectations of 4 million tourists visiting Bangladesh, the growth rate is projected at 1.2%. As per tourism

statistics of Bangladesh, "the total number of foreign tourist arrivals in the year 2019 was 323000 in Bangladesh, increasing an annual growth rate of 1.2%" (Raihan, 2023).

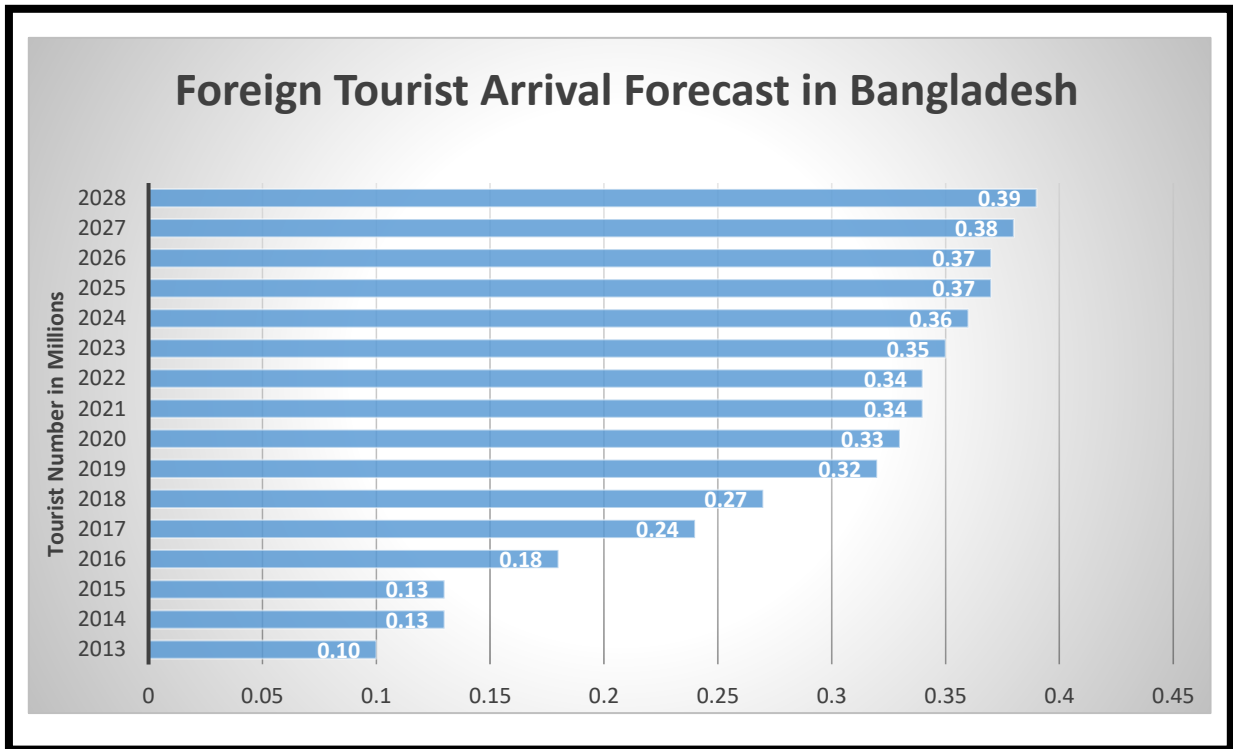


Figure 1.7: Number of Foreign Tourist Arrival Forecast in Bangladesh (CEIC, 2023)

As projecting tremendous growth in the hospitality sector, it is forecasted that there will be a massive requirement for trained hospitality professionals in the coming years, thereby triggering impressive careers for hospitality students. As foreign tourist arrival increases, we can see from the trend that there will be a huge mass in 2027. In that peak situation, there will be a massive need for accommodation, amenities, and facilities in tourist services will also need to be increased. For the increasing tourist, the transportation facilities will have to be improved. Especially the airline industry of Bangladesh must have to be developed to serve the enormous flow. The number of countries that have our embassy will need to be increased. The diplomatic relationship with new countries must be properly maintained with skilled professionals. To grab and maintain the increasing types of tourist market demand, new promotion and marketing policies will need to emerge. New facilities in hotels and resorts will have to be present. Creative thoughts must be developed to

compete and maintain a competitive advantage in the world's competitive market. In the future, if we consider the year 2027, financing for the tourism industry will not be easy. We must also think about how to reduce the economic leakage. In the future, the tourism industry will also be affected by technology. So, more technologically competent and skilled people will be needed to serve the digital needs of the people.

1.5 CHALLENGES THE ISSUES OF THE FOOD SERVICE INDUSTRY

The hotel business has to overcome several obstacles to increase its profitability and food service quality standards. In the food business, functional marketing, operations, financial, human resource, and technological difficulties are prevalent (Ngo et al., 2023). The hotel's restaurant business has to deal with challenges and problems regarding standards, land costs, social media, and internet technology. The problems are seen in price issues in marketing. The expense of the new green management approach installation is a considerable hurdle from an operational standpoint. Poor utilization results in the loss of 40% of the energy utilized for cooking. One of the critical problems in the hotel restaurant sector is the labor force. The international hospitality sector has significant attrition and turnover rates, notably in the food service divisions of the hotel.

Visa problems lead to a decrease in the number of foreign employees available for entry-level roles as skilled workers find work in restaurants. People's lack of motivation to accept IT-based advancements can also make technologies a substantial barrier for the restaurant industry. The human resources department's crucial problem is finding and keeping food service employees longer (Atmaja et al., 2023). Terrorist attacks on hotels and natural catastrophes have contributed to the decline of the hospitality trade. Staff turnover is often relatively modest because of hotels' challenging and competitive labor markets. The hotel sector in Bangladesh is now developing very quickly compared to other industries. Therefore, changes are happening globally more rapidly than ever before. According to Shareef et al. (2023), a survey conducted in Bangladesh revealed the issues encountered by the hotel industry.

As a result, visitors, employees, and organisations' requirements, preferences, and demands vary regularly. Employee recruiting, training, and retention are some of the significant

challenges faced by hospitality firms. Due to increased competition from other food service options, several branded hotels are having trouble maintaining their food and beverage businesses' gross margins and revenue. One of the most labour-intensive businesses, the hotel sector struggles with a short- and long-term labour shortage. More than 600,000 jobs are available in the hotel sector and Nayak (2023), estimates that Bangladesh's labor demand will increase by 33 percent by the end of 2030. Chihwai et al. (2023) claim that labor costs, intercultural concerns, requests for green hospitality, and higher education are significant challenges facing the hospitality sector. Conversely, the industry is confronted by problems with operations, marketing, technology, and economics.

Green Hospitality: "Going Green" is an environmentally profitable hotel and restaurant. Going green is difficult for the hotel to maintain standards, but it is more difficult for the food service industry to maintain the environment and quality of service. The food service industry is also making up populations in terms of water pollution, waste disposal, smoke, and other factors that should be reduced and pollution free to keep the environment clean which will benefit humans and plants. Some hotels have start-up programs like sustainable green hospitality development to help the community and environment. However, maintaining green hospitality in the food industry is getting difficult because the food service industry is versatile.

Labor issues: According to the expert survey 2019, labor is one of the most significant single expenses for hospitality management and restaurants with approximately 44.6% of total operating costs. Hotel owners must take labor costs very seriously but due to the expense, labor costs become a significant issue for the food industry. Restaurant managers know that employees are an integral part of the food industry. With the increasing tourism industry, the food service industry is also booming, and the number of employees are also at its peak. Versatile skills like serving as a waiter and delivery man and serving as a cleaner are required to become a food service personnel of the hotel. If there are plenty of employees but efficient employees that can ensure quality in service is low in number.

Multicultural issues in the industry: Day by day, new changes and trends are coming, which also become issues for the food industry and make it challenging to provide quality

full service. Multicultural talent and politics also affect the hospitality industry. Recent globalization development changes and transformation of cuisine are becoming issues for the industry. These changes mark the transition of food from straightforward and well-known dishes to a menu that provides variety in flavor, style, and provenance. In the international industry, there are many cross-cultural tourists and customers. There are different needs, customs and, food habits, languages. To meet their demand, the food industry also has to rethink its menu and also they have to keep in mind that there are some particular cultures. So, the food industry also has to employ staff with multilingual capabilities.

Operational issues: The food service providers need premium quality whole ingredients for excellent service quality. Sometimes it is easy to get the necessary items, but sometimes it is not easy to get the elements because there is a shortage of suppliers of the best quality providers. Quality full items can be brought from any corner of the world. Sometimes it takes time to arrange the necessary items. From the operating point of view, the industry identifies two significant matters: staff shortages and cost factors. The challenge facing the global hospitality industry is the day-by-day shrinking of the staff force. The problems of attracting and retaining staff become a challenge for the industry in terms of low salaries, long working hours, poor infrastructure, and staff satisfaction. All are cited as contributing factors. Another operational problem is a short supply of elements. There is always a shortage of supplies. The food service providers always have to think about the increasing demand trend.

Increasing competition: Competition is increasing the food industry's profit, employing efficient staff due to lacking the competitive advantage of the hospitality industry. Now the matter is not concerned with food service only. They are competing to grab the market by providing qualityfull service. For example, the restaurants do not compete to provide service now they are competing to provide the best service. Yunusov & Guiyu (2023) claims that a lack of qualified workers is the industry's most challenging obstacle. The food service sector seeks more enthusiastic, physically and psychologically fit employees with all the necessary technical and interpersonal abilities. The industry is having trouble bridging the supply-demand mismatch. Finding graduates with the required skills in hotel

management is difficult for the sector. The employment of non-hospitality graduates has caused a labor shortage in the F&B sector, negatively impacting the guest experience. One of the significant difficulties in terms of salary, demographics, and the reputation of the businesses is the difficulty in attracting and keeping talented people which is increasingly becoming a worldwide concern. The restaurant service in the luxurious hotel business in Bangladesh generally struggles with issues including inconsistent energy supply, quality service staff, lack of hotel background employees, switching jobs to other countries, and lack of professional trainers in hospitality. There is massive competition in the staff market for competent employees in the food sector. Hotels with greater profitability are competing for competent staff.

1.6 TECHNOLOGY TRENDS IN THE HOTEL INDUSTRY

A strong link between technology and the restaurant business is essential to improve productivity and standardize procedures in the hospitality sector. Today, technology is a vital component of every hotel department food service outlet. A wholly integrated management system, electronic check-in, eWOM, online reservations, contactless eating, online payment technology, touch screen technology, iPads, and coffee machines in restaurants, among other innovations, play a significant part in operational management. Smartphones and other mobile devices are increasingly used in the restaurant outlet of hotels; even visitors may book restaurants and pay for meals using their phones. Today, hotel guests make restaurant reservations using internet platforms. Many websites, including social media, blogs, YouTube, and many more, provide a simple method to reserve a restaurant and information about the availability of restaurant accommodations and discounts for visitors. The first consideration for hotel guests is now the hotel's web reputation.

According to a recent study by Fresneda & Gefen (2019), online customer evaluations are the second most trusted source of information among 28,000 internet users across 56 nations. According to the Federation of Hotel and Restaurant Associations, Bangladesh has over 20000 restaurants nationwide. In the future, hotels will grow food and beverage income by 20 to 30 percent, which is crucial for the hotel business. According to Kimes

(2017), pointed that the number of new mobile devices is expected to rise from nine billion to twenty-four billion by 2023, enabling mobile management of all these sophisticated technologies, including lighting, heating control systems, detectors, and cameras which are directly influencing on restaurant food service and quality service towards guest satisfaction, intend revisit intention in hotels food service outlets.

1.7 OVERVIEW OF THE FOOD AND BEVERAGE SERVICE INDUSTRY

In the realm of hospitality, providing exceptional dining experiences is a fundamental aspect that can make or break a guest's overall impression of a hotel. Within this context, the food and beverage service industry plays a pivotal role, ensuring that guests are nourished and treated to remarkable culinary experiences.

While hotels primarily focus on offering accommodations, they recognize the importance of complementing their lodging services with exceptional food offerings. The hotel's food and beverage department serves as a dedicated division responsible for orchestrating delightful dining experiences. With its ability to generate significant revenue, this department stands out as a vital component of a hotel's overall success. Food, being an essential element of human life, holds great significance to individuals seeking comfort, pleasure, and nourishment. It encompasses various styles, flavors, and cuisines catering to diverse palates and cultural preferences. From traditional to continental, oriental to health-focused, the possibilities in culinary creations are vast and varied. Within the food and beverage service industry, skilled professionals meticulously curate menus, ensuring a tantalizing array of choices that appeal to guests' discerning tastes. By categorizing food offerings based on geographical origins, preparation methods, or specialized expertise, hotels can cater to their guests' diverse needs and desires.

This overview will investigate the captivating world of the food and beverage service industry, exploring its importance within the realm of hospitality and the myriad of culinary delights it encompasses. From the meticulous planning of menus to the seamless execution of dining experiences, we will uncover the inner workings of this dynamic sector, shedding light on its vital role in elevating the overall guest experience.

Out of the three basic necessities of life—food, shelter, and clothing—hotels specialize in offering coordinated services in two of these areas: food and lodging. Among the various divisions within a hotel, the food and beverage department stands out as a significant contributor to the hotel's overall income generation. Food is a vital source of sustenance and growth for individuals, and it can be enjoyed in a diverse range of styles and cuisines.

Food offerings can be categorized based on their geographical origins, such as traditional or continental cuisines, or by their specific preparation methods, such as oriental cuisine. Food can also be categorized based on expertise, such as seafood, vegetarian, or health-focused cuisine. The food and beverage service industry encompasses this wide array of culinary choices, catering to guests' diverse tastes and preferences.

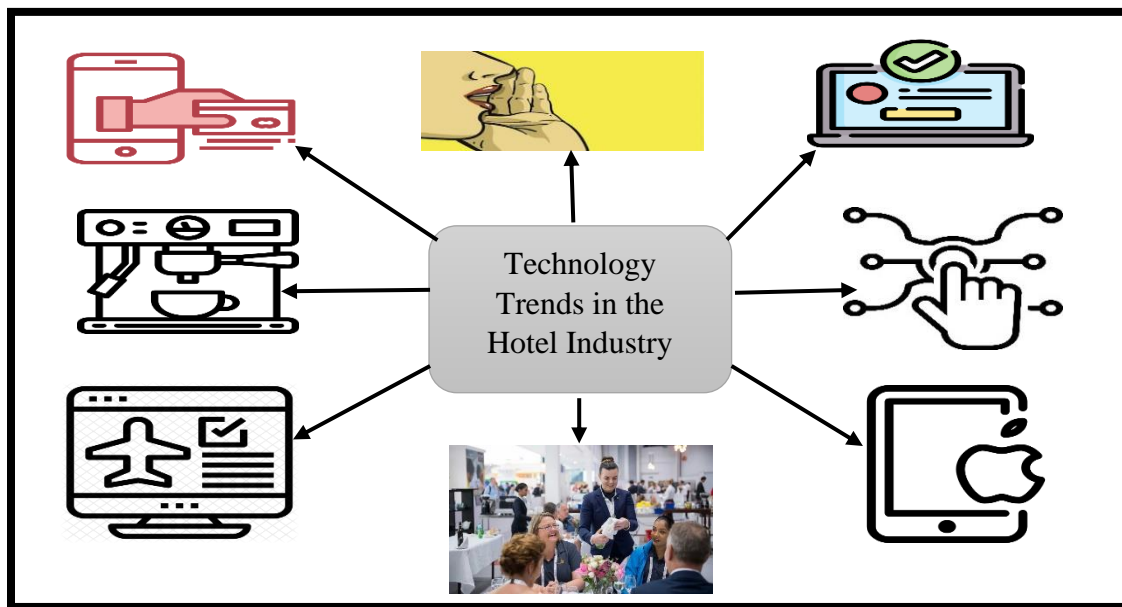


Figure 1.8: Technology Trends in the Hotel Industry (Abdullah et al., 2023)

The term "beverages" refers to alcoholic and non-alcoholic drinks that are suitable for human consumption and may be drunk. Examples of alcoholic beverages include wines and other alcoholic drinks such as cocktails, beers, cider, spirits, and liqueurs. Different types of alcoholic drinks include liqueurs. Bar beverages such as mineral waters, juices, squashes, aerated waters, tea, coffee, chocolate, milk, milk drinks, and branded drinks such

as energy drinks are examples of non-alcoholic beverages that fall under the category of "non-alcoholic drinks." In the hotel industry, food and beverage operations, often known as food service, offer ready-to-eat foods and beverages that can be consumed immediately (excluding retailing and food manufacturing). According to Girija et al. (2022), the hotel industry's food service sector is a significant part of tourism and the second most crucial segment after accommodation. This places it as the second most crucial aspect of the hospitality industry. It is possible to say that the hospitality industry's major employer is the food and beverage company due to the large number of individuals that are employed in this sector. To serve food and drinks is the same thing as to "cater," "feed," "arrange the distribution of food and beverages systematically and professionally(s)," etc. Pursuing gain or monetary gain could or might not be the motivating factor. So, it is essential to determine how well the quality of food and beverage service serves the guest and the level of satisfaction the guest measured intending to revisit intention.

The core objective of the hotel's food service is to create a welcoming and serene atmosphere where guests can feel appreciated and satisfied with their dining experience. Among the various services a hotel provides, food service stands out for its unparalleled ability to provide unparalleled comfort to guests. Stepping into a well-designed, inviting, and prosperous dining area gives restaurant patrons a sense of relaxation and contentment. The demand for food service personnel extends beyond hotels and encompasses corporate offices, airports, hospitals, airlines, banks, cruise ships, and shopping malls. In the modern business landscape, many organizations are increasingly inclined to outsource their food service operations, leading to contract food service as a lucrative entrepreneurial opportunity within the hotel industry.

The sale of food and beverages generates a significant amount of revenue. Even though other revenue-generating outlets exist, such as "point of sale," food service revenue accounts for 20% of the hotel's total revenue. Some revenue-generating departments include health clubs, laundry, spas, shopping arcades, and touring. The food service department of the hotel continues producing money repeatedly once it is effectively supplied to the guest according to their expectations in terms of maintaining food service

quality, and guests can be revisited if they are satisfied. However, if the food and beverage stay unsold, there will be a significant economic loss.

1.7.1 HISTORY OF FOOD AND BEVERAGE IN BANGLADESH

Culinary tourism is the practice of visiting a country to expressly sample its distinctive and spectacular local foods and beverages (Ullah et al., 2022). Culinary tourism is sometimes referred to as gastronomic or food and drink tourism. It is a subfield of tourist studies that has lately seen an uptick in interest across the board, including education and tourism studies. Although there was a rise in the popularity of culinary tourism, particularly in the year 2001, many tourists had previously made significant contributions to Bangladesh's food and beverage business. Travelers who want to sample the most excellent steak should visit Texas; those who wish the best BBQ should visit Louisiana; and those who want to enjoy the best pizza should visit New York. A journey to Singapore would not be complete if it did not include Singapore chilli crab, buttered chicken from India, fish curry from Bangladesh, chicken sate from Malaysia, Beijing duck from China, sushi from Japan, quesadilla from Mexico, and, of course, the most incredible pasta from Italy. There are countless options for gastronomic travel for food tourism (Manolis, 2010). Visits to cafés, restaurants, Dhabas or street food vendors, numerous festivals, and cooking classes can all be included in a culinary tour. A suitable culinary tourism location is any nation with a diverse national dish. For instance, several regions of China and India have a variety of widely used cooking methods. Thailand, Japan, France, Italy, China, Vietnam, the United States of America, and India are now regarded as the world's finest dining destinations.

Bangladesh is one of the renowned culinary tourist destinations in the world. The heritage of past trading links between the area and the Arab World, Persia, Portugal, the United Kingdom, and Burma is reflected in the diversity of international imports in Bangladeshi cuisine. The British included black tea, known in Bangla as Cha. Biriyani and korma, which needed a wide variety of spices and a substantial amount of ghee, are only a couple of the wealthy, aromatic meals that resulted from the Mughlai cookery that the Persian emperors introduced to Bangladeshi cuisine throughout time. The Mughal capital of Bengal, Dhaka, known as Subah (today covers Bangladesh and West Bengal of India), was a significant commerce hub in South Asia. As a result, the city's food was influenced by

numerous gourmet trends from across the world. After Dhaka was named the capital of Bangladesh's East Bengal province, locals began incorporating obscure Turkish, Persian, and Arab delicacies into the city's cuisine, which quickly gained notoriety and popularity. Vegetables, dairy products, honey, rice, and fish were all staples of the traditional Bengali diet. The area served as South Asia's economic and administrative hub during the early Hindu and Buddhist empires and, subsequently, the Muslim Sultanates. Following the establishment of Bengal as a Mughal region under the Mughal Empire in 1576, Mughlai cuisine was created in Bengal. Bengali cuisine's Mughal influences may be mainly attributed to Dhaka City. Between the 18th and 20th centuries, the British Empire governed the area for two centuries. The Bengali language's comeback influenced the recent growth in Bengali cuisine.

For the duration of the British Raj, numerous Bengali dishes received criticism in Kolkata. Burmese cuisine from Myanmar is frequently served in the southeast as a Chittagong dish, particularly dried fish. West Bengal was divided from the Muslim-dominated East due to Bengal's partition in 1947, which led to several demographic and gastronomic changes. When consuming food and beverages, the Bangladeshi people adhere to laws and regulations that include courteous service and specific serving methods. This is known as *Bangalikota* (Bengali). Bangladeshi culture also specifies how to extend invitations to particular ceremonial occasions. Additionally, *Bangalikota* has a method for correctly assisting utensils.

Most of the credit for better cooking in Bangladesh goes to the English, who were used to hotels and restaurants like those in Europe. People could travel significantly thanks to the rapid development of transportation especially roads in the middle of the nineteenth century. Due to this, road stops, nearby neighborhoods, and small hotels and restaurants were built with the needs of adventurers in mind. Refreshment areas at bus stops and storage vehicles on certain buses were available. When Bangladesh became accessible, renowned hotels like Sonargaon, Sheraton, Hotel Purbani, and roadside eateries established themselves. The friendliness industry grew more quickly after autonomy. Numerous international hotel chains, including the Sheraton, Westin, and Radisson, started operating

in Bangladesh after 2000. This was possible by introducing worldwide flight benefits after 1971 and various administrations in the mid-1990s. Some people still carry food whenever they leave the house nowadays. This may be one factor in the success of Dhaka's growing number of restaurants, which are food providers engaged in serving meals to customers in the restaurant while they are at work. Bangladesh Civil Aviation and Tourism was created in 1972 to foster the growth of the country's hospitality industry and, consequently, enhance Bangladesh's standing as a tourist destination. By providing the most prominent hotel network in Bangladesh and providing all guest services, including housing, food, transportation, an internal travel agency, etc. MOCAT succeeds in achieving its goals for the progress of labor to meet the expanding demands of hotels, restaurants, and other community-based businesses.

The MOCAT was established to ensure that the level of service offered by restaurants and hotels is of the highest possible standard. They even have a category for Bangladesh's five-star hotels. Additionally, they provide a few programs that impart the necessary knowledge and training for the neighborliness industry's central operational and administrative domains. This helps the students understand the world and carry out their tasks competently. To adapt to guests shifting demands, the divisions responsible for sustaining benefits constantly adjust how they work. In Bangladesh nowadays, high-end hotel restaurants meet international standards and serve quality food according to guests' needs, demands and expectations.

1.7.2 DIFFERENT KINDS OF RESTAURANTS IN HOTELS

A five-star hotel restaurant offers one type of cuisine (Specialty restaurant) or various cuisines (multi-cuisine restaurant) under one roof. Food and beverage outlets of hotels promoting local cuisine are referred to as traditional restaurants, and restaurants that sell international cuisine are termed multi-cuisine restaurants accordingly, for example, Italian and Thai cuisine food outlets. Most of the five-star hotels in Bangladesh have multiple restaurants that serve quality food. According to local traditions and hotel policies, the restaurant may or may not provide alcoholic beverages. Alcohol sales laws prohibit

restaurants from selling alcoholic beverages without an alcohol license. However, five-star hotels do not have any restrictions on serving alcoholic beverages.

THE FOLLOWING KINDS OF RESTAURANTS OF FIVE-STAR HOTELS ARE GIVEN BELOW:

1.7.2.1 CAFETERIA

This place serves cooked food displayed behind the counter; the servers do not serve the food on the table, and self-service is appreciated. Usually, a guest picks up a food tray at the start of the line and pushes the tray along with him on a rail in front of the counter. Based on the hotel's guidelines, a guest can order food on the table from the waiter (table service), choose what is already on the plate (pre-plated food), or select their food from the range of food displayed (self-service). In some hotels, guests can order specially prepared rare, local, and multi-cuisine items, such as steak, from the server. The guest is handed over a token or a number, and then they wait for their turn on the table for their food to get ready. The provision of automatic vending machines is available in the cafeteria so that the guests can get their drinks filled from devices, or if they wish, they can ask the same from the food server. The cashier prepares the food check at the end of the service line. Few cafeterias have a provision for settling the bills according to the weight of the entire meal and not by individual portion. After a successful purchase, the guest picks up dinner and takes it to the table to relish food. Institutional canteens may have standard tables, but high-end restaurants of five-star hotels offer a designated area to sit down and consume the food (sit-down catering). The upscale canteen has high-end cutlery and crockery. The service staff assists the guests in choosing their food orders, bringing the food on the trays to the table, and finally clearing the dirty cutlery and crockery off the table. The cafeteria can have a range of food from which the guest can choose. For example, it may serve various grilled meat (beef, ham, turkey), which servers and other cooked entrees can carve, rather than simply providing hamburgers or fried chicken.

1.7.2.2 FAST-FOOD RESTAURANTS

The fast-food restaurant emphasizes that service speed is quick, and the food cost is lower than fine dining. The general characteristic of fast-food restaurants that distinguishes them from traditional canteens is the absence of dinner service and cutlery; guests are expected

to eat directly from disposable containers using their fingers or hands. The primary purpose of a fast-food outlet is to offer foods that can be prepared quickly and provide minimum table service by the servers. The food prepared in these outlets is a western diet with a limited menu. The food is pre-prepared before the opening of the outlets, and these outlets also provide a facility for taking out.

1.7.2.3 CASUAL RESTAURANTS

A casual restaurant serves reasonably priced food in a laid-back setting. Generally speaking, informal restaurants provide table service in addition to self-service options. The market sector known as casual dining is between fast food and fine dining establishments.

1.7.2.4 COFFEEHOUSE

This kind of outlet serves diners freshly prepared coffee and other hot beverages. Its primary focus is to provide its restaurants with coffee, other drinks, and light snacks. The range of food menu is limited to a few pastries and some hot snacks that can go along with the coffee. The main feature of these outlets is that the diners can sit for a long time to socialize and no one from the staff disturbs them.

1.7.2.5 SPECIALTY ETHNO/ETHNIC RESTAURANT

A specialty restaurant is specialized in serving the cuisine of one country only. The entire food and decor are according to the preferences of that country. For example, Chinese, Japanese, and Indian restaurants may be considered specialties. The service quality in these restaurants is high class, and the table layouts are often elaborate. The food is quite exquisite, and the service style is class apart.

1.7.2.6 THEME RESTAURANTS

In these restaurants, the theme of the entire outlet is based on a particular concept for example, Bandarban theme restaurants or local cuisine outlets. The primary consideration of these kinds of outlets is to make a guest feel and experience the theme by giving the diners fabulous architecture, music, and food.

1.7.2.7 MULTI-CUISINE RESTAURANT

These restaurants deal with different cuisines but are not specialized. They are running two shifts, and the menu price is not high compared to the specialty restaurant.

1.7.2.8 FINE DINING RESTAURANTS

Chefs, servers, and other staff members at fine dining establishments must possess highly polished abilities, and staff members must pay close attention to patrons as most of them return frequently. The best quality food and beverage items and services are provided at fine dining establishments, with an exceptionally high level of service and a suitable table cover arrangement. A fine dining establishment is sometimes referred to as an elite eatery. The food and wine combination served at these establishments includes alcohol and wine. Many fine dining establishments provide restricted menu options, including A la carte and Table d'hôte meals that may be performed for a prolonged period. According to a report in the Bangladesh Monitor, fine dining revenues decreased from 12 to 15% in 2020 (M. B. Uddin, 2020).

1.7.2.9 FAMILY RESTAURANT

These restaurants require the proper location, also known as mispriced restaurants. The family-style restaurant generally offers table service to their guests. Children also enjoy a special menu, and special attention must be paid to women. Highchairs are provided for children. All ages have different prices, good food value, reasonable portions, etc. Buffet and table service are also offered in most family restaurants, but they do not serve alcoholic beverages.

1.7.2.10 CONTINENTAL RESTAURANTS

These types of restaurants are primarily found in five-star categories of hotels with a well-defined menu but these types of restaurants require heavy investment where food is served with alcoholic beverages. The menu is also costly compared to the other restaurants, and staff should be highly skilled with solid knowledge about the food and alcohol to serve better.

1.7.2.11 PIZZERIA

These outlets are considered a part of Neapolitan cuisine and have gained popularity worldwide. These are the establishments where the guest orders pizza of their choice which is then prepared in the kitchen and sold to the diners. There might be limited or no seating available at all. These outlets may prepare a pizza with different cooking techniques such as firewood pizza, electric oven pizza, electronic conveyor belt, etc. and they often offer takeout service.

1.7.2.12 ROOM SERVICE

Room service, an essential aspect of any establishment's catering and bar operations, brings the food and beverages guests have ordered to their rooms. Another name for the room service division is in-room dining. The room service department provides the services to the guest around the clock. In the room service departments, guest places their order by telephone. Order takers receive the phone call properly, note down the guest's food orders, and deliver them to the guest rooms by the room service steward. Building room service is divided into two sections in the multistoried: centralized and de-centralized systems. Niemeier (2009) states that room service menus must be carefully planned. Quality is always essential, and the menus should only offer products that can be transported a relatively long distance from food preparation areas without decreasing the rate. Room service menus have the opportunity for cross-selling in the five-star category hotels.

1.7.2.13 EXECUTIVE LOUNGE

These lounges are found in five-star categories of hotels, and the primary purpose is to offer food and drinks to in-house guests on the hotel premises. However, in the executive lounge, the seating arrangement is generally more comfortable than in the other restaurant. The executive lounge is found in the various location of the hotel. It may be near the lobby, respective floor, where VVIP guests stay with a separate cocktail bar counter.

1.7.2.14 BANQUETS

It is one of the divisions that fall under the purview of the food and beverage division, which is in charge of putting together functional groups of people on a particular day and time. The functions are arranged on the hotel's premises or off-site, depending on the size of the operations. The banquet department of the hotel is one of the significant revenue-producing departments. Earlier, banquet businesses are based on seasonal, but nowadays, it is around the year. Different functions are organized, like formal, informal, social, and public conferences, by the banquet department of a hotel.

1.7.2.15 BAR

A business house that serves alcoholic beverages like distilled beverages, beers, infused drinks, and mixed drinks (cocktails and mocktails), along with delectable food to be consumed on the premises, is known as a bar. The bar's environment plays a significant role in setting the diner's mood; the lights are generally dim, and the music is soothing. The drinks can be ordered on the table or the bar counter. Few bars offer entertainment facilities like live music, on-stage comedians, dance performances, etc. This bar is a part of the hotel and is called a lounge bar.

1.8 FOOD AND BEVERAGE SERVICE STAFF

The food and beverage service staff in five-star hotels in Bangladesh are known for their exceptional hospitality and professionalism. These hotels strive to provide a world-class dining experience for their guests, and the staff plays a crucial role in ensuring guest satisfaction. As a result, more and more people are opting for restricted-service hotels. However, the country's need for full-service food and beverage services of the hotels are expected to be sustained by the country's promising healthy economy. The importance of food and drink to the overall marketing strategy of a property needs to be evaluated by its owners and operators of the hotels. There is no need to increase the outlet's potential for profit by including a restaurant or lounge if they are not necessary for the guests intended to attract. On the other hand, the preceding statistics show that those who provide full-service hotels may now run the food and beverage business in hotels, boosting revenue and contributing significantly to the owners' bottom lines of the hotel industry.

In the food service quality of five-star hotels, the employees of food and drink are crucial to the hotel business's success. These workers are the first and last to interact with restaurant customers, and their performance can build or destroy a hotel's reputation. Every restaurant service team member coordinates their efforts to ensure guests' satisfaction. During business hours, they act as the first point of contact for customers of related service businesses. They show guests to their seats, take orders, greet them, hand out menus, make sure everyone has what they need, clear the table, and make the whole place sparkle with hospitality. Their specific responsibilities will be laid forth by the type of restaurant or bar they employ. The coffee shop has a standard menu with items like soups, salads, and sandwiches, and the service is usually quick, friendly, and attentive.

The servers at high-end restaurants create elaborate meals and typically serve customers in multiple tiny courses, so they must be attentive, well-informed, and likeable to give the expected level of service. By recommending popular dishes and identifying key ingredients and cooking techniques, they contribute to the restaurant's bottom line. While some restaurants offer "live" preparation of salads, desserts, and other menu items via "live" trolley service or "Gueridon service," this is the exception rather than the rule. Wherever alcoholic beverages or tobacco products are sold, the waiter or cashier is responsible for verifying the customer's age to ensure compliance with local laws.

The servers at a casual eatery must not specialize in a single task but must complete several tasks throughout their shift. The staff shows guests to their tables and serves people at the counter, the dining room is cleaned and set, and the electronic cash register is operated when regular staff members are absent. In full-service establishments, however, these duties are typically delegated to other staff members: a hostess to greet and lead diners to their tables, a cashier to process payments, and a restaurant attendant to make the necessary preparations for service.

Bartenders are the heart and soul of any establishment, serving as hosts to diners and a mirror to the bar's guests. Bartenders need to be well-versed in alcoholic beverages, including a wide range of cocktails, mocktails, and spirits, as well as the appropriate glassware for each drink and the best preparation methods. The bartender's job is to mix

drinks for customers who place orders with them directly or through wait staff, and they have to verify that the customer is at least the legal drinking age before fulfilling the order. The first order of business for a bartender is to do the day's mise-en-place, which includes tasks like making garnishes, restocking supplies, prepping the bar, cleaning the bar, and ensuring an adequate supply of clean glassware and ice cubes. In most establishments, the bartender is responsible for stocking the bar with the necessary wines, syrups, and other supplies. However, even with these tools, bartenders still need to quickly process a high volume of drink orders and learn the necessary ingredients to make speciality drinks. Most bartending tasks must still be completed manually.

The host or hostess in a restaurant or bar is the one who takes reservations. Their primary duty is to show guests to their reserved tables, provide them with menus, keep them updated on the status of their orders, and make them feel at ease during what can otherwise be a tedious service process. In addition, they will coordinate booking an extensive catering service, selecting a site for a small gathering, and providing any additional services that the guest may require.

Waiters and waitresses rely on the assistance of restaurant and cafeteria workers and bartenders to clear tables, remove dirty dishes, and maintain the service area clean and tidy. Often called a "runner" or "back waiter", this person is responsible for bringing food and dishes from the kitchen to the tables of diners. In eateries such as cafes and cafeterias, counter staff members take guest orders and serve them meals. Most of their time is spent in the restaurant, where they are responsible for setting guests' tables, slicing meat to order, arranging salads, doling out condiments, and restocking drinks. Customer orders are taken at the counter, communicated to the kitchen, picked up, and delivered by the counter staff in cafes and lunchrooms. Milkshakes and ice cream sundaes were among the specialities they prepared, along with coffee, soda, and other beverages. The cashier can also collect a delivery slip from the customers and place the food in a box or other container for delivery. They straighten up the cash register, create accurate invoices, and occasionally take payments. Some counter staff may prepare short-term items like sandwiches and salads. A fast-food restaurant's counter or cab window is two common locations where consumers

can place orders with catering workers. They take orders, distribute products to customers, and process payments. The food service staff are essential to maintaining food service quality, intending guest satisfaction to revisit the same restaurant.

1.9 RESEARCH PROBLEM

The present focus of the hotel industry is on developing cutting-edge, creative, and ecologically responsible food service options in the hotels' dining establishments, which will help to increase visitors' intent to revisit. The hotel sector nowadays has enormous difficulties in keeping the customer for a more extended period (Mehta et al., 2023) because most five-star hotels cater to guest preferences through their restaurants, one of the fundamental expectations visitors have of hotels is the availability of food outlets.

Although several studies have been conducted on other hotel departments, including food service, front office management, and human resource management, that generate direct revenue for the hotel, these departments are typically disregarded. This department's literature has a few different forms of research. The current study aims to investigate the Bangladeshi hotel industry's dining services.

The study's primary goal is to determine how much the hotel's food service quality contributes to guests' intentions to return. Past research has focused a lot on the varieties of cuisine that the food service department offers. Food service quality, restaurant image, service quality, guest satisfaction, revisit intention, and customer loyalty are some of the hotel aspects that are frequently evaluated (Abdullah et al., 2023; Eren et al., 2023).

The emphasis should be on the guests' satisfaction to improve visitors' confidence in the quality of the food service. Similarly, there are several definitions of satisfaction. "The conceptualization of guest satisfaction that has attained the widest agreement/acceptance is that satisfaction is an evaluation of the affective responses/experiences following a cognitive expectancy disconfirmation process across prior expectation and perceived performance of a product/service and its attributes"(Glaveli et al., 2023). The hotel can easily attract repeat business if a guest is confident and satisfied. A satisfied guest will refer another person to the hotel. This study aims to determine how much the food service contributes to a guest's overall satisfaction with their stay. Atasoy & Eren (2023) claimed,

"Along with guest satisfaction, which is frequently considered to have the highest relationship with intention, image is the critical component that plays a crucial role in creating intentions. Increasing guests' perceptions of a product or service would probably lead to more intending to stay loyal." It is vital to realize the relevance of food service operations in the hotel to create, organize, and efficiently execute the services and facilities of the food service department. This is necessary to ensure the department's success. The guest services that the food service department provides have been the focus of several studies in the past.

The research concentrated on the attributes and characteristics of the most frequently studied hotels. The most often discussed hotel factors were food presentation, service attributes, restaurant image, restaurant cleanliness and hygiene, food pricing and standard operating procedure. These sections frequently function as the hotel's food service areas, as clients commonly contact and communicate with the staff members working there, according to the evaluation generated from the literature analysis. However, there is a scant amount of research on hotel food service quality.

Additionally, the majority of research that can be found in the literature focuses on hotel profitability and revenue management. The literature largely ignores the food service quality section because it generates direct cash for the hotel after that accommodation management. There is a lot of research evaluating the connection between revenue-generating departments and guest satisfaction and revisit intention, but few studies illustrate the link with food service quality. The fact that most of these studies have been conducted abroad and internationally represents another significant study gap in the literature. Atasoy & Eren (2023) discovered that "restaurant image, cleanliness & hygiene, physical environment quality, and location" were the elements that impacted a hotel's intention to be revisited. "Quality of food service, portion size, acceptable accompaniments or garnishes, location, and timely delivery of meals, the atmosphere of restaurants, and staff interactions" were among the qualities that were considered necessary (Adan, 2023).

Additionally, Cadvender et al. (2023) findings include "security facilities, handy eating facilities, and pricing, parking, and workout facilities" as the essential qualities which indirectly impact the hotel's food service quality. Previous studies' findings indicated using

electronic word of mouth as a mediator between different variables of food service quality and guest satisfaction. As a result, the researcher relies on word of mouth spread over the internet as a moderator in this study. Variables, including food service quality, service quality, guest satisfaction, revisit intention, and electronic word of mouth, were proposed in the literature study by the researcher. Although these factors contribute to guest satisfaction at the hotel's food service outlet, additional research is required to determine how guest satisfaction transforms into guest loyalty. In this research, guest satisfaction serves as a mediator.

1.10 SIGNIFICANCE OF THE STUDY

The food service department of the hotel feels pride in providing the hotel's guests variety of local and multi-cuisine to create "safe and quality food." The primary goal of food service is to provide standard, welcoming, and expected service so that guests feel value for their money. No other service can replace the comfort food delivered to the guest. The satisfaction with food service quality, standard temperature, attractive surroundings, and professional staff is immense.

Not only five-star hotels but professional food services are also in high demand in offices that work together, airports, hospitals, airlines, banks, cruisers, and shopping arcades. Thus, contract food service is becoming a lucrative entrepreneurship business venture. A considerable amount of revenue is generated from the sale of food services by the hotels. Although there are other revenue-generating outlets, i.e., "room sales," food revenue counts for 15-25% of the whole money generated by the hotel. The other revenue-generating departments are health clubs, laundry, health spas, shopping arcades, sightseeing, etc. A restaurant keeps making money again and again once the guest is satisfied; it can be resold again after providing the best possible services. It may keep in mind that eWOM plays a vital role in revisiting the same restaurant. However, there is an acute loss of revenue if the guest is dissatisfied. Thus, it becomes obvious to provide quality food services to its guests. The food service department's efforts are countless in creating a mark on guest experiences in the hotel. The presentation of the food is the most essential factor in conveying the restaurant's image to the guest. A hotel may lose a potential guest if the restaurant is unclean, the idea is inappreciable, the air has an odor, and the physical environment is

unpleasant. The food service department must be more active when required urgently and quickly for the guests' food services. It must look after the hotel's food service outlet, which always has a standard and competitive arrangement.

