

## THE EFFECT OF SERVICE APPROACH ON PATRONAGE IN HOTEL RESTAURANT

Shonubi, Taiwo. A;<sup>1</sup> Yusuf, Oluwatoyin I.S (PhD)<sup>1</sup>; Ogundana, Francis O<sup>2</sup> & Osholonge, Adeyinka M<sup>1</sup>

<sup>1</sup>. Dept. of Hospitality Management Technology, Lagos State Polytechnic, Ikorodu – Lagos State, Nigeria

<sup>2</sup>. Dept. of Leisure and Tourism Management Technology, Lagos State Polytechnic, Ikorodu, Lagos, Nigeria

Corresponding Author's email: taiwoshonubi@gmail.com

### Abstract

*This study examines the effect of service approach on patronage in hotel restaurant. The objectives of this study are to determine the difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis; examine the effect of customers' expectation on Performance of Restaurants in Ikeja Metropolis; and to ascertain the effect of Perceived service quality on Performance of Restaurants in Ikeja Metropolis. This study examines a cross-sectional and quantitative approach adopted to achieve the study objectives. Therefore, Regression Model was employed using quantitative data. Quantitative data analysis involved descriptive zero order correlations and Regression Modelling using SPSS version 25. This study revealed that there is difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis; customers' expectation has significant effect on Performance of Restaurants in Ikeja Metropolis; and perceived service quality does not significantly enhance Performance of Restaurants in Ikeja Metropolis. Arisen from the findings of the study, this study recommended that Restaurants and Hotel management should ensure that they integrate both the Customers' expectation and Perceived service quality to increase the number of hotel customers and as a result generate more profit for the hotel; and restaurants should ensure that they meet the demand of their customers by ensuring that quality services are being rendered to the customers.*

**Keywords:** Service Approach, Patronage, Hotel Restaurant, Customers, Quality Services

### INTRODUCTION

In a highly competitive restaurant industry, attracting customers with dedicated service and high-quality food along with satisfying them and making them into loyal customers is critical for the success of the business (Gilbert et al., 2004). The importance of providing quality services in restaurants has attracted intense attention among researchers and service managers.

Conventionally, quality service is believed a key factor in satisfying customers and in boosting income as well as increasing market share (Ryu, 2008). Indeed, previous studies found that providing high service and food quality in restaurant can enhance customer satisfaction and loyalty directly even in unacceptable dining environment (Ha and Jang, 2010; Wall and Berry, 2007). Customers perceive and evaluate service based on

performance of restaurant during service delivering (Ha and Jang, 2010). Understanding the factors which affect customers' satisfaction and loyalty requires identifying the indicators of service quality in restaurants and their relationship with customer loyalty (Namkung, 2011).

Despite the fact that there have been many studies conducted on the impact of service quality, there are no any research in this issue in restaurants and a majority of these researches revolved around only one or a few particular factors related to service quality. For example, Barber (2011) investigated how was service quality influenced by tangible elements only, while Ha and Jang (2010) discovered how was service quality affected by few dimensions including assurance, reliability, and responsiveness. Henceforth, there still seem to be areas calling for more scrutiny with

the intention of recognizing the combined effects of tangible and intangible factors on service quality. Restaurants play a vital role in tourism industry (Novelli et al., 2006). In addition, growing rate of women work in Iran affects people to use more restaurants and its affect to increase competition among them to attract more customers. On the other hand, increasing restaurant provide customers more alternative for choose (Haghighi et al., 2012). Therefore, loyalty is considered as the most important factor for restaurant to attract more customers, hence, more profitable. However, it was not found research to analysis this problem in Shiraz restaurant. Shiraz is the fifth most popular city with more than 1455000 people and one of the oldest cities of ancient Persia located in southwest of Iran. Because this city is well known as a city of poet, heritage capital, gardens, and flowers, has visited by so many international and domestic tourists (Mohamed and Moradi, 2011).

As the standard of living is gradually increasing in the developed and developing countries, the value of customers' time also increases, and consequently, they seek out those goods and services which will minimize the expenditure of their time (Leoven, 2015). Customers do not tolerate waiting in line for long periods of time just to receive whatever kind of products or services unless those things are really important or valuable than the time spent on waiting. Waiting line and waiting time are very important factors that enhance customer satisfaction and should be taken very seriously by quick-service firms if they must improve on their customer patronage.