Considering the factors of quality of food service that impact guest satisfaction and intention to return enables managers to make informed decisions to enhance food service quality and increase guest intention to return. By identifying specific study parameters, hotel managers can develop strategies to attract recurrent guests, enhance guest satisfaction, and increase profitability and competitiveness. Hotels can differentiate themselves from competitors by enhancing food service quality, such as the presentation of food service, food service attributes, restaurant image, restaurant sanitation and hygiene, and standard operating procedure. In addition, by understanding passenger satisfaction and intent to return, hotels can tailor their services to meet guests' expectations and stand out in the highly competitive hotel industry. The food service department ensures that all restaurants run smoothly regarding food and service standards, budgeting, and quantity control. Whether it is a cocktail or a mocktail to serve them in five-star hotels, restaurants, bars, airlines, ships, and other modes of transportation. This section is crucial since it accepts guest meal orders and delivers them promptly and at the correct temperature. All drinks are brought to the table from the right, platter to glass. Clearance should be done to the guest's right, and service should be from the left. The hotel's success relies heavily on the work done in this division because of the staff's efficient management of upselling opportunities, order-taking, and punctuality. There is a strong emphasis on salesmanship, menu knowledge, guest relations, and service etiquette in the food service industry. Liquor sales and service at the bar are also the duty of the food service division. The food and beverage department strictly follows all rules and regulations to maintain the hotel's standard operating procedure. Some of the significant measures for guest satisfaction are taken by the food and beverage department, which uses several techniques of service sequence. It should include a warm welcome, confirming the guest's reservation, showing them a seat, handing them a menu with suggestions, and collecting their meal order with a smile. Accompany food with wine; serve bread, sauces, and condiments; assist with the main course; clear the table, offer dessert, and serve it, serve beverages (tea and coffee),

present the bill and settle the account, and finally inquire about the guest's experience with the meal (Hashish et al., 2022).

Providing excellent food service, ensuring guests are satisfied, and encouraging them to return are the significant ways a five-star hotel may create a long-term connection with a guest. However, the hotel's competitive edge is compromised by the standard of food service provided to restaurant patrons and, as a result, by the contribution of growing markets (Xie et al., 2023). If a restaurant wants to continue in business, it must provide its guests with the kind of service they expect when dining out. Hotel management must thus be aware of whether diners intend to return to the establishment (Tran, 2020). Since most international and notable domestic travelers choose to stay in five-star hotels, these establishments play an essential role in the economies of the countries they visit. Since hospitality is a significant industry in Bangladesh, numerous domestic and international chains have opened hotels there. This means that all hotels must provide excellent dining options for their guests. If the hotel is serious about its success, it must provide its visitors with high-quality dining options. Increasing staff productivity is crucial for hotels to stay ahead of the competition.

However, the quality of the food service and how comfortable customers are must be examined to determine the hotel's location and the correct techniques to get known since they expect to receive standard food service quality. Tourists' impressions of the hotel will be shaped by their interactions with front-line workers. This suggests that the quality of food service is in some way related to the people who work at the front lines. However, a guest's desire to return is greatly influenced by the quality of the food service they get. Maintaining consumer satisfaction is essential to a hotel's long-term success (Hajar et al., 2022). High-quality food service is crucial in the hotel sector since guests expect nothing less. With exemplary food service quality standards in place, a restaurant may operate as efficiently as possible. In many hotels, especially those with a five-star rating, the quality of the cuisine offered is of utmost importance. In addition to aesthetic appeal, excellent service is crucial in the hotel industry (Wong et al., 2023). The hotel's guest satisfaction level can be directly correlated to the standard of the hotel's dining services. However, excellent meal service is not enough to keep guests coming back. Guests who are pleased

with the benefits are more likely to return (Abdou et al., 2022). Therefore, maintaining high service standards within the restaurant is crucial for guest satisfaction. The concept of guest satisfaction is now widely used in advertising (Alzoubi et al., 2022). Previous studies have indicated that a satisfied guest is more likely to return. However, excellent dining services lead to satisfied guests (Olorunsola et al., 2022).

The food service department's contribution is magnificent and immense towards the complete image of the hotel property. As rightly said, "It is a 24-hour and 365-day operation." The food service department is one of the crucial units of the hotel. The responsibilities of the food service department are endless. The research results would help provide new insights to academicians and hospitality practitioners in Bangladesh and globally. Evaluating the indirect impact of food service quality would invigorate the hotel's operation. It would help in standardizing each process being performed in the department. The hotel might then concentrate on the more complex problems that require addressing. The Bangladeshi government has also launched a significant campaign to raise awareness by "offering the standard of food service excellence." The research would help society to know the importance of one of the hotel's most prominent departments, i.e., food service. Travelers always look for safety and security. The role of food services of the hotel can never be undermined in the whole country. To promote hospitality, the utmost requirement is to keep the nation safe and secure. Much research on the hotel's food service department takes great pleasure in offering a diverse selection of local and international cuisines to the hotel's guests to produce "safe and excellent food service quality." Providing a standard, inviting, and expected level of service is the fundamental objective of food service quality, aiming to give guests the impression that their money was well spent. There is no other service that can compare to the convenience meal that is brought to the guest. The high caliber of the food, the excellence of the service, the reliability of the temperature, the appealing surroundings, and the qualified staffs who serve the food all contribute to the high degree of satisfaction.

1.11 SCOPE OF THE STUDY

The scope of the proposed study will be extended to 17 five-star hotels in Bangladesh. This study will include food service outlets, specially restaurants of five-star hotels. It will incorporate a number of the five-star hotel's acclaimed dining establishments. It will also affect the revisit intention of five-star hotels if the link between food service and guest satisfaction and the revisit intention of restaurants is analyzed. In order to provide improved regulations and service standards for greater guest satisfaction, it would be pretty helpful to learn the standards used in the food service industry. This is because it will influence the satisfaction of guests concerning food services. Bangladesh's five-star hotels can use the research results to understand better the crucial role that customer happiness and food service quality play in encouraging repeat business. This study would greatly assist in determining the standard that is adhered to by the food service industry, which would enable the implementation of new regulations and service standards for improved levels of satisfaction experienced by guests. Bangladesh's five-star hotels can use the study's findings to understand better guest satisfaction and food service quality's crucial role in encouraging repeat business.

1.12 ORGANIZATION OF THESIS

The thesis may comprise five chapters as follows:

Chapter 1: Overview

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis

Chapter 5: Discussion of Results

Chapter 6: Conclusion, Implication & Limitations

Chapter 1 Overview

In the first chapter, the researcher has discussed the background of the study, the hotel industry in Bangladesh, the current state of the hotel industry, the research problem, and the significance of the research proposed in the following chapters. This introductory chapter gives information about the topic in detail. It familiarizes the situation of the hotel industry in Bangladesh and its growth prospects. It also signifies the importance of the food service department of a five-star hotel. It draws attention to the hotel's minute areas, where a watch must be given to achieve organizational goals. It also discusses the research gap persistent in the hospitality research areas. This chapter discusses the need to study the food service department's contribution to guest satisfaction and organizational performance.

Chapter 2 Review of literature

The second chapter discusses past studies on the topic of the thesis. There was much discussion on earlier research on the quality of hotel food service, guest satisfaction, eWOM, and revisit intention-related studies. This research covered the relationships between the quality of the food service and customer satisfaction, as well as the link between customer satisfaction and the intention to return. A thorough account of earlier research on the subject is provided in the literature review. Books, scholarly papers, and other materials pertinent to the study question are used to appraise the literature. Any research project must include a review of the literature. It provides a strong foundation for carrying out the research. It offers a framework for establishing the goals of the present investigation. Through prior studies, the researcher can discover the present study's constructs. It offers a theoretical background for the study and helps find research gaps and limitations from previous studies. It provides observations of previous academic and experiential research on the meaning and dimension of food service, guest satisfaction, and organizational performance. This chapter offers the details and background of the constructs involved in this study.

Chapter 3 Research Methodology

The research approach for this research study is broken down in detail in the third chapter. This chapter reviewed the study's objectives, the development of the research hypothesis, the research design, the survey methodology, the population, the sample frame, the creation of the research questionnaire, the statistical process, and ultimately the tools for data analysis. This chapter shifts the emphasis from the theoretical domain to the operational environment, explaining different methods adopted for hypothesis testing in the present study. This chapter clarifies the population selection process, research frame, variable selection, research questionnaire construction, research questionnaire testing, research methodologies adopted for data collection, and actual data collection and processing procedure. A quantitative approach was adopted with a self-constructed questionnaire to collect responses. This chapter also explains the statistical methods applied to this study, details of reliability and validity of the scale, primary analysis, characteristics of the sample, and ways of dealing with response bias. This chapter discusses the road map or the blueprint of the methods being followed in the preparation and conducting of the research.

Chapter 4 Data Analysis

The various statistical techniques and tools framed in chapter 3 were evaluated in this chapter, and the results were demonstrated. Data analysis is one of the crucial components of the research. The inferences, results, and discussions are dependent on the data analysis. This chapter describes the analytical techniques used in the study to find out hypotheses. It discusses the graphical representations of the demographic profile of the respondents. It provides a detailed analysis report on the content and constructs validity and reliability of the research. It also explains the primary technique utilized for the analysis of the study. Various statistical methodologies & techniques were used in calculating the data based on the planned research methodology.

Chapter 5 Discussion of Results

The results acquired from the data analysis conducted on the study are discussed in this chapter. Research hypotheses were framed to meet the objectives of the study. It presents developments concerning the assumptions of this study. All the statistical analysis results

were monitored, and inferences were discussed. The significance of different relationships formulated was discussed.

Chapter 6 Conclusion, Implication & Limitations

This chapter completes the study through the conclusion of the results, managerial implications of the study, limitations, and suggestions. It states the research's assumptions and lists the study's future scope. Finally, a comprehensive statement of all the references consulted and studied was presented.

SUMMARY

An overview of the thesis gives us the following points to summarize the whole.

1. Hotel industry is becoming the most lucrative business in Bangladesh now.
2. Dhaka City, collectively known as the capital of Bangladesh, has a population of more than 10 million, and the growth of the tourism and hotel industry is quite prevalent to the statistics.
3. A hotel is a large establishment composed of several divisions. A major department of a hotel is hotel Food Service. Fewer studies about the Food Service department are limited to guest satisfaction and revisit intention.
4. Various multinational hotel chains have developed their hotel businesses in Bangladesh. So, Bangladeshi hotel chains are also expanding tremendously. There is the ultimate need for budget hotels to have good potential shortly.
5. Research in the hospitality field is very limited in Bangladesh, especially in the food service department.
6. A hotel survives majorly on the sale of rooms, where the contribution of Food Service cannot be ignored. There is a need to research and study this segment of the hotel industry, which is not generally given much importance, considering that it is not the front dealing department of the hotel. Although Food Service is not a direct revenue earning department still, its contribution towards overall guest satisfaction and organizational performance is being intended to study.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

INTRODUCTION

It is impossible to do quality research without supporting evidence through rigorous studies, past academic research publications, and other resources. It is possible to get to a conclusion and choose a direction for the whole research study by looking at past studies of various types of work, whether they have been published or not. A comprehensive evaluation of the relevant literature is necessary for formulating the project work and its actual execution. The examination of past literature helps to comprehend the previous research, identifies the gaps in the study, contributes to the formation of a hypothesis, and provides an investigation of current studies on similar themes which helps to prevent work from being duplicated. This chapter provides a concise overview of the prior research on the investigated factors in this work. It is essential to look at the literature from the past to get an idea of the research on the topics that would be the basis for this study.

The majority of the review of the relevant literature has been divided up and presented in this chapter's following sections:

- **FOOD SERVICE QUALITY**
- **GUEST SATISFACTION**
- **REVISIT INTENTION**
- **RELATIONSHIP BETWEEN FOOD SERVICE QUALITY AND GUEST SATISFACTION**
- **RELATIONSHIP BETWEEN FOOD SERVICE QUALITY AND REVISIT INTENTION**
- **RELATIONSHIP BETWEEN GUEST SATISFACTION AND REVISIT INTENTION**
- **ELECTRONIC WORD OF MOUTH**
- **BRIEF DESCRIPTION OF THE RELATIONSHIP BETWEEN FOOD SERVICE QUALITY, GUEST SATISFACTION, AND REVISIT INTENTION**
- **EXISTING SYSTEM AND GAP IN THE STUDY**
- **SUMMARY**

2.1 FOOD SERVICE QUALITY

Food service quality refers to the overall standard of food and service provided by a restaurant, catering company, or any establishment that offers food and beverages to customers (Abdullah et al., 2023). According to Oh et al. (2023), food service quality encompasses various aspects, including the food's taste, presentation, freshness, variety, and nutritional value and the food service staff's efficiency, friendliness, and professionalism. According to Ahmed et al. (2023), food service quality refers to "the degree of excellence or superiority of the food, service, presentation, and environment offered to customers in a food service establishment."

Acharya et al. (2023) describe food service quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." According to the research paper "service quality, food quality, image and customer loyalty: An empirical study at a hotel restaurant" by Majid et al. (2018), food service quality is defined as "the customer's perception of how well the food and service delivered by the restaurant meet or exceed their expectations."

Food service quality refers to the level of excellence and satisfaction in providing food-related products and services to the guest (Kala, 2020). It encompasses all aspects of the food service experience, including the quality and taste of the food, the presentation and plating, the establishment's cleanliness and hygiene, the service's efficiency and professionalism, food service attributes, and the overall guest experience (Oh et al., 2023). Food service quality is determined by meeting or surpassing customer expectations, maintaining consistency in food preparation and service, and ensuring that all dining experiences contribute to a positive and enjoyable guest experience (Michael Bhobet et al., 2021).

The food service industry comprises various establishments such as full-service restaurants, fast-food restaurants, caterers, cafeterias, and other businesses that generate revenue by preparing, serving, and selling food to customers (Silicka et al., 2019). Quality refers to the degree to which an object or entity, such as a process, product, or service, meets requirements or characteristics (Lina, 2022). According to Cho et al. (2021),

assessing the quality of something involves comparing its inherent qualities with its performance in specific situations.

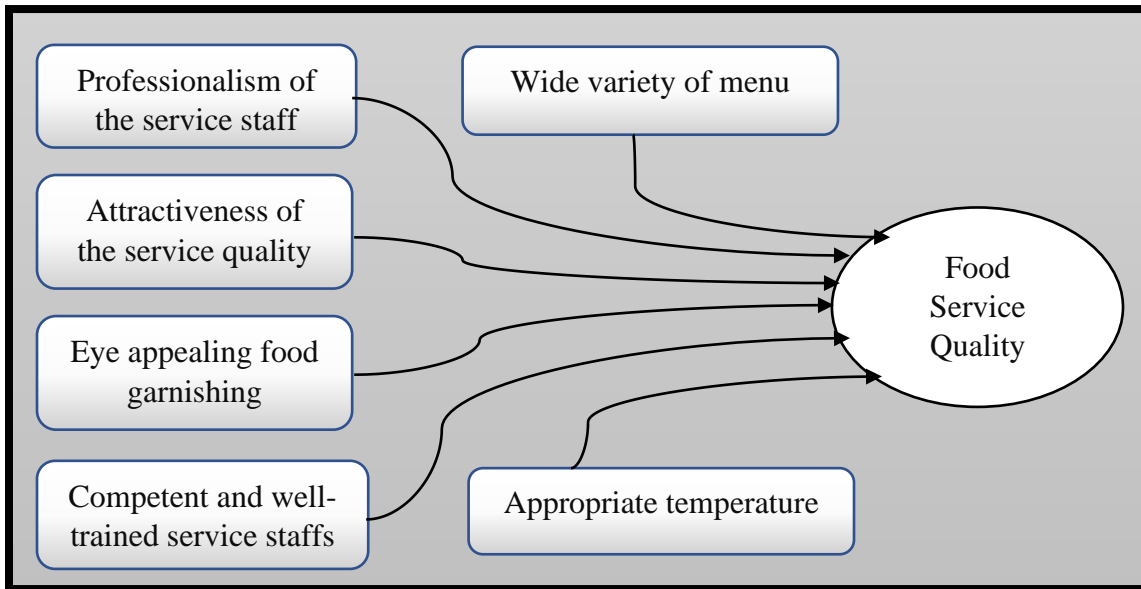


Figure 2.1: Food Service Quality (Michael Bhobet et al., 2021)

Recent research by Ali et al. (2023), Bisui et al. (2021), and Talukder et al. (2023) indicate that a hotel's ability to satisfy guests is heavily influenced by the quality of its food service outlets. However, Zhong and Moon's study (2020) highlights that the quality of food service provided by a hotel's food service outlet may not align with guests' expectations. Various studies conducted by Abdelhalim (2022), Azimovna (2022), and Vasilakakis & Sdrali (2023) underscore the significance of consistently delivering high-quality food service in the hotel's food and beverage division which is essential for meeting guests' needs. To foster guest loyalty and satisfaction, a restaurant must prioritize providing quality food service. From the guests' perspective, the quality of a hotel's food service relies on how well the hotel's food service outlets, and consequently its reputation, meet their requirements for goods and services (Al Fahmawee & Jawabreh, 2022). Therefore, hotels and other food-serving establishments must provide excellent service to ensure guest satisfaction.

Due to intense competition in the food service industry, dissatisfied guests often voice their complaints to the hotel regarding the quality of the food service. This feedback allows the hotel to improve its food service and enhance the guest experience. Therefore, the hotel's

restaurants and other dining establishments must meet the needs of their guests for several reasons.

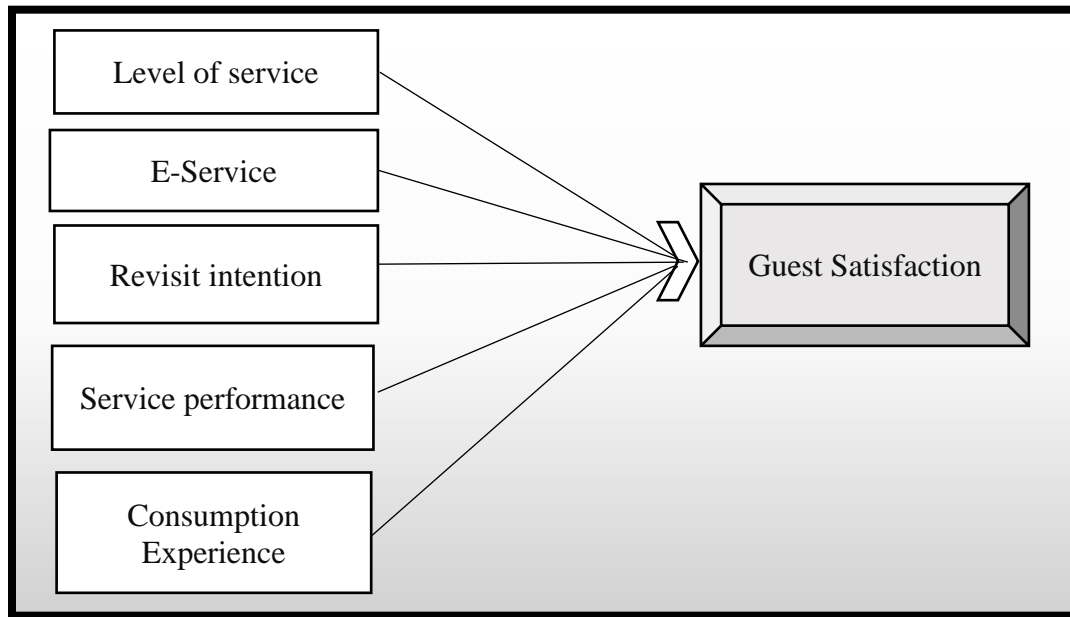


Figure 2.2: Food Service and Guests Satisfaction (Ghorbani et al., 2023)

Researchers such as Jeong et al. (2022), Leung et al. (2022), and Prasetyo et al. (2021), have identified various factors that can influence guests' perception of food and service quality at a restaurant. These factors include the presentation and quality of the food, the restaurant's reputation, restaurant cleanliness & hygiene, and adherence to standard operating procedures, as noted by Abdullah et al. (2023), Eren et al. (2023), and Talukder et al. (2023). The overall quality of the food service depends on these aspects' effectiveness. However, evaluating the quality of food served in restaurants can be challenging, as it requires considering how the food is performed and the guests' opinions. This complexity makes obtaining reliable measurements difficult, as Sadhale (2023) suggested.

According to Putra et al. (2020), crucial elements in serving food to hotel guests include visual appeal, taste, alignment with guests' expectations regarding food quality, restaurant image, and overall presentation. Food presentation encompasses arranging and garnishing the food to attract guests and fulfil their needs. Chan and Li (2020), synthesize these findings to emphasize the connection between guests' perspectives and satisfaction with the food service. When guests have a satisfying dining experience, they tend to share their positive impressions with others, which plays a significant role in influencing potential

guests' choices of restaurants associated with upscale hotels, as observed by Lukanova and Ilieva (2019).

When selecting a restaurant for food service during their hotel stay, guests carefully consider various factors, including the quality of the food service. Numerous studies have examined different aspects of food service, including order accuracy and the performance of food service workers. These investigations aim to ensure guest satisfaction and foster repeat visits, contingent on the quality of food service provided.

Five-star hotels emphasize their culinary service staff's knowledge, skills, and experience compared to other hotel or restaurant categories. They expect the services provided by five-star hotels to be exceptionally profitable. Multiple studies conducted by Ali et al. (2023), Kala (2020), and Serhan & Serhan (2019), emphasize that quality food service should prioritize maintaining the standard operating procedure, as it significantly influences guest satisfaction.

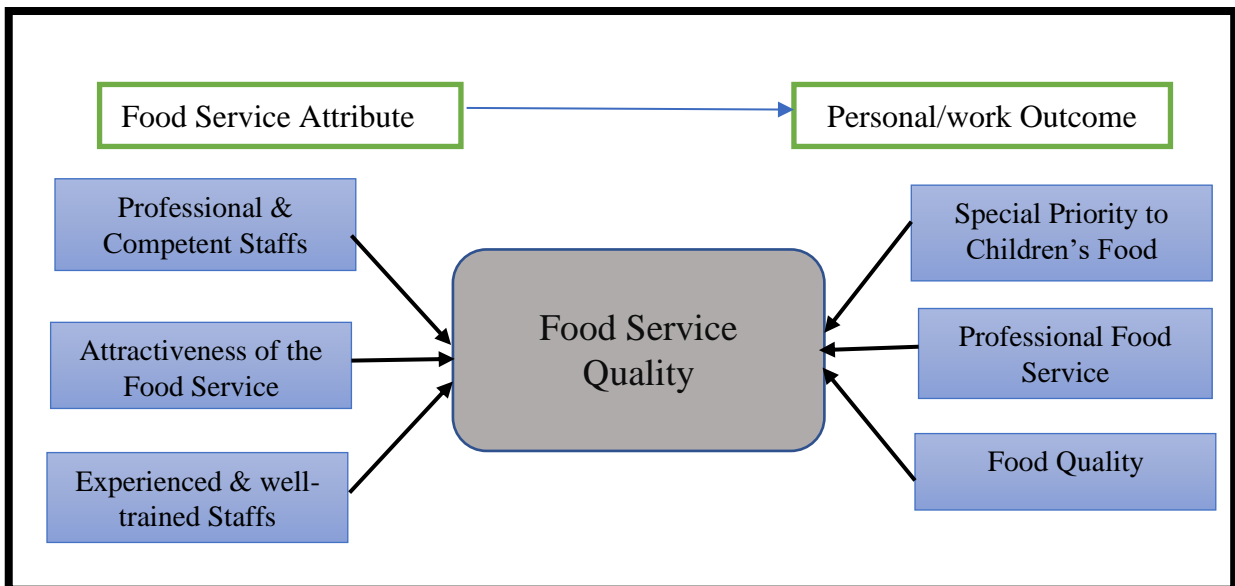


Figure 2.3: Food Service Quality Leads to Guests Satisfaction (Bisui et al., 2022)

When a restaurant offers a wide variety of menu options, uses fresh and high-quality ingredients, prepares delicious dishes, provides sufficient portion sizes, and presents food attractively, guests are more likely to perceive the food service as high quality. Ferdous & Mim (2021) stress that a restaurant's ability to meet its and guests' requirements hinges on the calibre of its food service. The calibre of culinary service is of utmost importance to

fulfil the expectations set by hotel guests. As Abdullah et al. (2023) highlighted, high-quality food service is imperative to satisfy guests. It is widely acknowledged that food service quality significantly impacts the overall dining experience at a restaurant. The quality of food service profoundly influences guest satisfaction in various aspects, as affirmed by Chun & Nyam-Ochir (2020). Moreover, Mannan et al. (2019) discovered that the quality of food service positively contributes to the restaurant's reputation. Therefore, the quality of food service directly affects guests' likelihood of returning to a restaurant, as they judge the establishment based on the food they receive.

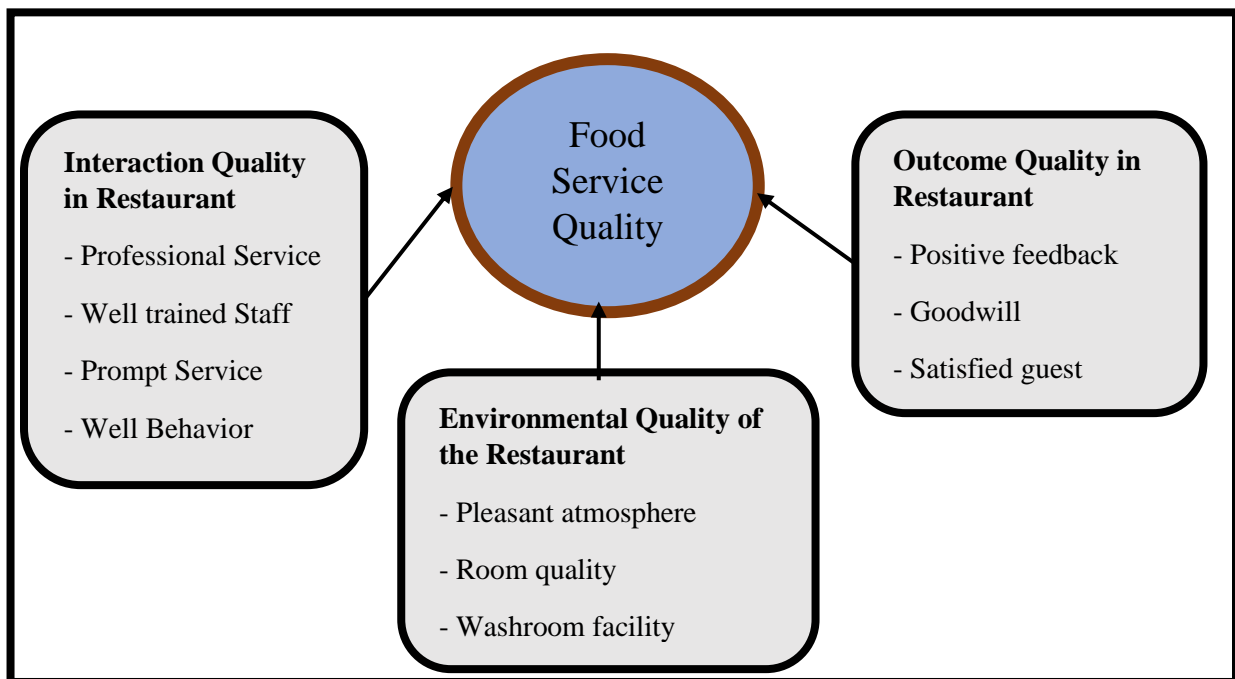


Figure 2.4: Food Service Quality Components/Factors (Scott & Shieff, 1993)

The quality of food service encompasses various aspects that directly influence guest satisfaction, such as accurate food billing, the visual appeal of the restaurant's surroundings, and the overall fulfilment of guest expectations. Exceptional, remarkable, and professional service is essential to achieve guest satisfaction, as highlighted by Hasbullah et al. (2021). Guest satisfaction with the restaurant's food and service significantly influences their decision to revisit, as indicated by Kim & Bachman (2019). The knowledgeable wait staff are considered a vital element in determining the overall quality of food service. Diners increasingly revisit restaurants with well-informed, well-trained, experienced food service staff. Such staff members are seen as indicators of quality

in food service, particularly in terms of accurately taking food orders, ensuring portion sizes are consistent, presenting dishes with impeccable garnishing, and delivering high-quality culinary experiences, as discussed by Walker (2021).

However, it is worth noting that some authors argue that the quality of food service is more closely tied to the ability to anticipate guests' needs and provide attentive care rather than being solely influenced by factors such as food pricing, food quality, food labelling, or brand name.

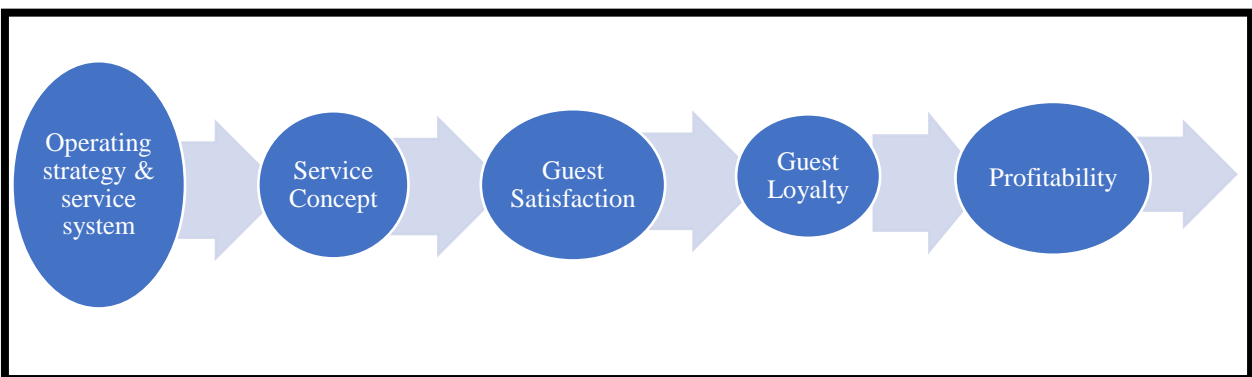


Figure 2.5: Food Service Quality Leads to Profitability (Amoako et al., 2023)

When the presentation of food is visually appealing, and the quality of food service meets or surpasses guests' expectations, it significantly increases the likelihood of guest satisfaction with their restaurant experience, as highlighted by Suhartanto et al. (2019). Diners' concerns about the nutritional value of the food they order also play a substantial role in shaping their expectations and restaurant choices, according to Shafieizadeh & Tao (2020). The cleanliness and tidiness of restaurant washrooms are essential factors for guests, as they impact both the overall hygiene of the establishment and the perceived cleanliness of the food service quality provided by the hotel restaurant. Moreover, the sensory aspects of food, including its aroma, juiciness, crispiness, and freshness, serve as indicators of its quality. The quality of food service directly influences guest satisfaction, as noted by Binti Aszhar et al. (2022).

To ensure guest satisfaction and encourage return visits, five-star hotels must adhere to standard operating procedures (SOP) that encompass a diverse range of food items on the

menu, clear and informative food service descriptions, including ingredient details and preparation methods, professional handling of the menu, and overall food service quality, as emphasized by Gupta, Sharma, et al., (2023). Both a la carte and table d'hote dining services follow restaurants' SOP, strongly emphasizing the quality of their culinary offerings, as stated by Upadhye (2023).

There are likely to be many interpretations of what constitutes high-quality food service among the guests. The quality of the food service offered at a restaurant is the primary aspect that can be assessed and improved continuously. When there is a close encounter between a food service establishment employee and a guest, the impression of what is being provided is just as significant as what is being supplied. In other words, it results from guests contrasting their expectations of service with their opinions of how the service has been done. As a result, how guests view the quality of the food service provided by the food service outlet may be influenced by the behaviours and attitudes of restaurant staff members (Slack et al., 2021). Quality of food service is a relatively new concept. In the hotel and restaurant sectors, brands' performance is assessed based on the quality of their food service offerings (Zibarzani et al., 2022). The guests eating experiences are impacted by the level of service provided at the food service outlet. The quality of the food service conveys a first impression to guests and influences how guests evaluate the product's overall quality (Ali et al., 2021).

To maintain a competitive advantage, businesses in the hotel service sector must provide their guests with excellent guest service. The level of guest satisfaction is highly associated with the restaurant's level of service (Zhong & Moon, 2020). The price of the food services is considered by guests at five-star hotels. They consider the quality of the service by the friendliness, neatness, care, variety of food, speed of service, and consistency of the meal as per the menu (Tumati et al., 2023). By adhering to the SOP in its entirety, these attributes may be preserved. The staff's ability to engage with guests is another critical component of completing guest satisfaction (Aburayya et al., 2020). The thoughtfulness and respect shown to guests affect their perceptions of the calibre of the dinner service they get. The food service standard encourages electronic word-of-mouth marketing (eWOM), guest

satisfaction, an improved restaurant image, a more vital willingness to return frequently, and better business success (Lee et al., 2022). In the hotel sector, better food service generates more repeat business and polite behaviour from guests (Bisui et al., 2022).

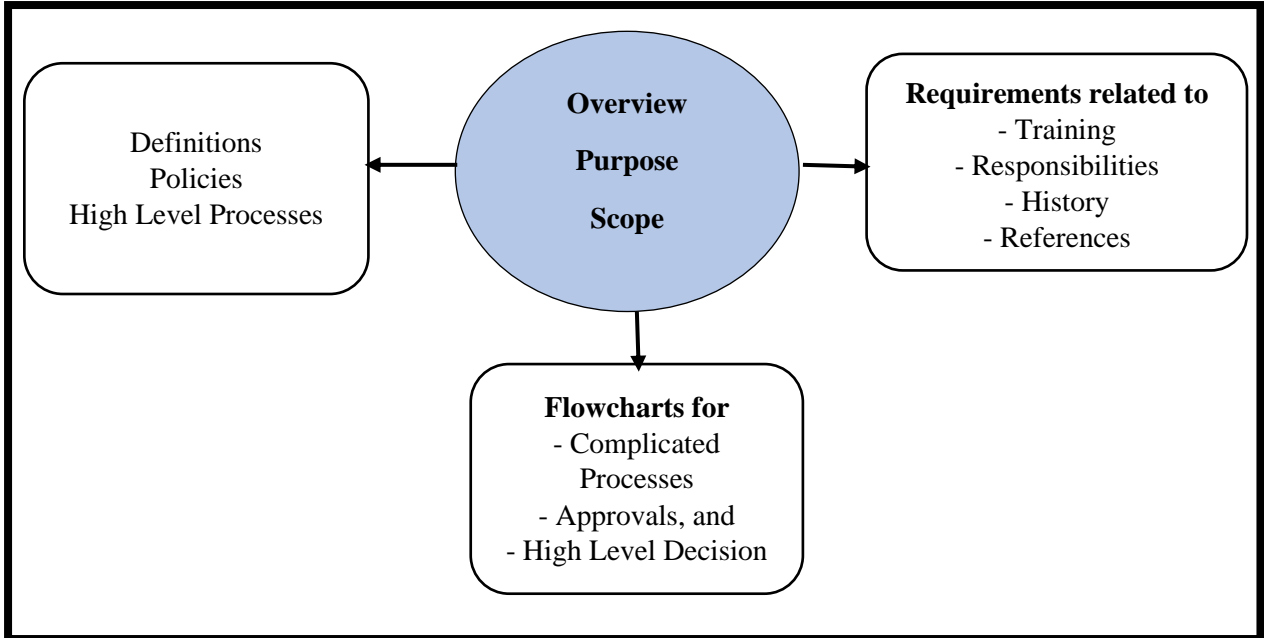


Figure 2.6: Food and Beverages Standard Operating Procedures (Fatin et al., 2023)

Artificial intelligence (AI), as noted by Talukder et al. (2023), has gained significant traction in various industries, particularly the service sectors such as hospitality and tourism. Its implementation aims to enhance operational efficiency and improve the overall guest experience. Additionally, research has demonstrated the positive impact of word-of-mouth (WOM) marketing on guests, leading to increased repeat business, as highlighted by Meilatinova (2021).

In highly competitive markets, hotels striving to enhance profitability must prioritize the quality of their food service. According to Karim & Rabiul (2022), consistency in service delivery is vital for the hospitality sector as a whole. Notably, satisfied guests rely on word-of-mouth recommendations, which require no financial investment, to promote establishments and influence their intention to revisit. Sofian (2023) proposed eight critical aspects of service quality: performance, features, dependability, compliance, durability, serviceability, aesthetics, and perceived quality. These dimensions contribute to the overall assessment of service quality.

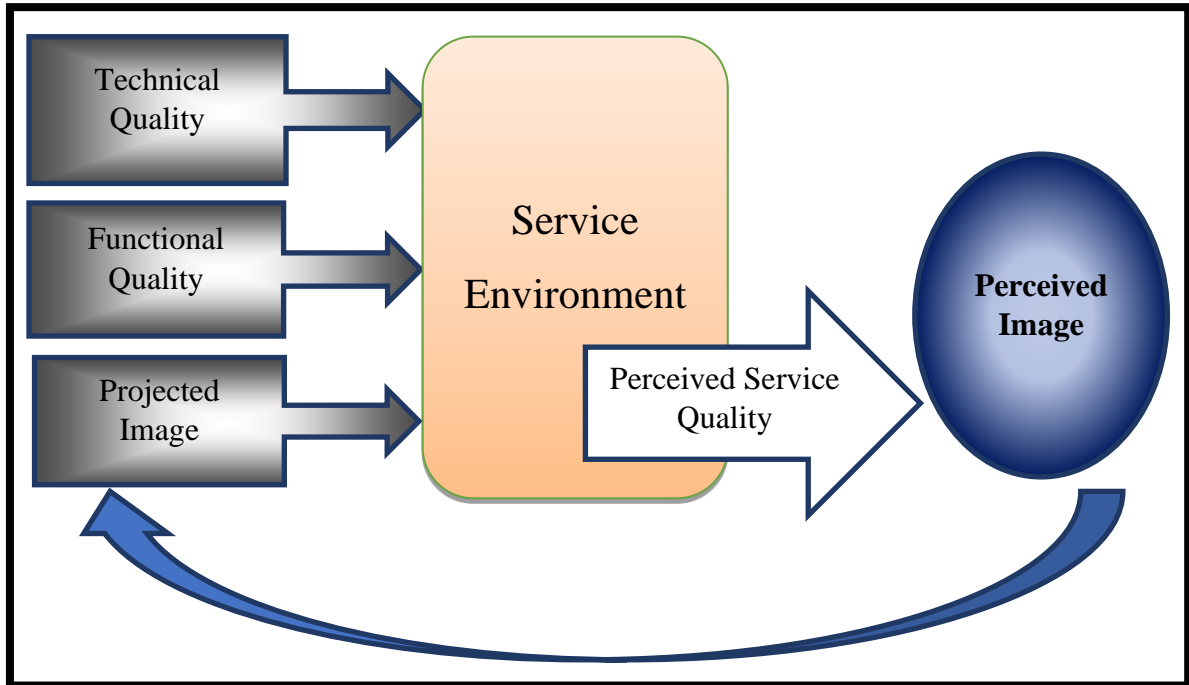


Figure 2.7: Feedback (eWOM) (Lopes et al., 2023)

There are previously published documents related to the food service quality with guest satisfaction, and different researchers studied the food service quality using other variables. Researchers used different methodologies to find out the facts. Still, in most cases, researchers used standard variables like CRM techniques for guests' satisfaction, friendly atmosphere, tangibility, reliability, responsiveness, assurance and empathy, quick service, competitive pricing, and perceived value. Existing studies focus on guest satisfaction with the DINESERV model used in the hospitality industry, food service quality features, Electronic Word-of-Mouth, restaurant, location, and staff behavior. The other researcher studied all these variables to build a strong relationship with revisit intention. The existing system focuses only on guest satisfaction (Kim & Lee, 2020); as per hotel industry concern, revisit intention is more important than guest satisfaction, but without food quality, service quality, eWOM, and guest satisfaction, revisit intention is not possible (Talukder et al., 2023). All are interlinked and correlated with revisit intention.

2.2 GUEST SATISFACTION

Guest satisfaction is a measurement that determines how satisfied guests are with a company's products, services, and capabilities (Shaharudin & Nayan, 2020). Guest

satisfaction measures guests' satisfaction with a business's service and amenities. It is an indicator of whether guests' experience met their expectations. The key to guest satisfaction is understanding the relationship between expectations and experience (Thakur, 2019). In the hospitality industry, "guest satisfaction" is defined as "the guest's subjective judgment of the eating experience, built on specific linkages between the perceptions of the guest and objective attributes of the product" (Glaveli et al., 2023). Guest satisfaction may be defined as the degree to which eating is associated with positive emotions. "A comparison of the degree of product or service performance, quality, or other outcomes perceived by the guest with an evaluative criterion" is one definition of "guest satisfaction" (Afthanorhan et al., 2019). Guest satisfaction may be defined as an individual's honest assessment of an experience.

Guest satisfaction is rapidly becoming an objective shared by many catering businesses (Chun & Nyam-Ochir, 2020). The assessment or appraisal of a product or service after a guest has purchased it is known as "guest satisfaction." It is typically defined as the degree to which the selected product fulfils or surpasses the guest's expectations (Ghani, 2020). Consequently, it is a complete domain that is the product, rather than the outcome of a single variable, of several interrelated factors that continue to influence each other. Guest satisfaction may be an overall assessment that compares post-purchase perceived performance and expectations about the transaction (Ma et al., 2022). Using a previous study as an example, when guests choose to eat at a particular restaurant, they will have a preconceived notion of how they will be served at that hotel (Ghorbani et al., 2023).

After eating, they will evaluate the experience of being concerned about their degree of anticipation. They will be pleased with this restaurant and most likely return there at some point if the level of service provided is at least comparable with other restaurants. According to this thinking line, the level of guest satisfaction may be understood as the gap between a guest's expectations and their perceived level of performance (Shin & Jeong, 2022). Therefore, to expand the market sectors in the hotel business, the level of satisfaction a guest has with their experience is an essential factor to consider. When a guest is satisfied, they experience joy and general well-being sensations. The achievement of the guest's expectations in terms of the service leads to increased guest satisfaction. Consumer behaviour and social psychology devote significant research to guest satisfaction (Majeed et al., 2022).

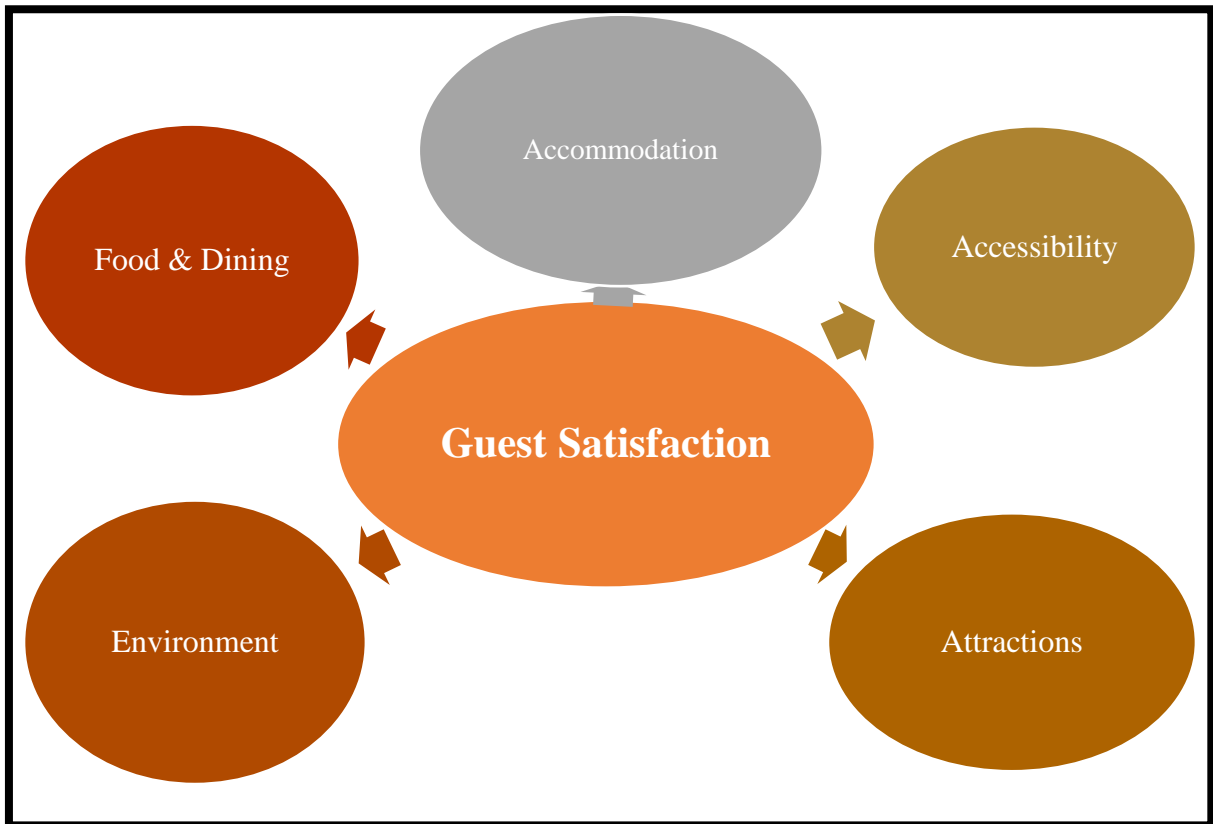


Figure 2.8: Guest Satisfaction Attributes (Glaveli et al., 2023)

Meeting guests' requirements and providing a satisfactory dining experience significantly impact their intention to revisit the restaurant. When guests are satisfied, they tend to make additional purchases and recommend the establishment to others, as Rita et al. (2019) highlighted. Professional food service quality plays a crucial role in fulfilling guests' desires and encouraging them to return to the restaurant, as noted by Bisui et al. (2022).

Guests seek to enjoy the food service quality offered by the restaurant, and their decision to revisit often depends on their perception of this quality. Satisfied guests are more likely to recommend the restaurant to others, often expressing their positive recommendations through electronic word-of-mouth (eWOM), as Zibarzani et al. (2022) discussed. Positive word-of-mouth marketing is generated when guests have a favourable impression of the brand and desire an exceptional core product and high-quality service, as observed by Jindal et al. (2021). Guest satisfaction is also influenced by the food service quality provided by the restaurant, leading to engagement behaviours and intentions to revisit, as found by VO et al. (2020). A study by de Souza et al. (2022) at a five-star hotel revealed

that guest satisfaction and food service perceptions were influenced by a clean dining environment, excellent staff, a friendly atmosphere, and the restaurant's appearance. The presence of high-quality employees further enhances guest satisfaction, increasing the likelihood of their subsequent visits due to the food service quality provided by the restaurant.

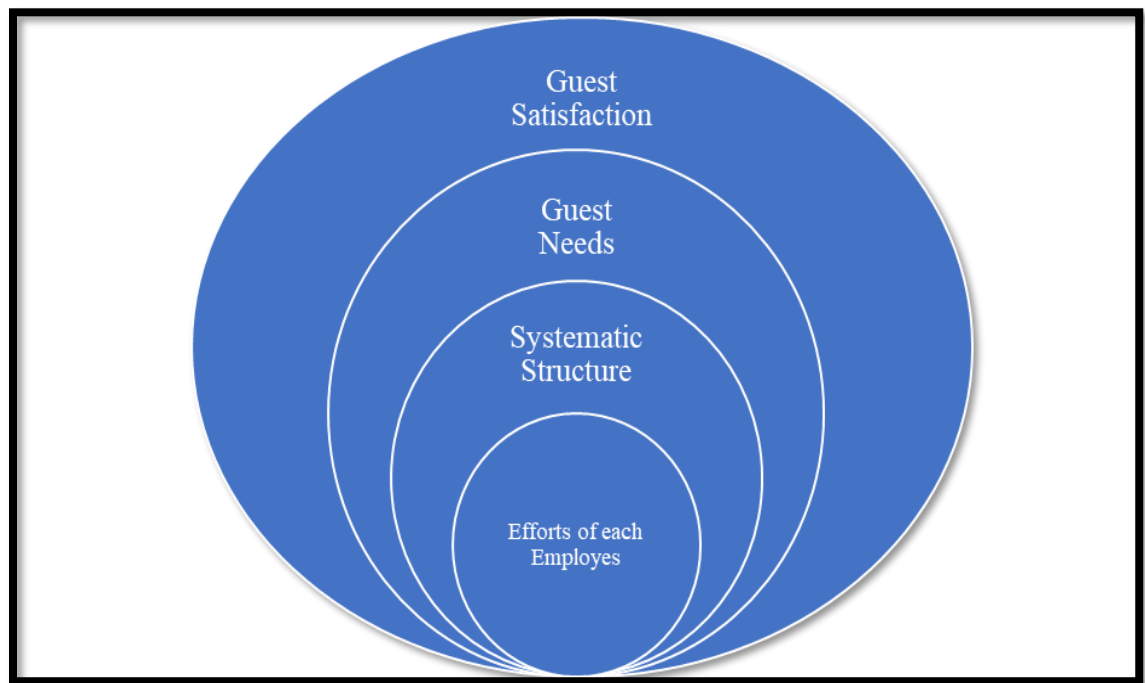


Figure 2.9: Employee Efforts Lead to Guest Satisfaction (Bouchriha et al., 2023)

A study conducted by Lim et al. (2022) found that implementing the DIVESERV approach leads to higher levels of guest satisfaction. To impact guest satisfaction, the food service quality of the restaurant should not be compromised by competitive pricing. Additionally, a pleasant dining experience during the restaurant's food service significantly influences guest satisfaction, as Bisui et al. (2021) highlighted.

According to Ali et al. (2021), prioritizing guest satisfaction is crucial for every hotel to achieve the restaurant's objectives. However, maintaining high levels of guest satisfaction has become one of the most challenging tasks for managers in the competitive and ever-improving market of the hospitality sector. Some hotels have already implemented CRM strategies with successful outcomes, but to attain even higher levels of guest satisfaction,

adopting new and advanced CRM systems and procedures is necessary, as Afaq et al. (2023) suggested.

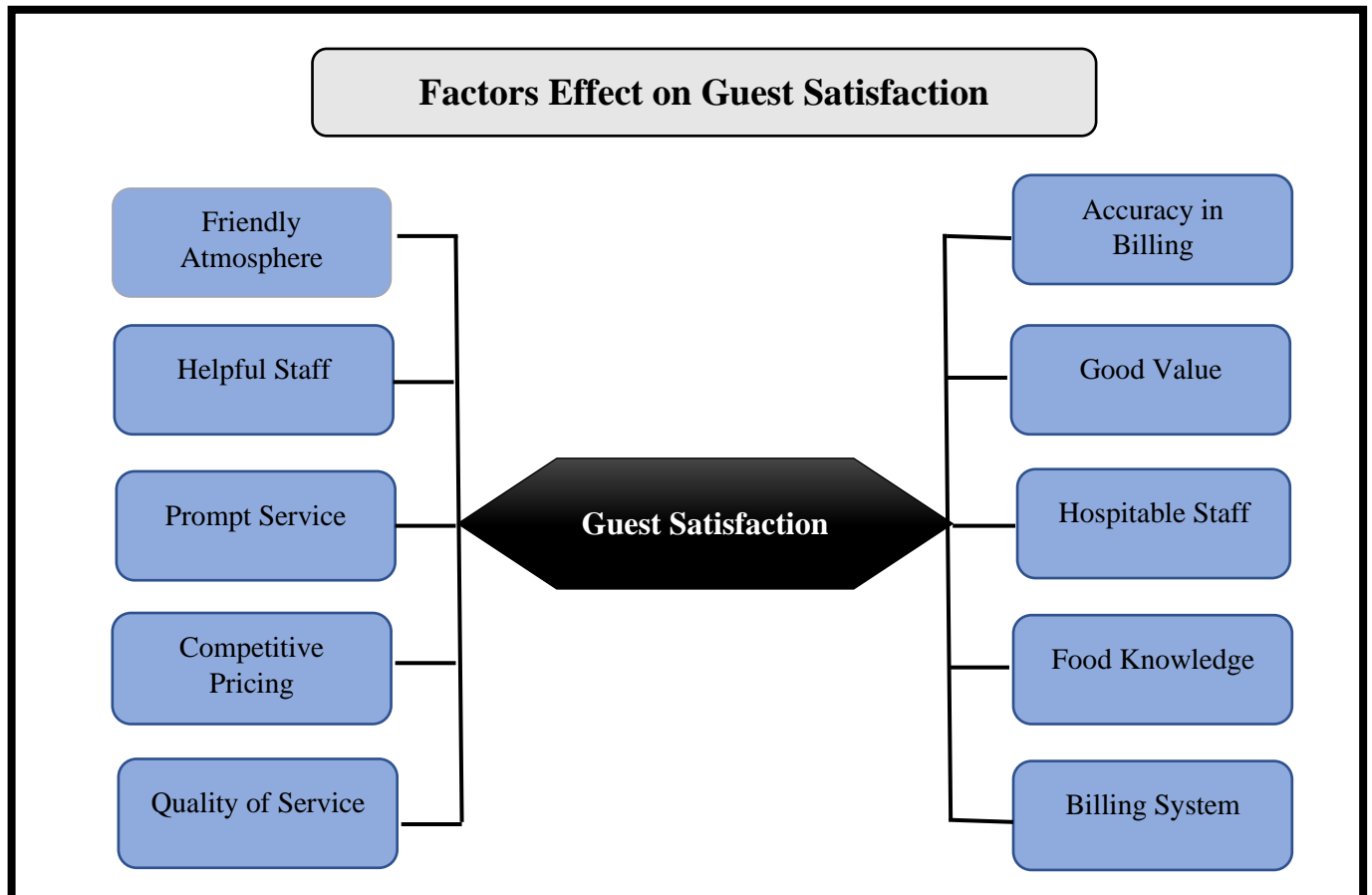


Figure 2.10: Importance of Guest Satisfaction (Glaveli et al., 2023)

The direct impact of guest satisfaction on a restaurant's profitability has been identified by Abdullaeva (2020) and Almohaimmeed (2019). Various factors contribute to guest satisfaction, including food service quality, overall guest satisfaction, and their intentions for future visits, as Zibarzani et al. (2022) identified. Within the food service quality experience, overall satisfaction, particularly regarding reliability, consistency, appropriateness, and convenience, significantly enhances guest satisfaction. By prioritizing these factors and focusing on food service quality, long-term relationships with guests can be established, as Zhong and Moon (2020) emphasize. In brief, guest satisfaction serves as a vital tool for evaluating the restaurant's food service quality, acting as a critical mediator between food service quality and the intention of guests to revisit the establishment.

According to Ali et al. (2021), ensuring ongoing guest satisfaction is a critical challenge that all service-providing sectors face. The researcher highlights two primary elements: the quality of the service provided and the level of guest satisfaction experienced. Consistently improving the quality of services in a restaurant can positively impact the hotel's revenue generation activities. Many hotels have implemented facilities to enhance guest satisfaction levels that allow guests to provide valuable feedback on the services offered, as mentioned by A. Z. Adnan et al. (2021). Furthermore, Zhuang et al. (2021) emphasize prioritizing food service quality in restaurants. To facilitate this, menu cards should be made available in all areas of the hotel where services are offered to guests, including restaurants, guest rooms, and bar areas.

Nevertheless, it should ensure that it is visible to guests, and the question posed on the comment card should be framed effectively and understandably. The guests should be encouraged to fill out feedback cards, the data should be analyzed to enhance the food quality of service, and the information should be relevant for management. The amount of satisfaction experienced by guests may be increased by taking advantage of all of these elements. So, guests who gathered the experience from the hotel's food service outlet would like to express their feelings through eWOM, so the other guest motivates to take the services from the restaurants. Much research intends eWOM to have a moderation role between the food service quality of the restaurant and guest satisfaction. According to Abdullah et al. (2022), who use the DINESERV model to research guest satisfaction, most hotel guests are pleased with the hotels' services. Still, the most important criteria that guests use to evaluate a hotel are "tangibility," "reliability," "responsiveness," "assurance," and "empathy" (Gebremichael & Singh, 2019).

Regarding these five aspects of service quality that the restaurant industry has evaluated, most guests have indicated that they are more satisfied with the hotel's tangibility, responsiveness, and assurance than its reliability and empathy (Ali et al., 2021). When it comes to reliability and kindness, the vast majority of hotels fail to satisfy their guests; as a result, to achieve the desired degree of guest satisfaction, hotels need to focus more on improving their service quality concerning the dimensions (Ali et al., 2021; Motha et al., 2022). The authors highlight the connection between food service qualities, guest

satisfaction, and revisit intention. According to Yfantidou et al. (2019), guest satisfaction is an essential component that helps the hotel business to succeed and acquire competitive advantages. The level of satisfaction experienced by guests is one of the aspects that helps to determine a hotel's profit (Serra-Cantalops et al., 2020).

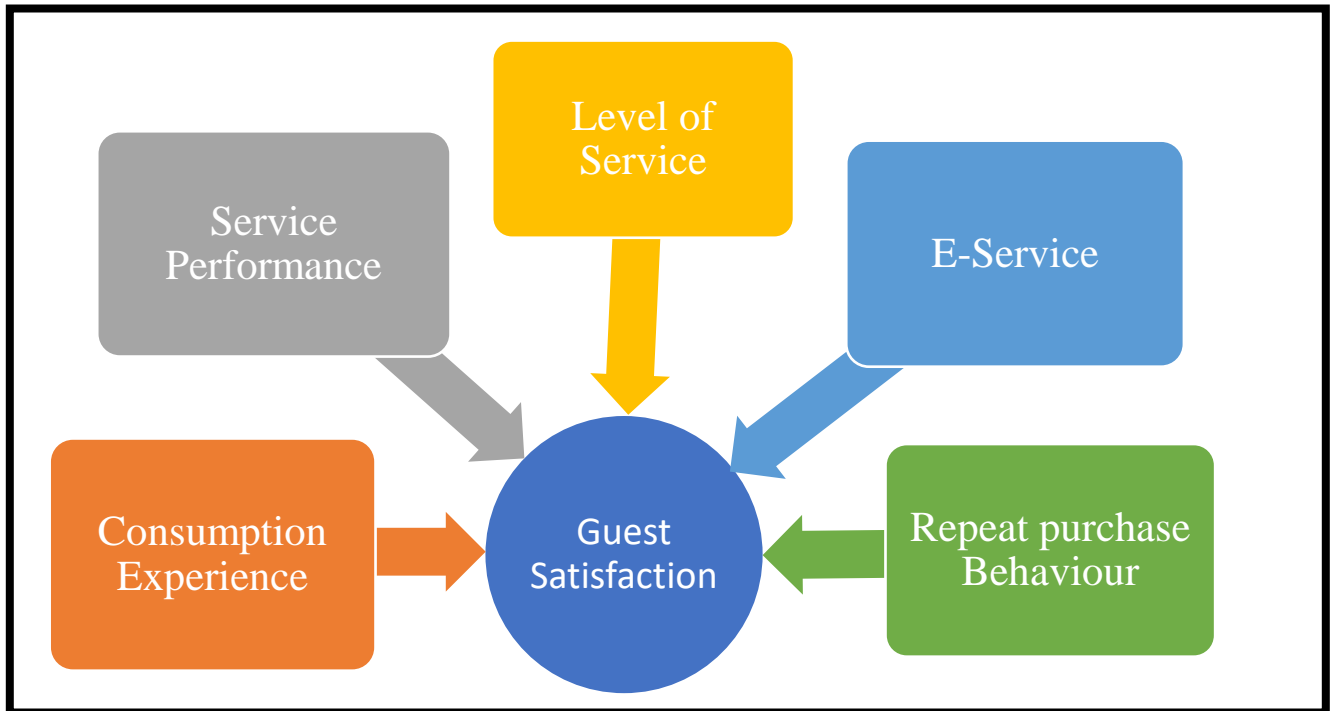


Figure 2.11: Guest Satisfaction Attributes (Ali et al., 2023)

2.3 REVISIT INTENTION

"Revisit Intention" refers to a person's capacity or disposition to return to the exact location (Shang et al., 2021). In the context of this research, "revisit" refers to the likelihood that former restaurant guests will return to someplace in the future (Jeong et al., 2022). It is common practice to see the presence of a guest's desire to revisit as evidence that they are a guest of first choice (Lee, 2022). This indicates that satisfied guests are more likely to repurchase the same product or service. Its cuisine and service quality must consistently generate interest in returning to the restaurant (Muskat et al., 2019). When it comes to providing food service, quality is vital for assuring that guests will revisit, and quality of service enhances the likelihood that guests will revisit (An et al., 2019). In addition,

according to Gunawan et al. (2020), electronic word-of-mouth (eWOM) enhances the intention of guests to visit a location because eWOM affects guests' preferences to revisit. eWOM impacts guests' choice to visit again (Iriobe & Abiola-Oke, 2019).

In addition, Hossain et al. (2023) claim a high link between the quality of food service and the desire of guests to revisit a restaurant when they are pleased with the quality of the food service given to them. Research conducted by Bisui et al. (2022) found that guests' contentment, confidence, and inclination to return to a hotel directly correlate to the quality of the restaurant's food services. According to Padma & Ahn (2020), the quality of the food service provided at a restaurant is one of the primary factors influencing a potential guest's decision to write a review of that hotel. In the same research, the revisit intention of guests is utilized as a predictor variable to investigate whether the quality of food service provided by the hotel's various food service departments may directly account for guests' satisfaction levels with those departments.

Retaining current guests is more cost-effective than acquiring new guests (Lamrhari et al., 2022). Hence, restaurant managers are interested in the elements influencing guests' intentions to return to their establishments. The literature mainly focuses on the connection between providing high-quality food service and encouraging repeat business from satisfied guests. The level of satisfaction experienced by guests has been shown to have a positive correlation with their likelihood to return (Ali et al., 2021).

According to Pakurár et al. (2019), several factors can lead to a state in which satisfied guests switch to other options. These factors include indifferent guests, the availability of competitive alternatives like having previous good experiences, the quality of food service, positive eWOM, and the location with easy access (Serra-Cantallops et al., 2020). According to some estimates, it is vital to ensure that repeat guests are pleased with their experiences to increase the likelihood of returning. This is because guests' propensity to return to a location indicates their willingness to provide feedback on the establishment and recommend it to others (Tumati et al., 2023).

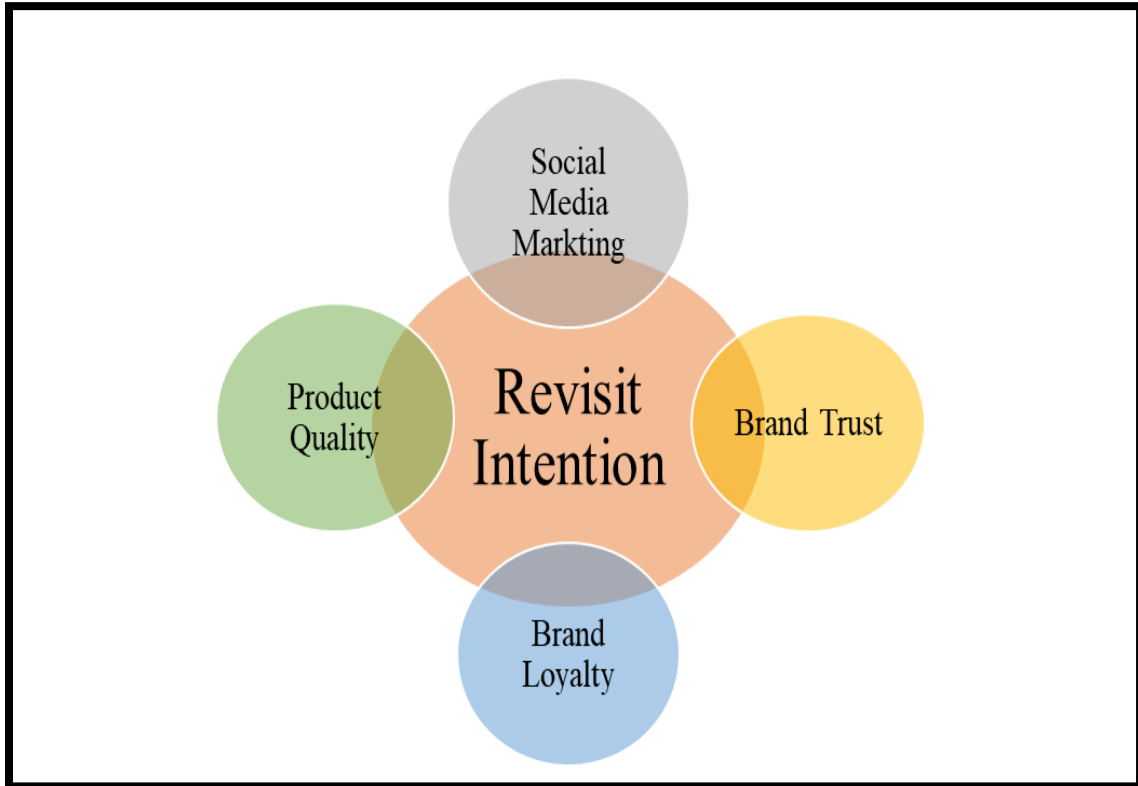


Figure 2.12: Attributes/Components of Revisit Intention (Pradhan et al., 2023)

According to previous research findings, revisit intention assessment should encompass the experience, value, and behavioural reactions (Mohamed et al., 2020). Most diners at a restaurant place a high value on the business's initial option because they plan to return to the establishment at some point (Lepkowska-White et al., 2019). As a result, guests with a positive experience at the restaurant advised their friends to dine there, which indicates that the restaurant is dedicated to providing high-quality food services (L.-H. Sun et al., 2022). Restaurant management is interested in learning about the elements influencing a guest's inclination to return to their establishment. Keeping current visitors is more cost-effective than acquiring new ones (Najar & Hamid Rather, 2021). They advertise the high quality of their food services on social media to get more guests to use those services (Mansoor, 2021). The research overwhelmingly points to a connection between providing excellent food service and increasing the likelihood of guests returning. The level of satisfaction experienced by guests and their desire to return to a location is positively correlated. There can be a situation where satisfied guests migrate to other choices if there are indifferent guests, the first choice to visit, and the intent to visit again (Rajput & Gahfoor, 2020). Some

visitors wish to gain more experience, and estimations highlight the significance of observing the level of contentment experienced by frequent visitors. According to Rajput & Gahfoor (2020), future intentions of revisiting indicate the willingness of consumers to revisit a similar place and suggest it to others. Therefore, some researchers refer to the fact that guests revisit to consider food service quality, which seems easy to find.

PREREQUISITES OF GUEST REVISIT INTENTIONS IN FOOD SERVICE

OUTLET:

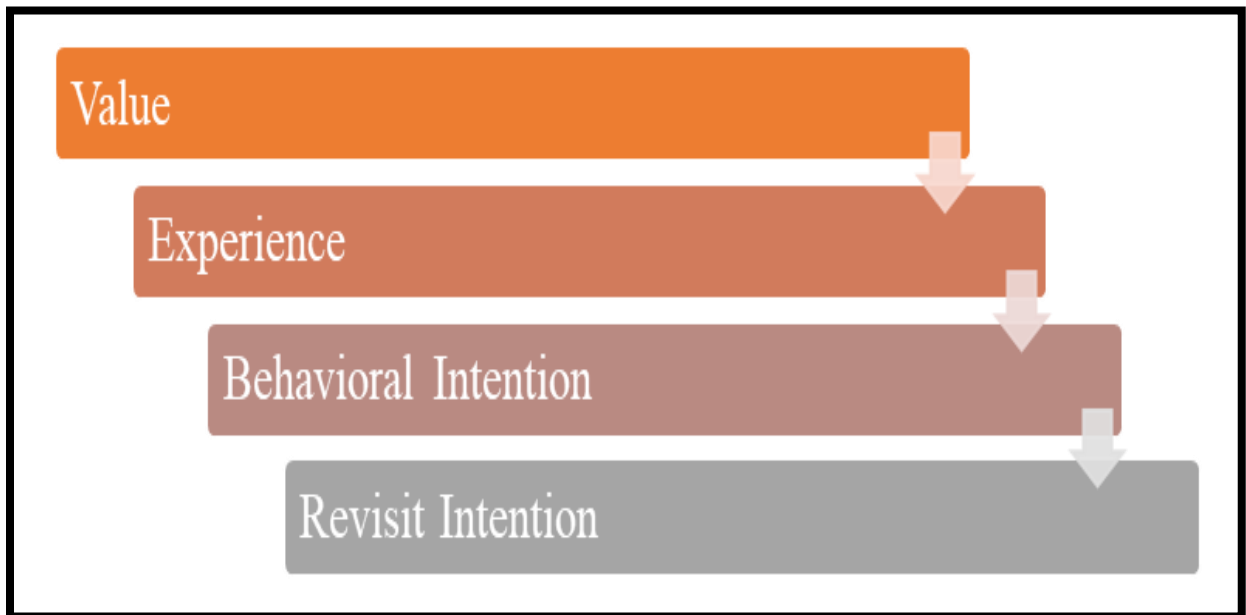


Figure 2.13: Prerequisite of Guest Revisit Intention (Gupta, Sajnani, et al., 2023)

a) **Value of the food service quality:** The guest's total evaluation of a product's or service's usefulness based on perceptions of what is offered and received is described as the perceived value (Solakis et al., 2022). The perceived value might compromise perceived costs and benefits (Peng et al., 2019). According to recent studies, perceived value may predict repurchase intentions more accurately than either contentment or quality (Suttikun & Meeprom, 2021). A unidimensional or multidimensional scale may examine the perceived value (Slack et al., 2020). The first's flaw is mainly related to its lack of integrity. The latter, for instance, might be operationalized as a social, emotional, functional, epistemic, and conditional construct with five dimensions (Furukawa et al., 2019). The perceived value is the guest's total evaluation of a product's (or service's) usefulness based on perceptions of what is offered and received. Guests considered this restaurant as their

first choice to revisit. Guests want to return to this restaurant in the future or plan to revisit the restaurant that advertised its quality of service on social media (Rajput & Gahfoor, 2020). It has been determined that service value is a prerequisite for satisfaction and revisits intentions (Adirestuty, 2019; Pai et al., 2020). Additionally, several studies have shown that food service quality significantly impacts perceived value (Suhartanto et al. (2019).

b) **Guest experience:** The guest experience emphasizes finding methods to enhance the experience of guests who plan to return to the restaurant (Buhalis et al., 2022). Managers may assist visitors in being more conscious of their intake and expertise and the joyful feelings it produces (Sorensen et al., 2020). They will revisit because they want to get more experience in the food service quality of the restaurant. Taking food service quality into account, it seems easy to find the hotel that a guest will stay at again (Aderere et al., 2020). As a result, they could appreciate the event more and want to return. A food service staff may assist guests in recognizing and appreciating the positive aspects of the food service quality (Lemy et al., 2019). Increasing guests' awareness of emotional, physiological, or environmental stimuli is possible. It will be essential for raising their level of satisfaction. They may lessen the focus on "Unpleasantries." Managing guests' pre-consumption experiences may benefit from social media acting as eWOM (Olorunsola et al., 2023).

c) **Behavioral responses of the guest:**

In the current body of research on diners' intentions to revisit a restaurant, critical theories are discussed under the concept of "behavioural reactions of the guest." Extensive research has been conducted on the factors that impact the quality of meal service in hotels. Guests who have had a positive experience with the food service quality will likely recommend the restaurant to others and speak positively about it. They may also consider revisiting the restaurant based on its promotion of high food service quality standards on social media. However, the success of implementing revisit intentions depends on initial acceptance and the user's behavioural reactions, as highlighted by Shirish and Batuekueno (2021).

Due to this, guests are receptive to and satisfied with the idea of restaurant return intention (Rajput & Gahfoor, 2020). The current research conceptualizes restaurant revisit intention as the guest's propensity to return to the restaurant of the hotels. Although analyzing a guest's actual behaviour rather than the restaurant's deliberate behaviour is desirable, it is

challenging to get the cross-sectional setting (M. Adnan et al., 2021). However, research has shown a substantial correlation between planned behaviour responses and actual behaviour (Hassan et al., 2021). Therefore, exploring the impact of restaurant revisit intention on behavioural responses is justified.

2.4 RELATIONSHIP BETWEEN FOOD SERVICE QUALITY AND GUEST SATISFACTION

Most guests believe that luxury hotels provide superior food service quality to fulfil their needs. Guests of restaurants have come to anticipate more significant levels of food service quality in both the food service and the amenities offered by hotels with higher ratings, which has led to increased guest satisfaction (Fagbemi; Gagić et al., 2013). Therefore, providing guests with a high-quality dining experience, a relaxing atmosphere, and a fun time will increase guest satisfaction (Lew et al., 2023). According to To & Leung (2023), the atmosphere of hotel food service outlets such as coffee shops and speciality restaurants, in addition to the variety of cuisine offered, are critical factors in determining the level of satisfaction of hotel guests. This is because people from all over the world enjoy eating at hotels and restaurant outlets.

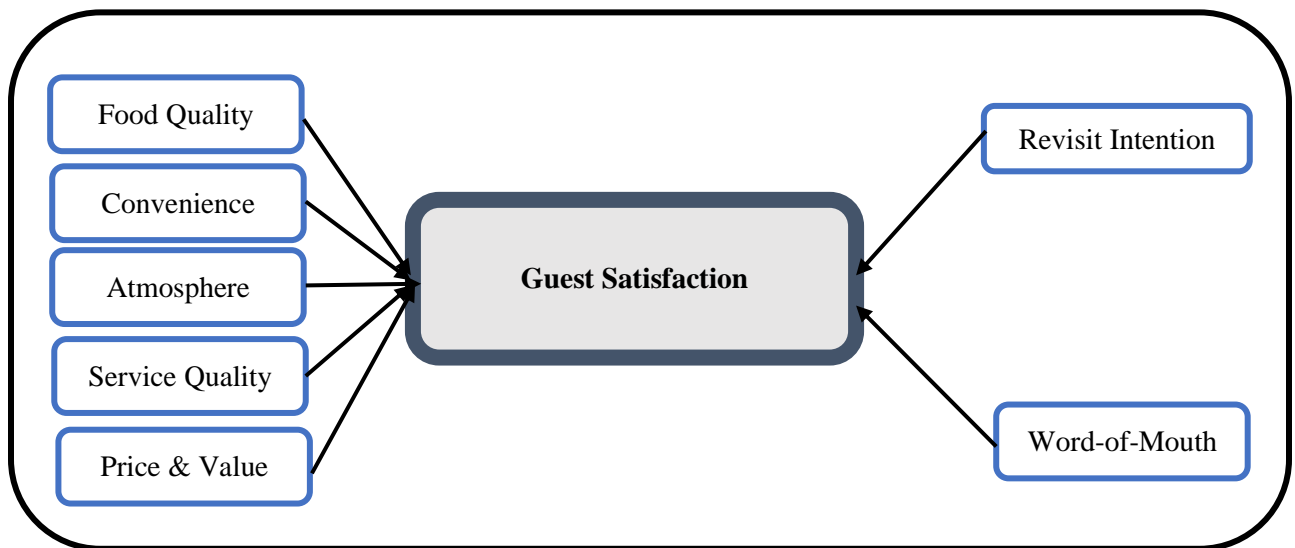


Figure 2.14: Influence of Guest Satisfaction, Revisit Intention & Word-of-mouth
(Nazarian et al., 2023)

In addition, the guest considers the cleanliness of the restaurant, the level of service provided, and the level of knowledge offered by the service staff (Cheong & Law, 2023). These are all crucial factors in deciding the level of satisfaction the guest experiences. After all, it may say that guests who are highly satisfied with the courtesy of hotel food service personnel are more likely to return to food service outlets on their next visit (Kim & So, 2023). They recommend that their peers visit the outlet to enjoy quality food service. This is because guests highly satisfied with the courtesy of hotel food service personnel are likelier to have a positive experience.

On the other hand, several researchers (Sajnani et al., 2023, Kim & So, 2023 and Yağmur et al., 2023) believe that a guest's satisfaction level with the food service quality is a precondition for overall hotel service. Therefore, paying attention to the quality of the hotel's dining service is very necessary. According to the findings of an empirical study conducted by Ahmed et al. (2023), the quality of food service significantly influences guests' satisfaction.

In a parallel development, the current study using DINESERV models by Suyanto et al. (2023) offers empirical evidence that the quality of food service impacts guest satisfaction. The quality of the food service is just one aspect of what contributes to overall guest satisfaction “concentrates only on the characteristics of the service”, From this, one may deduce, empirically speaking, that the quality of the food service influences the level of satisfaction of guests (Singh et al., 2023).

In addition to this, it is affected by how a guest evaluates the value and quality of the food service, as well as by subjective aspects such as emotional state, attitudes, roles, beliefs, and values, as well as by uncontrollable environmental factors such as weather conditions, the economy, politics, and the presence of other businesses (Kandampully et al., 2023; Xie et al., 2022).

Because measuring guest satisfaction is a comprehensive and multifaceted notion, the research in this area seems more experimental. This is why measuring guest satisfaction is not an exact science (Ginting et al., 2023). Although academics have proposed a few different hypotheses, no accepted method exists to quantify the conception process. The

three most well-recognized approaches are the confirmation-disconfirmation method, the performance-only approach, and the overall satisfaction strategy (Luk et al., 2022).

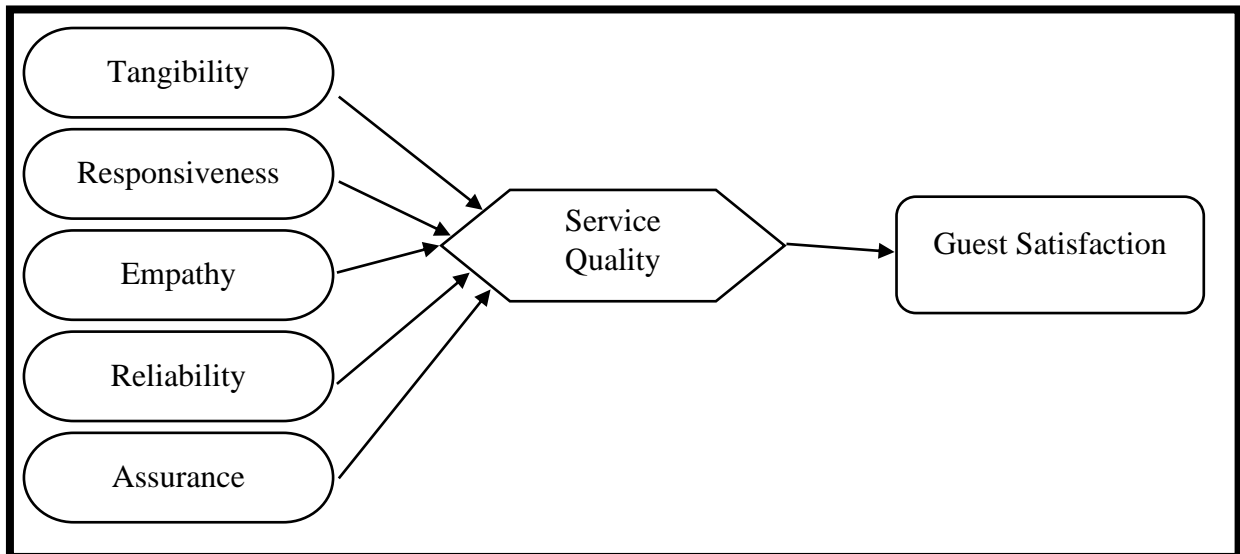


Figure 2.15: Food Service Quality Leads to Guest Satisfaction (Ismail et al., 2023)

An approach that has received much attention in the research that has been done on performance-only strategies is the guest satisfaction survey (Funk et al., 2022). This instrument measures both the quality of the food service and the overall contentment of the guests to assess guest satisfaction with the service experience. The study takes a quantitative approach to measuring the degree to which eaters are satisfied with the restaurant's treatment and service surroundings. Each of these measures for measuring the level of satisfaction experienced by guests has been tested across various restaurants and shown to be viable. The measuring service quality paradigm, also known as DINESERV, is a tool that Knutson and his colleagues developed in 1996 to evaluate service quality in the hotel industry (Wong et al., 2022). Research that uncovered various factors contributing to a guest's satisfaction served as the impetus for it. The five criteria for assessing service quality are dependability, assurance, tangibles, empathy, and responsiveness (Ong, Prasetyo, Lagura, et al., 2023). The DINESERV investigates the disparities by comparing the guests' views and expectations of service using a five-dimensional scale containing 29 service characteristics—created DINESERV to evaluate the quality of service provided in dining establishments (Muntean et al., 2023).

On the other hand, Henson and Trail's study from 1993 outlines four distinct characteristics of food service quality that positively influence guest satisfaction (Liu et al., 2022). In a research that was carried out by Liu et al. (2022), the quality of food service was determined based on how hotel guests perceived it; the author defined seven distinct characteristics of SERVQUAL (tangibles, reliability, responsiveness, assurance, empathy, reasonable price, and food service quality). However, there is another model used for food service quality, and that model is the SERVPERF model. According to the research findings, the SERVPERF model cannot accurately gauge guests' expectations about the quality of the food service (Chatterjee et al., 2022). The DINESERV model is newer and more advanced for the measurement of the quality of food (Chang & Cheng, 2022). It is a dependable and accurate instrument for measuring the quality of food service provided in the restaurant business. The DINESERV model will assist in the process of measuring five distinct characteristics, which are "tangibles," "responsiveness," "empathy," "assurance," and "reliability." DINESERV model is the updated version for measuring the actual result of guest satisfaction efficiently (Jaafar et al., 2022). As per, 29 items are in the survey instrument, including 10 in tangibility, 5 in reliability, 3 in responsiveness, 6 in assurance, and 5 in empathy. Mohd Nazri et al. (2022) highlighted that service quality was examined using the DINESERV instrument and found the difference between guest satisfaction and revisit intention. So, the research intends to follow the DINESERV model to get the exact output.

The theories mentioned above are concerned with the level of satisfaction that hotel guests experience and the quality of food service companies provide services rather than actual commodities since production and consumption are connected to the hospitality sector. However, the DINESERV evaluation is used worldwide in various cultures and enterprises to gauge the quality of products and services (Le et al., 2022). Therefore, it is well-known as a reliable method to evaluate the quality of the food service, which, in turn, measures the degree to which guests are satisfied.

2.5 RELATIONSHIP BETWEEN FOOD SERVICE QUALITY AND REVISIT INTENTION

The quality of food service is essential to the hotel industry's efforts to maintain consistent food service standards. Restaurants that provide quality food service are expanding due to

the high number of guests visiting five-star hotels in Bangladesh (Sufian & Hoque, 2022). These restaurants now cater to guests of all different races. Aside from that, the guests' impressions of the quality of the food service have been one of the most critical aspects of the guests' satisfaction, which in this instance applies to the guests' revisit intention (Park & Namkung, 2022). It would be interesting to find out what problems guests had and if they planned to return. Several studies have examined the food service quality that makes people want to revisit the same restaurant (Choi et al., 2022). This topic is of primary concern to the hotel authorities to improve the food service quality of the hotel.

Perceived service quality has consistently emerged as a critical factor influencing guest revisit intention, highlighting its significance in the hotel sector (Hossain et al., 2023). Various factors come into play to evaluate the quality of food service, such as food presentation, service delivery, restaurant image, cleanliness and sanitation, and the overall physical environment (Jeong et al., 2022). It is important to note that these factors also correlate with other hotel restaurant characteristics that significantly impact revisit intention (Khamis et al., 2022). In the highly competitive hospitality industry, restaurants must comprehensively understand guests' needs to maintain and expand their market share (Tran, 2022).