Furthermore, quick-service firms are expected to understand that convenience and time saving are the most common reasons why customers resort to fast food aside from the food quantity they offer and social experience a customer may get during eating outside. Therefore, improvement on waiting lines will mean maximizing time saving and convenience for customers. Speed of service in restaurants when combined with good food

quality and ambience is expected to improve customer satisfaction, loyalty and patronage.

### **STATEMENT OF THE PROBLEM**

The main problem in this research was customer loyalty and continuous patronage in restaurants located in Shiraz. Being weighty both theoretically and practically, this study examines the determinants of customer satisfaction and loyalty within the service quality, particularly in the restaurant context. In effect, the result of this study can considerably grant restaurateurs with several insights on the conspicuous role of service quality elements on both customer satisfaction and customer loyalty. It is anticipated that the findings of this study can be useful for managers of restaurants. They can be acquainted with what are right or wrong in providing services with the ultimate aim of retaining their customers while in turn contributing to the augmented market share and revenue.

Problems regarding waiting lines in quick-service restaurants (QSR) has been one of the main concerns of industries and scholars recently. It is because people today demand not only quality food but speed of service. Quick service restaurant players explore on the approaches to optimize the efficiency of restaurant management. Management practices or waiting time is one important area that defines how well and efficient a fast-food restaurant delivers its product and services to customers.

However, with the continuous growth in the number of people who patronize the food offered by fast food restaurants, serving customers efficiently is a major challenge. Quick-service restaurants are expected to improve on manpower planning, facility expansion, review of service time and operations in order to reduce customer waiting time and increase customer satisfaction.

Nowadays, consumers do not simply demand for quality food but they also insist on speed of service. In services marketing, it is important to emphasize that the process of delivering a

service is as important to the customer as the actual service. The faster the service time the more satisfied the customer and the slower the service time, the more dissatisfied and discouraged the customer may likely be (Lombard 2009).

Preliminary investigations revealed that a major problem facing quick-service restaurants in Ikeja Lagos, Lagos State is low patronage. And this low patronage could be attributed to some economic, environmental and psychological factors that the customer may be confronted with. Could the low patronage experienced by some of the fast-food firms in Ikeja Lagos be attributed to poor service time experienced by the customers? And what are the likely strategies that the quick-service firms can adopt to reduce waiting time and increase patronage? Many studies have been conducted within and outside Nigeria examining service quality, food quality and customer satisfaction constructs in different settings and perspectives. For example, tourism industry (Ali et al 2014), the banking industry (Lee 2004), as well as the food industry (Lombard 2009). The results of these studies have confirmed the significance of relationships between these constructs. Against this background, this study seeks to holistically ascertain the effect of service quality on patronage of restaurants in Ikeja Lagos and to suggest strategies and growth policy implications for the management of the eateries in Ikeja Lagos.

### **OBJECTIVES OF THE STUDY**

The main objective of this study is to ascertain the effect of service approach on patronage in hotel restaurant. The specific objectives are to:

1. Determine the difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis.
2. Examine the effect of customers' expectation on Performance of Restaurants in Ikeja Metropolis.

3. Ascertain the effect of Perceived service quality on Performance of Restaurants in Ikeja Metropolis.

### **STATEMENT OF HYPOTHESES**

H<sub>01</sub>: There is no comparative difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis.

H<sub>02</sub>: Customers' expectation does not have significant effect on Performance of Restaurants in Ikeja Metropolis.

H<sub>03</sub>: Perceived service quality does not significantly enhance Performance of Restaurants in Ikeja Metropolis.