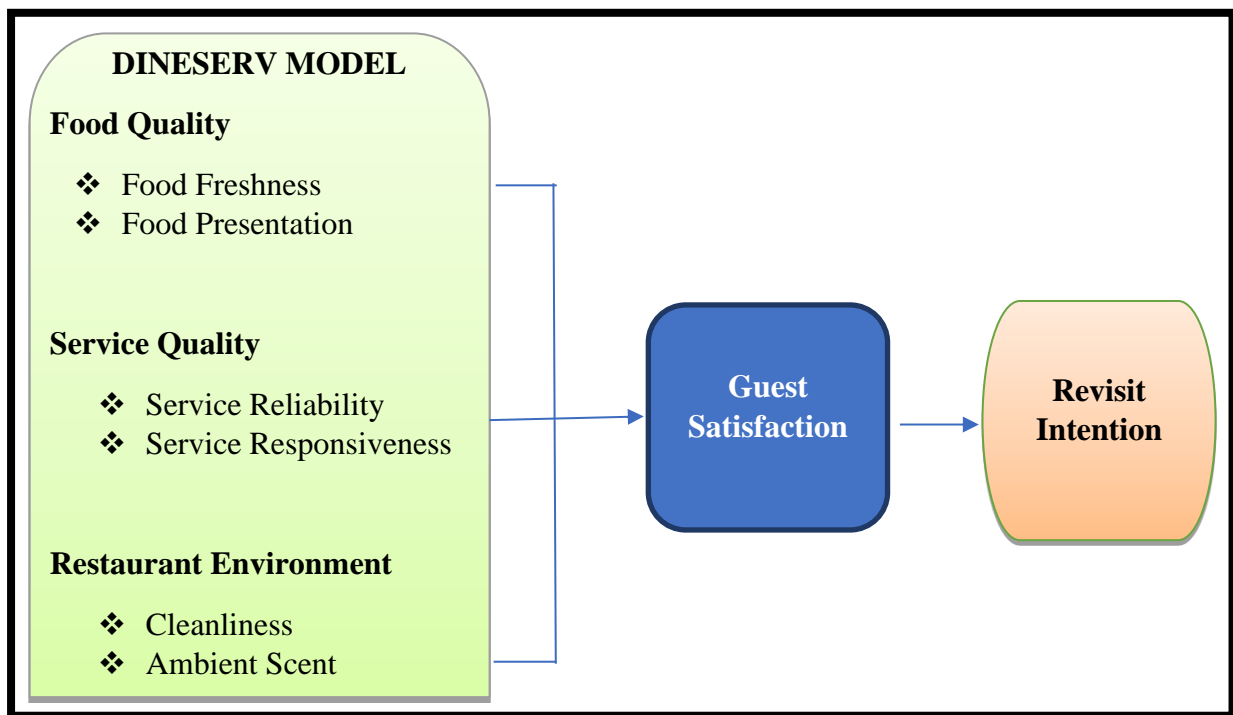


Figure 2.16: DINESERV Model and Revisit Intention (Zhao & Liu, 2023)

Given the competitive landscape, this research aims to identify the critical variables related to food service quality in five-star hotels contributing to repeat visits. Additionally, the study explores the significant associations between food service quality and consumers' inclination to return to restaurants in five-star hotels. Acknowledging the paramount importance of guest satisfaction, this research incorporates it as a mediator between food service quality and revisit intention, as emphasized in previous studies. Considering guest satisfaction as a crucial element, this study aims to provide valuable insights for the industry to enhance food service quality and foster repeat patronage.

2.6 RELATIONSHIP BETWEEN GUEST SATISFACTION AND REVISIT INTENTION

Food service quality directly impacts guest satisfaction, leading to the intention to revisit (D. A. P. Purwanto et al., 2022). Perceived value also has a direct relationship with guests, and to meet guest expectations, a higher level of food service quality must be provided (Ahmed et al., 2023). The management of the hotel must keep in mind that the satisfaction aspect is essential, as it is also one of the primary variables in determining whether or not guests will feel it is worthwhile to return (Katircioglu et al., 2022). Vada et al. (2022) suggested that various variables reviewed by the authors related to revisiting intention. However, some variables were discovered to be more effective in improving the food service quality. The author has suggested some new variables which will help improve guest satisfaction to revisit intention. In highly competitive fields like the hotel industry, guest satisfaction is one of the most critical factors determining whether a guest will revisit (Preziosi et al., 2022).

Numerous academics have researched the significance of guest satisfaction and described it as the reaction of a guest who has visited the hotel's restaurants. Gunaydin (2022) indicated in their research how the quality of restaurant food service intends guests to return to the establishment. According to Nabakayo (2022), guest satisfaction is connected to feelings experienced by the guest, including appreciation, contentment, pleasure, and satisfaction. According to Ayyildiz et al. (2022), guest satisfaction may be defined as "an overall guest attitude towards a service provider" or as "an emotional response to the

difference between what guests expect and what they get, relating to the fulfilment of some requirement, aim, or desire."

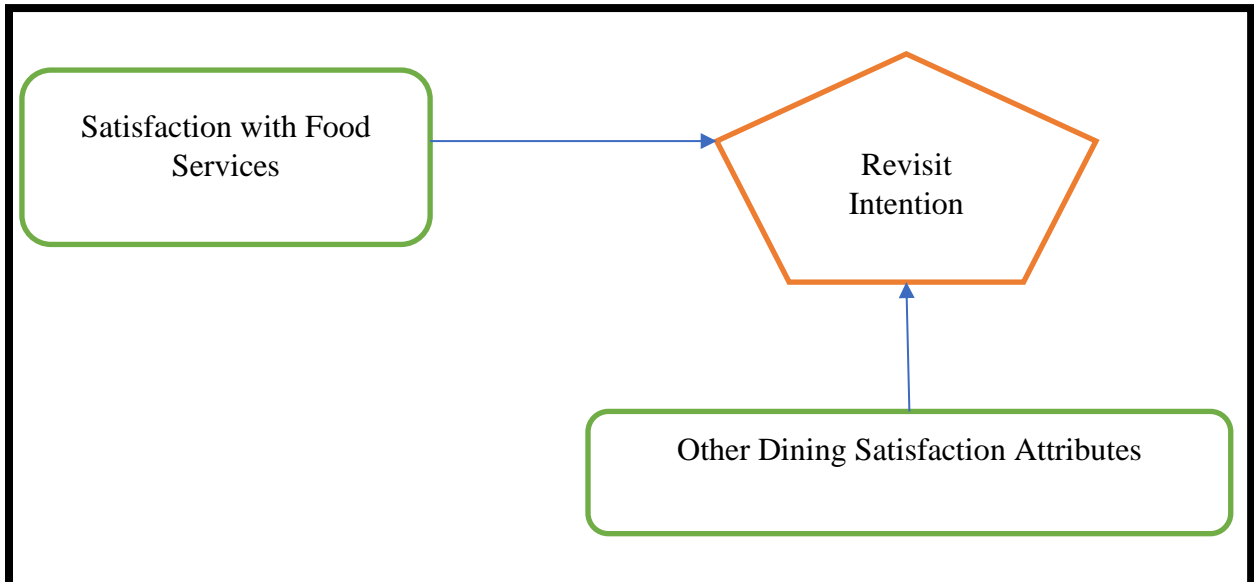


Figure 2.17: Revisit Intention (Chen et al., 2023)

In other words, it is determined by the degree to which a guest's requirements were satisfied compared to their anticipations. In other terms, guest satisfaction refers to how satisfied a guest is with a particular product or service (Ali et al., 2021). According to Paulose & Shakeel (2022), satisfaction is "a person's experience of pleasure as opposed to disappointment, which emerges from measuring a product's perceived performance or outcome versus his or her expectations." In addition, Michael Bhubet B Baluyot & Pampolina (2021) argue that satisfaction includes cognitive and emotional components, which may help hotel owners develop and provide quality culinary services that will delight guests and fulfill their requirements. According to the findings of this research Lucini et al. (2020), guest satisfaction is the step that must be taken before the level of satisfaction can be considered entertaining. This was determined by calculating the guest's fulfillment response through food service quality dimensions, satisfaction, and revisit intention.

In a restaurant that provides full service to its guests, the quality of the food service is the most critical factor in determining whether or not a guest would return for further assistance (Kim & Bachman, 2019). Regarding the qualitative qualities of food served in restaurants, the characteristic of healthfulness has become an increasingly important component

(Ferrante et al., 2021). After it was found that food service quality had a positive influence on diners' revisit intention, Lee (2021), investigated the different effects of different aspects of food quality (presentation, menu variety, quality staff, freshness, and temperature) on diners' intentions to behave in a certain way. They discovered that the availability of menu item alternatives was essential in predicting future behavior after how staff presented the food. In addition, the research conducted by George et al. ((2019), provides new information about the significance of food quality characteristics. The findings showed that guests were given positive sentiments regarding the product and a greater desire to buy it. Although not all of the food service quality attributes proposed in this study have been subjected to the investigation about repurchase intention, the findings of Abdullah et al. (2022) and Megahed & Abbas (2021) lead us to be reasonably supportive of the positive relationship between guest satisfaction of food service outlet of hotel and guests revisit intention. These studies have shown that diners are more likely to return to a restaurant that offers a variety of food options to satisfy the guests.

2.7 ELECTRONIC WORD OF MOUTH

Electronic word of mouth (eWOM) can be defined in various ways, highlighting its significance as a non-commercial communication between individuals. One definition state that eWOM is the spoken communication between a communicator and receiver, which involves non-commercial messages (Verma & Yadav, 2021). Another definition describes eWOM as the informal exchange of positive or negative opinions among guests regarding objectively existing and subjectively perceived aspects of products or services (Sangpikul, 2022). Additionally, it is characterized as a person-to-person interaction unrelated to commercial interests, involving discussions about brands, products, organizations, or services (Albarq & Al Doghan, 2020).

Furthermore, eWOM can be understood as comments shared by potential, current, or past guests regarding products or businesses, with accessibility through offline or online channels (Nam et al., 2020). The prevalence of eWOM can be attributed to the longstanding practice of individuals sharing their consumption experiences, highlighting its significance as a common phenomenon (Morton, 2020). Consumer discussions include poor restaurant service, novel food service experiences, and personal encounters with various products,

services, businesses, restaurants, and retail establishments (Yrjola et al., 2019). Overall, these definitions and observations emphasize the importance of eWOM in shaping consumer perceptions and influencing their decisions.

Social conversations produced over 3.3 billion brand impressions daily (Naraine & Bakhsh, 2022). It has been shown that the level of satisfaction experienced by guests may sometimes negatively influence restaurant guests' word-of-mouth intentions (Garcia et al., 2019). Therefore, it is essential to determine if the possibility of word-of-mouth marketing is influenced by guest emotions such as pleasure and arousal (Rajaobelina et al., 2021). However, in recent times, many academics have proposed that the hotel industry is one of the industries most heavily impacted by eWOM (Loureiro et al., 2021). Hotel service performance (such as reputation, overall performance, and booking intentions El-Said, 2020) and restaurant choice are all factors studied by Polas et al. (2022). The same article from Preziosi et al. (2022) summarizes the aspects contributing to guest satisfaction. The quality of food service, the pricing, and the surroundings are utilized as independent factors, and guest satisfaction is the dependent variable. After the consumption experience, the guest would share their knowledge with other guests' to ensure why they chose the restaurant's food service outlet (Hanks et al., 2022). The guest positively reviewed the food service quality of the restaurant. Online reviews on food service quality motivate them to purchase food from the restaurant.

Guests often rely on consumer reviews to determine the quality of food service and subsequently make recommendations to their friends (Zibarzani et al., 2022). Positive eWOM on food service quality indicates a restaurant's excellence (Amoako et al., 2023; Song et al., 2022). Reviewing information about a restaurant contributes to guests' knowledge about its food service quality (Srivastava et al., 2023). These actions fall within habitual and incentivized loyalty in electronic word-of-mouth (eWOM) (Heng Wei et al., 2023).

In today's dining landscape, guests prioritize their dietary choices and are particularly conscious of choosing healthy food from restaurant menus (Soeiro, 2022). Informal conversations among friends often take the form of word-of-mouth exchanges, where

opinions about food service quality are shared (Khondkar, 2023). Positive word-of-mouth can foster long-lasting relationships with restaurant guests (Konuk, 2019) and significantly contribute to product marketing and establishing a positive brand image within the restaurant industry (Melovic et al., 2020).

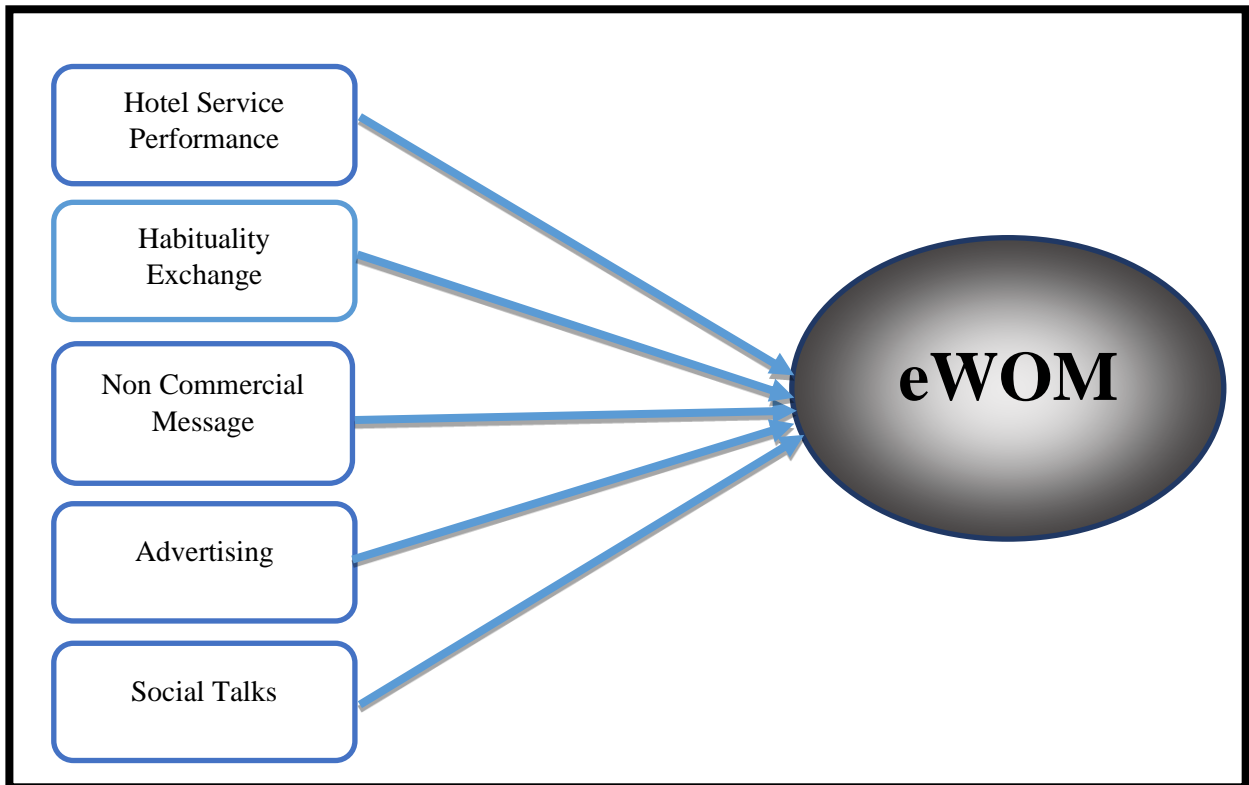


Figure 2.18: Electronic Word of Mouth (eWOM) (Mukhopadhyay et al., 2023)

The availability of online reviews focusing on food service quality enables guests to complete their decision-making process efficiently (Y. Choi et al., 2020). Such assessments also facilitate the selection of restaurants based on the quality of their food service (Chua et al., 2020). The consideration of food service quality, along with consumer reviews, influences guests' intention to visit specific restaurants (Mittra & Khamkar, 2021). Additionally, guests may be swayed by celebrities' food service quality recommendations when choosing a restaurant (Roy et al., 2021). By enhancing the efficiency of the restaurant selection process, food service quality reviews on social media platforms play a pivotal role in attracting guests (Koufie & Kesa, 2020).

Word-of-mouth communication moves much faster than other forms of media (Azim & Nair (2021). This kind of communication helps guests be satisfied and increases loyalty toward a business. Word of mouth has no bearing on guests already staying at the hotel, but it affects guests arriving for the first time (Sharma, 2020). According to Rock (2022), guests talk about their experiences with others via word of mouth. Word of mouth is a powerful communication tool that can positively and negatively impact guests (Gildin, 2022). Positive word-of-mouth communication shows that guests are delighted with the product and services that the restaurant provides (Sashi & Brynildsen, 2022).

In contrast, negative word-of-mouth communication shows guests are dissatisfied with the product and service. It was said by Y. Zhang et al. (2022) that word-of-mouth is an effective way to attract more new visitors, who will enhance the organization's profit and refer to other guests. Online reviews provide quick and easy access to reliable information about the food service quality of the restaurant (Chen et al., 2020). Online reviews help to know about different restaurants' food service quality (Nilashi et al. (2021). Guests adopt online reviews about the food service quality of the restaurant when the number of online reviews is large (Kim & Kim, 2022). Guests find the reviews helpful if the content relates to the restaurant's food service quality. These measures come under artificial intelligence (Kim et al., 2022).

According to Tobon & Garcia-Madariaga (2021), eWOM significantly influences consumers' purchase choices; as a result, one of the most important marketing strategies is to begin positive eWOM. Despite this, negative eWOM is a more informational and diagnostic tool, serving as a forum for visitors to voice their discontent (Heryana & Yasa, 2020; Tobon & Garcia-Madariaga, 2021). Regarding the service industry, word-of-mouth communications are far more informative than conventional marketing communications (Tobon & Garcia-Madariaga, 2021). When it comes from people you know, such as friends and family, eWOM is more believable than advertising (Siqueira Jr et al., 2019). Electronic word of mouth is a significant consumer decision factor (Heryana & Yasa, 2020). eWOM heightens feelings of attachment, which in turn increases the determination of consumers to make a purchase. eWOM may be created either before or after a transaction has been

completed. eWOM assists guests in improving their product knowledge and decreasing the perceived risk associated with purchasing the product (Hung et al., 2023). The value of eWOM in the eating experience cannot be overstated. When going out to eat, people often base their decisions on the recommendations of their friends.

WOM communication, a non-commercial interpersonal discourse, is more trustworthy than commercials in mass media (Ishii & Kikumori, 2023). This is because guests place more trust in the remarks made by other consumers about a particular product or service offered in the restaurant (Xu, 2021). Previous studies in the hospitality industry have shed light on the crucial role that guests' feedback plays in the operation of restaurants (Kaur et al., 2022). Research-based on empirical evidence revealed a good correlation between satisfied guests and their likelihood to return (Ghonim et al., 2022). Similarly, older research found that the possibility of a guest switching restaurants was negatively correlated with the guest's level of satisfaction with their current restaurant (Pelet et al., 2021). In the context of a restaurant, several researchers have discovered that guest satisfaction positively impacts the likelihood that a guest would return to the establishment (Kim & Bachman, 2019). In hotel management, the findings of empirical tests supported the idea that eWOM has a good influence on behavioral intentions, including intentions to return and refer to the establishment (Hwang et al., 2019). Specifically, it was observed that eWOM had a favourable impact on guests' inclinations to return when the topic of discussion was the quality of the food service. WOM predicted that satisfied restaurant patrons would have a greater propensity to return based on the expectation-disconfirmation theory, the source-outcome-relationship theory, and empirical data (Ogunnaike et al., 2022). The conclusion that may be drawn from this is as follows as it was discovered in the past, the concepts of dual entitlement as well as cue usage theory (de Bruin et al., 2020), S–O–R paradigm (Abdullah & Abd Aziz, 2020), and expectation-disconfirmation theory (Carragher-Wolverton & Hirschheim, 2023) are used and dealt with jointly as the theoretical foundation for the current investigation. These theories and the literature research findings constructed a new conceptual framework. It was discovered that eWOM is modeled as an antecedent of the restaurant s' guest's intent to return.

2.8 BRIEF DESCRIPTION OF THE RELATIONSHIP BETWEEN FOOD SERVICE QUALITY, GUEST SATISFACTION, AND REVISIT INTENTION

According to Wong et al. (2022), a guest's level of satisfaction with food service quality may indicate whether or not they want to return to the restaurant in the near or far future. Similarly, Tran (2020) investigated the intricate connection between primary constructs of food service quality and intentions to return. They concluded that revisit intention affected the food service quality of the hotel's restaurant, which affected satisfaction and led to intentions to revisit. Once a guest is satisfied with a hotel restaurant, there is a good propensity for them to revisit their original objective and suggest it to others, according to a study conducted by Alam & Noor (2020) and Tran (2020). Notably, food service quality and guest satisfaction are crucial triggers of intention to return to a restaurant (Rajput & Gahfoor, 2020).

On the other hand, word of mouth is directly related to the satisfaction of guests and the likelihood that they would return as guests at hotel restaurants (Nam et al., 2020). The findings of this study are consistent with those found in earlier research. The previous analysis results are compatible with the hypothesis that a positive association exists between satisfied guests and their propensity to return to the hotel restaurant. This finding, consistent with previous research, indicates that a positive association exists between the quality of the food service and the propensity to return (Zhong & Moon, 2020).

In addition, the various kinds of menus, service features, and quality of the physical environment are essential antecedents of the desire to return to a restaurant, in contrast to the findings of several other research (Singh et al., 2021). Because of the current state of the economy, competition is becoming even more apparent, forcing restaurants to search for unorthodox methods to attract business restaurant guests (Matta & Panchapakesan, 2021). These results demonstrate, in some way, the relevance of food service quality in producing an inclination to revisit. Nevertheless, restaurant management should not ignore that the quality of the physical environment significantly impacts how likely guests are to return (Sann et al., 2020). Because of this, the significance of the quality of the food service should not be ignored when devising methods for enhancing the level of satisfaction of visitors, increasing the likelihood that they will return, and establishing long-term connections with restaurant guests (Wisker et al., 2023). Guests' intentions to return to the

restaurant were modelled as antecedents. Where eWOM plays moderator relations with independent and dependent variables relations (Hoang & Tung, 2023).

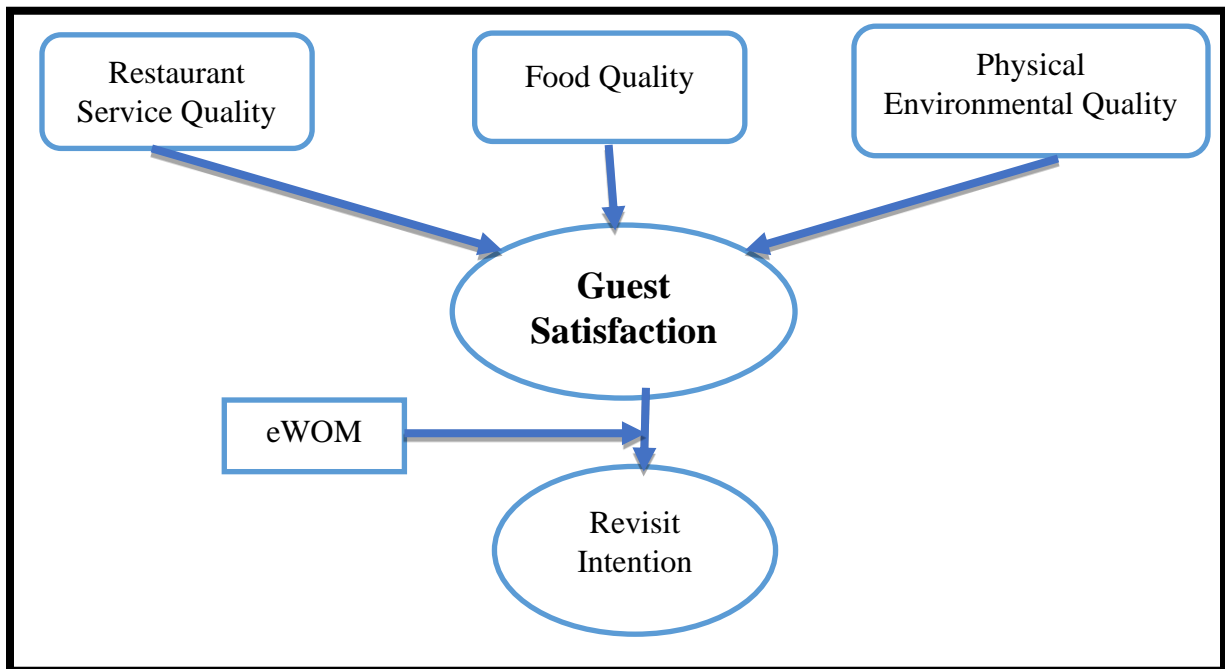


Figure 2.19: Guest Satisfaction on Revisit Intention (Zhu et al., 2023)

The research intends to find a scientific output concerning food service quality, guest satisfaction and revisit intention. To see a relationship between food service quality constructs, presentation of food service, food service attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedure of the restaurant with guest satisfaction plays an essential role (Hoang & Tung, 2023). The author tried to find specific measures that satisfy the guest (Koo et al., 2020). eWOM word of mouth plays a vital moderator between food service quality and guest satisfaction measures (Ahn et al., 2020). On the other hand, if guests are unsatisfied, they will not revisit the restaurant (A. C. Cakici et al., 2019). So the relationship between food service quality and revisit intention is crucial to guest satisfaction (Uslu & Eren, 2020). Guest satisfaction mediates food service quality and revisits intention (Laksana & Ekawati, 2020). On the other hand, eWOM also plays a vital role as a moderator's relationship between food service quality and revisit intention.

2.9 EXISTING SYSTEM AND GAP OF THE STUDY

Several authors and researchers have examined the topic of guest satisfaction utilizing a variety of other factors, and various published documents are relevant to the issue of guest satisfaction (Lucini et al., 2020). The researchers employed a unique approach to get to the bottom of the matter. However, in the majority of cases, researchers used standard variables such as CRM techniques for measuring the level of satisfaction of the guests, the friendliness of the atmosphere, the tangibility, reliability, responsiveness, assurance, and empathy of the staff, the promptness of the service, competitive pricing, and the perceived value (Alzoubi et al., 2021). The current research investigates factors contributing to a customer's overall satisfaction, including the SERVQUAL model, prevalent in the hospitality industry; service features; word-of-mouth; restaurant; location; and staff behaviour (Lee et al., 2022). The other researcher looked into these factors to establish a solid association with the level of satisfaction felt by guests (Ali et al., 2021). The existing system is solely focused on the contentment of guests but according to the concerns of the hotel sector, revisit intention is more critical than the contentment of guests; however, the satisfaction of guests is necessary for return intention to be achievable (K.-Y. Wang et al., 2021). Both are connected and relate to the degree to which customers are satisfied and return. However, the researcher only looked into a few aspects of food service quality (Chun & Nyam-Ochir, 2020). Other researchers have also found another predictor for guest satisfaction and food service quality (Chun & Nyam-Ochir, 2020). In the current system, some of the standard food variables investigated by the research were healthy food in a healthy environment, tasty food, the nutritive value of the food, and the taste (Su et al., 2021). Other investigated variables were the food's nutritional value (Bohrer, 2019). The quality of food service is an additional variable studied by researchers to increase customer satisfaction (Sinurat et al., 2021). Among the various service constructs investigated, some of the most common ones include service quality performance, feature, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, as well as food safety, nutrition, value, and package (Ogunleke, 2020).

SERVQUAL (tangibles, reliability, responsiveness, assurance, empathy, reasonable price, and food quality), (ACSI model) "American Guest Satisfaction Index model," as well as DINESERV and SERVPERF models, are examples of models that measure guest

satisfaction (Abdullah et al., 2022; Hai Ming et al., 2022). Previous studies stated that the quality of the food service is an essential factor for guests' satisfaction (Halimi et al., 2022). However, these papers did not discuss how a satisfied guest can be converted into an intention to return due to quality food services (Assaker et al., 2020). As a result, the research result was not found to be satisfactory. The gap was identified through the study of all of the research papers and the thesis, and the purpose of the subsequent investigation was to discover the fact and the hidden truth about how food service quality, guest satisfaction, and the intention to return positively impact restaurants in five-star hotels in Bangladesh. The quality of the food service, the menu, the restaurant's atmosphere, the level of hygienic cleanliness, and the level of comfort are becoming increasingly important to today's diners (Chang et al., 2021). Every day, there is a higher demand from guests, and to please them, hotels provide their full attention to those guests (Gaur et al., 2021). Today, the goal of five-star hotels is not to satisfy their visitors merely; instead, they want to raise the level of revisit intention in their guests so that they will return to the hotel's restaurant and spread the word about their experience to their friends and family. The increasingly competitive market is causing an increase in the quantity of goods and services offered each day.

The hospitality industry faces the ongoing challenge of strengthening its relationship with hotel guests, as the quality of this relationship holds significant importance for the organization's reputation (Ali et al., 2021). It is widely acknowledged that satisfying customers is a primary objective for any company, as it directly contributes to the overall success of a hotel. Consequently, hotels are making substantial investments to enhance guest satisfaction and foster guest loyalty. During the literature review, the researcher recommended different variables influencing guest satisfaction. These variables encompass food quality, encompassing elements such as an innovative menu, gastronomic techniques, traditional cooking methods, food attributes, and food presentation (Khoshkam et al., 2023). Service quality is another crucial factor, comprising aspects such as restaurant image, cleanliness and hygiene, physical environment quality, and the incorporation of artificial intelligence (Kwon et al., 2020). Additionally, guest satisfaction encompasses restaurant cleanliness and hygiene (Kim & Bachman, 2019).

Previous research has identified several factors that contribute to the intention of guests to revisit a hotel (Abdullah et al., 2022; A. Z. Adnan et al., 2021; Ali et al., 2021; Bisui et al., 2022; Chang & Cheng., 2022; de Souza et al., 2022; George et al., 2019; Talukder et al., 2023). However, the pursuit of the hotel industry in understanding revisiting intention does not stop there; additional research is required (Abdullah et al., 2022; A. Z. Adnan et al., 2021; Ali et al., 2021; Bisui et al., 2022; Chang & Cheng., 2022; de Souza et al., 2022; George et al., 2019; Talukder et al., 2023). A thorough literature analysis reveals a gap in the hospitality industry concerning the interrelationship between meal quality, service quality, guest satisfaction, electronic word of mouth, and the propensity to return. Therefore, it is evident that specific areas need further investigation to influence guests' intention to review and consider revisiting a hotel. Recent studies have uncovered new factors contributing to guests' intention to return (Nam et al., 2021).

The restaurants at most five-star hotels in Bangladesh are very fancy and provide a wide variety of cuisines. These restaurants that cater to tourists by providing good meals, a wide selection of dishes, and friendly service will see an increase in their business (Adnan et al., 2021). Individual guests' needs and preferences regarding food preparation and consumption are always respected. It's not uncommon for local and foreign visitors to five-star hotels to dine at their upscale restaurants (Abdullah et al., 2022). Guests found restaurants serving traditional Bangladeshi meals to foreign fare at these hotels. Popular methods of luring customers are themed nights, special discounts, and themed dinners.

These factors include the quality of the food service, the level of guest satisfaction, and the intention to return. Subsequent research will delve into guests' intentions to revisit the hotel, utilizing SPSS software to analyze the collected data and establish the nature of the connection between the quality of the food service, reported guest satisfaction levels, and the electronic word of mouth generated by the hotel.

SUMMARY

The present study examines the literature on food service quality, guest satisfaction, electronic word of mouth (eWOM), and intention to return within the hotel sector. The analysis focuses on the relationship between hotels' food and beverage offerings, guest satisfaction levels, and the likelihood of returning to the establishment. Additionally, the study investigates the impact of eWOM on these previously studied independent factors.

Secondary data for this study were derived from a literature analysis of food services in the hotel sector. The review explicitly examines the various types of food services offered in other hotels and their significance concerning different aspects affecting business performance. This literature analysis provides a theoretical framework for the current study. Although the hotel sector heavily relies on its food and beverage departments as a primary revenue source, previous research suggests that food services do not receive significant priority since they are not the primary source of income. Most existing research on food service focuses on primary and secondary catering services, with limited published information available on this topic within the hotel sector.

In the hospitality and tourism industries, guest satisfaction is widely discussed, with numerous studies indicating a direct correlation between guest satisfaction and positive outcomes. Similarly, the issue of revisit intention has garnered considerable attention in the research community. However, its association with food services has received little focus and limited available literature.

CHAPTER 3
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

INTRODUCTION

When conducting a research study, one of the most important aspects to pay attention to is the methodology of the study. According to Lilhore et al. (2022), the research plan is a method that uses scientific techniques and numerical analysis to seek an examination of the specified correlations among components. It acts as the nerve center of the study and provides additional significance to the investigation results. The scholar will gather the data, arrange it, analyze it, and then interpret it using specific procedures and tools, which will be detailed in the methodology section. It gives specific information on constructs and variables. Choosing a particular research strategy is analogous to deciding on a course of action. This chapter describes the research methodologies, as well as an explanation of the specifics of the research instruments utilized to accomplish this study's primary objective. The scientific procedures that comprise the research methodology have served as the foundation for every instrument relevant to this investigation's aims. Every instrument was tested using the typical conditions and configurations. The questionnaire from the hotel restaurants served as the basis for collecting the primary data.

The next thing that must be done is to create a plan outlining how the investigation should go. The study objectives were created after reviewing and analyzing the previous research. The qualitative technique is regarded as an alternative strategy that answers problems that may not be able to be answered using quantitative methods such as probability testing, random sampling, or any number of other methods. The research aims to answer what the analysis would provide was specified in the objectives of the study. The appropriate hypothesis for the research was formed after looking at the previous research and thinking about the study's objectives. A research approach well-suited to the study's needs was developed so that the data could be adequately analyzed and conclusions could be drawn. Following this, the survey methodology was selected, and the research area, population, and sampling framework were examined. Scholars explained the tool used to gather data, which was the questionnaire.

In conclusion, the statistical method and the various data collection approaches were covered to arrive at appropriate findings and results. According to Kohler et al. (2022), a qualitative approach may be integrated with quantitative methodologies to bring about discoveries in the data analysis process. As a result, the technique of the study that was used is going to be detailed here.

This chapter is broadly classified into the following sections:

- **OBJECTIVES OF THE STUDY**
- **DEVELOPMENT OF RESEARCH HYPOTHESIS**
- **RESEARCH DESIGN AND METHODOLOGY**
- **SURVEY APPROACH**
- **POPULATION AND SAMPLE FRAME**
- **RESEARCH QUESTIONNAIRE DESIGN**
- **CONTENT VALIDITY**
- **FACE VALIDITY**
- **RESEARCH QUESTIONNAIRE PRE-TEST**
- **SUMMARY**

3.1 OBJECTIVES OF THE STUDY

As per Przybyłek et al. (2022), the objectives and aim of the study should be mainly based on the positivist approach having quantitative methods of investigation.

This current research work is based on the following objectives:

- **To analyze the relationship between food service quality and guest satisfaction in five-star hotels of Bangladesh.**
- **To study the impact of food service quality and guest satisfaction on revisit intention in five-star hotels of Bangladesh.**
- **To examine the role of guest satisfaction to increase revisit intention in five-star hotels of Bangladesh.**
- **To study the impact of electronic word of mouth on food service quality, guest satisfaction and revisit intention in five-star hotels of Bangladesh.**

3.2 DEVELOPMENT OF RESEARCH HYPOTHESIS

Based on the findings of the literature study and the researcher's previous experience in the hospitality industry, the elements that impact the quality of food service have been identified in this section. According to the variables, several different factors have been established, and they are as follows:

- **Presentation of food service**
- **Food service attributes**
- **Restaurant image**
- **Restaurant cleanliness & hygiene**
- **Standard operating procedure**

Moreover, the hypotheses were developed to estimate the effect of the above-identified variables on guest satisfaction & revisit intention. The impact of the mediating variable was also seen in this relationship. The further hypothesis was framed to test the role of guest satisfaction as a mediator in this relationship. eWOM was also seen as a dominant factor in the relationship of food service quality with guest satisfaction and revisit intention. So, in the third step, hypotheses were framed to determine the impact of eWOM as a moderator on these relationships.

Finally, the hypotheses were developed as follows:

Hypothesis 1: There is significant impact of food service quality on guest satisfaction.

Hypothesis 1a: There is significant relationship of presentation of food service with guest satisfaction.

Hypothesis 1b: There is significant relationship of food service attributes with guest satisfaction.

Hypothesis 1c: There is significant relationship of restaurant image with guest satisfaction.

Hypothesis 1d: There is significant relationship of restaurant cleanliness & hygiene with guest satisfaction.

Hypothesis 1e: There is significant relationship of standard operating procedure with guest satisfaction.

Hypothesis 2: There is significant impact of food service quality on revisit intention

Hypothesis 2a: There is significant relationship of presentation of food service with revisit intention.

Hypothesis 2b: There is significant relationship of food service attributes with revisit intention.

Hypothesis 2c: There is significant relationship of restaurant image with revisit intention.

Hypothesis 2d: There is significant relationship of restaurant cleanliness & hygiene with revisit intention.

Hypothesis 2e: There is significant relationship of standard operating procedure with revisit intention.

Hypothesis 3: Guest satisfaction acts as a mediator between the relationship of food service quality and revisit intention.

Hypothesis 3a: Guest satisfaction acts as a mediator between the relationship of presentation of food service of food service quality and revisit intention.

Hypothesis 3b: Guest satisfaction acts as a mediator between the relationships of food service attributes of food service quality and revisit intention.

Hypothesis 3c: Guest satisfaction acts as a mediator between the relationship of restaurant image of food service quality and revisit intention.

Hypothesis 3d: Guest satisfaction acts as a mediator between the relationship of restaurant cleanliness & hygiene of food service quality and revisit intention.

Hypothesis 3e: Guest satisfaction acts as a mediator between the relationship of standard operating procedure of food service quality and revisit intention.

Hypothesis 4: There is significant impact of guest satisfaction on revisit intention.

Hypothesis 5: eWOM acts as a moderator in the relationship between food service quality and guest satisfaction.

Hypothesis 6: eWOM acts as a moderator in the relationship between food service quality and revisit intention.

3.3 RESEARCH DESIGN AND METHODOLOGY

Research design is a complete process of formulating research problems, selecting data collection techniques, the method for analysis and significant necessities (Kumari et al., 2023). There are many approaches to research methodologies in the social sciences arena, but the most well-suited approach is the survey research approach (Mahajan & Mahajan, 2022). A survey research approach provides an inexpensive, quick, accurate and efficient means of evaluating data about the respondents (Hanaysha & Alzoubi, 2022). The accomplishment of any research depends upon choosing the suitable research methodology and correct research design (Divakaran et al., 2022). Moreover, the success of the present method lies in the precision of the past move in a research design.

Research design is supposed to fulfil the following purposes:

- Provide a complete strategy before collecting data (Singleton, 1993).
- To enable the researcher to draw inferences between different study variables (Nachmias, 1976).
- To keep the variations under control and provide the answer to the study's research questions.

The present research will investigate the changing landscape of the food service quality of the hotel industry as well as the significance of the hotel's food service department in terms of the degree to which guests are satisfied with their experience and how likely they are to revisit. It is necessary to provide a detailed explanation of the relationship of some variables. Because of this, the study's results will be conclusive, and the convenience sample research methodology will be employed to conduct the research.

According to Mishra & Alok (2022), the research process comprises the following stages:

- ❖ **Literature Review**
- ❖ **Theoretical Background**
- ❖ **Construction of Model**
- ❖ **Variable Operationalization**
- ❖ **Sampling Design**
- ❖ **Data Collection**
- ❖ **Investigation of Data**
- ❖ **Data Analysis**

Each stage is described below in this study:

3.3.1 LITERATURE REVIEW

The evaluation of the relevant literature includes earlier studies that concentrated on past research on topics pertinent to the food service quality of the hotel industry, including guest satisfaction and revisit intention. The researcher looked at every previous study that has been conducted on the subject of hotel food service quality. In addition, a literature review was conducted, with a particular emphasis on studies and research papers that dealt with eWOM in the hotel industry.

3.3.2 THEORETICAL BACKGROUND AND CONSTRUCTION OF MODEL

The selection of the independent and dependent variables is a procedure that requires meticulous investigation. This study identified the factors by doing a literature review, developing a theoretical basis, and conducting a pilot study using a research questionnaire. A conceptual framework has been established to clarify the aspects to be researched. This framework was produced based on a survey of the literature and material accessible via books. The structure that was designed may be seen in the following figure.

Conceptual Model

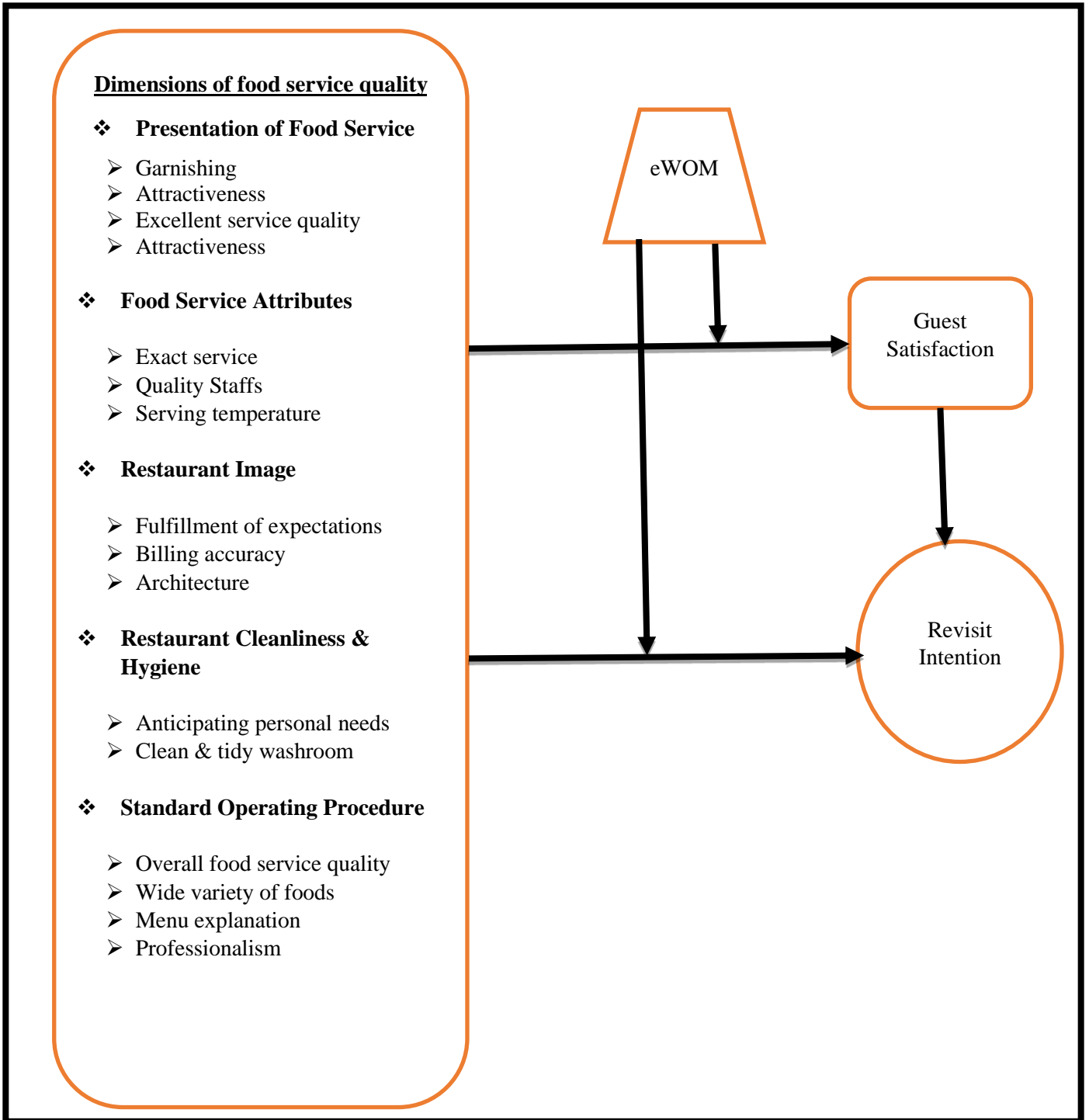


Figure 3.1: Conceptual Framework of Revisit Intention

3.3.3 VARIABLE OPERATIONALIZATION

Finding out how the variables that had been identified might be measured was the primary objective of this stage of the process. A comprehensive analysis of the existing research served as the foundation for operationalising the variables. The apparent accuracy of each variable is analyzed and assessed. In this research, the food service quality is considered as the independent variable, while guest satisfaction and revisit intention are the dependent variables.

3.3.4 SAMPLING DESIGN AND DATA COLLECTION

During this stage, data were gathered to put the research hypothesis to the test. For the aim of this research, contact was made with about 17 five-star hotels and restaurants located around Bangladesh that had received the necessary approvals and were operating normally. Hotels registered with the Ministry of Civil Aviation and Tourism and those registered with the website were considered when choosing which hotels to use for data collection. In the beginning, 17 hotels and restaurants were considered for surveying. This was done with the assistance of the hotel's management committee, specifically the hotel's food and beverage manager. In the end, a list of 17 hotel restaurants was compiled, and those hotels were chosen for further consideration to conduct a survey and gather data. The following is a list of the hotels that made it into the shortlist to participate in the survey:

Table 3.1: List of Five-star Hotels in Bangladesh

Serial No.	Name of the Properties	Location
01	Sonargaon Hotel International Limited	Dhaka, Bangladesh
02	Intercontinental Dhaka	Dhaka, Bangladesh
03	Radisson Blu Water Garden Hotel	Dhaka, Bangladesh
04	Unique Hotel & Resorts Limited	Dhaka, Bangladesh
05	Hotel Sarina Limited	Dhaka, Bangladesh
06	Dhaka Regency Hotel and Resort	Dhaka, Bangladesh
07	Le Meridien Dhaka	Dhaka, Bangladesh
08	Renaissance Hotels	Dhaka, Bangladesh
09	Seagull Hotel Limited	Cox's Bazar, Bangladesh

10	Ocean Paradise Limited	Cox's Bazar, Bangladesh
11	Sayeman Beach Resort	Cox's Bazar, Bangladesh
12	Radisson Blu Chattogram Bay View	Chittagong, Bangladesh
13	Royal Tulip Sea Pearl Beach Resort	Cox's Bazar, Bangladesh
14	Grand Sultan Tea Resort and Golf	Sylhet, Bangladesh
15	Momo Inn Limited	Bagura, Bangladesh
16	Hotel Jabir Paradise Limited	Jessore, Bangladesh
17	The Palace Luxury Resort	Habiganj, Bangladesh

Source: Ministry of Civil Aviation and Tourism, 2022

3.3.5 INVESTIGATION OF DATA

After the questionnaire was completed, an investigation of the data was conducted to look for any errors. After that, the coding and editing were completed, and then the data were pre-tested to see whether they were acceptable for the test used in this research. The information was entered into the SPSS software to analyse the research further.

3.3.6 DATA ANALYSIS

SPSS 26 and SmartPLS 3 software were used to analyze the data. The following methods of statistical analysis were implemented:

1. A review of the relevant literature was conducted to determine the significant characteristics most closely related to food service quality. This was done to study the elements that influence food service quality. In addition to that, a measuring model was used to assess these parameters.
2. A structural model that allows for the testing of connections was built to assess the link between food service quality and guest satisfaction.
3. A structural model that allows for testing connections was built to assess the link between food service qualities and revisit intention.
4. To investigate the influence of eWOM as a moderating variable on the link between the food service quality provided and the level of guest satisfaction.
5. A technique known as structural equation modelling was used.
6. To investigate the effect of eWOM as a moderating variable on the link between the food service quality and the revisit intention to the establishment.

3.4 SURVEY APPROACH

The technique of surveying participants was used for the testing of the hypotheses in this research study. Cahigas et al. (2023) suggested that the survey techniques are the ones most suited to test the hypotheses produced from theory. A technique study known as survey research offers a way of analyzing respondents' data that is affordable, rapid, accurate, and practical. Instead of focusing on achieving the contextual realism that has already been accomplished by earlier case studies that were quite comparable, the survey will be used to build the generic capacity. Most studies are centred on collecting data about attitudes, behaviours, and facts (Kumari et al., 2023). The same data may be obtained using several survey approaches, such as qualitative and quantitative methods (Watson-Singleton et al., 2023). The same research highlighted that surveying helps to acquire more significant amounts of information from a broader population economically. According to Mukumbang (2023), the information gathered via the survey technique is almost accurate since the research questionnaire is carefully produced about the research questions.

Furthermore, the survey method of data collecting is connected with a few drawbacks, including the following: **1.** To begin, there is the respondent's reluctance which leads to the mistake of non-response which can invalidate the study's conclusions. **2.** The second factor is the extent to which respondents can understand the purpose of the research study and offer accurate responses to the questions. Kovalenko et al. (2023) recommended selecting respondents with previous experience and prior knowledge of the topic of the research study. **3.** Third, there is the possibility that respondents would supply the desired responses requested by researchers, which will impact the reliability of the study (Ward & Meade, 2023). However, these limitations can be minimized if careful planning is carried out while developing the survey research questionnaire and data collection. For example, the use of simple language, the keeping of the research questionnaire short, the collection of data in a short period of time, and the avoidance of suggestive answers during the personal collection of data are all examples of careful planning that can help in minimizing these limitations. These are the kinds of considerations that have gone into this research as well.

3.5 POPULATION AND SAMPLE FRAME

The term "population" was first coined by (Tuan, 2023), who described it as "a complete group about which some information has to be obtained." In general, the population selection is based on research questions, which assist in identifying the population of interest in terms of geography, age, gender, and specific employment restrictions. Further, Girouard (2023) emphasized the need to choose the population with virtually meticulous attention so that those who are included and those who are excluded may be identified. According to Wilkinson & Dokter (2023), a population is a collection of individuals with one or more traits in common that continue to fall within the purview of a researcher's area of interest. Research is almost always carried out in the general public's best interests.

The primary objective of the studies being conducted is to form expertise or concepts that are acceptable and applicable in all contexts. However, researching the whole population to draw broad conclusions would be impracticable, if not impossible. Based on the dynamic nature of the population, it is anticipated that population features will change over time. According to Cornejo et al. (2023), the population should be researched when research is being conducted, and that period should be indicated in the study.

The hotel restaurants in Dhaka, Cox's Bazar, Sylhet, Chittagong, Jessore and Bogra served as the study's population for this investigation. According to the Ministry of civil aviation and Tourism, the total number of five-star hotels in Bangladesh is 17 (having approximately 3800 rooms), and the average percentage of room occupancy is 60% (Truelove et al., 2020). The number of food service outlets of the five star in Bangladesh is 51 (Tripadvisor, 2022). On average, food service outlets' seating capacity is more than 1377,000 (Tripadvisor, 2022). The cover selling percentage of 75% is, on average, 1032750 (Barge et al., 2020).

3.5.1 SAMPLING DESIGN

According to Andrade (2021), a sample is defined as a portion of the total population picked and chosen to produce findings that may or may not be relevant to the remaining population. In probability sampling, every component of the population has an equal chance of being selected for the sample that will be taken from the population (Berndt, 2020). Obermayer et al. (2022) claim that the probability approach may also cover a vast sample region.

Convenience sampling was used for this study because it allows both the researcher and the respondents more leeway regarding how they gather data. The guests eating in hotels restaurant that fell into Bangladesh's five-star category were the people who were polled for this study. These guests were divided into demographic subgroups according to age, gender, income, education level, and other factors, and the responses of each subgroup were weighted equally. Research often encounters constraints of money, time, and workforce. The technique of sampling based on convenience has been chosen as a result.

3.5.2 SAMPLING AREA

The territory in which the researchers intend to conduct the survey and collect the sample units they have targeted to get appropriate answers is known as the sampling area (Gliozzo et al., 2021). It is necessary to pick the sample location cautiously and get approval. The hotels in Bangladesh that have been judged to be worthy of five stars and have a good reputation served as the study's sample population. The samples were taken from seventeen five-star hotels in Dhaka, Cox's Bazar, Sylhet, Chittagong, Bogra and Jessore throughout Bangladesh. The survey method was used through a questionnaire. The mode of face-to-face dialogue was picked to elicit replies from the hotel's restaurants, 104 guests who were eating, and 280 responses were collected through WhatsApp and Messenger by making Google form.

3.5.3 SAMPLING UNIT

According to Pandey & Pandey (2021), the sample unit is the social item or element that serves as the investigation's primary focus due to its traits or qualities. The sample unit for this research is the patrons who visited Bangladeshi hotels classified as five stars. The perceptions of the restaurant's guests on the quality of the food service offered at these

hotels will be evaluated as the primary subject of this research. The survey asked these guests about their overall satisfaction with the hotel's restaurant they visited and whether they would consider returning there in the future. The sample was gathered beginning in September of 2022 and continuing through January of 2023 (through this whole period from various local and international guests in food service outlets).

3.5.4 SAMPLING METHOD

According to Mishra & Alok (2022), the technique by which sampling is carried out is referred to as the sampling method. In this particular research project, a technique known as convenience sampling was used to acquire the necessary information. Data was gathered from any guests using these hotels' food service outlets. Anybody or everyone might have been considered a potential sample for inclusion in the data. As a result, the sampling was carried out with consideration for the availability of the respondents.

3.5.5 SAMPLE SIZE

It is impossible to survey the whole population all at once for a particular subject since doing so would be both time and resource-intensive (Braun et al., 2021). According to Rosseel (2020), to obtain the best results possible from multivariate studies in which structural equation modelling techniques are incorporated, a sample size of at least 200 is required. This recommendation comes from the authors of the study, as mentioned above. To determine the optimal size of the study's sample, the current research considered the total number of people who have eaten in any of these 17 hotel restaurants. The questionnaire considered an estimated sample size of 384 respondents based on the total population of the study.

The ever-increasing need for a representative statistical sample in empirical research has created the demand for an effective method of determining sample size. To address the existing gap, Chaokromthong & Sintao (2021) came up with a table for determining the sample size for a given population for easy reference.

The table is constructed using the following formula for determining sample size.

However, there is no need for the formula since the table for determining sample size has all the provisions required to arrive at the sample size.

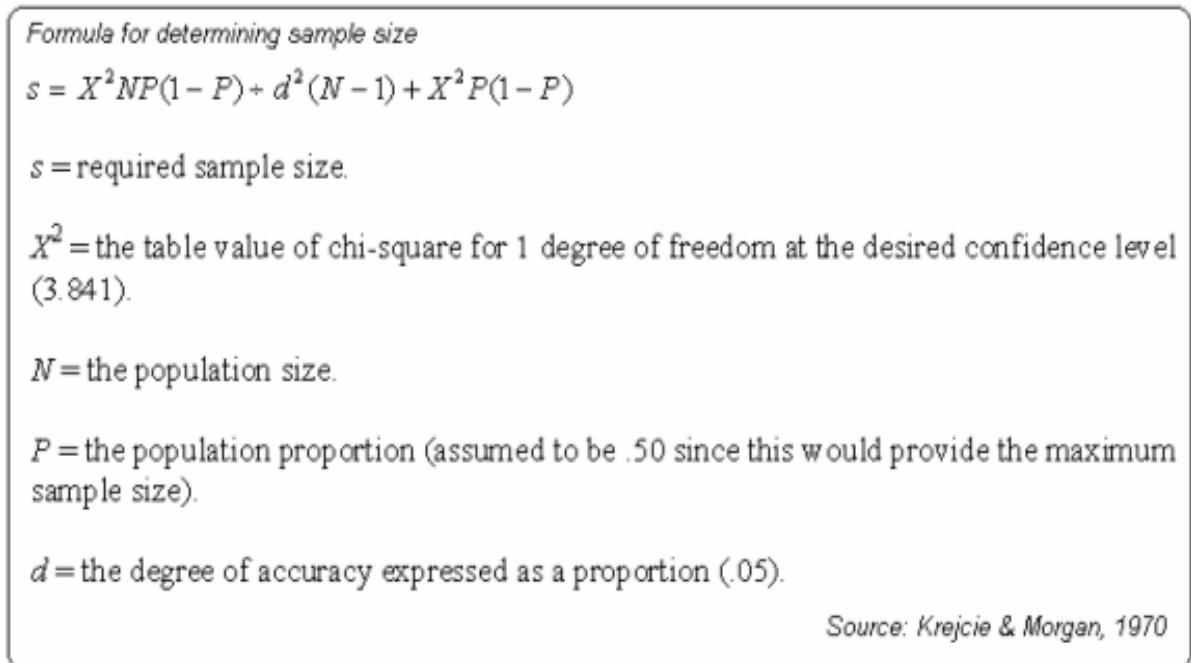


Figure 3.2: Formula for determining sample size (de Souza et al., 2023)

3.6 RESEARCH QUESTIONNAIRE DESIGN

The primary difficulty is accurately measuring the observable parameters while maintaining sufficient validity and reliability. One of the most challenging aspects of conducting a survey is developing a reliable and accurate instrument for data gathering. Two distinct conclusions may be drawn from the questionnaire used in the study. The first thing researchers could do is make sure the research questionnaire is perfect for the study by making it based on the research questions. The research questionnaire for the second method is chosen based on the questionnaires used in earlier investigations. Existing instruments are used in most of the research investigations; however, when the constructions of the investigation change from those of prior studies, new instruments must be developed to accurately assess the participants' replies. As previously said, the research on the food service department was somewhat scant. Thus, a brand-new instrument was constructed based on the study's objectives to make up for this.

The creation of a research instrument may be broken down into the following stages, according to Moral-Muñoz et al. (2020); Pandey & Pandey (2021):

- Deciding where to use constructions.
- Determine the relevant variables for accurate assessment of the constructs.
- A reverse translation (if applicable).
- Pilot study with respondents.
- Modification and elimination of unsuitable parameters.
- Making the complete survey for the study.
- Authentic study utilizing a formulated research questionnaire.
- Applying factor analysis or Cronbach's alpha to evaluate the stability and dimensionality of a measurement instrument.
- Completing the formulation of the research questions will be used to operationalize the construct.

Quantitative structured research questionnaires were employed to compile the primary data for this study. The research questionnaire was developed using the work of González-Rodríguez et al. (2019); Teng et al. (2020); Yu et al. (2021). Following is an explanation of how this study's questionnaire adheres to most of the procedures mentioned earlier outlined by González-Rodríguez et al. (2019).

Table 3.2: Krejcie and Morgan table for determining sample size (Krejcie & Morgan, 1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

3.7.1. Selection of Constructs

The research objectives served as the inspiration for the creation of the structures. This study aims to identify the elements that influence the quality of food service, guest satisfaction, guests' intentions to return, and electronic word of mouth. In this particular research, the questionnaire was broken up into two distinct parts: section A and section B.

Section: Questions about the demographic profile of the guest were framed and included in this section. These questions were designed to learn more about the kind of guests that frequent the food service outlets of these hotels.

The following constructs were examined using the questionnaire:

- (1) Demographic profile of the guests of the hotel's restaurant.
- (2) Food service quality
 - Presentation of food service
 - Food service attributes
 - Restaurant image
 - Restaurant cleanliness & hygiene
 - Standard operating procedure
- (3) Guest satisfaction
- (4) eWOM
- (5) Revisit intention

In order to determine the primary domains for constructs and to settle on the variables for these constructs, an exhaustive examination of the relevant literature was carried out.

Item Code	Construct	Statements	Sources
FSQ1	Presentation of food service	The food service was attractive.	(Hidayat et al., 2020; Sun & Lee, 2015)
FSQ2	Presentation of food service	The food service quality was excellent.	(Bichler et al., 2021; Taufik et al., 2022))
FSQ3	Presentation of food service	The food service quality was extraordinary.	(Bisui & Uniyal, 2021)
FSQ11	Presentation of food service	The food garnishing was eye-appealing.	(Bisui et al., 2022)
FSQ5	Food service attributes	Food service staffs seems to be well-trained, competent and experienced.	(Mutuku, 2022)
FSQ6	Food service attributes	The food service staff serves you food exactly as you ordered.	(Persson Osowski et al., 2022)

FSQ12	Food service attributes	Food was served at the appropriate temperature.	(Qian et al., 2022)
FSQ8	Restaurant Image	The food service quality fulfilled guest expectations.	(Wong et al., 2022)
FSQ13	Restaurant Image	The food service area was visually attractive.	(Gavinolla et al., 2022)
FSQ15	Restaurant Image	Billing of food service items is accurately done.	(Wong et al., 2022)
FSQ7	Restaurant Cleanliness & Hygiene	The food service staff anticipates your individual needs and wants.	(Dimanche & Lo, 2022)
FSQ14	Restaurant Cleanliness & Hygiene	The facilities in the washroom were clean and tidy.	(Fauza et al., 2023)
FSQ4	Standard Operating Procedure	The food service staffs were professional of serving food.	(Gonzalez et al., 2022)
FSQ9	Standard Operating Procedure	The food service menu clearly explained about items, ingredients and methods of preparation.	(Pulker et al., 2023)
FSQ10	Standard Operating Procedure	The menu offers a wide variety of choices.	(Parkin & Attwood, 2022)
FSQ16	Standard Operating Procedure	Overall food service quality was as satisfactory.	(Koay et al., 2022)
GS1	Guest Satisfaction	I am satisfied with the highly professional food service quality of this restaurant.	(Zibarzani et al., 2022)
GS2	Guest Satisfaction	I will recommend this restaurant to others.	(Brewer & Seby, 2021)
GS3	Guest Satisfaction	I really enjoyed the food service quality of the restaurant.	(Slack et al., 2021)
GS4	Guest Satisfaction	I will say positive words about the food service quality of this restaurant.	(Zhong & Moon, 2020)
GS5	Guest Satisfaction	I am satisfied with my decision to have a meal in this restaurant.	(Zhong & Moon, 2020)

GS6	Guest Satisfaction	The food service quality of this restaurant did not deteriorate of competitive food pricing.	(Kang & Namkung, 2022)
GS7	Guest Satisfaction	I have positive feelings regarding this restaurant.	(Zhong & Moon, 2020)
GS8	Guest Satisfaction	The food service quality experience of this restaurant is exactly what I needed.	(Kang & Namkung, 2022)
GS9	Guest Satisfaction	I had a pleasant stay during the food service at the restaurant.	(Uddin, 2019)
GS10	Guest Satisfaction	I will likely do my subsequent visit because of the food service quality of the restaurant.	(Uddin, 2019)
GS11	Guest Satisfaction	The child was given special priority to food service quality in this restaurant.	Self-administered
GS12	Guest Satisfaction	Overall I am satisfied with the food service quality of this restaurant.	Self-administered
EWOM1	Electronic word of mouth	I reviewed positively about the food service quality of the restaurant.	(Y. Wang et al., 2021)
EWOM 2	Electronic word of mouth	The review motivated me to select the best food service quality restaurant.	(Y. Wang et al., 2021)
EWOM 3	Electronic word of mouth	A review of food service quality enhanced my effectiveness in visiting the restaurant.	(Slack et al., 2021)
EWOM 4	Electronic word of mouth	Reviewing information about the restaurant contributed to my food service quality knowledge.	(Slack et al., 2021)
EWOM 5	Electronic word of mouth	I adopt online reviews about the food service quality of the restaurant when the number of online reviews are large quantity.	(Fernandes et al., 2021)
EWOM 6	Electronic word of mouth	I find the reviews useful if the content is relevant to the restaurant's food service quality.	(Fernandes et al., 2021)

EWOM 7	Electronic word of mouth	I think positive reviews on food service quality indicate how good or bad a restaurant is.	(Y. Wang et al., 2021)
EWOM 8	Electronic word of mouth	Online reviews of food service quality make easier for me to select the restaurant for consuming food.	(Y. Wang et al., 2021)
EWOM 9	Electronic word of mouth	Online reviews of food service quality allow me to accomplish my purchasing task more quickly.	(Naeem, 2019)
EWOM 10	Electronic word of mouth	Online reviews on food service quality motivate me to purchase food from the restaurant.	(Naeem, 2019)
EWOM 11	Electronic word of mouth	I am pretty likely to visit the restaurant for the food service quality that is recommended by the famous celebrity.	(Wong et al., 2022)
EWOM 12	Electronic word of mouth	I intend to visit the restaurant for food service quality on consumer reviews.	(Wong et al., 2022)
EWOM 13	Electronic word of mouth	I would like to recommend about the food service quality to my friends based on consumer reviews.	(Wong et al., 2022)
EWOM 14	Electronic word of mouth	Online reviews help me to know about the food service quality of different restaurants.	(Y. Wang et al., 2021)
EWOM 15	Electronic word of mouth	Online reviews provide quick and easy access to reliable information about the food service quality of the restaurant.	Self-administrated
EWOM 16	Electronic word of mouth	After consumption experience, I would read about other guests' experiences to ensure that I have made the right choice of the restaurant.	Self-administrated
R1	Revisit Intention	I considered this restaurant as my first choice to revisit.	(A. C. Cakici et al., 2019)

R2	Revisit Intention	I want to come back to this restaurant in future.	(Chun & Nyam-Ochir, 2020)
R3	Revisit Intention	I will recommend this restaurant to others to revisit.	(Chun & Nyam-Ochir, 2020)
R4	Revisit Intention	I will say positive things about the food service quality of this restaurant to other people.	(Chun & Nyam-Ochir, 2020)
R5	Revisit Intention	I am likely to revisit the restaurant that promoted its food service quality standard on social media.	(Chun & Nyam-Ochir, 2020)
R6	Revisit Intention	I plan to revisit the restaurant that advertised its food service quality on social media.	(Wong et al., 2022)
R7	Revisit Intention	I will revisit because I want to get more experience in the food service quality of the restaurant.	Self-administrated
R8	Revisit Intention	The hotel I will revisit for considering food service quality seems easy to find.	Self-administrated

3.7 CONTENT VALIDITY

Content Validity Ratio (CVR): The study attempts to develop a scale and assess the validity of the designed instrument and further needs to check the content validity of the proposed tool. The same has been proposed by calculating the Content Validity Ratio (Almanasreh et al., 2019; Ayre & Scally, 2014). The content Validity Ratio is a test computed to identify whether an included item in the questionnaire is necessary to be a part of the questionnaire. For this, expert views are solicited, and they are requested to provide scoring for every statement in the questionnaire. They need to mention whether the included statement is essential, helpful but not essential, or not necessary. The formula for obtaining the values is " $CVR = (N_e - N / 2) / (N / 2)$ ", in which N_e is the number of experts responding "essential" and N is the total number of experts participating. Six experts, three from universities, are expert academicians, and three experts in the hotel industry have

more than seven years of experience. To Calculate CVR, the formula for computation is given below.

CVR = Ne – (N / 2) Devised Formula: - N / 2

- The following explains the formula calculation in detail
- Ne is the number of experts responding “essential”
- N is the overall sum of panelists.
- The numeric value of Content Validity Ratio ranges from -1 to 1,
- If CVR is less than 0.75, the statement is not accepted.
- The total number of six experts was considered and the details of all th members are given as follows in Table No.4.1

A thorough discussion was done with all the experts. During the interaction, a few items were found not essential and should not be considered for further analysis as per Table No. 4.2. Their response received in detail is mentioned. The researcher needs to find out the reasons for not accepting items. For finalizing the construct, the scores of the CVR value are calculated as per the Lawshe (1975) formula. An item score less than 0.75 has not been considered for further analysis. So, the total numbers of statements were 64 before the conduct of CVR, and after the deletion of five statements, as suggested by the expert panel, the number of retained statements on the scale was 52.

Panel Size	N _{critical} (Minimum Number of Experts Required to Agree an Item Essential for Inclusion)	Proportion Agreeing Essential	CVR _{critical}
5	5	1	1.00
6	6	1	1.00
7	7	1	1.00
8	7	.875	.750
9	8	.889	.778
10	9	.900	.800
11	9	.818	.636
12	10	.833	.667
13	10	.769	.538
14	11	.786	.571
15	12	.800	.600
16	12	.750	.500
17	13	.765	.529
18	13	.722	.444
19	14	.737	.474
20	15	.750	.500

Figure 3.3 – CVR value (Lawshe, 1975)

Table No. 3.3: Calculated CRV from experts received a response

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	CVR
Item 1	X	X	X	X	X	X	1
Item 2	X	X	X	X	X	X	1
Item 3	X	X	X	X	X	X	1
Item 4	X	X	X	X	X	X	1
Item 5	X	X	X	X	X	X	1
Item 6	X	X	X	X	X	X	1
Item 7	X	X	X	X	X	X	1
Item 8	X	X	X	X	X	X	1
Item 9	X	X	X	X	X	X	1
Item 10	X	X	X	X	X	X	1
Item 11	X	X	X	X	X	X	1
Item 12	X	X	X	X	X	X	1
Item 13	X	X	X	X	X	X	1
Item 14	X	X	X	X	X	X	1
Item 15	X	X	X	X	X	X	1
Item 16	X	X	X	X	X	X	1
Item 17	X	X	X	X	X	X	1
Item 18	X	X	X	X	X	X	1
Item 19	X	X	X	X	X	X	1
Item 20	X	X	X	X	X	X	1
Item 21	X	X	X	X	X	X	1
Item 22	X	X	X	X	X	X	1
Item 23	X	X	X	X	X	X	1
Item 24	X	X	X	X	X	X	1
Item 25	X	X	X	X	X	X	1
Item 26	X	X	X	X	X	X	1
Item 27	X	X	X	X	X	X	1
Item 28	X	X	X	X	X	X	1

Item 29	X	X	X	X	X	X	1
Item 30	X	X	X	X	X	X	1
Item 31	X	X	X	X	X	X	1
Item 32	X	X	X	X	X	X	1
Item 33	X	X	X	X	X	X	1
Item 34	X	X	X	X	X	X	1
Item 35	X	X	X	X	X	X	1
Item 36	X	X	X	X	X	X	1
Item 37	X	X	X	X	X	X	1
Item 38	X	X	X	X	X	X	1
Item 39	X	X	X	X	X	X	1
Item 40	X	X	X	X	X	X	1
Item 41	X	X	X	X	X	X	1
Item 42	X	X	X	X	X	X	1
Item 43	X	X	X	X	X	X	1
Item 44	X	X	X	X	X	X	1
Item 45	X	X	X	X	X	X	1
Item 46	X	X	X	X	X	X	1
Item 47	X	X	X	X	X	X	1
Item 48	X	X	X	X	X	X	1
Item 49	X	X	X	X	X	X	1
Item 50	X	X	X	X	X	X	1
Item 51	X	X	X	X	X	X	1
Item 52	X	X	X	X	X	X	1
CVR (Critical) for a panel size (N) of 6 is 1							1

3.7.2. Identification of Variables to Measure Constructs

Examining the relevant literature helped in identifying the factors that previous researchers used. In order to tailor the instrument to the needs of this particular piece of research, many of these measures were altered, and others were added. Regarding the study's content validity, a total of 52 questions were designed to assess the constructs, as mentioned earlier, and dimensions were selected as the most appropriate. It was determined that these factors were suitable for collecting the necessary information about the objectives of this research. The variables were chosen with the most outstanding care to get as near the construct as feasible. The selection of closed-ended questions obtained information for the goals described in the section before this one.

3.7.2.1. The Variable of Construct (1) Basic Information about the Respondents and Hotel

Two dimensions are used to measure the fundamental information construct. These dimensions are the basic details of the responder and the basic features of the participating hotel restaurants. The scale developed by Chowdhury & Turin (2020); TM et al. (2021); Vander Weele (2019) served as the primary basis for the selection of the variables (2003).

This construct consisted of six components, each of which measures some aspect of the respondents' and hotels' most essential information in the following way:

- Gender
- Age
- Marital status
- Educational Qualification
- Monthly income
- Occupation

This section of the test had questions with a few different answer options. The responders were tasked with ensuring that accurate information was provided about them. The answers to the questions listed above gave the information required to learn about the demographic particulars of the hotel restaurant guests.

3.7.2.2. The Variable of Construct (2) the Food Service Quality

The construct was developed to identify the respondent's perception of the hotel restaurant's food service quality. The restaurant's guest's perspective on the services rendered by the food service outlets was considered. Food and beverage service is responsible for serving food and beverage to the hotel guest (Kunchornsirimongkol, 2020). According to Jeaheng et al. (2020), establishing food service professional services is essential to a hotel's performance, reputation, guest satisfaction, revisit intention and profitability. The previous studies of food service in hotels have identified various constructs comprising food service chores and functions.

These studies have been discussed in the previous chapter of the literature review. As the studies on food service quality are few and rarely found in Bangladeshi hotels, no well-developed scale to measure food service quality was found in the literature. The constructs identified for measuring food service quality were food service presentation, food service attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedures. Total 16 variables were selected to measure this construct. A Likert scale with five points was found suitable to collect the responses of the resident guests towards their opinion about the food services rendered in the hotel's restaurant, where 1 represented strongly disagree and 5 represented strongly agree.

The scale explored the opinions & perceptions of the hotel's restaurant guests. The items of the construct of food service quality are listed below:

Presentation of food service

- The food service was attractive.
- The food service quality was excellent.
- The food service quality was extraordinary.
- The food garnishing was eye-appealing.

Food service attributes

- The food service staff serves you food exactly as you ordered.
- Food service staffs seems to be well-trained, competent and experienced.
- Food was served at the appropriate temperature.

Restaurant image

- The food service quality fulfilled guest expectations.
- Billing of food service items is accurately done.
- The food service area was visually attractive.

Restaurant cleanliness & hygiene

- The facilities in the washroom were clean and tidy.
- The food service staff anticipates your individual needs and wants.

Standard operating procedure

- The menu offers a wide variety of choices.
- The food service menu clearly explained about items, ingredients and methods of preparation.
- The food service staffs were professional of serving food.
- Overall food service quality was as satisfactory.

3.7.2.3. The Variables of Construct (3) guest Satisfaction

Guest satisfaction has been widely discussed in the literature. Satisfaction of Hotel guests are more prevalent in the service industries, specially hospitality. Hien et al. (2022), Xiang et al. (2022), suggested that hotels' dissatisfied guests speaks more about their bad experiences to others as compared to good ones. Total 12 variables were selected to measure this construct. A Likert scale of five points was used for collecting information where 1 denotes strongly disagree and 5 denotes strongly agree. The restaurant guests of the respective hotels were asked to report their opinion. About their satisfaction level with the services provided by the hotels. To identify the relationship between food service quality and guests satisfaction, the following items are framed:

Guest Satisfaction

- I am satisfied with the highly professional food service quality of this restaurant.
- I will recommend this restaurant to others.
- I really enjoyed the food service quality of the restaurant
- I will say positive words about the food service quality of this restaurant.
- I am satisfied with my decision to have a meal in this restaurant.
- The food service quality of this restaurant did not deteriorate of competitive food pricing.
- I have positive feelings regarding this restaurant.
- The food service quality experience of this restaurant is exactly what I needed.
- I had a pleasant stay during the food service at the restaurant.
- I will likely do my subsequent visit because of the food service quality of the restaurant.
- The child was given special priority to food service quality in this restaurant.
- Overall, I am satisfied with the food service quality of this restaurant.

3.7.2.4. The Variable of Construct (4) eWOM

eWOM has been observed as a moderating variable between the relationship of food service quality and guest satisfaction and revisit intention. To identify this, the following items were prepared to validate their relationships. The eWOM strategy initialized by a hotel can considerably impact the profitability of hotel management (Zhang et al., 2023). According to Serra-Cantalops et al. (2020), hotels need to use eWOM to increase guests in the hotel's restaurants. In the low-demand season, eWOM can be lowered and vice versa. In high demand, eWOM can be increased to achieve maximum guest visits. Total 16 variables were selected to measure this construct. Likert scale of five points was used for collecting information where 1 denotes strongly disagree and 5 denotes strongly agree. The restaurant guests of the respective hotels were asked to report their opinion about the eWOM of that respective hotel.

eWOM

- I reviewed positively about the food service quality of the restaurant.
- The review motivated me to select the best food service quality restaurant.
- A review of food service quality enhanced my effectiveness in visiting the restaurant.
- Reviewing information about the restaurant contributed to my food service quality knowledge.
- I adopt online reviews about the food service quality of the restaurant when the number of online reviews is large quantity.
- I find the reviews useful if the content is relevant to the restaurant's food service quality.
- I think positive reviews on food service quality indicate how good or bad a restaurant is.
- Online reviews of food service quality make easier for me to select the restaurant for consuming food.
- Online reviews of food service quality allow me to accomplish my purchasing task more quickly.
- Online reviews on food service quality motivate me to purchase food from the restaurant.
- I am pretty likely to visit the restaurant for the food service quality that is recommended by the famous celebrity.
- I intend to visit the restaurant for food service quality on consumer reviews.
- I would like to recommend about the food service quality to my friends based on consumer reviews.
- Online reviews help me to know about the food service quality of different restaurants.
- Online reviews provide quick and easy access to reliable information about the food service quality of the restaurant.
- After consumption experience, I would read about other guests' experiences to ensure that I have made the right choice of the restaurant.

3.7.2.5. The Variables of the construct (5) revisit intention

Revisit intention has been widely discussed in the literature. Revisit intention of hotel guests are more prevalent in the service industries, specially hospitality. Total 08 variables were selected to measure this construct. A Likert scale of five points was used for collecting information where 1 denotes strongly disagree and 5 denotes strongly agree. The resident guests of the respective hotels were asked to report their opinion about their satisfaction level with the services provided by the hotels. To identify the relationship among food service quality, guest satisfaction, and revisit intention following items are framed:

Revisit Intention

- I considered this restaurant as my first choice to revisit.
- I want to come back to this restaurant in future.
- I will recommend this restaurant to others to revisit.
- I will say positive things about the food service quality of this restaurant to other people.
- I am likely to revisit the restaurant that promoted its food service quality standard on social media.
- I plan to revisit the restaurant that advertised its food service quality on social media.
- I will revisit because I want to get more experience in the food service quality of the restaurant.
- The hotel I will revisit for considering food service quality seems easy to find.

3.8 FACE VALIDITY

Face validity refers to whether the questionnaire's questions/statements in the research context are acceptable. In the assertions of the questionnaire, a pilot analysis was also performed to determine the inconsistencies. Few defects were noticed and recommended. Necessary improvements in the questionnaire were made based on the available input.

Hotel professionals and academicians were invited to give their comments on the draft of the research questionnaire, based on the modifications suggested by the panel of experts, all necessary changes were carried out to the questions drawn out before the administration of the research tools. Most experts mentioned that the research questionnaire is easy to understand, but some recommended a few modifications to some questions. Therefore, some changes were made in the wording of some questions. The statement "The staff are trained so well that they gave every detailed menu information" was changed to "The food service menu clearly explained about items, ingredients and methods of preparation". Some items were deleted as the respondents were found to be incapable of answering them. Thus, the face validity of the tool was established.

Table 3.4: List of Experts Consulted for Face Validity

SL No	Name	Designation	Institution/ Organization
1	Dr. Syed Rashidul Hasan	Professor, Maritime Tourism	BSMR Maritime University
2	Dr. Badruzzaman Bhuiyan	Professor, Tourism and Hospitality Management	University of Dhaka
3	Dr. Mohammed Shakhawat Hossain	Professor, Marketing	Daffodil Institute of Information Technology
4	Mr. Saiful Islam	Academician & Industry Expert, Tourism and Hospitality Management	The Westin Dhaka

5	Mr. Shirajul Islam	Banquet Manager & Food and Beverage In-charge	Ocean Paradise Hotel & Resort
6	Mr. Md. Emran Hussain	Food and Beverage Manager	Sayeman Beach Resort Ltd.

The questionnaire was pre-tested in two stages to check the face validity. In the first stage, the questionnaire was evaluated by three academicians in June 2022. In the second stage, the questionnaire was evaluated by three managers from the hotel industry in July 2022. The researcher took prior appointments from managers according to their convenient time to gather thorough feedback. The respondents were encouraged to put the remarks against the variables that were unclear to them. Overall, some problems had been identified in common in both stages.

Therefore, some changes were made in the wording of some questions. The statement "The served food was praiseworthy based on presentation." was changed to "The food service was attractive". Some items were deleted as the respondents were found to be incapable of answering them. These items were "The staff working in the hotel maintained the nutrition of food in a perfect way" and " I feel satisfied and happy when I found that the served foods were delicious to eat."

Several other suggestions, criteria and expert advice were also incorporated in the framing of the questionnaire. The final questionnaire for data collection was developed keeping in view the following criteria:

- (a) Some of the questions seem to be directive as per the requirement of the researcher's willingness to get answers. They should be impartial.
- (b) May please reduce the number of questions for the convenience of the respondent.
- (c) Overall service performance or standard operating procedure should be added.
- (d) The content validity process remained effective as it helped to discover the errors and ambiguity in the research questionnaire. Based on the result of this evaluation, the main aim of the research questionnaire was found to be satisfactory regarding the collection of the required facts for the objectives of this research study.

3.9 RESEARCH QUESTIONNAIRE PRE-TEST

The purpose of conducting a preliminary test of the research questionnaire was twofold:

- (1) To determine the dependability of the variables; and
- (2) To determine whether or not all of the questions could be easily understood and whether or not the phrasing could be improved.

The list of variables used to measure construct in this research was generated with the assistance of the literature review. All of the variables were derived from a variety of research, and they were organized into a scale structure to standardize the questionnaire, make it simpler and more efficient for the respondents, and eliminate any possibility of response bias.

SUMMARY

In addition to research hypotheses, research design and methodology, survey strategy, sample framing, research questionnaire design, statistical approach, etc., the objective of the study was outlined in this chapter. This chapter provides a detailed account of the research procedures to acquire reliable and valid data. The answers were collected using a self-constructed quantitative research questionnaire on a Likert scale of five points. The thorough preparation that went into constructing the study questionnaire and the preliminary testing was aimed at ensuring that accurate data would be collected. After the data were obtained, they were coded and analyzed using SPSS 26 and SmartPLS 3.

CHAPTER 4

DATA ANALYSIS

DATA ANALYSIS

INTRODUCTION

The last chapter discussed appropriate research methodology to derive a suitable course of action from analyzing and finding out the inferences. An evaluation and analysis of the proposed research methodology are discussed in the present chapter. A study of the proposed research methods is conducted and discussed. Various techniques and statistical tools are applied as per the research methodology to find the conclusion for assessing the study's objectives.

This chapter is divided into the following sections:

- **PILOT STUDY**
- **MAIN SURVEY STUDY:**
 - ❖ **DEMOGRAPHIC PROFILE OF THE RESPONDENTS**
 - ❖ **MISSING DATA TREATMENT**
 - ❖ **OUTLIER EXAMINATION**
 - ❖ **NORMALITY**
 - ❖ **HOMOSCEDASTICITY**
 - ❖ **MULTICOLLINEARITY**
- **STRUCTURAL EQUATION MODELING**
 - ❖ **MEASUREMENT MODEL**
 - **INDICATOR RELIABILITY**
 - **INTERNAL CONSISTENCY RELIABILITY**
 - **CONVERGENT VALIDITY**
 - **DISCRIMINANT VALIDITY**
 - ❖ **STRUCTURAL MODEL**
 - **PATH ESTIMATION**
 - **COEFFICIENT OF DETERMINATION**
 - **THE GOODNESS OF THE FIT INDEX**
- **MEDIATION ANALYSIS**
- **MODERATION ANALYSIS**
- **SUMMARY**

Initially, the screening was done by conducting a pilot study of the data. After that, further data screening was performed using treatment of outlier examination, missing data treatment, normality, homoscedasticity, and multicollinearity. After the data screening, the respondents' demographic profile was discussed through graphical representation. After this, inferential analysis was conducted using the PLS (Partial least squares) software by testing the reliability and validity of the instrument. PLS is a variance-based structural equation modeling technique which had recently become admired, especially in management areas and social sciences (Nitzl, et al., 2016). Indicator reliability was conducted to confirm consistency and accuracy and eliminate the possibility of biases. A measurement model was developed to test the instrument's convergent and discriminant validity. Structural equation modeling (SEM) was depicted to show the relationships among different variables. The structural equation modeling results further described the connections in a detailed form. The hypothetical relationship among the constructs was analyzed. After this, other structural models measured the mediation and moderation variables separately.

4.1 PILOT STUDY

A pilot study is indispensable in making a reliable instrument for achieving the appropriate results. An instrument evaluation pilot study is carried out with partial data before the entire data collection. The pilot study for the present study was conducted in May 2022. The pilot study was performed to determine various elements in framing the questionnaire, e.g., wordings, familiarity with respondents, response rate, testing sequence of questions, etc. It also helps in validating content validity and reliability. At first, a sample size of 50 was considered appropriate for a pilot study. The survey was conducted among restaurant guests of 5-star hotels in Bangladesh. The respondents suggested incorporating corrections that ensure the correctness of the face validity. The pilot testing process showed that, on average, a respondent required 10 to 15 minutes to complete the questionnaire. Cronbach's alpha was applied to the survey in order to evaluate the instrument's consistency, ensuring that measures were error-free and delivered relevant results (Gliem & Gliem, 2003; Ravinder & Saraswathi, 2020). Table 4.1 shows the reliability test results conducted for the pilot testing.