### **LITERATURE REVIEW**

#### **Service Quality**

For the majority of customers having a memorable experience especially for dining, not just eating out of home, seems to be very prominent. It is asserted that they seek quality food and services to have an unforgettable experience at restaurants (Ryu and Han, 2011). Service quality is defined as the result of a comparison established between the customers' expectation about the service and their perception of the actual services or the way such services are being provided (Akbaba, 2006). By taking into account the above-mentioned definition, it is realized that service quality without regarding the customers' perspective could not be even defined appropriately. Parasuraman et al., (1985) hypothesized that services entail three essential aspects, namely the intangibility, heterogeneity, and inseparability. Therefore, it is difficult to evaluate the service production in comparison with goods. In this context, consumers' expectation along with process and outcome is important in evaluating the service quality. Parasuraman et al. (1988) provided factors of service quality including tangible, reliability, empathy, assurance and responsiveness and used a model labelled as SERVQUAL. The SERVQUAL model has been frequently modified overtime. For example, Ting (2003) exploited the

SERVQUAL technique to identify a gap between the customers' expectation of service quality and the service provided. Ekinici et al. (2003) used the modified SERVQUAL to realize whether the customers were more interested in the intangible service qualities or the tangible ones. Tsaur et al. (2002) indicated that responsiveness, tangible, the location, reputation, a prompt courteous service, friendly hospitality, and meal service are the most central factors for which the customers would desire to revisit a restaurant.

Based on Hogreve and Gremler (2009) if company cannot meet their customers' expectation toward service quality, perceived quality is decreased. Since, customers have higher expectation of service industries (Wu et al., 2012). Lin (2005) stated that companies which cannot understand and meet their customer expectations would be out of market between seven to nine years. To perceive service quality not only customer expectation is important, but also the factor by which customers compare their expectation with real service is considerable (Conrad et al., 2005; Wilkins et al., 2007). Nilsson-Witell and Fundin (2005) argued that the customers value a service differently based on their attitudes and diverse conditions. For example, a service which is classified as fulfilled by one customer may be still expected by another. According to Kotler et al. (2002) several factors affect customer expectation such as communication, past experience, and personal needs. According to Wilkins et al. (2007) service quality is evaluated by customer through their expectations about the experience. In fact, customers use a number of intrinsic and extrinsic cues to evaluate likely performance standard. Service expectations are affected from these cues by previous as well as particular experiences (Wilkins et al., 2007). Satisfaction is defined as 'the consumer's fulfillment response. In fact satisfaction is a judgment that a product or service feature, or the product or service itself, provided (or is providing); a pleasurable level of consumption-related fulfillment, including

levels of under- or over- fulfilment' (Oliver, 1997). From the definition it is clear that the concept of satisfaction is a feeling of a person regarding the product or service after he or she buys or uses it (Vesel and Zabkar, 2009). In other words, satisfaction is the change in attitude which is affected by the consumption experience (Wu and Liang, 2009). As stated by Getty and Thompson (1995), the customer's satisfaction is measured as the values, by which managers can assist and develop the satisfaction. According to Chen and Myagmarsuren (2013) satisfaction happened by developing the expectations about a product or service, before any real interaction takes place between the firm and the customer.

Customer satisfaction is the consequence of customer expectation and customer perception of service quality (Ariffin and Maghzi, 2012; Chen and Myagmarsuren, 2013; Keshavarz and Ali, 2015; Liu and Jang, 2009; Oliver, 1980, 1997; Poon and Low, 2005; Rajinikanth et al., 2011). Mola and Jusoh (2011) argued that quality gap is the main cause of customer dissatisfaction. Customer overall satisfaction levels were associated with a possibility of repurchase restaurant (Choi and Chu (2001) and a high level of customer satisfaction caused in a higher share of purchases and better relationship continuity in the restaurant industry (Kim and Cha, 2002).

### **Concept of Service Time in Quick-Service Restaurants**

The quick-service (aka, fast food) restaurant industry is significant and growing aspect of the overall restaurant industry. For long-term success, quick service restaurants must be perceived as offering sufficient value to customers. To achieve this, restaurants must first determine what consumers' value in a quick-service restaurant experience. One of the major factors that influence customer patronage of fast-food restaurants is the employee service time (Sulek & Hensley 2004).

Service time entails the rate at which an employee takes and delivers food orders to customers within the service environment. It further explains how responsible the employees are in listening and handling customer complaints. Speed of service has been found to impact consumer satisfaction (Pettijohn et al, 1997). Obviously, convenience and quick-service are part of the value that consumers expect to get in their buying behavior. As such, the quicker the purchase or food orders are completed or supplied the quicker the turnover. Higher turnover allows for higher overall profits over a given period of time which will ultimately impact on the overall business performance.