The reliability test results showed that they were higher than the required threshold

value of 0.7 (Chesterton et al., 2007). However, some items were removed during the pilot testing. Food service quality questions like “The staff working in the hotel perfectly maintained the nutrition of food” and “Physical Environment Quality” as a construct of food service quality was removed entirely from the questionnaire as the nutrition of food could not measure by the guest, so the restaurants in five-star hotels did not popularly give this question. Also, Physical Environment Quality comes under the restaurant image variable. Hence, the scholar merged the physical environment’s quality with the restaurant’s image. Some changes were incorporated by the experts who evaluated the face validity of the questionnaire. There were lots of missing responses in these items as the respondents never utilized such services in surveyed hotel’s restaurants.

Table 4.1: Pilot Study Reliability Test

SL. NO.	Construct	Item	Reliability
1	Presentation of Food Service	4	0.849
2	Food Service Attributes	3	0.798
3	Restaurant Image	3	0.744
4	Restaurant Cleanliness and Hygiene	2	0.706
5	SOP	4	0.810
6	eWOM	16	0.953
7	Guest Satisfaction	12	0.947
8	Revisit Intention	8	0.907

4.2 MAIN SURVEY STUDY

4.2.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

According to Diffley et al. (2018), as cited by Roxas et al. (2023), single key information can create response bias by self-reported reviewing. These researchers further suggested including multiple respondents from the same organization to avoid this response bias. Harrison et al. (2023) suggested some care in choosing the critical respondent, which may reduce the abovementioned response biases. This study has tried to include multiple respondents from the selected hotel restaurants to minimize the response bias. The demographic details of the respondents were collected through the survey from the questionnaire. The personal information of the guest was shown through different graphs as follows:

4.2.1.1 AGE GROUP OF THE RESPONDENTS

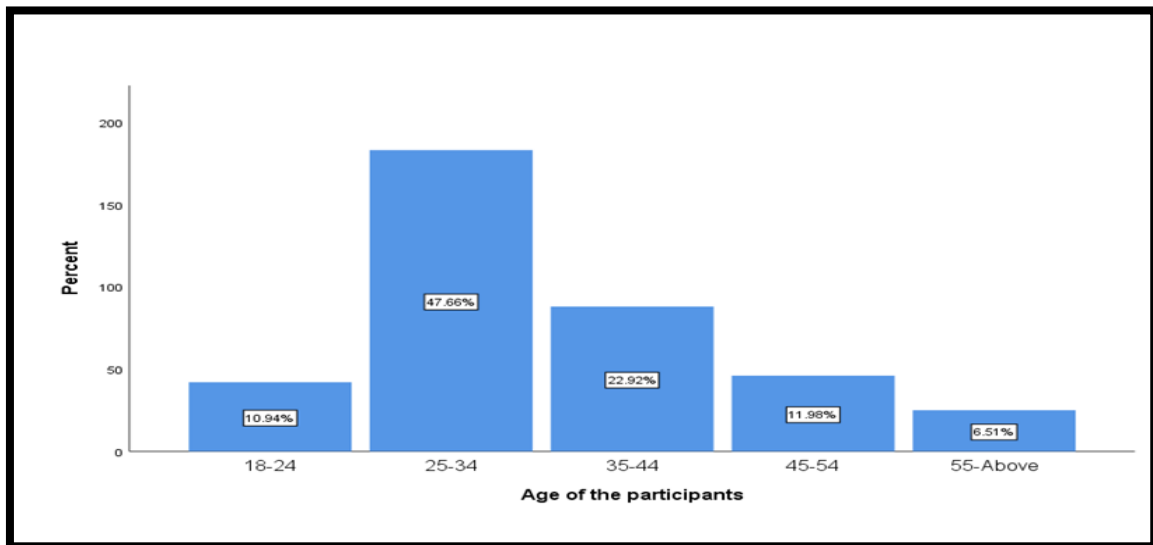


Figure 4.1: Age Group of the Respondents

The age distribution of guests who dined at the hotel restaurant from whom responses were gathered is depicted in Figure 4.1. There were 384 responses, and around 47.66 percent came from people between the ages of 25 and 44. The majority of the visitors who stayed at the hotel went to the restaurant to eat and drink. The respondents, whose ages ranged from 35 to 44, made up the second most frequent hotel visitors for dining at the on-site restaurant (22.92 percent). As a result, the group aged 45 to 54 came in third place with 11.98 percent, the group aged 18 to 24 in fourth place, and the group aged 55 and above in fifth place, respectively.

The responders come from various professional backgrounds, as shown in Figure 4.2. Most of those who ate at the hotel restaurant were private employees (46.35 percent) or those with other jobs (Part-time, unemployed, student, home maker etc) (28.13 percent). About 12.76% of responded were doing business. Self-employment accounted for around 8.45 percent of the respondents, while government work was performed by 3.91 percent. This demonstrates that the majority of persons who ate and drank at the hotels were workers of the various organizations that patronized the hotels. The percentage of people who work in government who patronize these hotels and restaurants is extremely low.

4.2.1.2 OCCUPATION OF THE PARTICIPANTS

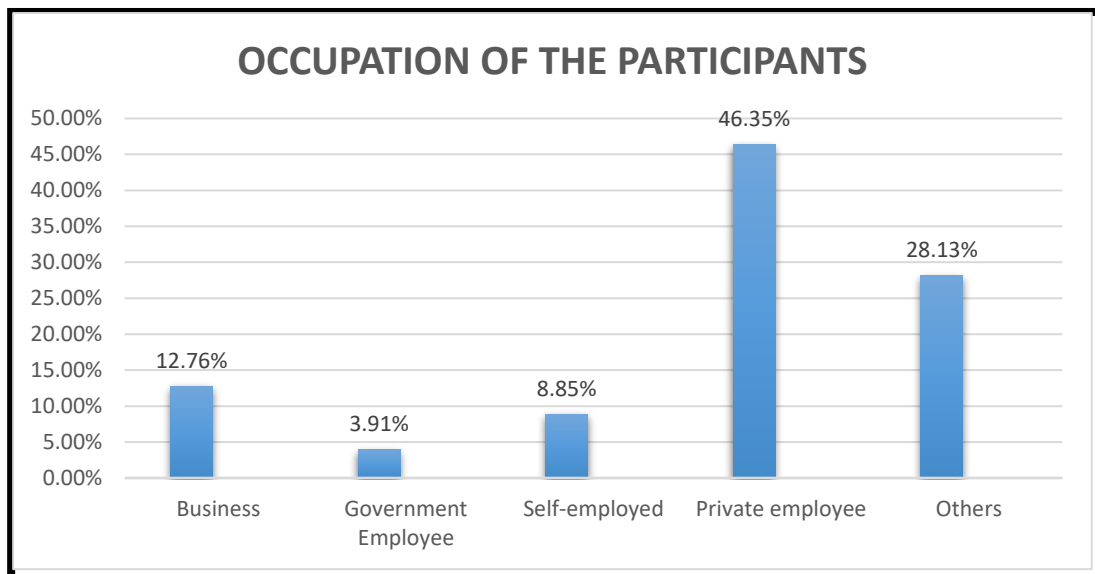


Figure 4.2: Occupation of the Participants

4.2.1.3 MONTHLY INCOME OF THE RESPONDENTS

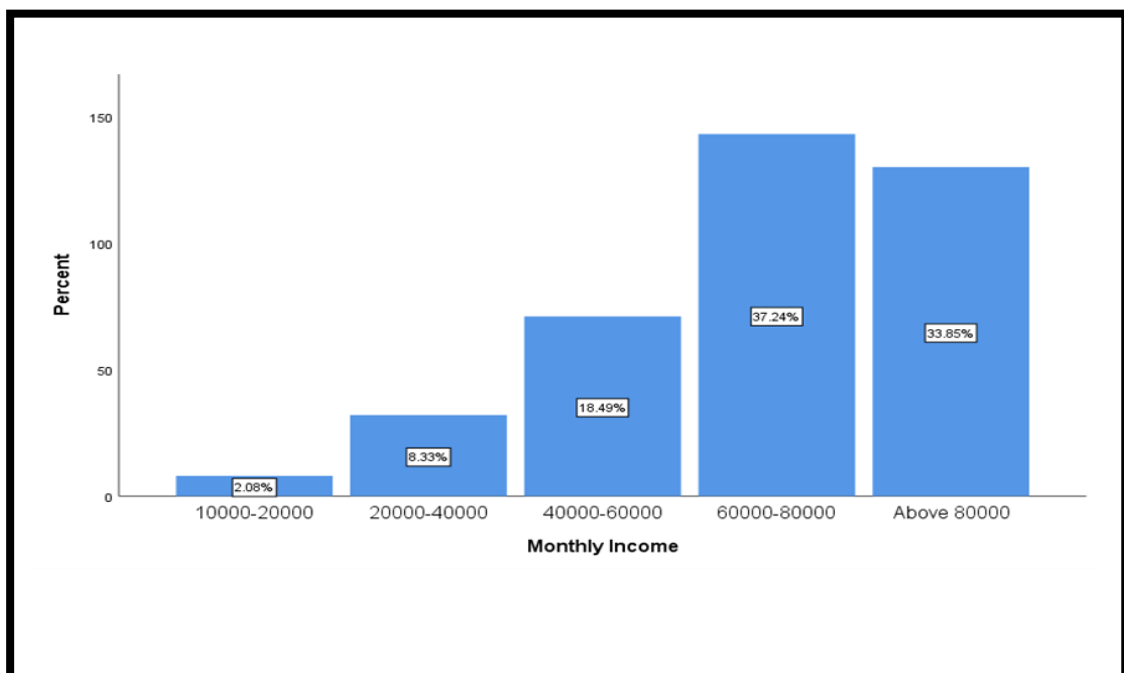


Figure 4.3: Monthly Income of the Respondents

Figure 4.3 illustrates the restaurant guest's monthly contributions to the restaurant's revenue. As per the survey results, it was found that most of the hotel's restaurant guests who visited the survey hotel's restaurant had a monthly income of above 60k-80k. As majorly 5-star hotels were considered in the survey, the researcher found that 37.24% of restaurant guests who visited these hotels have a monthly income above 60k-80k.

Around 33.85% of the guests had a monthly income of more than 80k. There are 18.89% of respondents who have a monthly income between 40k-60k. The minimum 8.33% of the restaurant guests were 20k-40k, and 2.08% of the restaurant eater found 10k-20k. This shows that higher-income people generally visit and eat in these hotel restaurants.

4.2.1.4 GENDER OF THE RESPONDENTS

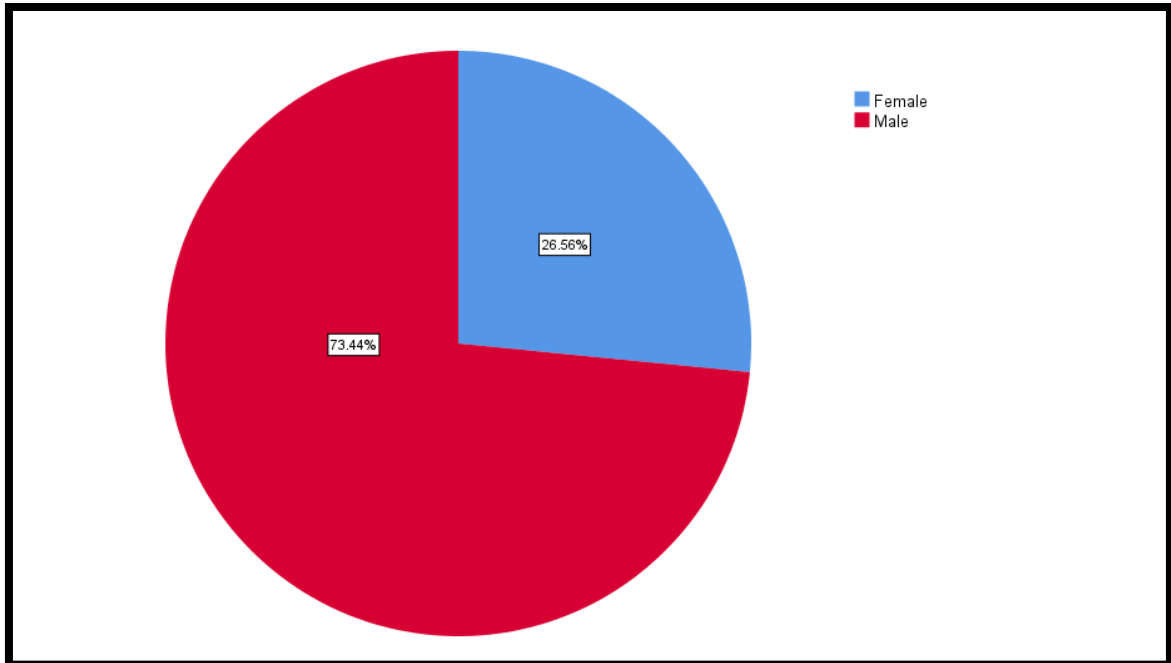


Figure 4.4: Gender Percentages of the Respondents

Figure 4.4 and 4.5 demonstrates the percentages of men and women who have participated in the survey and their marital status. Most of the participating respondents were male, 73.44 %. Females represented the rest of the responses 26.56%. Out of them 61.20% were married, 37.76% were single, and 1.04% were divorced. This study was targeted at the restaurant guests of the hotels. Most of the guests surveyed were male compared to fewer responses from females. This also depicts that the number of restaurant guests was more male than female guests. Also, most of the surveyed restaurant guests were married. This also represents the percentage of restaurant guests who were single, and very few respondents were divorced.

4.2.1.5 MARITAL STATUS OF THE RESPONDENTS

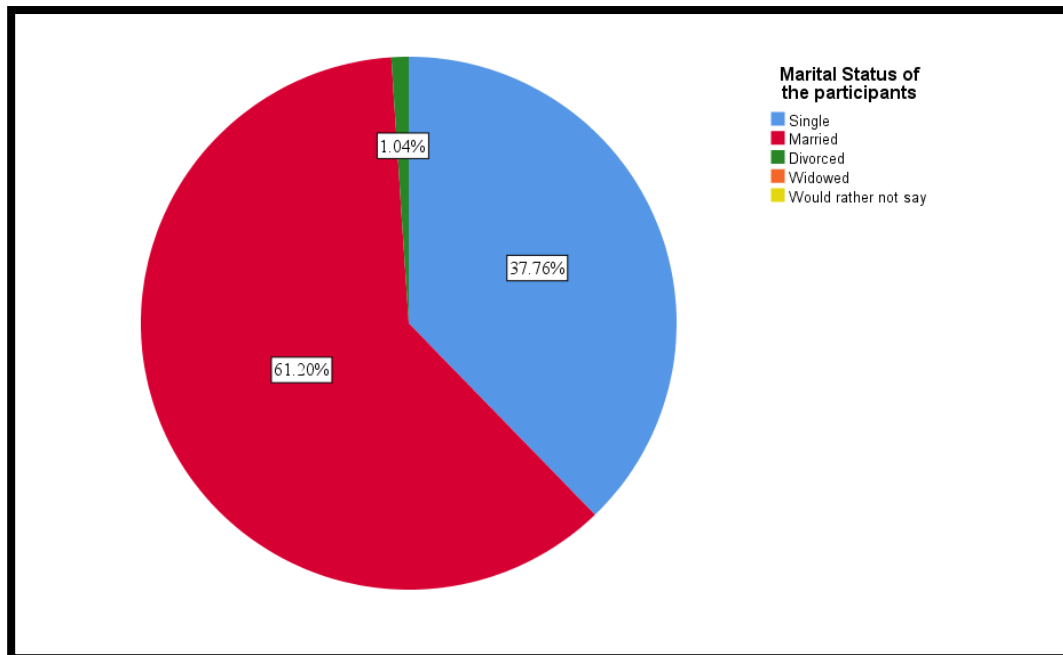


Figure 4.5: Marital Status of the Respondents

4.2.2 MISSING DATA TREATMENT

Verifying the respondents' feedback after explaining their demographic profile is essential. Missing data is a big problem in the survey process. This problem generally arises when the respondents do not answer a few questions within the questionnaire while collecting data for the survey and giving input into the computer systems. According to Pramanik & Bandyopadhyay (2023), missing data is a challenge in the data analysis procedure. Also, Ward & Meade (2023) suggested that getting complete data during a data collection survey is difficult. Missing data creates a lot of statistical problems in data analysis. Jimenez-Mesa et al. (2023) suggested that statistical power is reduced if the sample size is reduced due to missing data. Thus, if the explanation of missing data is not adjusted correctly, the diminution of the sample produces insufficient data for the overall analysis, and the results obtained from it could lead to flawed interpretations.

To solve the problem of missing data, Kratochwill et al. (2023) suggested specific steps follow for the same:

- Determine the kind of missing data.
- Find out the type of missing data\.
- Look at the level of missing data\.
- Carry out the procedure in its completion.

Sengupta et al. (2023) suggested the bootstrap methods for missing data, their association with the theory of multiple imputations, and efficient ways of executing them. Furthermore, Leibrandt & Günnemann (2023) also said that missing data provide obstacles to real-life data analysis. While conducting the survey, the scholar did not find any item in the data survey process that the respondents did not answer. The respondents answered all the things. Therefore, there were no missing data occurrences, so no treatment has been applied. Therefore, scholars use descriptive statistics to summarize the sample and variables.

Table 4.2: Mean Values and Standard Deviations for Food Service Quality, Guest Satisfaction, eWOM, and Revisit Intention.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PFS	384	1.00	5.00	3.8047	.86278
FSA	384	1.00	5.00	3.8958	.85613
RI	384	1.00	5.00	3.8845	.82655
RCH	384	1.00	5.00	3.8815	.92451
SOP	384	1.00	5.00	3.7943	.83630
GS	384	1.00	5.00	3.8511	.76933
eWOM	384	1.00	5.00	3.8900	.75465
R	384	1.13	5.00	3.8727	.76238
Valid N (listwise)	384				

We know that mean value and standard deviation can substantially impact the observed relationships between predictor and criterion variables. The values for mean and standard deviation are displayed in Table 4.2. The degree of variance that may be considered "typical" in a dataset is what the previous study has shown should be considered when referring to the standard deviation. It indicates how much each result, on average, deviates from the mean. A high standard deviation indicates that the values

are frequently located in a region slightly distinct from the norm, whereas a low standard deviation indicates that the values are concentrated in an area relatively close to the norm.

4.2.3 OUTLIERS EXAMINATION

According to Jensch (2023), an outlier is an observation during data collection that diverges too much from the other observations to arouse suspicion that a different mechanism could have generated it. Liao et al. (2023) said that an outlier is observations during data collection, which is very different from other observations. Most analyst agrees that outliers lead to non-normality of data and imprecise results (Teli et al., 2023).

There are four main reasons behind outliers (J. Yang et al., 2023):

- 1) Incorrect data entry could be the reason.
- 2) Inappropriate specification of codes for missing values.
- 3) Putting entry of those observations which is not part of the population.
- 4) More extreme values of the variables are included in the population than in the normal distribution.

The distribution of the variable in the population that was examined has values more significant than those seen in the normal distribution. In the present research, a graphical method is applied for detecting outliers using a box plot. The case processing summary indicates that there is no missing case in the data set. The graph in Figure 4.6 also indicates that no outlier was found with an interquartile range of more than 1.5, and no observation was seen as an extreme outlier having an interquartile range of more than 3.

Table 4.3: Case Processing Summary

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PFS	384	100.0%	0	0.0%	384	100.0%

FSA	384	100.0%	0	0.0%	384	100.0%
RI	384	100.0%	0	0.0%	384	100.0%
RCH	384	100.0%	0	0.0%	384	100.0%
SOP	384	100.0%	0	0.0%	384	100.0%
GS	384	100.0%	0	0.0%	384	100.0%
eWOM	384	100.0%	0	0.0%	384	100.0%
R	384	100.0%	0	0.0%	384	100.0%

Table 4.3 indicates a case processing summary where the scholar found no data for further analysis. So, the scholar is determined to go for the outlier's examinations. As per Kline (2005), the outliers are of two types:

Univariate outliers: It is a maximum value for just one of the variables.

Multivariate outliers: It is a combination of factors of extremely high importance in at least two variables.

As per Kadlec et al. (2023), "An outlier is defined as a value that is more than 3.0 standard deviations away from the mean in a small sample size (i.e., 80 or fewer), whereas a larger sample standard score can be up to 4, and a value that is more than 3.0 standard deviations away from the mean in a larger sample." In this study, items were concatenated to represent a single variable to find univariate outliers. The raw data values of each observation were converted to standardized scores, often known as z-scores, using the SPSS statistical analysis software (Kramer et al., 2023). Table 4.4 represents the univariate outliers in the data set.

Statistical analysis performed: Scholar estimated the frequency distribution using the recorded data, which was compiled, placed into spreadsheet software (Microsoft Excel 2010), and exported to the IBM SPSS Version 26.0 data editor page. Outliers and missing data were investigated. Correlation analyses using Pearson's method and multiple regression analyses were conducted. For each of the different tests, the confidence interval and p-value were each set to the values 95 percent and ≤ 0.05 , respectively.

Missing Data Examination: During data collection, none of the items remained unanswered by any of the participants. The respondents answered all the items. Therefore, there were no missing data occurrences, so no treatment has been applied. The data values of every observation were changed to standardized scores, also known as z scores. Table 4.4 shows the representation of the univariate outliers in the data set.

Table 4.4: Univariate Outliers

SL NO	Variable	Case of outlier	Standardized values, i.e., z-scores > ±3.0
1	Presentation of food service	161	-3.25075
		312	-3.25075
		268	-3.25075
2	Food service attributes	161	-3.38247
		312	-3.38247
3	Restaurant image	161	-3.48987
		364	-3.08659
		373	-3.08659
4	Restaurant cleanliness & hygiene	161	-3.11679
		312	-3.11679
		360	-3.11679
		364	-3.11679
		371	-3.11679
		373	-3.11679
5	Standard operating procedure	161	-3.34121
		240	-3.04228
		260	-3.04228
		312	-3.34121
		364	-3.34121
6	Guest satisfaction	161	-3.70600
		373	-3.70600
		364	-3.59768
		300	-3.27272
		192	-3.16440
7	Electronic word of mouth	161	-3.82956
		364	-3.58110
8	Revisit intention	364	-3.60415

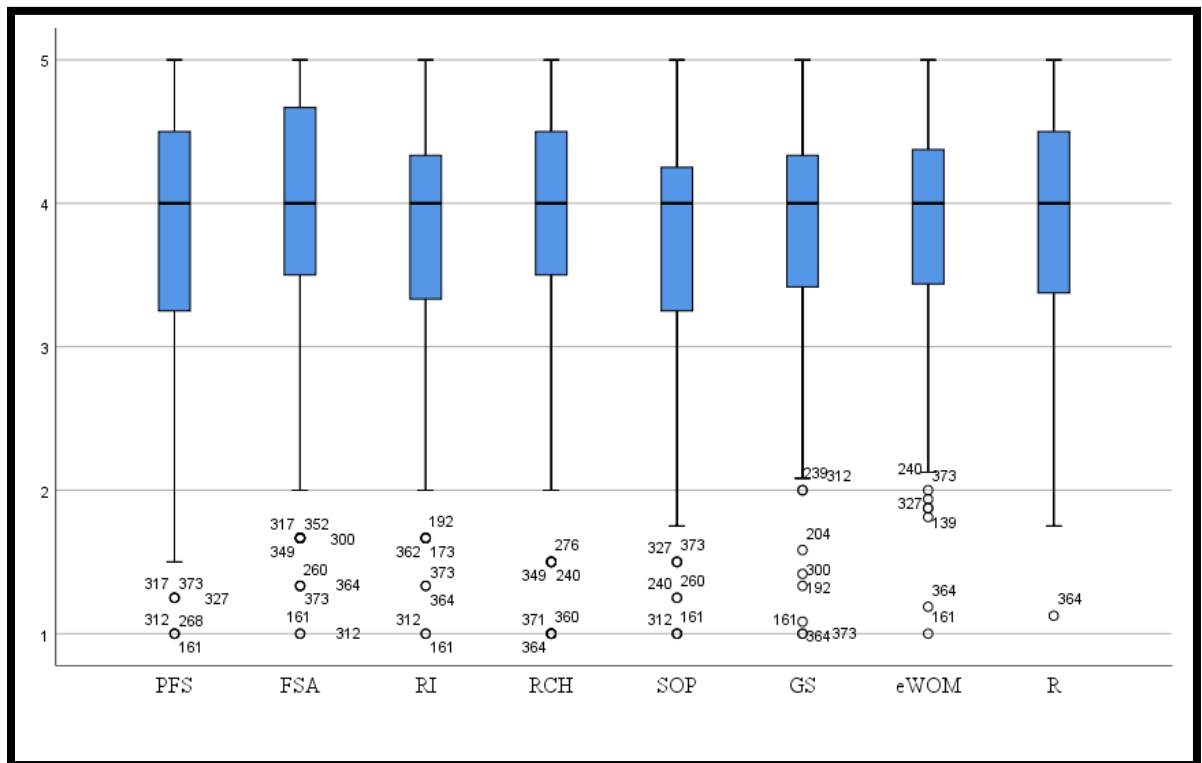


Figure 4.6: Box-Plot for Identification of Outliers

A graphical method is applied for detecting multivariate outliers using a box plot. The graph in Figure 4.6 indicates that 4 cases had been found to be mild outliers with an interquartile range of more than 1.5. No extreme outliers are detected in the data.

Table 4.5: Multivariate Outlier Detection

Count	Case Number	Mahalanobis D2	D2/df
1	192	42.02302	5.25
2	265	45.71164	5.71
3	268	71.38319	8.92
4	338	35.17958	4.39
5	354	34.28704	4.28
6	369	34.11359	4.26
7	360	31.57439	3.94

It considers the multivariate outliers observed through Mahalanobis D^2 measure, a multidimensional version of the z -score (Fidell & Tabachnick, 2003). This method could measure every observation's distance from the mean in multidimensional space and give a single value. If D^2/df surpasses the value of 2.5 in a smaller sample and 3 or above in a larger sample, it is measured as an outlier. The Mahalanobis distance measure is used with a statistical significance test. A case with a higher D^2 value has a smaller corresponding probability value, which is likely to be considered an anomaly (Fidell & Tabachnick, 2003).

Table 4.5 shows Multivariate Outlier Detection. Mahalanobis D^2 value was calculated using a linear regression method. Case nos 192, 265, 268, 338, 354, 369, and 360 have shown the value of D^2/df as more than 3, so they all have been considered multivariate outliers. Jr & Black William C (2006) suggested that unless an outlier deviates from the inferences, it can be kept in the analysis. Although Xia et al. (2023) said that the outlier could be retained if found to be problematic until they are not going to distort the results. Considering these, it was decided to maintain the outliers in Table 4.5.

4.2.4 NORMALITY

The basic supposition in the multivariate analysis is the normality of data (Fabio et al., 2022). Normality is the normal distribution of data exhibiting that the data occurrence closer to the mean is more than the data far from the mean. It will be shown as a bell curve in the graphical representation. The distribution of data in each item is assumed to be normally distributed. Mishra et al. (2019) said, "if the variation from the normal distribution is satisfactorily large, all statistical tests are invalid because normality is required to use the F and t statistics." Mishra et al. (2019) suggested that the form of the normal distribution can be determined through graphical or statistical methods.

The Kolmogorov-Smirnov test should be applied to test a sample's fitness to distributions with other parameters. It was suggested as it suits well compared to the other tests mentioned for testing the normal data distribution (Kim & Park, 2019). Cardoso & Galeno (2023) state that "the Kolmogorov-Smirnov test is based on the maximum difference between a hypothetical and an empirical cumulative distribution." Chen & Xia (2023) suggested that the Shapiro-Wilk test is a wise tool to test the normality of data. Kolmogorov-Smirnov and Shapiro-Wilk statistics were analyzed for each variable. The results for the same are shown in Table 4.6. The result indicated that the null hypothesis of data being normal is rejected. Hence, data were

not normally distributed, and the PLS Structural Equation Modeling method was applied, which does not assume the normality of data.

Table: 4.6. Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PFS	.139	384	.000	.937	384	.000
FSA	.189	384	.000	.912	384	.000
RI	.186	384	.000	.929	384	.000
RCH	.212	384	.000	.896	384	.000
SOP	.144	384	.000	.942	384	.000
GS	.107	384	.000	.951	384	.000
eWOM	.114	384	.000	.956	384	.000
R	.103	384	.000	.963	384	.000
a. Lilliefors Significance Correction						

4.2.5 HOMOSCEDASTICITY

Homoscedasticity describes a position where the sequence of random variables appears to have the same constant finite variance. It is a situation where the relationship between the dependent and independent variables is the same across all values (Mize et al., 2019). According to Correll et al. (2020) state that having data assuming equal variance is a prerequisite in multiple regressions. If the data is not homoscedastic, it is known to be heteroscedastic. In multivariate analysis, heteroscedastic data can create compound problems (J.-T. Zhang et al., 2022). Higher error in dimension at some level in an independent variable can lead to heteroscedasticity (Daryanto, 2020).

According to Shukor (2021), Levene's Test of equal variance is the most appropriate method of detecting homoscedasticity. Maulina & Pahamzah (2019) also suggested using the Levene test for homogeneity of variances. Therefore, the Levene test has been used to examine homoscedasticity. Table 4.7 Levene test has been computed through SPSS software. As per the analysis, most of the values obtained through the test were less than the threshold significant based on the mean value of $p < 0.05$ (Pietro Venezia et al., 2022). This suggests that variance across the variables was equal in most of the variables. Hence, this shows that the homogeneity of variance has not been violated. According to Hager et al. (2019), Levene's test can be used for large sample sizes and is considered significant. This present research has a sample size 384, so this test is considered adequate for analysis.

Table 4.7: Homoscedasticity

	Description	Levene Statistic	df1	df2	Sig.
PFS	Based on Mean	1.594	25	356	.037
	Based on Median	.978	25	356	.497
	Based on Median and with adjusted df	.978	25	206.909	.499
	Based on trimmed mean	1.454	25	356	.076
FSA	Based on Mean	2.193	25	356	.001
	Based on Median	1.602	25	356	.036
	Based on Median and with adjusted df	1.602	25	246.352	.039
	Based on trimmed mean	2.132	25	356	.001
RI	Based on Mean	2.236	25	356	.001
	Based on Median	1.847	25	356	.009
	Based on Median and with adjusted df	1.847	25	272.016	.010
	Based on trimmed mean	2.118	25	356	.002
RCH	Based on Mean	2.923	25	356	.000
	Based on Median	2.218	25	356	.001
	Based on Median and with adjusted df	2.218	25	273.195	.001
	Based on trimmed mean	2.888	25	356	.000
SOP	Based on Mean	3.196	25	356	.000
	Based on Median	2.181	25	356	.001
	Based on Median and with adjusted df	2.181	25	225.368	.001
	Based on trimmed mean	3.002	25	356	.000
GS	Based on Mean	2.242	25	356	.001
	Based on Median	1.412	25	356	.093
	Based on Median and with adjusted df	1.412	25	132.306	.110
	Based on trimmed mean	2.042	25	356	.003
eWOM	Based on Mean	3.729	25	356	.000
	Based on Median	2.404	25	356	.000
	Based on Median and with adjusted df	2.404	25	200.854	.000
	Based on trimmed mean	3.614	25	356	.000

Significance Level $p < 0.05$

4.2.6 MULTICOLLINEARITY

When more than three or at least three independent variables are discovered to be connected in the correlation matrix, the phenomenon known as multicollinearity is present (P Obite et al., 2020). According to Lindner et al. (2020), multicollinearity is a problem that makes it difficult to determine the extent to which each independent variable is involved. Because of the high level of multicollinearity, the independent variable's contribution to explaining variance is diminished (Gwelo, 2019). In addition, greater multicollinearity values restrict the regression value's magnitude and associated findings. Consequently, it is necessary to identify highly linked variables as a

measurement. Such variables must be eliminated for better results.

According to Gwelo (2019), estimating the tolerance effect, also known as the Variance Inflation Factor, is the conventional approach to determining the strength of multicollinearity (VIF). The VIF has a negative correlation with tolerance levels. Senaviratna and A. Cooray (2019) state that multicollinearity can be inferred from the smaller tolerance and greater VIF values. According to Cheng et al. (2022) and Podbregar et al. (2020), the Variance inflation factor (VIF) is the factor that determines the strength of the collinearity among the indicators, and the acceptable value of the VIF must be less than 10. In the current investigation, the VIF was determined by doing a regression analysis with all of the factors serving as independent variables and selecting revisit intention as the variable serving in the capacity of the dependent variable. According to the findings presented in Table 4.8, each VIF value was less than 10, as indicated by the data (Sulaiman et al., 2021). As a result, multicollinearity did not pose a problem when doing the analysis.

Table 4.8: Test for Multicollinearity

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.514	.119		4.321	.000		
	PFS	.064	.043	.072	1.473	.142	.333	3.001
	FSA	-.078	.052	-.088	-1.513	.131	.239	4.193
	RI	-.018	.056	-.020	-.326	.744	.215	4.655
	RCH	-.031	.038	-.038	-.817	.415	.380	2.630
	SOP	.073	.058	.080	1.260	.208	.198	5.061
	GS	.447	.072	.451	6.227	.000	.153	6.553
	eWOM	.414	.052	.410	7.899	.000	.298	3.360

a. Dependent Variable: Revisit Intention

4.3 STRUCTURAL EQUATION MODELING

In order to analyze the data, It was done using the Structural Equation Modeling (SEM) technique. It is widely acknowledged that SEM is the statistical method of the future. It stimulates the relationships between independent and dependent constructs (Hair & Alamer, 2022). A software named Smart PLS 3.0, which is based on the partial least squares technique, was used to analyze the data. In order to evaluate the data, we relied on the Measurement Model and the Structural Model.

4.3.1 MEASUREMENT MODEL

The measurement model expresses the relationship between latent constructs and related indicator variables, while the relationship among constructs is represented by the structural model (Dou & Cian, 2022). The structural model estimates and defines measures of the connections (Sarstedt & Cheah, 2019). Internal consistency reliability, discriminant validity, and convergent validity are crucial measurement model metrics.

4.3.2 INDICATOR RELIABILITY

The appropriate validity and reliability of the survey instrument is an important step. As per Almaleki (2021), testing the respondents' psychometric properties is called testing. The scale's reliability confirms consistency and accuracy and wipes out the possibility of biases (Weidner & Zylkin, 2021). There are various methods to check the reliability of measures like spilled-half, test-retest, and Cronbach's alpha coefficient (Farzan et al., 2023). In Table 4.9, indicator reliability has been estimated with their outer loadings. Hanafiah (2020) said that the relationship between variables and their indicators, i.e., outer loadings, must be estimated for reflective measurement models. The indicator reliability value must be above 0.7 (outer loadings) (Taufik, 2019). Most indicator variables' importance is above the required value of 0.7. The outer loadings of the constructs have been measured to more than 0.7. As the composite reliability and value of average variance extracted (discussed further) of this indicator variable have been found appropriate, these measures are considered for further analysis.

Table 4.9: Indicator Reliability

Constructs	Indicator Variables	Outer Loadings
Presentation of food service	FSQ1	0.876
	FSQ2	0.901
	FSQ3	0.755
	FSQ11	0.785
Food service attributes	FSQ5	0.840
	FSQ6	0.841
	FSQ12	0.849
Restaurant image	FSQ8	0.872
	FSQ13	0.785
	FSQ15	0.780
Restaurant Cleanliness & Hygiene	FSQ7	0.884
	FSQ14	0.875
Standard Operating Procedure	FSQ4	0.792
	FSQ9	0.748
	FSQ10	0.802
	FSQ16	0.850
Guest Satisfaction	GS1	0.810
	GS2	0.827
	GS3	0.828
	GS4	0.818
	GS5	0.801
	GS6	0.700
	GS7	0.777
	GS8	0.807
	GS9	0.797
	GS10	0.795
	GS11	0.750
	GS12	0.821
Electronic word of mouth	eWOM1	0.755
	eWOM2	0.777
	eWOM3	0.777
	eWOM4	0.765
	eWOM5	0.737
	eWOM6	0.797
	eWOM7	0.738
	eWOM8	0.818
	eWOM9	0.806
	eWOM10	0.754
	eWOM11	0.715
	eWOM12	0.735
	eWOM13	0.767
	eWOM14	0.741
	eWOM15	0.784
	eWOM16	0.778

Revisit Intention	R1	0.785
	R2	0.815
	R3	0.838
	R4	0.783
	R5	0.799
	R6	0.728
	R7	0.715
	R8	0.764

4.3.3 INTERNAL CONSISTENCY RELIABILITY

According to Nasution et al. (2020), it is essential to examine the validity and reliability of the variables for further analysis of the structural model. Internal consistency reliability was assessed based on the output obtained from the analysis. The current study evaluated the internal consistency using composite Reliability (Chesterton et al., 2007) and Cronbach's alpha. According to Hair Jr et al., 2021; Tabacchi et al. (2020), Cronbach's alpha was the conventional criterion for assessing internal consistency. It presents an approximate estimate of internal reliability. According to Mikkonen et al. (2022), Cronbach's alpha is the most appropriate and well-adopted measure of reliability in scholarly research. Kalkbrenner (2021) suggested that due to some of the limitations of Cronbach's alpha, applying composite for estimating internal consistency is technically more appropriate.

Hence Internal consistency is also estimated through the measurement of composite dependability. To establish internal consistency, Cheung et al. (2023) advised that the value of CR must be equal to or higher than 0.7. In order to determine the internal consistency of the constructs, Table 4.10 assesses the composite reliability and Cronbach's alpha.

Table 4.10: Internal Consistency Reliability

Construct	Code	Composite Reliability	Cronbach's alpha
Presentation of food service	PFS	0.899	0.849
Food service attributes	FSA	0.9195	0.798
Restaurant Image	RI	0.854	0.744
Restaurant Cleanliness & Hygiene	RCH	0.872	0.706
Standard operating procedures	SOP	0.876	0.810
Guest satisfaction	GS	0.954	0.947
Electronic word of mouth	eWOM	0.958	0.953
Revisit Intention	R	0.925	0.907

In Table 4.10, all values of Cronbach's alpha are above 0.7. Since the composite

reliability of the same construct is higher than 0.7, it is considered internally consistent and reliable.

4.3.4 CONVERGENT VALIDITY

The degree of correlation between two measurements of similar ideas is known as convergent validity (Rönkkö & Cho, 2022). Convergent validity is the degree to which a measure correlates with other measures of the same concept using different indicators, according to Hodson (2021); Roemer et al. (2021). The validity and reliability of reflected measurement models must be evaluated. According to a study by Barzilay et al. (2020), evaluating the measurements is crucial for obtaining pertinent results. Using the average variance recovered from the data, convergence validity was evaluated (AVE). Being unable to explain more than half of the variance by its items or variables, an AVE score of less than 0.5 is unsatisfactory (Purwanto, 2021)

Table 4.11: Convergent Validity

Independent Variables	Average variance extracted
PFS	0.691
FSA	0.711
RI	0.662
RCH	0.773
SOP	0.638
GS	0.632
eWOM	0.586
R	0.608

Therefore, items from the constructs for all the values were kept to gain the AVE value of 0.5. In Table 4.11, the average variance extracted has been given. All the values of AVE had been found above 0.5. Hence, Convergent validity has been verified.

4.3.5 DISCRIMINANT VALIDITY

According to Ronkko and Cho (2022), discriminant validity refers to the extent to which one construct can be distinguished. Establishing a construct's discriminant validity requires demonstrating that it is distinct and confines things not represented by other constructs (Pagliara et al., 2021). In order to determine the degree of dissimilarity between the various constructs, a test of discriminant validity was carried

out. According to Hair Jr. and colleagues (2021), discriminant validity is reached when the inter-construct correlations are lower than the square root of the AVE. Table 4.12 illustrates this point.

Table 4.12: Discriminant Validity

	FSA	GS	FSA	RCH	RI	R	SOP	eWOM
FSA	0.843							
GS	0.808	0.795						
PFS	0.771	0.772	0.831					
RCH	0.724	0.721	0.667	0.879				
RI	0.812	0.843	0.764	0.747	0.814			
R	0.655	0.803	0.647	0.581	0.685	0.780		
SOP	0.825	0.861	0.760	0.739	0.836	0.715	0.799	
eWOM	0.725	0.436	0.669	0.643	0.733	0.795	0.756	0.766

The off-diagonals in Table 4.12 show the correlations between the variables, whereas the diagonals reflect the square root of the extracted average variance. The inter-construct variables and the AVE do not significantly affect one another. Cross-loadings have been recommended as the primary method for determining the discriminant validity of the variables by Amora (2021) and Bowman & Goodboy (2020). The loadings of indicator variables on their assigned concept must be greater than others, according to Hair Jr et al. (2021). The loadings and cross-loadings of each indicator variable are displayed in Table 4.13. The table demonstrates that the construct loadings on their measures were higher than those on other constructs. As a result, discriminant validity has been proven.