The fast-food industry is based on the principles of quality food served fast. So, speed of service should never be neglected in the streamlining or planning process. Even though the tough economy has forced many restaurants to streamline business, experts warn that quick service must not be compromised. Speed of service is in direct correlation to an eatery's overall sales. One of the strategies a Quick-Service Restaurant (QSR) can adopt to speed up its service is to increase the number of frontline staff (waiters and waitresses) that will be detailed to serve the customers. It is very important to emphasize that one customer that is unhappy and does not repeat purchase could cost a fast-food firm lot more than the hourly rates the firm may try to save by cutting back one employee.

The consumer demand for more affordable food creates both an opportunity and a challenge for quick service firms. New customers create profit potentials, but there may be only one chance to turn a one-time visitor into a regular customer. This can be achieved through quick-service delivery. Some customers may not mind waiting for some minutes if the firm's speed of service is good. Furthermore, another strategy for increasing speed of service is to evaluate the daily operational procedures and to measure the

number of steps it takes to deliver food to the customers.

As the quick service industry is becoming increasingly competitive maintaining service time can make a lot of difference to an operator. It's obvious that the competition for the consumer is intense, especially where every fast food is offering similar foods; it is the customer experience that dictates the winner in the competition. It is expected that quick-service restaurants should adopt strategies that will facilitate service delivery and reduce customer waiting time. Therefore, this study is designed to investigate the effect of service time on patronage of quick-service restaurants in Ikeja Lagos.

### **Service Time and Repeat Purchase Behaviour**

The restaurant sector is one of the most important sectors of the world. Millions of people visit restaurants for their pleasure. In the views of (Ali et al, 2014), the factors that influence restaurant patronage include price, quality, security, environment and exceptional employee service time. The importance of exceptional service time in influencing repeat purchase behavior in quick service restaurants cannot be over-emphasized. When meal orders are taken and efficiently delivered, it increases customer satisfaction which can in turn generate positive word of mouth, loyalty of customers and can encourage repeat visit and purchase by customers (Han, & Jang, 2009).

In addition, the quick- service firm's employee (Waiters and Waitresses) must exhibit the willingness to help their customers by providing good, quality and fast service. Every customer feels valued if they get the best possible quality in service at the stipulated time (Vijayadurai, 2008). In a study conducted by Umesh (2014), on the relationship between service quality and customer satisfaction in Sri Lankan hotel industry, it was found that service time and responsiveness significantly impacted on customer satisfaction and repeat purchase/patronage behaviour of customers.

Remarkably, while food quality is commonly depicted as the most important factor influencing repeat purchase intentions in full-service restaurants. Waiting time and attentive service has been shown as a critical attribute in quick service restaurants (Gupta et al, 2007). Consumer perception of how the service employee cares for them also affects customer satisfaction and patronage. Krutson's (1988) study indicated that the underlying factors that drive customer patronage in restaurants are employee greeting, restaurant atmosphere, speed of service and convenience.

Weiss (2003) conducted a research study to ascertain the relationship between restaurant attribute satisfactions and return intention in U.S Theme restaurants. The study concluded that speed of service and customer satisfaction with restaurant attributes were influential in predicting repeat purchase behaviour (intent to return). Also, Lee (2004) studied college student's perception of brand name food service quality and the overall satisfaction level of college students in university at the Midwestern region and found that competency of employee in delivering the actual service and dinning environment were the most influential dimensions of intention to revisit a brand in the university dinning services.

However, as profit and growth are stimulated primarily by customer loyalty, which is a commitment to patronize preferred products or services consistently in the future, customer satisfaction and repeat patronage are important indicators of restaurants performance. How well a restaurant performs is also a function of how the customers perceive its employee efficiency in taking and delivering food orders within the fastest possible time. When a restaurant is high and good enough, it reduces customer waiting time and increases customer satisfaction which will ultimately lead to repeat patronage and positive word of mouth for the restaurants.

Speed of service is an important phrase in most quick-service and fast-food restaurants. Most time, customers prefer the service they experience from the time they enter the

restaurant until the time they walk out of the doors. Food service firms often have a speed of service goal built into their policies. When the policies are efficiently implemented, there is no doubt that it will increase customer satisfaction and retention.

### **Customer Loyalty**

In highly competitive restaurant industry, providing high quality services and food to affect customers to be satisfied and loyal is fundamental for success (Namkung et al., 2011). Loyal customers are considered as a vital element of restaurant growth. According to Chen and Myagmarsuren (2013) customers intend to be loyal to the company if they find that the service is qualified. Loyalty contains attitudinal and behavioral dimensions (Dick, and Basu, 1994). Based on Rundle-Thiele (2005), attitudinal loyalty is concerned with a function of psychological process defined as a customer's tendency towards a brand. Several attitudinal loyalty factors which have been mentioned in the previous researches include the preference (Butcher et al., 2001), the intention to repurchase (Lee and Cunningham, 2001), the word of mouth, and commitment (Bloemer et al., 1999). Some measures of attitudinal loyalty provided by Rundle-Thiele (2005) entails the complaining behavior, propensity to be loyal, resistance to competing offers, and situational loyalty. As proved through the results reported by various studies in a variety of industries, there is an established correlation between the customer satisfaction and loyalty (Hennig-Thurau et al., 2002; Lai et al., 2009; Rauyrueen and Miller, 2007). Kim, et al. (2010) conducted a research to find the relationship between the personality, satisfaction and loyalty in food industry. It was shown from the results that the customer loyalty was affected by food involvement positively. It means that the customers who desire to test new foods and consider the food as an important factor are more satisfied and not only come again, but also recommend it to the others. Furthermore, Olsen (2002) found that the relationship

between the quality and loyalty as well as between the satisfaction and loyalty was positive.

**METHODOLOGY**

**Research Design**

This study focused on the comparative analysis of Customers’ expectation and Perceived service quality for promoting Performance of Restaurants in Ikeja Metropolis.

**Study population**

The population for this study consisted of 34 hotels in the Ikeja Metropolis. In particular, the population of the hotel is spread across capital cities of Ikeja Metropolis. From this population, the study sample was drawn. The population for this study was 500 staff of all the hotels, and a sample size of 150 determined using Taro Yamini formular.

**Reliability of the Instruments**

Reliability refers to the capacity of the instrument to measure in a consistent and dependable way each time it is utilized under the same condition with the subject (Bhattacharjee, 2012; Blumberg, 2011). For internal consistency, Cronbach’s alpha coefficients was used because it is regarded as a suitable measure of reliability (Sekaran and Bougie, 2010; Blumberg, 2011). As could be seen in table 3.2 below, all the variables have Cronbach’s alpha coefficient above 0.7. Thus, confirming reliability of the instrument for the study (Nunnally & Bernstein, 1999).

**Table 3.3:** Reliability test

Variable	Cronhach alpha (α)	Scale
Customers’ expectation	0.863	1 – 5
Perceived service quality	0.912	1 – 5

Source: Field Survey, 2020.

**Method of Data Analysis**

This study examines a cross-sectional and quantitative approach adopted to achieve the study objectives. Therefore, Regression Model was employed using quantitative data. Quantitative data analysis involved descriptive zero order correlations and Regression Modelling using IBM SPSS version 25.

**Model Specification**

Independent t-test

Formula:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left( \frac{s_1^2(n_1 - 1) + s_2^2(n_2 - 1)}{n_1 + n_2 - 2} \right) \left( \frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

Whereby:

- n: Sample size
- $\bar{x}$ : Sample mean
- $s^2$  = variance
- subscript<sub>1</sub> = sample 1 or group 1
- subscript<sub>2</sub> = sample 2 or group 2

Group 1 = Customers’ expectation

Group 2 = Perceived service quality

**Regression Model**

$$RP = \alpha + \beta_1(CE) + e \dots 1$$

$$RP = \alpha + \beta_1(PSQ) + e \dots 2$$

Where:

RP = Restaurant’s Performance

CE = Customers’ expectation

PSQ = Perceived service quality

**RESULTS AND DISCUSSION**

**Data Presentation**

Out of the targeted sample size of 150, those who responded to the administered questionnaire were 139. The high response rate (92.8%) is attributed to fact that a personal(self-administered) approach was employed in collecting data. More so, the researcher maintained useful contacts with the respondents and the Restaurants and Hotel management staff, which were instrumental in identifying the relevant sampled respondents and maintaining good relationships with them, which yielded excellent response rates. Table 4.1 summarizes the response rate:

**Table 1** Response Rate

	No. of respondents	Percentage
Questionnaires Issued	150	100
Responses Received	139	92.8%
Responses Discarded	2	1.9%
Responses Used	137	98.1%

Source: Researcher's Questionnaire, 2020.

### TEST OF HYPOTHESES

This study sought to test the direct relationships amongst Customers' expectations, Perceived service quality, and Performance of Restaurants in Ikeja Metropolis. Table 1 presents the hypotheses tested.

### Hypothesis One

$H_{01}$ : There is no difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis.

Table 2 shows the group statistics for test of difference between Customers' expectation and Perceived service quality for some Restaurants in Ikeja Metropolis. The table reveals that there is significant difference between Customers' expectation and Perceived service quality in all the state under study.

This hypothesis was tested using Independent t-test in table 4.35.

**Table 2** Group Statistics: Test of Difference Between Customers' expectation and Perceived service quality for Some Restaurants in Ikeja Metropolis

	N	Mean	Std. Deviation	Std. Error Mean
Customers' expectation	137	2.0227	.99974	.15072
Perceived service quality	137	3.3793	1.20753	.22423

Source: SPSS Version 25, 2020.

Table 3 shows the Summary of Group Statistics for Hypothesis One, testing for difference between Customers' expectation and Perceived service quality for some

Restaurants in Ikeja Metropolis. In summary, the result shows that the mean difference between Customers' expectation and Perceived service quality are 1.15 and 4.51 respectively.

**Table 3** Summary of Group Statistics for Hypothesis One

Group	N	Mean	Std. Deviation	Std. Error Mean
Customers' expectations	4	1.51	1.69	7.57
Perceived service quality	4	4.51	1.39	6.22

Source: SPSS Version 25, 2020.

Table 4 shows the Independent Samples Test revealing the significant difference between Customers' expectation and Perceived service quality for some Restaurants in Ikeja Metropolis. The table shows that at 0.05 level

of significance, there is significant difference between Customers' expectation and Perceived service quality for some Restaurants in Ikeja Metropolis.

**Table 4** Independent Samples Test for Some Selected Restaurants in Ikeja Metropolis

	Levene's Test for Equality	t-test for Equality of Means
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		of Variances				95% Confidence Interval of the Difference				
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Lagos	Equal variances assumed	5.321	.001	2.321	3	.0114	-.3214	.32414	-.36241	.12314
	Equal variances not assumed			2.221	3	.021	-.2314	.23511	-.56244	.16321

Source: SPSS Version 25, 2020.

**Table 5** Summary of Independent Samples Test for Hypothesis One

		Levene's Test for Equality of Variances		t-test for Equality of Means			95% Confidence Interval of the Difference			
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed		.352	.001	1.241	3	.001	3211	32141	-68324.18	-23147.85
	Equal variances not assumed			1.321	3	.001	2452	32284	68473.34	22998.69

Source: SPSS Version 25, 2020.

### Interpretation for Hypothesis One

The Independent t-test compares the means of two independent groups in order to determine whether there is statistical evidence that the variable means (Customers' expectation and Perceived service quality in promoting hotel industries) are significantly different.

Table 4.36 shows the group statistics and revealed that the mean value of Customers' expectations in promoting hotel industries was 1.512 while the mean value of Perceived service quality in promoting hotel industries was 4.512. There is a clear difference in the mean value of the mean value of Customers' expectation and Perceived service quality in promoting hotel industries.