Table 4.13: Cross Loading

	FSA	GS	PFS	RCH	RI	R	SOP	eWOM
EWOM1	0.629	0.742	0.645	0.587	0.676	0.668	0.678	0.755
EWOM10	0.473	0.585	0.457	0.486	0.526	0.564	0.514	0.754
EWOM11	0.528	0.618	0.507	0.465	0.563	0.577	0.584	0.715
EWOM12	0.529	0.602	0.469	0.514	0.514	0.528	0.538	0.735
EWOM13	0.520	0.638	0.487	0.478	0.532	0.608	0.554	0.767
EWOM14	0.507	0.583	0.447	0.431	0.502	0.613	0.502	0.741
EWOM15	0.522	0.622	0.500	0.496	0.538	0.621	0.530	0.784
EWOM16	0.599	0.664	0.570	0.534	0.584	0.672	0.611	0.778

EWOM2	0.613	0.720	0.573	0.548	0.630	0.639	0.663	0.777
EWOM3	0.560	0.607	0.530	0.474	0.575	0.611	0.601	0.777
EWOM4	0.588	0.661	0.524	0.488	0.594	0.621	0.586	0.765
EWOM5	0.514	0.610	0.494	0.445	0.528	0.607	0.555	0.737
EWOM6	0.615	0.680	0.513	0.458	0.567	0.648	0.617	0.797
EWOM7	0.518	0.570	0.484	0.484	0.498	0.565	0.511	0.738
EWOM8	0.579	0.663	0.483	0.505	0.579	0.605	0.586	0.818
EWOM9	0.551	0.628	0.468	0.461	0.525	0.572	0.590	0.806
FSQ1	0.622	0.631	0.876	0.598	0.629	0.507	0.600	0.537
FSQ11	0.712	0.691	0.785	0.563	0.710	0.592	0.710	0.631
FSQ2	0.673	0.682	0.901	0.599	0.655	0.575	0.674	0.564
FSQ3	0.534	0.541	0.755	0.438	0.521	0.459	0.519	0.473
FSQ12	0.849	0.719	0.615	0.642	0.709	0.626	0.737	0.665
FSQ5	0.840	0.663	0.712	0.589	0.672	0.488	0.701	0.554
FSQ6	0.841	0.658	0.631	0.596	0.669	0.534	0.646	0.609
FSQ13	0.670	0.656	0.659	0.622	0.785	0.503	0.664	0.583
FSQ15	0.599	0.638	0.564	0.518	0.780	0.532	0.621	0.546
FSQ8	0.710	0.757	0.643	0.675	0.872	0.629	0.749	0.654
FSQ14	0.693	0.631	0.625	0.875	0.673	0.491	0.662	0.544
FSQ7	0.582	0.637	0.548	0.884	0.641	0.530	0.637	0.587
FSQ10	0.665	0.687	0.579	0.591	0.663	0.563	0.802	0.642
FSQ16	0.709	0.765	0.669	0.619	0.740	0.644	0.850	0.670
FSQ4	0.705	0.674	0.652	0.630	0.655	0.524	0.792	0.581
FSQ9	0.552	0.616	0.523	0.517	0.605	0.547	0.748	0.514
GS1	0.701	0.810	0.697	0.588	0.681	0.656	0.727	0.684
GS10	0.621	0.795	0.576	0.567	0.662	0.663	0.652	0.673
GS11	0.560	0.750	0.491	0.496	0.580	0.635	0.609	0.661
GS12	0.664	0.821	0.638	0.589	0.716	0.662	0.736	0.696
GS2	0.682	0.827	0.706	0.623	0.721	0.670	0.752	0.701
GS3	0.666	0.828	0.671	0.624	0.711	0.640	0.713	0.645
GS4	0.670	0.818	0.608	0.563	0.715	0.657	0.687	0.679
GS5	0.588	0.801	0.612	0.558	0.669	0.614	0.695	0.641
GS6	0.581	0.700	0.563	0.539	0.581	0.595	0.624	0.593
GS7	0.646	0.777	0.644	0.600	0.677	0.585	0.678	0.597
GS8	0.640	0.807	0.573	0.557	0.645	0.660	0.667	0.689
GS9	0.680	0.797	0.567	0.568	0.673	0.623	0.663	0.706
R1	0.497	0.626	0.518	0.486	0.491	0.785	0.555	0.629
R2	0.573	0.656	0.538	0.494	0.551	0.815	0.571	0.628
R3	0.565	0.681	0.593	0.504	0.600	0.838	0.630	0.665
R4	0.562	0.650	0.518	0.416	0.580	0.783	0.574	0.648
R5	0.527	0.640	0.519	0.467	0.555	0.799	0.555	0.647
R6	0.464	0.567	0.418	0.417	0.459	0.728	0.491	0.574
R7	0.410	0.527	0.440	0.349	0.470	0.715	0.512	0.524
R8	0.471	0.647	0.474	0.474	0.550	0.764	0.563	0.632

4.3.6 STRUCTURAL MODEL

Finding the linear relationship between the independent and dependent variables is the next critical step, which should be done after evaluating the measurement model. The structural model analyses the path model, represented by a set of equations and used to frame the theoretical model (Borsboom et al., 2021). Figure 4.7 depicts the structural model in its entirety.

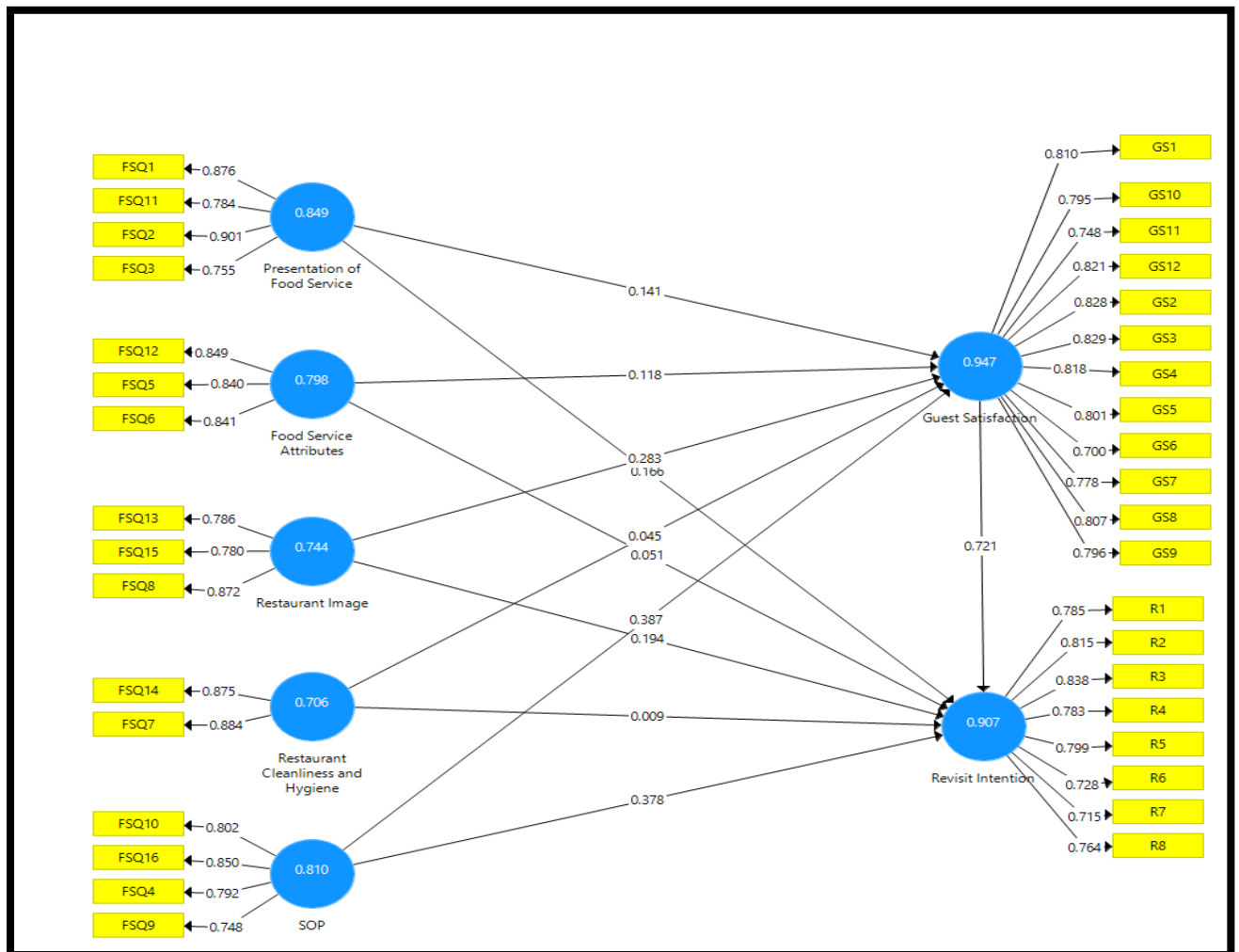


Figure 4.7: Structural Model

In Table 4.14, the path coefficients that were created by SmartPLS, as well as their respective t-values, can be found. The bootstrapping methodology was utilized by the software in order to generate the t-values. The hypotheses formed throughout the study were tested, and the findings are presented in Table 4.14. The standardized path coefficients must be at least 0.2 and could be greater than 0.3 in some cases (Luo et al., 2021).

Table 4.14: Structural Model Results

Hypothesis NO	Path Relations	Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
H1b	FSA -> GS	0.118	0.121	0.060	1.970	0.049	Supported
H2b	FSA -> R	-0.034	-0.030	0.070	0.484	0.629	Non-supported
H4	GS -> R	0.721	0.723	0.092	7.869	0.000	Supported
H1a	PFS -> GS	0.141	0.147	0.054	2.608	0.009	Supported
H2a	PFS -> R	0.065	0.067	0.074	0.869	0.385	Non-supported
H1d	RCH -> GS	0.045	0.044	0.047	0.960	0.338	Non-supported
H2d	RCH -> R	-0.023	-0.026	0.056	0.419	0.676	Non-supported
H1c	RI -> GS	0.283	0.279	0.057	4.925	0.000	Supported
H2c	RI -> R	-0.010	-0.009	0.082	0.123	0.902	Non-supported
H1e	SOP -> GS	0.387	0.384	0.061	6.389	0.000	Supported
H2e	SOP -> R	0.099	0.093	0.080	1.238	0.216	Non-supported

The data was collected from the restaurant guests of the hotels in Bangladesh. Eleven hypotheses were formulated and tested. Among them, five hypotheses estimated the t-value above 1.96. These hypotheses were supported, and the remaining six were found to be non-supportive, with a t-value less than 1.96. The impact of the presentation of food service (H1a), food service attributes (H1b), restaurant image (H1c), and standard operating procedure (H1e) was found to be significant in guest satisfaction. The impact of restaurant cleanliness & hygiene (H1d) was insignificant in guest satisfaction. On the other hand, the effect of the presentation of food service (H2a), food service attributes (H2b), restaurant image (H2c), restaurant cleanliness & hygiene (H2d), and standard operating procedure (H2e) were not found to be significant with revisit intention. The coefficient of determination (R²) for the dependent variable, the estimation of the path coefficient (β), and the predictive relevance (Q²) were crucial metrics utilized to assess the structural model in this work (Legate et al., 2023). Table 4.15 discusses each factor's justification and recognized value.

Table 4.15: Accepted Values of Factor

Criterion	Description	Acceptable value
R² (Coefficient of determination)	It measures how predictable the variance of the Y value over the X value is (Fidell & Tabachnick, 2003).	Value is between 0 to 1 A value near 0 is weak, and near 1 is strong (Chin, 1998)
Path estimation (β)	It is the path coefficient. It measures manifold correlation coefficients between dependent and independent variables	Value t=2.58 p<0.01, t=1.96 p<0.05, and t=1.64 p<0.10 and t=2.326 p<0.01 (Jr & Black William C., 2006)
Q² Predictive relevance	It is an indicator model of predictive relevance (Fidell & Tabachnick, 2003)	Values 0.02, 0.15, and 0.35 are weak, medium, and significant impacts (Chin, 1998).
Goodness of fit	A test to measure how effectively a sample data fit with a distribution from a population (Jr & Black William C., 2006).	Near to 1 is a better value. (Chin, 1998)

4.3.7 PATH ESTIMATION (β)

The regression coefficient is used to determine each path relationship that is conceptualized in the framework. The t value determines the importance of the regression coefficient. This value is generated by using PLS bootstrapping process. Table 4.16 shows the eleven hypotheses and nineteen path relations. As shown in the table, five path relations were supported and found significant, but six path relations were found not supported.

In Figure 4.7, a graphical presentation of paths is shown. It has been found that representation of food service (PFS), food service attributes (FSA), restaurant image (RI), and standard operating procedure have been significant in guest satisfaction (GS). In contrast, restaurant cleanliness & hygiene (RCH) are insignificant to guest satisfaction (GS).

Also, the impact of the presentation of food service (PFS), food service attributes (FSA), restaurant image (RI), restaurant cleanliness & hygiene (RCH), and standard operating procedure were not found to be significant with revisit intention. Thus, the hypothesis supported were H1a, H1b, H4, H1c, H1e and the hypothesis not supported were H1d, H2a, H2b, H2c, H1d, H2e. The highest significant path was between guest satisfaction (GS) and revisit intention (R), where path coefficient (β) = 0.721, or 72.1%, and t statistics was 7.869, followed by standard operating procedure with guest satisfaction (GS) where path coefficient (β) = 0.387, or 38.7 % and t statistics is 6.389.

The least significant path relations were between restaurant image (RI) and revisit intention (R), where path coefficient (β) = -0.010 and t statistics was 0.123. These results indicate that guest satisfaction has a significant role in the revisit intention of the hotel. The standard operating procedure is also a determinant factor in achieving guest satisfaction. As per the results, restaurant cleanliness & hygiene were found to be the least important in achieving guest satisfaction.

Table 4.16: Structural Relations and Path Estimation Model

Hypothesis NO	Path relations	Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
H1b	FSA -> GS	0.118	0.121	0.060	1.970	0.049	Supported
H2b	FSA -> R	-0.034	-0.030	0.070	0.484	0.629	Non-supported
H4	GS -> R	0.721	0.723	0.092	7.869	0.000	Supported
H1a	PFS -> GS	0.141	0.147	0.054	2.608	0.009	Supported
H2a	PFS -> R	0.065	0.067	0.074	0.869	0.385	Non-supported
H1d	RCH -> GS	0.045	0.044	0.047	0.960	0.338	Non-supported
H2d	RCH -> R	-0.023	-0.026	0.056	0.419	0.676	Non-supported
H1c	RI -> GS	0.283	0.279	0.057	4.925	0.000	Supported
H2c	RI -> R	-0.010	-0.009	0.082	0.123	0.902	Non-supported
H1e	SOP -> GS	0.387	0.384	0.061	6.389	0.000	Supported
H2e	SOP -> R	0.099	0.093	0.080	1.238	0.216	Non-supported

4.3.8 COEFFICIENT OF DETERMINATION (R²)

It measures the percentage of variation in dependent variables explained by independent variables. As per A. Purwanto et al. (2022), the value of R² as 0.67, 0.33, and 0.19 demonstrates strong, moderate, and weak relations. A value near 1 is considered strong for predicting the relationship between variables. Table 4.17 shows that guest satisfaction shared the highest variance where R² value = **0.808** or 80.40%, followed by revisit intention with R² value **0.649** or 64.90%. The results of Table 4.17 show that the model is considered a strong fit.

Table 4.17: Coefficient of Determination (R²)

Construct	AVE	Composite Reliability	R Square	Cronbach's Alpha	Communality
PFS	0.691	0.899		0.849	0.691
FSA	0.711	0.881		0.798	0.711
RI	0.662	0.925		0.907	0.662
RCH	0.773	0.872		0.706	0.773
SOP	0.638	0.876		0.810	0.638
GS	0.632	0.954	0.808	0.947	0.632
R	0.608	0.925	0.649	0.907	0.608
Average			0.76850		0.6735714
GoF			0.71947		

4.3.9 PREDICTIVE RELEVANCE (Q²)

Predictive relevance suggests the model could predict the dependent variable's measuring items. It is another assessment of the structural model. Purwanto & Juliana (2022) said, "if the value of Q² is larger than zero, the model is considered to have predictive relevance". As per Purwanto (2021), "Values 0.02, 0.15, and 0.35 are weak, medium and large." Predictive relevance is shown in Table 4.18. The values of Q² are guest satisfaction= **0.505** and revisit intention = **0.388**. As the values are more than zero, it suggests that the model is predicting the dependent variable measuring items. Thus, it presented a higher predictive relevance impact.

4.3.10 THE GOODNESS OF FIT INDEX (GOF)

After evaluating the path estimation, coefficient determinant, and predictive relevance,

the subsequent analysis assesses the model for the goodness of fit. Al-Zwainy & Al-Marsomi (2023) and Jianwen & Wakil (2020) suggested a geometric mean of average R^2 and average communality for estimating GOF. The goodness of fit value must be between 0 to 1 (Marsh et al., 2020). The more value better is the path model estimation. Table 4.17 shows the importance of Goodness of Fit. As per the table, the value of GoF is 0.71947 or 71.94% which is accepted substantially. Hence, the model is strongly fit for the evaluation.

Table 4.18: Predictive Relevance R^2 and Q^2 Value

Endogenous Latent Construct	Coefficient of Determination (R^2)	Predictive Relevance (Q^2)
Guest Satisfaction (GS)	0.808	0.505
Revisit intention (R)	0.649	0.388

4.4 MEDIATION ANALYSIS

Researchers generally focus on direct relationships, and because of this, the mediating effects are ignored completely (MacKinnon et al., 2020). Focusing on direct relationships could give out highly biased results as a variable may not have an immediate effect, but another variable mediates its effect. Studies done in PLS normally do not consider and analyze the mediating developments openly in the hypothesis and path models (Heredia et al., 2022). Therefore, a mediation analysis of the variables was conducted to check the indirect and direct relationships. For testing the mediation effect, a bootstrap of samples was done. Rasoolimanesh et al. (2021) suggest bootstrapping the sampling distributions to test the mediation effect best suits the PLS-SEM method.

As per Richter et al. (2022), mediation analysis in PLS-SEM is a step-by-step activity rather than a step. J. Choi et al. (2020) and Igartua & Hayes (2021) said the bootstrapping approach could be applied twice, once without mediation and secondly with mediation. Also, there is no mediation role if the direct effect is insignificant. Mediating variable included in the direct impact is significant. The mediating effect is absent if the indirect effect is insignificant (Hwang et al., 2020; Paek & Sumners, 2019).

Table 4.19: Direct Effect (Mediation Analysis)

Hypothesis NO	Path relations	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)	P Values
H2b	FSA -> R	-0.034	-0.030	0.070	0.070	0.484	0.629
H2a	PFS -> R	0.065	0.067	0.074	0.074	0.869	0.385
H2d	RCH -> R	-0.023	-0.026	0.056	0.056	0.419	0.676
H2c	RI -> R	-0.010	-0.009	0.082	0.082	0.123	0.902
H2e	SOP -> R	0.099	0.093	0.080	0.080	1.238	0.216

Table 4.19 shows the direct effect between all food service quality constructs presentation of food service (PFS), food service attributes (FSA), restaurant image (R1), restaurant cleanliness & hygiene (RCH), and standard operating procedures with revisit intention (R). As the t – value among the relationship between food service qualities (FSQ) constructs and revisit intention (R) was found to be less than the threshold value of 1.96, these relationships are insignificant.

The significance of the indirect effect was measured to confirm the indirect impact and mediating role of guest satisfaction with the significant relationships among the variable shown in Table 4.20. As shown in Table 4.20, the findings show that the indirect relationship between standard operating procedure through guest satisfaction is significant, as the t-value is 4.631. Similarly, the mediation effect of guest satisfaction is also prevalent in the relationship between restaurant image (RI) and revisit intention (R) (t- value = 4.157), presentation of food service (PFS) and revisit intention (R) (t-value= 2.492), restaurant cleanliness and hygiene (RCH) and revisit intention (R) (t -value= 0.972), and between food service attributes (FSA) and revisit intention (R) (t -value= 1.899). Therefore, it is proved that guest satisfaction has a mediating effect between standard operating procedure and revisit intention (R), restaurant image (RI) and revisit intention (R), presentation of food service (PFS) and revisit intention (R), all these relationships. Also, guest satisfaction does not have a mediating effect between food service attributes (FSA) and revisit intention (R) and restaurant cleanliness and hygiene (RCH) and revisit intention (R).

Table 4.20: Indirect Effect (Mediation Analysis)

Indirect Effect	Path Coefficient of Indirect effect	Standard Error	T Statistics	P Values
FSA -> GS -> R	0.085	0.045	1.899	0.058
PFS -> GS -> R	0.102	0.041	2.492	0.013
RCH -> GS -> R	0.032	0.033	0.972	0.332
RI -> GS -> R	0.204	0.049	4.157	0.000
SOP -> GS -> R	0.279	0.060	4.631	0.000

Variance accounted for (VAF) is calculated if the indirect effect is significant. Since the indirect impact was significant, VAF is calculated in Table 4.21 to show the mediation analysis. A VAF value greater than 80% shows complete mediation, between 20% and 80% shows partial mediation and less than 20% shows no mediation (Kraus et al., 2020; Seman et al., 2019).

As seen in Table 4.21, the VAF value for guest satisfaction as a mediating variable between food service presentations is 0.61077 or 61.07%. The VAF value confirms partial mediation. Similarly, The VAF value for guest satisfaction as a mediating variable between restaurant image and revisit intention is 0.953271 or 95.32%, ensuring full mediation. Lastly, the VAF value for guest satisfaction as a mediating variable between standard operating procedure and revisit intention is 0.738095 or 73.80 %, which confirms partial mediation. So, it is concluded that guest satisfaction acts as a partially mediating variable between relationships of food service quality variables (presentation of food service and standard operating procedure) with revisit intention and total mediating variable between relationships of food service quality variables (restaurant image) with revisit intention.

Table 4.21: Mediation Analysis

Indirect Effect	Indirect effect (P1 X P2)	Total effect (P1 X P2 + P3)	Variance accounted for	Result
PFS -> GS -> R	0.102	0.167	0.61077	Partial Mediation
RI -> GS -> R	0.204	0.214	0.953271	Full Mediation
SOP -> GS -> R	0.279	0.378	0.738095	Partial Mediation

4.5 MODERATION ANALYSIS

After evaluating the mediation analysis, the next step is to examine the moderation impact of eWOM on the relationships between dependent and independent variables. A moderator is a variable that affects the relationship between independent and dependent variables (Busenbark et al., 2022). The interaction approach allows the representation of a structural path model with moderating effect within depicting new relationships (Afriyie et al., 2019). A two-stage approach is adopted to measure the impact of eWOM as a moderator on the relationship between food service quality and guest satisfaction. Since food service quality is a higher-order construct consisting of other constructs, both are measured as second-order constructs in the first stage. At this stage, the model is evaluated for its validity and reliability. To estimate the validity and reliability of the model, the average variance was extracted, and composite reliability and Cronbach's alpha were measured.

These measures were used to assess and verify the convergent validity and internal consistency of the constructs taken in the study. Convergent validity is the degree of correlation of the scale with the other available measures of a similar construct. The measure commonly used to evaluate the convergent validity of each construct is Average Variance Extracted (AVE). The AVE describes the variance of the indicator variable explained by the construct. In Table 4.22, the AVE values of all the constructs were estimated. The AVE value of food service quality was 0.711, above the threshold value of 0.5. The AVE values of all the other constructs were also above 0.5. The importance of AVE less than 0.5 is unacceptable because it could not explain more than half of the variance by its items or variables (Purwanto, 2021).

Table 4.22: Reliability and Validity of the Model for Measuring Moderating Effect of eWOM

Constructs	AVE	Composite Reliability	Cronbach's alpha	Communality
FSA	0.711	0.881	0.798	0.711
GS	0.632	0.954	0.947	0.632
PFS	0.691	0.899	0.849	0.691
RCH	0.773	0.872	0.706	0.773
RI	0.662	0.854	0.744	0.662
R	0.608	0.925	0.907	0.608
SOP	0.638	0.876	0.810	0.638

A composite Reliability measure was used to estimate the internal consistency. It is the measurement of actual score variance concerning the total score variance. CR value must be 0.70 or higher (Fornell & Larcker, 1981). The composite reliability measured in Table 4.22 for food service quality was 0.881. The values estimated for all the other constructs were also higher than 0.7.

Similarly, Cronbach's alpha was measured to test the internal consistency of measurements. The value of Cronbach's alpha measured for food service quality was 0.798, higher than the threshold value of 0.7 (Peterson, 1994). All other values of the constructs were also higher than 0.7. So, these constructs were found to be reliable and acceptable for further analysis.

4.5.1. eWOM as a moderating variable on the relationship between food service quality and guest satisfaction.

The latent variable scores obtained at the first stage of moderation analysis were used to assess the importance of path coefficients. In Figure 4.8, the structural model with the moderation effect of eWOM in the relationship between food service quality and guest satisfaction is given.

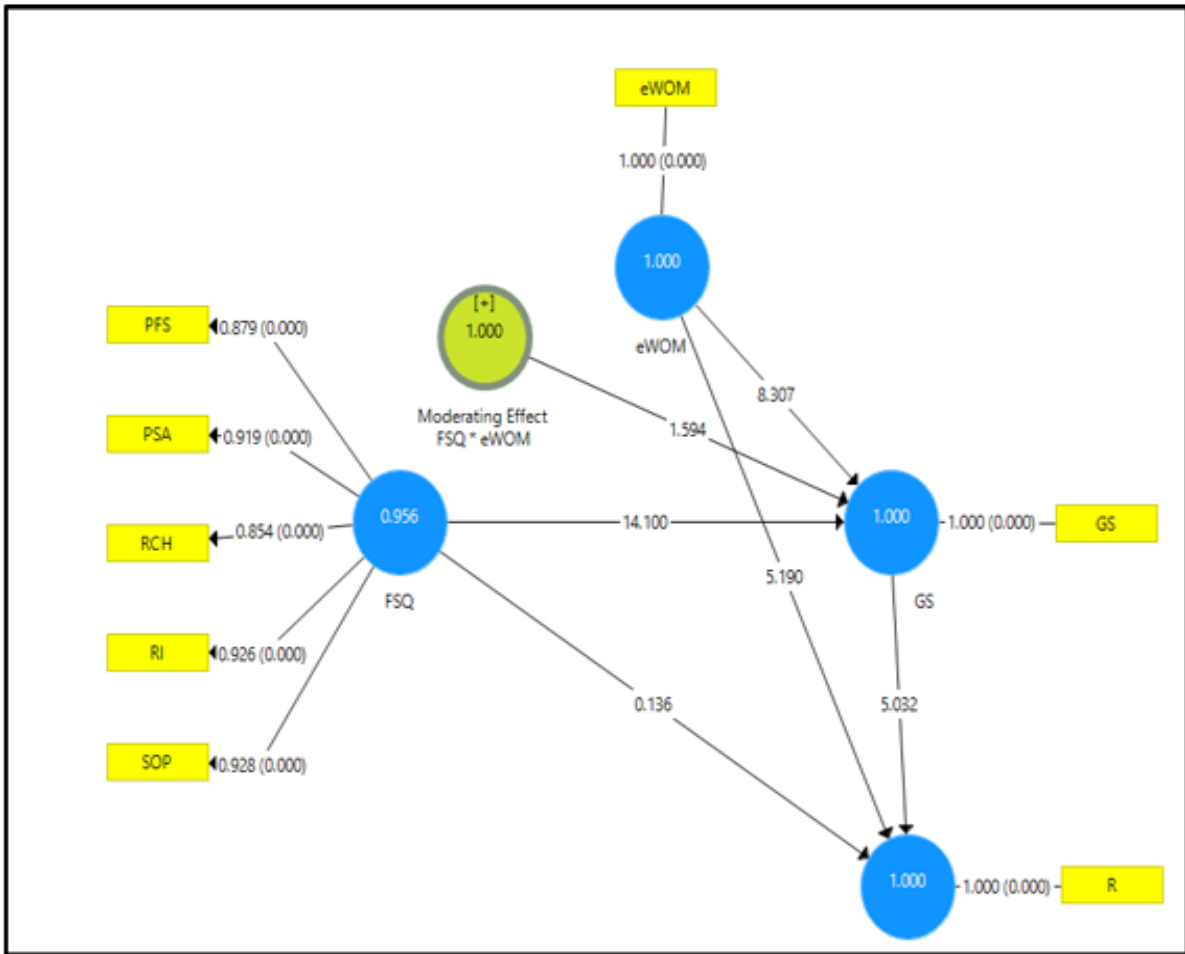


Figure 4.8: Structural Model Showing eWOM Moderating effect between Food Service Quality and Guest Satisfaction.

As can be seen from Figure 4.8, the interaction term FSQ*eWOM has an impact on guest satisfaction (1.594). This means that for this level of eWOM, the relationship between food service quality and guest satisfaction has a value of 14.100. If the eWOM increases (i.e., eWOM is amplified by one standard deviation), the relationship between food service quality and guest satisfaction would be measured by the interaction term's dimension and get a value of $14.100 - 1.594 = 12.506$. Therefore, when eWOM increases, food service quality becomes less necessary for explaining guest satisfaction. Likewise, when eWOM increases T values, food service quality becomes more critical for explaining guest satisfaction, but such results hold when the interaction term becomes non-significant.

The bootstrapping procedure was undertaken to test the significance of the eWOM moderation effect between food service quality and guest satisfaction relationship. In Table 4.23, the analysis measures t – the value of 1.594 for the path linking the

interaction term and guest satisfaction. Therefore, eWOM is not a significant moderator in the relationship between food service quality and guest satisfaction.

Table 4.23: Moderation Effect of eWOM in the Relationship between Food Service Quality and Guest Satisfaction

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)	P Values	Remarks
GS -> R	0.468	0.466	0.098	0.098	5.032	0.000	
FSQ -> GS	0.626	0.625	0.044	0.044	14.100	0.000	
FSQ -> R	-0.010	-0.011	0.076	0.076	0.136	0.891	
FSQ*eWOM -> GS	0.030	0.031	0.019	0.019	1.594	0.111	Not Significant
eWOM -> GS	0.361	0.362	0.043	0.043	8.307	0.000	
eWOM -> R	0.413	0.415	0.080	0.080	5.190	0.000	
GS -> R	0.468	0.466	0.098	0.098	5.032	0.000	

4.5.2. eWOM as a moderating variable on the relationship between food service quality and revisit intention:

After estimating the effect of eWOM on the relationship between food service quality and guest satisfaction, the next step is to assess the effect of eWOM as a moderating variable between the relationships among food service quality and revisit intention. The structural model with the moderation effect of eWOM in the relationship between food service quality and revisit intention is given in Figure 4.9.

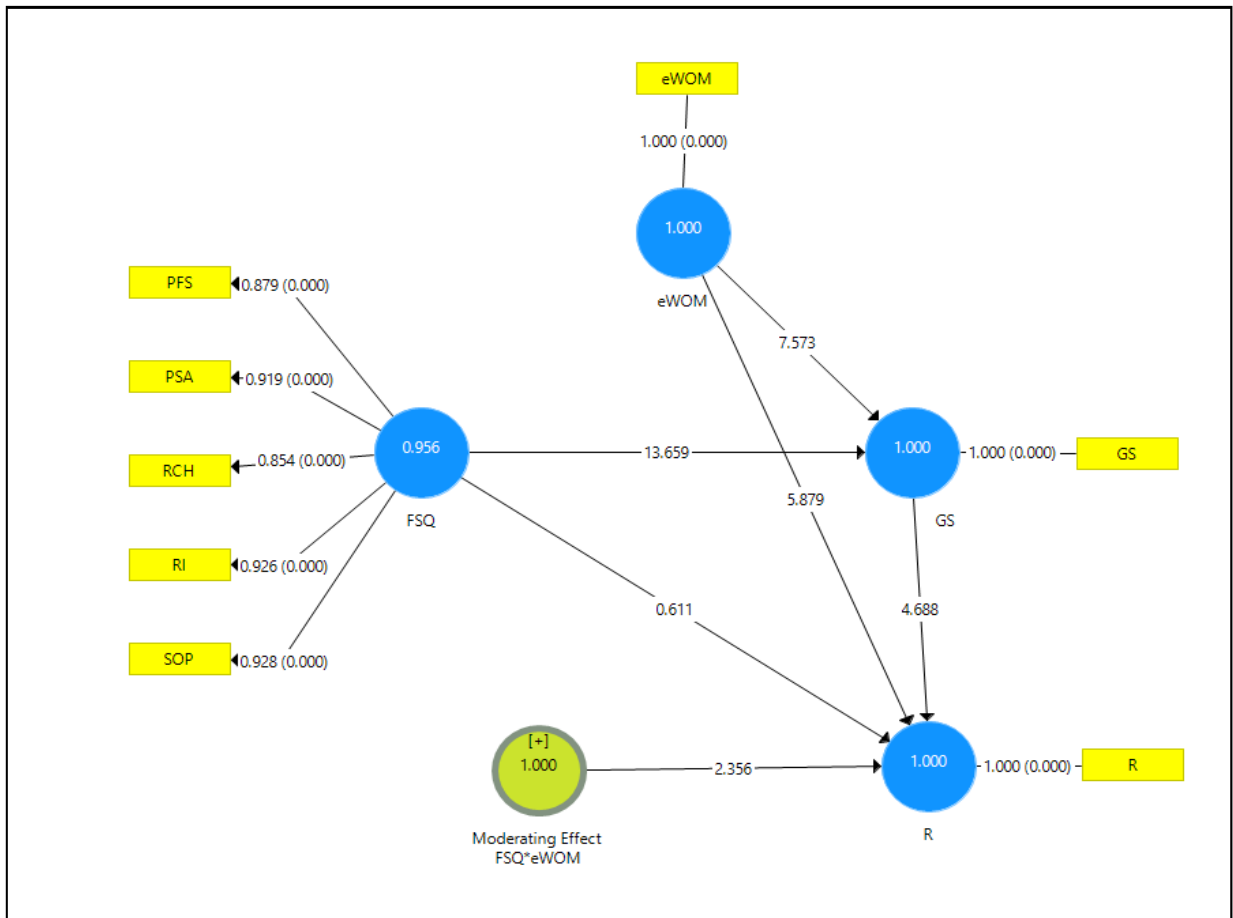


Figure 4.9: Structural Model showing eWOM Moderating effect between Food Service Quality & Revisit Intention.

As seen in Figure 4.9, the interaction term FSQ*eWOM effect on revisit intention has a value (2.356). This means that for this level of eWOM, the relationship between food service quality and revisit intention obtains a value of 13.659. If the eWOM is increased (i.e., eWOM becomes higher by one standard deviation), then the relationship between food service quality and revisit intention would increase by the size of the interaction term, i.e., $2.356 + 13.659 = 16.015$. Therefore, when eWOM becomes lower, food service quality becomes more critical for explaining revisit intention, but such results hold when the interaction term becomes significant.

Table 4.24: Moderation effect of eWOM between the Relationship of Food Service Quality and Revisit Intention.

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)	P Values	Remarks
GS -> R	0.437	0.436	0.093	0.093	4.668	0.000	
FSQ -> GS	0.611	0.608	0.045	0.045	13659	0.000	
FSQ -> R	0.050	0.048	0.081	0.081	0.611	0.542	
FSQ*eWOM -> R	0.084	0.080	0.036	0.036	2.356	0.019	Significant
eWOM -> GS	0.356	0.360	0.047	0.047	7.573	0.000	
eWOM -> R	0.437	0.436	0.074	0.074	5.479	0.000	
GS -> R	0.437	0.436	0.093	0.093	4.668	0.000	

The bootstrapping approach was used to determine the degree of significance of the eWOM moderation effect between food service quality and revisit intention. The study reports a t-value of 2.356 for the path between the interaction term and revisit intention in Table 4.24. As a result, it is discovered that eWOM plays a significant moderating role in the association between revisit intention and food service quality.

SUMMARY

The analysis of data was an essential segment of this study. The collection of data was conducted through a self-administrated questionnaire being asked from five-star hotel restaurant guests of Bangladesh. The questionnaire was developed based on the review of literature considering the practical applicability and functionality of the food and beverage service department. In the chapter's first phase, initial data collection instrument screening, this study would not have been complete without the data analysis. The data was gathered with a questionnaire that the guests of Bangladesh's five-star hotel restaurants were requested to fill out and return on their own. In the first section of this chapter, an initial screening of the data-gathering instruments was carried out. Following this phase, a graphical representation of the respondent's personal information was used to create a representation of the respondent's personal and demographic profile that was used in the following step.

In addition, the structural equation modeling (SEM) approach was utilized in this study. The validity and reliability of the model were examined in the first phase of the process. In addition to this, the structural model established a hypothetical link between a number of the factors that were discussed in the conceptual framework. In addition, the mediation and moderation analyses were also estimated, and their findings are included in the results.

CHAPTER 5

DISCUSSION OF RESULTS

DISCUSSION OF RESULTS

INTRODUCTION

This section aims to examine the findings and conclusions of the preceding section. Results from several statistical tests were presented in the previous chapter. In addition, the influencing and intervening factors were examined. This was accomplished through standardized measures and the impact of food service quality and guest satisfaction on revisit intention in five-star hotels of Bangladesh: an empirical study. This chapter is structured into the subsequent section, examining and debating the connections between these variables, factors, and constructs. The findings were derived from reviewing the structural model through mediating and regulating analysis of the gathered data. This chapter follows the conclusions presented in the preceding chapter by exploring plausible and suitable explanations for the observed correlations between different data sets.

This chapter is divided into the following sections:

- ❖ **DISCUSSION OF RESULTS IN CONTEXT WITH THE FRAMED HYPOTHESIS**
- ❖ **SUMMARY**

5.1 DISCUSSION OF RESULTS IN CONTEXT WITH THE FRAMED HYPOTHESIS

This chapter discusses the findings in line with the formulated hypothesis.

5.1.1 Discussion of results pertaining to research hypothesis 1:

The following hypothesis was formulated in order to determine the food service quality contributes to overall guest satisfaction, which is discussed as follows (H1a, H1b, H1c, H1d, and H1e):

5.1.1.1 Hypothesis H1a

This hypothesis sought to determine the relationship between the presentation of food service and guest satisfaction in five-star hotels. Presentation of food service is the commodities which are present in the food service outlet for guests. The quality of the

hotel's restaurant services has an impact on psychology about satisfaction/dissatisfaction (Sing et al., 2023). Hypothesis H1a was found to be significant in guest satisfaction. The results were obtained from the structural model estimation. The path coefficients generated by SmartPLS, along with their t-value, were demonstrated. The software provided the t-values by using the bootstrapping procedure. It has been discovered that the presentation of food service had been found significant in guest satisfaction. This is quite evident in the prior studies as well. Michel et al. (2015), Oficiar et al. (2017), and Poon & Elias (2023), found that among the presentation of food service is the art of modifying, processing, arranging, or decorating food to enhance its aesthetic appeal. The visual presentation of food is essential to many chefs and food consumers. It involves adorning the food service and making it appear more appetizing to the restaurant patrons. Chang & Chiu (2023) study also found that among the factors that are startlingly significant towards overall guest satisfaction. Abdullah et al. (2023) evaluated that the presentation of food service impacts guest satisfaction in the food service outlet of luxury hotels. Presentation of food service is divided into four broad categories, i.e., the attractiveness of food service, excellent food service quality, extraordinary food service quality, and eye-appealing food garnishing. Restaurant guests who come to five-star hotels usually expect quality food service presentations. Food plating and presentation are vital to satisfying the culinary urges of restaurant guests. They even say that a great plate can increase a person's appetite. So, the authority could adopt tips on presenting food for a more delightful experience for their restaurant guests.

5.1.1.2 Hypothesis H1b

The hypothesis was developed to identify the connection between food service attributes and guest satisfaction in five-star hotels. The assumption is supported and found significant in guest satisfaction in the present study. The food and beverage service department is responsible for maintaining all types of attributes in the restaurant. So, food service attributes come over the responsibility of the food and beverage service department. Serving food at the appropriate temperature, providing the same food service, and well-trained, competent and experienced staff were the three most significant factors for guest satisfaction and repeated patronage of the same hotels (Gangwar & Reddy, 2023). Abdullah et al. (2023) said most respondents considered appropriate food service

temperatures while selecting hotels for the first time or repeat visits. Order accuracy is always critical to delivering exceptional service for the restaurant guest, but it is even more important when staff takes to-go orders and physically fulfils them. When guests take their food, they always think of the same food they ordered because they are paying for it. Guest satisfaction and revisit intention are firmly linked, which is connected to the food service attributes (Choi & Lim, 2023; Hossain et al., 2023).

As stated earlier, food service attributes significantly impact guest satisfaction. In hotel operations, food service is a broad classification, and it has various bifurcations, such as the accuracy and professionalism of food service. A well-trained, skilled, and experienced food service personnel saves time and money and boosts the restaurant's profitability (Ndhlovu & Dube, 2023). Ensure that every food service team member, from the restaurant waiter and kitchen staff to the management, receives strong and ongoing training to excel in the highly competitive hotel market.

5.1.1.3 Hypothesis H1c

This hypothesis was framed to identify the link between restaurant image and guest satisfaction among five-star hotels. This relationship had found to be significant. Restaurant image has been majorly discussed in previous studies. The results were found to be consistent with prior studies. Chang & Chiu (2023), said that most respondents considered visually attractive food service areas, fulfilment of the food service quality what exactly guests expected. Of course, the billing accuracy of the guest's order significantly impacts guest satisfaction. Research across service industries has shown that restaurant image is critical in hotel selection (Sharma et al., 2023). In many past studies, restaurant image was essential to guest satisfaction (Dandis et al., 2023; Kumar et al., 2023).

Hence, restaurant image is one of the most significant factors in guest satisfaction, as proved in the present study. When a restaurant guest arrives at the restaurant and finds attractive surroundings, it gives him a feeling of coming luxurious hotel. The restaurant and guests visiting the banquets also find it visually appealing, assuring them of the best hotel they stayed in. The restaurant image should draw guests' attention, satiate their appetite, and trigger visual hunger (Burke-Garcia, 2023). If their first contact with the

restaurant is with high-quality, mouth-watering photos, the guests remember it (Jones, 2023). At the same time, fulfilment of the food service quality and, last but not least, after consuming food, they expect the accuracy of food billing to impact the hotel's guest satisfaction significantly.

5.1.1.4 Hypothesis H1d

The prime aim of this hypothesis is to find out the association between restaurant cleanliness & hygiene and guest satisfaction among five-star hotels. This proposition has been proven not significant. The facilities in the washroom of a hotel's restaurant were always clean and tidy, which does not create a mark on the guest satisfaction levels (Paulino, 2023). Because the five-star hotel always maintains clean and tidy washroom facilities with no impact on guest satisfaction with the food service quality of the restaurant. Previous studies have shown relevant results stating and intensifying the notion of clean and tidy washrooms on guest satisfaction involving restaurant food service quality (Chik et al., 2023). Bhattacharya et al. (2023) found that in luxurious hotels, guests expect clean and tidy washroom facilities, which is a fundamental requirement that leads to guest satisfaction. So, there is no direct relation between clean and tidy washroom facilities with guest satisfaction with the restaurant service quality (Kukanja et al., 2023).

On the other hand, anticipating individual needs and wants like a clean ashtray, antiseptic hand spray, and changes of the napkins are not get that much priority in the food service quality as it. It is generalized to pay attention to the restaurant guest. In five-star hotels, guests expect high food service standards at the restaurant (Talukder et al., 2023). It has been found that these factors elevate the feeling of being in a luxurious environment which is in general. So, restaurant cleanliness & hygiene have no impact on restaurant guest satisfaction in five-star hotels in Bangladesh.

5.1.1.5 Hypothesis H1e

The prime objective of framing this hypothesis is to find the association between standard operating procedures and guest satisfaction among five-star hotels. Standard operating procedures (SOPs) also positively impacted guest satisfaction. This had been found in accordance with prior studies. To compete and stay alive in the market, hotels must provide the employees with the skill & steps to do a particular task properly, which would

assist in professional serving food service results (Darras Barquissau et al., 2023). The food service outlet menu plays a significant role in satisfying guests (Abdullah et al., 2023). The restaurant guests see whether the menu explains items, ingredients, and preparation methods.

On the other hand, overall food service quality impacts guests' satisfaction with the restaurant service quality (Ahmed et al., 2023). In these perspectives, SOPs help ensure uniformity of action in all the food service operational tasks in the food and beverage department, ensuring consistency of guest satisfaction (Buhalis & Chan, 2023). Overbosch & Blanchard (2023) findings show that all practices have been simplified with the development of food service standard operating procedures. Implementing standard operating systems is one of the essential practices that need to be initiated by managers (Mboweni & Makhado, 2023). Islam et al. (2023) focused on implementing standard operating procedures to improve long-term guest satisfaction and revisit intention. Standardizing the processes leads to uninterrupted food service quality and standards (Nathavitharana et al., 2023).

The hotel management should strengthen their SOPs for the best food service quality as it leads to guest satisfaction, and satisfied guests add assured revenue and more guests through electronic word-of-mouth publicity (Wahyuniati et al., 2023). As rightly said, a satisfied guest is a brand ambassador of the hotel.

5.1.2 Discussion of Results Pertaining to Research Hypothesis 2:

To estimate the significant impact of food service quality on revisit intention. The following hypotheses were framed and discussed as follows (H2a, H2b, H2c, H2d, H2e).

5.1.2.1 Hypothesis H2a

The primary objective of this study is to examine the link between the presentations of food service and the propensity to revisit intention to five-star hotels. The study is not significant. Choi & Chu (2001) study found the constructs of the presentation of food service quality statements that were less significant towards revisit intention by the restaurant guests. However, some other studies found it to be substantial towards revisit intention. Xin et al. (2023) found that the attractiveness of food service was increased by providing recommendations to the other guests.

In the present study, it has been found that the five-star hotels, the presentation of food service did not play a significant role towards revisit intention since this service is given priority to each food order to the restaurant guest. Presentation of food service also increases professionalism for the food service department. Moreover, the presentation of the food service's impact on guest satisfaction was significant (Lee & Lim, 2023). Most guests are satisfied with the dimensions of the presentation of food service, which the restaurant guests notice. At the same time, the hotel prioritizes satisfying its guests. The result could be concluded that revisit intention is not ensured without the satisfaction of the presentation of food services.

5.1.2.2 Hypothesis H2b

This hypothesis seeks to establish the association between food service quality and revisit intention of five-star hotels. Food service attributes impact on revisit intention was found not significant. In most previous studies, food service attributes are a guest's psychological reason that leads to revisit intention (Gregoriades et al., 2023; Gupta & Pande, 2023). Achmadi & Eviana (2023) and Ismail et al. (2023) found that the efficiency of food & beverage is significantly correlated with guest satisfaction. It has been found in past studies that guest satisfaction leads to the attainment of revisit intention. Most studies have also proved that guest satisfaction leads to revisit intention (Agnihotri et al., 2023). Leoni & Boto-García (2023) discussed that food service attributes are importantly observed when choosing to revisit the same hotel. Yacoub & Harb (2023) argued that the absence of food service attributes in the hotel restaurant is the prime factor that leads guests to seek alternatives.

Hotel food and beverage revenue is a crucial factor for revisit intention. As discussed in previous studies, food service attributes lead to repeat patronage, which is significant in guest satisfaction and hence revisit purpose. Exact food orders, well-trained staff, and proper serving temperature are all guest satisfaction tools in the hotel restaurant. Previous studies suggested that they intend to revisit if the guest is satisfied. So, there is no direct relation between food service attributes and revisit intention.

5.1.2.3 Hypothesis H2c

This hypothesis is framed to determine the relationship between restaurant images and revisit intention among five-star hotels in Bangladesh. Restaurant image is not significant with revisit intention. The food service department is responsible for putting guests psychologically to keep the restaurant image of the hotel restaurant functioning (Hermida & Aráuz, 2023). Visual attractiveness incurred on food service quality of the guest revisit intention if the guest is satisfied with the extraordinary services. Cheng et al. (2023) said that the restaurant's ageing negatively impacts its performance. Thus, regular decor and structural design enhancement are required for consistent improvement.

The food service department is one of the highest and most centric compared to the accommodation sections of the hotel (Ali et al., 2023). Although restaurant image works for guest satisfaction, the food service does a heavy expenditure instead of this, which is a financial load on the hotel's restaurant revenue. Therefore, it is rightly stated that the efficient functioning of the food service department leads to guest satisfaction. The restaurant's image like billing accuracy, fulfilment of guest expectations, visual attractiveness etc. Restaurant Image must create guest loyalty and satisfaction, increasing the guest revisit intention (Eren et al., 2023). However, the restaurant's image has no direct relation to revisit intention.

5.1.2.4 Hypothesis H2d

This hypothesis is framed to determine the relationship between restaurant cleanliness & hygiene and revisit intention among five-star hotels in Bangladesh. Restaurant cleanliness & hygiene is found not to impact revisit intention positively. The clean and tidy washroom, and the anticipation of personal needs like replacement of clean equipment, asking to replace ashtray and replacement of new napkin etc., gives a feeling of being in luxury. However, the direct implication of these constructs on revisit intention is not much evident in the previous studies (Peng et al., 2023). Most of the earlier analyses suggested that guests first attempt to consume food and see the restaurant's surroundings and its cleanliness and hygienic surroundings to satisfy them. If they satisfy them, then they can only revisit the same restaurant. Without satisfaction, it is not possible to create a revisit intention. The study results rightly evaluated have no conflict with the previous result.

5.1.2.5 Hypothesis H2e

This hypothesis is framed to identify the relation between standard operating procedures and revisit intention among five-star hotels. The standard operating system had not found to be significant with revisit intention. Safitri et al. (2023) discussed the importance of Standard Operating Procedures for the food and beverage department. Although SOPs were significant for guest satisfaction, their relationship with revisit intention was not supported. A lot of expenses are incurred by the hotel in framing the standard operating procedures for the hotel (Islam et al., 2023). Hotel managers spend much time framing these procedural practices (Zainol et al., 2023). Sometimes hotel management hires external experts to provide consultancy in framing these standard operating procedures, for which these experts were paid hefty consultation charges, which became an additional financial load on the hotel. Once standard operating procedures are framed, emphasis comes on the learning and development team to ensure proper training of employees for effective implementation of drafted procedures. The hotel management also had to organize periodic audits to check the effective implementation of the standard operating procedures. Framing standard operating procedures is a long journey, with various milestones of identification, various food choices, and food explanations about items, ingredients and preparation methods. The food service staffs were professional in serving food, and overall food service quality. All this is a cost-added factor for the hotel restaurant. So, once guests are satisfied with the SOP's of food service departments then revisit intention is confirmed. The study result found that there are no direct relation with SOPs with revisit intention.

5.1.3 Discussion of results pertaining to research hypothesis 3:

To estimate the effect of guest satisfaction as a mediating variable between the relationship of food service quality and revisit intention, the following hypothesis was framed, which are discussed as follows (H3a, H3b, H3c, H3d, H3e):

5.2.3.1. Hypothesis H3a

This hypothesis is framed to find whether guest satisfaction is a mediator between the relationships of the presentation of food service and revisit intention. This hypothesis was found to be significant. The significance of direct and indirect effects was tested for the mediation analysis. Since the immediate impact of the presentation of food service was

found significant with revisit intention, mediating effect on guest satisfaction is considered to exist. Thus, guest satisfaction mediated the relationship between the presentation of food service and revisit intention. A partial mediation role of guest satisfaction was detected between the relationships of presentation of food service and revisit intention. Eaint (2023) study revealed the part of guest satisfaction between food service quality and revisit intention. Hossain et al. (2023) suggested that guest satisfaction significantly mediates the relationship between guest involvement towards the presentation of food service and revisit intention.

In past studies, guest satisfaction was found as a mediator in various relationships related to the catering industry. In the current study, guest satisfaction was found to mediate the relationship between presentations of food service and revisit intention. As proved in the analysis, the presentation of food service leads to revisit intention in the hotel industry. However, if hotels restaurants guests are not satisfied, hotels would not be able to achieve revisit intention even if the hotel staffs present standard food service. Revisit intention can be fulfilled if the guests are satisfied at the same time.

5.3.1.2 Hypothesis H3b

This hypothesis is framed to find whether guest satisfaction is a mediator between the relationships of the presentation of food service and revisit intention. This hypothesis was found not to be significant. The significance of direct and indirect effects was tested for the mediation analysis. Since the direct and indirect impact of food service attributes was not found significant with revisit intention, the mediating effect is not considered to exist (Acharya et al., 2023). Thus, guest satisfaction did not mediate the relationship between food service attributes of food service quality and revisit intention.

5.3.1.3. Hypothesis H3c

The prime aim of this hypothesis is to check whether guest satisfaction acts as a mediator between the relationships of restaurant image, food service quality, and revisit intention. This hypothesis was found to be significant. The full mediation role of guest satisfaction had been detected between the relationships of restaurant image and revisit intention. Guest satisfaction fully mediates the relationship between restaurant image and revisit intention (Hossain et al., 2023). Paulino (2023) found that guest satisfaction mediates the relationship between restaurant image and revisit intention when the guest feels that

serving expected standard food service, food billing accuracy, and overall food services etc., guest satisfaction level increases.

The restaurant's image has a significant impact on revisit intention. However, in the absence of guest satisfaction, even higher expected food services from the hotel will not lead to revisit intention. So, guest satisfaction must be explicitly achieved in the hotel sector.

5.3.1.4. Hypothesis H3d

The prime aim of said hypothesis is to find whether guest satisfaction acts as a mediator between the relationship of restaurant cleanliness & hygiene of food service quality and revisit intention. This hypothesis was not found to be significant. The significance of direct and indirect effects was tested for the mediation analysis. Since the immediate impact of restaurant cleanliness & hygiene was not found significant with revisit intention, the mediating effect is not considered to exist with guest satisfaction (Islam et al., 2023). Thus, guest satisfaction did not mediate the relationship between restaurant cleanliness & hygiene of food service quality and revisit intention.

5.3.1.5. Hypothesis H3e

The prime aim of this hypothesis is to evaluate whether guest satisfaction acts as a mediator between the relationships of the standard operating procedure of food service quality and revisit intention. This hypothesis was found to be significant.

The significance of direct and indirect effects was tested for the mediation analysis. The mediating effect is considered since the standard operating procedure's direct and indirect impact was found significant with revisit intention. A partial mediation role of guest satisfaction had been detected between the relationships of standard operating procedure and revisit intention. Guest satisfaction partially mediated the effects of standard operating procedure with revisit intention. Bouchriha et al. (2023) found guest satisfaction as a partial mediator between standard operation procedure and guest satisfaction. Chen (2023) found that SOP has more significant direct effects than indirect effects on revisit intentions, partially caused by guest satisfaction. Thus, a wide variety of menus and professionalism of food services will not lead to revisit intention in the absence of guest satisfaction.

5.2.4. Discussion of Results Pertaining to Research Hypothesis 4:

The prime aim of framing this hypothesis is to identify the relationship between guest satisfaction and revisit intention among five-star hotels in Bangladesh. The present research found that guest satisfaction is essential in achieving revisit intention. This has been proved in earlier studies as well. Repeat purchase is influenced by guest satisfaction with product or service recommendations to others (Jahroh & Saptono, 2023). Nur & Kasmoo (2023) said guest satisfaction is strongly associated with repurchase intention. Hossain et al. (2023) discussed that guest satisfaction is highly correlated with choosing to revisit the same hotel. Guest satisfaction is a reinforcement that influences the consistent maintenance of brand loyalty and repeats patronage (Rane et al., 2023). Most previous research has shown that guest satisfaction is associated with revisit intention and constructively is more linked with profitable businesses, positive word-of-mouth and loyal guests (Bae et al., 2023).

A satisfied guest is like a brand ambassador of the hotel which will ensure revenue from his repeated visits and bring new guests to the hotel through word-of-mouth publicity. A satisfied guest will spread positive vibes about the hotel to the outer world, improving the hotel's brand image (Dang-Van, 2023).

5.2.5. Discussion of results pertaining to research hypothesis 5:

This hypothesis is posed to determine the extent to which eWOM acts as a moderator in the connection between the quality of the food service and the level of satisfaction felt by hotel guests staying in five-star establishments in Bangladesh. A structural model that demonstrates the moderating influence of eWOM on the link between the quality of food service and the level of satisfaction experienced by guests has been established. A bootstrapping method was utilized to investigate the findings' importance. According to the findings of the study, eWOM does not have a significant moderating role in the connection between high-quality food service and satisfied customers. Bushara et al. (2023) found professional employees and social media market competitiveness as significant moderating variables that affect revisit intention. Gara et al. (2023), and Lo et al. (2023), found positive eWOM as an essential moderator between food service quality, guest satisfaction, food service quality like the presentation of food service, food service

attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedure, has been found to have an incremental impact on guest satisfaction with the hotel. eWOM does not play a significant role in these relationships. Whether eWOM is impacted or not, the contribution made by food service qualities will not be affected. Hence, eWOM is not found to be a significant moderator between food service quality and guest satisfaction in five-star hotels in Bangladesh.

5.2.6. Discussion of Results Pertaining to Research Hypothesis 6:

This hypothesis is intended to evaluate the influence of eWOM as a moderator in the link between food service characteristics and revisit intention in five-star hotels in Bangladesh. More specifically, this hypothesis aims to determine whether or not eWOM has a significant impact on this relationship. A structural model was built to demonstrate the moderating influence of electronic word of mouth on the link between the quality of the food service and revisit intention. A bootstrapping method was utilized to investigate the findings' importance. According to the research findings, eWOM is a critical moderator in the link between the quality of the food service and the intention to return. eWOM has been shown to have an essential influence in disrupting the correlation between the quality of the food service and the likelihood that customers would return (Ong, Prasetyo, Borja, et al., 2023). It demonstrates that when lousy word-of-mouth online community becomes the moderator, the importance of the quality of the food service in explaining guest services decreases (Xin et al., 2023).

Similarly, when eWOM becomes positive, food service quality becomes more critical for explaining guest services. Pourjahanshahi et al. (2023) found that guests' opinion of an effective eWOM interferes as a moderator variable to improve the impact of the quality of food service on their revisit intention. The five constructs of food service quality that impact guest revisit intention are the presentation of food service, food service attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedure. However, with a change in eWOM of attributes, the difference in guest revisit intention levels is observed. Although best practices lead to happy, loyal, and satisfied guests, eWOM plays a significant role in- between these relationships.

5.3. SUMMARY

The chapter was based on the discussions of the results measured from the analysis of data computed in the previous chapter of the research project. The hypotheses were framed based on research objectives. These hypotheses were tested during the last chapter. A detailed discussion based on the results of the analysis was done. Previous studies with similar results were also discussed, and the results were compared. Most of the results were found to be true compared to previous studies. Although some results were found contradictory compared to previous studies, possible factors behind the same were discussed.

CHAPTER 6
CONCLUSION, IMPLICATIONS,
& LIMITATIONS

CONCLUSION, IMPLICATIONS, & LIMITATIONS

6.1 INTRODUCTION

The previous chapter explored the conversation around the study's findings. Chapter 2 looked at how the review of literature helped us reach our goals for our research. Based on this, in Chapter 3, an appropriate conceptual framework and an estimated research methodology were developed to carry out further research. A suitable research design was framed with the hypothesis to meet the study's objectives. Further, in Chapter 4, data analysis was done based on the statistical techniques discussed in Chapter 3. In Chapter 5, discussions based on the analysis results were done in consideration of the past studies. This chapter addresses the discussion concerning the research objectives and the results. In addition to providing a synopsis of the research, this chapter delves into its implications, limits, potential future applications, and conclusion. This chapter is divided into the following sections:

- **CONCLUSIONS IN CONTEXT WITH OBJECTIVES OF THE STUDY**
- **MANAGERIAL IMPLICATIONS**
- **LIMITATIONS & FUTURE SCOPE OF STUDY**
- **ASSUMPTIONS**
- **RECOMMENDATIONS AND SUGGESTIONS**
- **SUMMARY**

6.2 CONCLUSIONS IN CONTEXT WITH OBJECTIVES OF THE STUDY

The primary goals of this research were to construct a conceptual model capable of imagining the elements that impact the level of food service quality offered by five-star hotels in Bangladesh and to analyze the data obtained from those models. In order to build this, a methodical and systematic overview of the relevant literature was carried out. In the past, only a few research studies have investigated the relationship between the quality of the food service and the level of satisfaction that guests have regarding their likelihood of revisiting five-star hotels in Bangladesh. The researcher had not found any study done

on the hotel industry in Bangladesh. In most international studies, food service departments were discussed more than the back support departments. The responses were collected from respondents having their food as guests of the 17 five-star hotel restaurants around Bangladesh. These guests belonged to different districts of residence and various cultural backgrounds. Data from other hotels and restaurants were collected throughout the year in additional months. It took over 6 months to collect the data from all these hotels and restaurants. After data collection, the analysis incorporated various statistical techniques and tools discussed in Chapter 4. The mediating and moderating variables were discussed concerning the study. The results came across presented different managerial implications. The conclusion of the research can be addressed in context with the study's objectives.

6.2.1. The study of factors affecting food service quality in five-star hotels in Bangladesh

A detailed study of previous research was undertaken. Based on this, various factors were considered, which showed the five-star hotels' food service quality. From previous studies, the constructs and variables which were widely discussed were shortlisted. A measurement model was developed to estimate the reliability and validity of these variables. Construct validity, internal consistency and content validity were measured. After satisfaction with the reliability of the model, the associated factors that affect food service quality were assessed as follows:

- **Presentation of food service**
- **Food service attributes**
- **Restaurant image**
- **Restaurant cleanliness & hygiene**
- **Standard operating procedure**

6.2.2. Conclusion in context with the relationship between food service quality and guest satisfaction

All the constructs of food service quality were evaluated and assessed for their relationship with guest satisfaction. Among five hypotheses framed under the relationship of food service quality with guest satisfaction, four were found to be supportive, and the remaining

one was not found to be supportive. The constructs of food service quality that were found significant in guest satisfaction were the presentation of food service, food service attributes, restaurant image, and standard operating procedure. The construction was not substantial with guest satisfaction, restaurant cleanliness & hygiene. Possible implications could be incorporated into the present work procedure of food service operations were discussed. Similarly, the possible reasons behind the relationships that had not been found significant were also discussed. The suggestions pertaining to the results were also discussed.

6.2.3. Conclusion in context with the relationship between food service quality and revisit intention.

All the constructs of food service quality were evaluated and assessed for their relationship with revisit intention. Five hypotheses framed under the ties of food service quality with revisit intention were unsupportive. The constructs of food service quality that were found non-significant with the relationship with revisit intention were the presentation of food service, food service attributes, restaurant image, restaurant cleanliness & hygiene, and standard operating procedure. Possible implications that could be incorporated into the present work procedure of hotel food service operations were discussed. Similarly, the possible reasons behind the relationships that have not been found significant were also discussed. The suggestions pertaining to the results were also discussed.

6.2.4. Conclusion in context with the impact of mediating variables on the relationship between food service quality and revisit intention.

To find out the mediation effect of guest satisfaction, all the constructs of food service quality were evaluated and assessed for their relationship with revisit intention. Three of five constructs have been found significant for the mediation analysis. Guest satisfaction has been found to have a partial mediating effect and full mediation effect between the relationships among three of the variables of food service quality with guest satisfaction. The variables found to have guest satisfaction mediating in relationship with revisit intention were the presentation of food service, restaurant image, and standard operating procedure. Guest satisfaction has a mediating effect between all these relationships. The

VAF value confirms partial and complete mediation. This supports that guest satisfaction is incremental as it mediates other relationships. Restaurant image fully mediates with high standards of food service quality will lead to revisit the intention of guest satisfaction.

6.2.5. Conclusion in context with the relationship between guest satisfaction and revisit intention.

The relationship of guest satisfaction was evaluated and assessed for their association with revisit intention. Among twelve statements framed with the relationship of eight statements of revisit intention. The statements of guest satisfaction were found significant with the relationship with revisit intention. Possible implications that could be incorporated in the present work procedure of hotel guest satisfaction were discussed. The suggestions about the results were also discussed.

6.2.6. Conclusion in context with the impact of eWOM acts as a moderator in the relationship between food service quality and guest satisfaction.

The mediating and moderating impacts of all aspects of food service quality were investigated and quantified. The influence of guest satisfaction as a mediator between the quality of the food service provided and the desire to return was investigated. The moderating impact of eWOM was also examined in the correlations between the quality of the food service and the level of satisfaction of the guests. In the link between the quality of the food service and the level of satisfaction felt by guests, eWOM does not play a substantial moderating role. The ramifications for management were explored, along with some appropriate recommendations.

6.2.7. Conclusion in context with the impact of eWOM moderates the relationship between food service quality and revisit intention.

The moderating effect of eWOM was also measured between relationships of food service quality with revisit intention. eWOM significantly impacts how guests determine and assess the quality of food service. Positive eWOM can enhance guests' satisfaction with the food service quality, thereby increasing their likelihood of revisiting the hotel restaurant. In contrast, negative eWOM may discourage potential guests from returning despite the food service quality. The eWOM is a significant moderator between food

service quality and revisit intention.

6.3. MANAGERIAL IMPLICATIONS

This section provides both theoretical and managerial suggestions that are derived from the results of this study. This research study was performed among five-star hotel restaurants in Bangladesh and explored the factors influencing food service quality and their significance towards guest satisfaction and revisit intention. The influence and effect of eWOM on their relationship were also evaluated. The study revealed the various managerial implications. These findings & impact are:

The presentation of food service has a significant role in guest satisfaction. The attractiveness of food service signifies the standard of the hotel's restaurant and ensures to the guest that the hotel food service staff follow the best food services. Five-star hotels follow the standard protocol for attractiveness, eye appeal, ordinary and excellent food service. Food service presentation has shown to be incremental towards guest satisfaction and revisit intention. Hotel food service managers must implement practices to create an extraordinary presentation of food service, as people generally perceive that a five-star hotel provides exceptional services to its guests. Excellent food services should be incorporated to achieve guest satisfaction and revisit intention. Better services can be provided by maintaining standard operating procedures for each task performed in the hotel. Hotel employees shall be trained to follow these standard operating procedures. Standardizing the guidelines will lead to professionalism in food services, which helps create excellence. The study also directs the food service managers that revisit intention is not confirmed without satisfaction. There is no direct relation between food service quality with revisit intention.

Food service attributes are vital in exhibiting guest satisfaction and revisit intention. Efforts should be made to emphasize the same food service according to the order placed by the guest. Well-trained, competent, and experienced food service staff know about the attributes of good service, so there are plenty of chances to satisfy the guests. Another statement was the influence of food service attributes which is food service temperature that impacts the food service attributes of the food service quality. The attributes of food service would create restaurant guest loyalty, which would satisfy guests towards the hotel

and retain loyal guests. A competent and experienced food service staff should be recruited in the food service outlet to tell guests that they are at the right place to consume food and intend to visit again.

Although restaurant cleanliness and hygiene are not significant to guest satisfaction, it should be maintained well and updated. Food service deals with guest cleanliness and hygiene issues, and the housekeeping department carries out various tasks and operations. The food service staff anticipate the guest's needs and wants, but the housekeeping department cleans the washroom and other surrounding areas. So, more initiatives could be taken between the food service and housekeeping departments to satisfy the guests because guests will have no revisit intention without satisfaction. Food service managers could bring a measure to maintain standard food service quality.

Restaurant image is considered an essential parameter in Bangladesh's five-star hotels. Restaurant images create a psychological impact on the guest. Whether the food service quality fulfilled guest expectations, guests use eWOM about the restaurant images and recommend it. In the same way, the restaurant's visually attractive area and the food's billing accuracy are because, in five-star hotels, govt vat, tax, and service charges are included. Service charges vary from one to another, so guests measure food services with billing accuracy, which impacts the restaurant's image. The restaurant's image affects guest satisfaction, leading to a revisit of the intention of the five-star hotels in Bangladesh.

The hotel's food service employees provide standard operating procedures to satisfy the restaurant guests. The study suggested that SOP could be implemented to fulfil guests to ensure revisit intention. SOPs will significantly assist the restaurant guests in reaching the objective of consistently delivering to the guest's food and services that are risk-free and of the highest possible quality. The variety of food, explanation of foods in the menu items, professionalism of serving food, and overall food service quality is ensured to satisfy guest, so revisit intention is ensured.

Guest satisfaction leads to revisit intention. If the hotel wants to progress and earn money, it must keep its guests happy and satisfied with its services. Competitive advantage can be achieved by providing better services. Guest satisfaction can be attained by providing the best services. Hotel food service managers must focus on achieving maximum guest

satisfaction. Though most hotels take feedback from their guests, very few get back to any complaints and put effort into solving these problems further. Staff must be given training to deal with guests' problems with the utmost care and professionalism. Guest satisfaction is a partial and complete mediator between the relationship between food service presentation, standard operating procedure, and restaurant image with revisit intention. It shows that the impact of food service attributes and restaurant cleanliness and hygiene would go in vain in the absence of guest satisfaction. Hence, hotel organizations must focus on achieving guest satisfaction.

eWOM plays a significant moderator in the relationship of food service quality with revisit intention; it should be fixed appropriately considering various other factors. There are many guest services associated with food service quality which are placed in the hotel's restaurant guests for the guest delight. The hotel guest feels extraordinary seeing a complimentary today's chef special before having lunch/ dinner. Moreover, guests use extraordinary eWOM feelings through social media. At the same time, if the guest has negative experiences, they give negative eWOM through social media. The reason for this is the human psychology of the guest. When the guest gets complimentary, the guest feels honored. EWOM plays a significant role in a moderation relation between food service quality and revisit intention. The scholar does not find substantial relations as moderation relations of eWOM between food service quality and guest satisfaction. So, food service managers should emphasize guests' positive eWOM on social media about their food service quality so they will recommend this restaurant for revisit intention.

6.4. LIMITATION AND FUTURE SCOPE OF RESEARCH

This preliminary study was the initial effort to identify the importance of food service quality in five-star hotels in Bangladesh and to evaluate the relationship with variables of guest satisfaction and revisit intention. Many limitations created a hindrance in reaching the objectives of the study. These findings bring vital implications that are relevant for future research as well.

6.4.1 MANAGEMENT RELUCTANCE

It was a big problem to get permission from five-star hotel food service outlets to allow an external agent to take responses from the restaurant guests. A hotel restaurant is not a

public area where unauthorized personnel can roam. Although the researcher requested a questionnaire survey through email, the researcher did not get a response from the hotel. As the researcher selected the convenience sampling method, the researcher tried to convince the restaurant guest to fill out the questionnaire, but it was challenging. The hotel management has a perception not to disturb the guest, and it may impact the business. So, the researcher convinced food service outlet managers to help, and they helped the researcher to collect the data from the restaurant guests. Researchers had to collect data from 17 hotels around Bangladesh. The management of around 15 hotels was permitted to survey their restaurant guests, but two hotels denied the data collection requests from their hotels. The general managers of these hotels were approached & requested to allow the researchers for permission to collect responses from the hotel's restaurant guests. As the sample size was also significant, much time was duly occupied in the data collection process. Therefore, a limitation was faced by the management of different hotels for data collection.

6.4.2 RESPONDENT'S RELUCTANCES

A survey approach was followed for the collection of data. While surveying, the researcher had to approach the restaurant guests of the hotels. These restaurant guests were travellers from various districts of residence who had arrived at the hotel for multiple purposes. Most people surveyed were from the corporate sector and had arrived at the hotel for business. Generally, these guests were available in the hotel during the morning and late evening time for availability for taking their responses. There was a massive fragment of reluctance from these restaurant guests as they were primarily occupied with their activities. Most of the restaurant guests were found not willing to give their opinion on the food service quality followed in the hotel. Taking responses from the hotel's restaurant guests was a big challenge.

6.4.3 SAMPLE SIZE

The sample size was derived considering the guests from 51 restaurants of 17 five-star hotels in Bangladesh. Based on this, the sample size was 384. The data had to be collected from 17 five-star hotels across Bangladesh. Taking responses from 384 restaurant guests was a big challenge; many limitations came across, taking a significant sample size for

the survey and analysis.

As discussed in the research gap, few studies about the food service department exist. The present study examined various factors linked to the food service department. These factors were analyzed upon their relationship with the guest's satisfaction and revisit intention of the hotel. There is a scope to study each aspect linked with food service separately and analyze its significance with guest satisfaction. As competition among the five-star hotels has also been increasing for the last twenty years, research must be done to study the competitive advantage factor among these hotels. Restaurant cleanliness and hygiene are insignificant in the present study, but some parameters are essential. The absence of this may lead to dissatisfaction. A necessary and non-essential food service quality analysis may be conducted for the hotel's restaurant in the same sampling area. Each factor linked with food service could be studied separately. Their relationship with guest satisfaction or competitive advantage can be analyzed for earning more revenue and ensuring guest revisit intention.

6.5. ASSUMPTIONS

This study includes many assumptions. McKenna et al. (2022) defined assumption as factors that influence the study, but the researcher cannot prove these factors after the completion of the investigation. The first assumption was that it is assumed that the selected sample of respondents represents a diverse range of guests who have food service at various five-star hotel restaurants in Bangladesh. The assumption is that the sample adequately represents the population of interest, allowing for generalizations. Secondly, it is assumed that the measurement scales used to assess food service quality, guest satisfaction, and revisit intention are valid and reliable. The assumption is that the selected scales have been previously tested and proven to measure the constructs under investigation accurately. Thirdly, it is assumed that the study's findings in the context of five-star hotels in Bangladesh can be generalized to other similar hotel settings in the country. The assumption is that the factors influencing guest satisfaction and revisit intention are consistent across different luxury hotel environments in Bangladesh.

It was assumed that the data analysis method adopted for this study would provide reliable

and easy-to-understand results.

It was assumed that the respondents represented the five-star hotels of Bangladesh, and the responses might prove accurate across different parts of Bangladesh.

These assumptions were essential as the researcher could not justify the arising issues based on participants' responses.

6.6. RECOMMENDATIONS AND SUGGESTIONS

The current study has proved that food service quality is incremental in achieving guest satisfaction and revisit intention. The present research was initiated in 2020 to propagate and spread awareness about the significance of food service operations. Food service operations were backend jobs, but in the current scenario, 2023, it has been proved that nothing is more important than the presentation of food service. Today, the world prioritizes cleanliness and hygiene in every business/work. In the pandemic situation of corona crisis around the world, the importance of cleanliness and hygiene can never be undermined. However, most researchers suggest that hotel restaurants, especially five-star hotels, maintain SOP where there are no issues to care more about cleanliness and hygiene. They generally support it. The present scenario has made people believe that food service operations are the utmost requirement while having food at the hotels. The hospitality industry has been hit badly and got a massive blow due to the coronavirus. Hospitality establishments can only sustain their business by exercising intensive food service quality standards in each operation. Hospitality establishments should incorporate intensive quality service practices in their work routine. As the world unlocks itself, many countries have opened public places, hotels and restaurants. Initializing the following recommendations would help hotel restaurants satisfy guests and hotel staff. Some of the recommended changes in operational procedures for the hotel's restaurants to maintain standard food service quality are discussed below:

1. Hotel restaurants should emphasize enhancing service standards by employing unique food presentation techniques, which may vary from hotel to hotel.

2. The Department of human resources must recruit qualified food service personnel, train and develop them, and provide them with ongoing education. This will enable the teams to gain confidence and efficiently manage all guests, ensuring their satisfaction by providing the promised food service.
3. Food service personnel are essential for generating revenue. Organizations that provide food service must concentrate on personnel care, including salary increases, training, and promotions. Hotels that prioritize the pleasure and satisfaction of their employees are more likely to attain their organizational objectives.
4. By emphasizing the availability of diverse menu items and assuring visually appealing food presentation, the restaurant can increase satisfaction with its physical design and appearance among guests. This contributes to guest satisfaction and increases the likelihood that they will return to the restaurant in the future. Such efforts can increase guest loyalty and restaurant success in the highly competitive hospitality industry.
5. The research demonstrated that while guests are pleased with the restaurant establishments' offerings and services, the organization becomes profitable, resulting in guest return visits and positive social media word-of-mouth.
6. The restaurants should do innovations (updating of app, new food offers, celebration of local events etc.) regularly per the changing demands of restaurant guests, ultimately leading to guest satisfaction. Because without satisfaction, guests have no intention to revisit the restaurant. So, the restaurant manager should focus on satisfying guests so they would give positive reviews on social media and intend to revisit.
7. By creating strong positive electronic word-of-mouth referrals, restaurant outlets can make a robust business and profit through a food service quality of loyal followers which will help other guests revisit.

8. The food service could be enhanced if most of the restaurant's reasonably priced items. This improvement can be made by incorporating it into the standard operating procedure (SOP). An SOP can improve service precision and raise the expectations for the calibre of the restaurant's food service.
9. Some hotel guests said they require prompt service because they must depart the hotel for immediate tasks. Therefore, food service employees must know the necessity and how to manage guests requiring prompt service. Since visitors tend to recall their most recent interaction with the service and evaluate it based on their level of contentment, they are more inclined to plan on coming back.
10. The study of distinctive food service constructs, guest satisfaction, and revisit intention can all be measured by the food service manager. The importance of eWOM increases when guests are satisfied. The hotel management can promote eWOM to raise awareness of the hotel's service quality among diners, which could increase the likelihood of repeat business and income.

Furthermore, the growth in repeat tourists and the enhancement of quality food services suggest a hopeful economic shift for the country through the development of the hotel industry. As tourists return for repeated visits, there is a natural amplification in economic advantages. The boost in direct spending by repeat tourists injects energy into local companies, covering hotels, eating food and beverages, numerous tourism-related services, leading to higher bookings and extended patronage, and further supporting economic growth. This positive trend stimulates job creation in numerous areas, including hospitality, transportation, and entertainment. Local entrepreneurs are incentivized to invest in and expand tourism-related companies and boost company development. The resulting demand frequently drives infrastructural improvements, promoting general accessibility and public facilities. Cultural interchange flourishes, contributing to a more favorable worldwide impression. It's vital to highlight that the impact will rely on numerous elements, including the management of hospitality development, government legislation, community involvement, sustainable practices employed within the business, and the long-term success of the hotel industry in Bangladesh and abroad if the guests intend to revisit.

SUMMARY

After discussing the results based on data analysis, the next step was to examine the possible managerial implications behind the results. The vital substances required to be incorporated into the hotel industry were concerned with possible suggestions. The objectives of the research study were concluded and discussed, along with the relevant results derived from the analysis. The potential limitation of the study that came across while pursuing the research was also discussed.

Finally, the end of the chapter elaborates on the study's conclusion. The findings have shown various new suggestions and possible courses for future studies.

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Appendix 1

RESEARCH QUESTIONNAIRE

Dear Participants,

I am Mohammad Badruddoza Talukder, a PhD candidate at the School of Hotel Management and Tourism, LPU, India. I am conducting research titled “The impact of food service quality and guest satisfaction on revisit intention in five-star hotels of Bangladesh: an empirical study”, and the current questionnaire is designed for the purpose of data collection. You are cordially invited to participate in this research study by completing the attached questionnaire.

This is an anonymous survey whereby all responses will remain confidential and analyzed at an aggregate, not an individual level. The data collected will be used for academic purposes only and has been consented to by Lovely Professional University. Your valuable responses will remain strictly confidential in this study. There are no known risks or dangers to you associated with this study. This is a voluntary survey, and you can withdraw your answer during this survey.

The following questionnaire contains 52 questions divided into two sections and should take about 10-15 minutes to complete. Please read carefully and be honest with your responses for all items.

Last but not least, I HUMBLY APPEAL to you to allocate for your voluntary participation in this survey.

I remain very grateful to all who agree to participate in this survey.

Yours sincerely,

Mohammad Badruddoza Talukder
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School of Hotel Management and Tourism,
Lovely Professional University, India
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(Section A: Personal Profile)
(Please ✓ the appropriate answer)

Gender:

1. Male 2. Female

Age Group:

1. 18-24 2. 25-34
 3. 35-44 4. 45-54
 5. 55 - Above

Marital Status:

1. Single 2. Married
 3. Divorced 4. Widowed
 5. I Would rather not say

Educational Qualifications:

1. High School 2. Bachelor’s Degree
 3. Master’s Degree 4. Professional Degree
 5. Other

Monthly Income:

1. 10, 000 – 20,000 2. 20, 000- 40,000
 3. 40, 000- 60,000 4. 60,000- 80,000
 5. Above 80,000

Occupation:

1. Business 2. Government Employee
 3. Self-employed 4. Private Employee
 5. Others

(Section B: Research questions)

FOOD SERVICE QUALITY

(Please ✓ the appropriate answer)

SL NO	Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
FSQ1	The food service was attractive.					
FSQ2	The food service quality was excellent.					
FSQ3	The food service quality was extraordinary.					
FSQ4	The food service staffs were professional of serving food.					
FSQ5	Food service staffs seems to be well-trained, competent and experienced.					
FSQ6	The food service staff serves you food exactly as you ordered.					
FSQ7	The food service staff anticipates your individual needs and wants.					

FSQ8	The food service quality fulfilled customer expectations.					
FSQ9	The food service menu clearly explained about items, ingredients and methods of preparation.					
FSQ 10	The menu offers a wide variety of choices.					
FSQ 11	The food garnishing was eye-appealing.					
FSQ 12	Food was served at the appropriate temperature.					
FSQ 13	The food service area was visually attractive.					
FSQ 14	The facilities in the washroom were clean and tidy.					
FSQ 15	Billing of food service items is accurately done.					
FSQ 16	Overall food service quality was as expected.					

GUEST SATISFACTION

SL NO	Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
GS1	I am satisfied with the highly professional food service quality of this restaurant.					
GS2	I will recommend this restaurant to others.					
GS3	I really enjoyed the food service quality of the restaurant					
GS4	I will say positive words about the food service quality of this restaurant.					
GS5	I am satisfied with my decision to have a meal in this restaurant.					
GS6	The food service quality of this restaurant did not deteriorate of competitive food pricing.					
GS7	I have positive feelings regarding this restaurant					
GS8	The food service quality experience of this restaurant is exactly what I needed.					

GS9	I had a pleasant stay during the food service at the restaurant.					
GS10	I will likely do my subsequent visit because of the food service quality of the restaurant.					
GS11	The child was given special priority to food service quality in this restaurant.					
GS12	Overall, I am satisfied with the food service quality of this restaurant.					

ELECTRONIC WORD OF MOUTH

SL NO	Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
EWOM 1	I reviewed positively about the food service quality of the restaurant.					
EWOM 2	The review motivated me to select the best food service quality restaurant.					
EWOM 3	A review of food service quality enhanced my effectiveness in visiting the restaurant.					
EWOM 4	Reviewing information about the restaurant contributed to my food service quality knowledge.					
EWOM 5	I adopt online reviews about the food service quality of the restaurant when the number of online reviews is large.					
EWOM 6	I find the reviews useful if the content is relevant to the restaurant's food service quality.					
EWOM 7	I think positive reviews on food service quality indicate how good or bad a restaurant is.					
EWOM 8	Online reviews of food service quality make it easier for me to select the restaurant for consuming food.					

EWOM 9	Online reviews of food service quality allow me to accomplish my purchasing task more quickly.					
EWOM 10	Online reviews on food service quality motivate me to purchase food from the restaurant.					
EWOM 11	I am pretty likely to visit the restaurant for the food service quality that is recommended by the famous reviewer.					
EWOM 12	I intend to visit the restaurant for food service quality on consumer reviews.					
EWOM 13	I would like to recommend about the food service quality to my friends based on consumer reviews.					
EWOM 14	Online reviews help me to know about the food service quality of different restaurants.					
EWOM 15	Online reviews provide quick and easy access to reliable information about the food service quality of the restaurant.					
EWOM 16	After consumption experience, I would read about other customers 'experiences to ensure that I have made the right choice of the restaurant.					

REVISIT INTENTION

SL NO	Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
R1	I considered this restaurant as my first choice to revisit.					
R2	I want to come back to this restaurant in the future.					
R3	I will recommend this restaurant to others to revisit.					

R4	I will say positive things about the food service quality of this restaurant to other people.					
R5	I am likely to revisit the restaurant that promoted its food service quality standard on social media.					
R6	I plan to revisit the restaurant that advertised its food service quality on social media.					
R7	I will revisit because I want to get more experience in the food service quality of the restaurant.					
R8	The hotel I will revisit for considering food service quality seems easy to find.					

Appendix 2

List of Publications & Paper Presentations

S.NO	TITLE OF PAPER	NAME OF JOURNAL / CONFERENCE	PUBLISHED DATE	ISSN NO/ VOL NO, ISSUE NO
1	Published Paper: Information Technology, Food Service Quality and Restaurant Revisit Intention	International Journal of Sustainable Development and Planning (Scopus Indexed)	31/01/2023	ISSN:1743-7601 (Print); 1743-761X (Online) Vol. 18 NO 1
2	Presented Paper: Revisit Intention in Hotel Industry of Bangladesh: A Critical Review of Present Literatures' Limitations and Suggestions for Further Study	International conference on Trends and Disruptions in Hospitality & Tourism, Shiksha O anushandhan University, India	22/04/2022	ISBN: 978-1-4560-086-2
3	Presented Paper: Effect of food service quality on customer satisfaction in hotel industry: A conceptual study	Pilgrimage Tourism in Kaveri Delta Region, Central University of Tamil Nadu, India	2/11/2022	ISBN: 978-93-00000-00-024681097531
4	Presented Paper: The effect of eWOM on revisit intention in food service outlet of the hotel industry: a conceptual paper, LPU	The 4th International conference on sustainable development goals and management practices SDGMP 2023 in School of Hotel management and Tourism, LPU	03/02.2023	N/A