The output in the Independent Test table 5 includes two rows: Equal variances assumed and Equal variances not assumed. If Levene's test indicates that the variances are equal across the two groups (i.e.,  $p$ -value large), we

will rely on the first row of output, Equal variances assumed, otherwise, we assume no equal variance. From table 4.46, the  $p$  (sig.) value is .008 which is lower than 0.05, the researcher hereby assumes no equal variance among variable. This simply mean that there is a clear difference between Customers' expectation and Perceived service quality in promoting hotel industries.

**Decision:** Since the  $p$  value is less than 0.05 ( $0.008 < 0.05$ ), the researcher hereby rejects the null hypothesis and conclude that there is significant difference between Customers' expectation and Perceived service quality in promoting hotel industries.

### Hypothesis Two

$H_{02}$ : Customers' expectation does not have significant effect on Performance of Restaurants in Ikeja Metropolis.

**Table 6** Model Summary for Hypothesis Two

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.523a	.469	.450	6100154.5414	1.51

a. Predictors: (Constant), CE

b. Dependent Variable: Performance of Restaurants in Ikeja Metropolis

Source: SPSS version 25 output.

**Table 7** Coefficients for Hypothesis Two

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	524111	41003109		1.210	.061
	CE	4.211	67541411	.144	2.141	.000

a. Dependent Variable: Performance of Restaurants in Ikeja Metropolis

Source: SPSS version 25 output.

### Interpretation of Hypothesis Two Analysis

The relationship between Customers' expectation and Performance of Restaurants in Ikeja Metropolis is about 47%. R being the determinant of correlation explains the extent to which the independent variable could explain the dependent variable. R square as shown in model summary is about 51%, this implies that the independent variables can predict or determine dependent variables up to 51%. This simply means that the ability of Customers' expectation determine Performance of Restaurants in Ikeja Metropolis is about 51%.

This study revealed that a unit change in Customers' expectation account for about 3.14-unit change in Performance of

Restaurants in Ikeja Metropolis. This study revealed that though Customers' expectation has a positive effect on Performance of Restaurants in Ikeja Metropolis, however, the p value is higher than 0.05 level of significant (0.061 > 0.05 p).

**Decision:** Since p value (0.001 < 0.05), we hereby reject the null hypothesis and conclude that Customers' expectation has less significant effect on the performance of Restaurants in Ikeja Metropolis.

### Hypothesis Three

H<sub>03</sub>: Perceived service quality does not significantly enhance Performance of Restaurants in Ikeja Metropolis.

**Table 8** Model Summary for Hypothesis Three

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.517a	.577	.525	14741100.54	2.01

a. Predictors: (Constant), Perceived service quality

b. Dependent Variable: Performance of Restaurants in Ikeja Metropolis

Source: SPSS version 25 output.

**Table 9** Coefficients for Hypothesis Three

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		

1	(Constant)	714116329	14123109		1.210	.001
	Perceived service quality	1.141	1.210	.071	2.21	.009

a. Dependent Variable: Performance of Restaurants in Ikeja Metropolis

Source: SPSS version 25 output.

### Interpretation of Hypothesis Three Analysis

As shown in the model summary, the relationship between Perceived service quality and Performance of Restaurants in Ikeja Metropolis is about 57%. R being the determinant of correlation explain the extent to which the independent variable could explain the dependent variable. R square as shown in model summary is about 51%, this implies that the independent variables can predict or determine dependent variables up to 51%. This simply means that the ability of Perceived service quality to determine Performance of Restaurants in Ikeja Metropolis is about 51%. This study revealed that a unit change in Perceived service quality account for a significant change in Performance of Restaurants in Ikeja Metropolis. This study revealed that Perceived service quality significantly enhances Performance of Restaurants in Ikeja Metropolis.

**Decision:** Since p value ( $0.009 < 0.05$ ), we hereby reject the null hypothesis and conclude that Perceived service quality significantly enhance Performance of Restaurants in Ikeja Metropolis.

### SUMMARY OF FINDINGS

This study revealed that:

1. There is difference between Customers' expectation and Perceived service quality for promoting hotels performance in Ikeja Metropolis.
2. Customers' expectation has significant effect on Performance of Restaurants in Ikeja Metropolis.
3. Perceived service quality does not significantly enhance Performance of Restaurants in Ikeja Metropolis.

### CONCLUSION

The aim of this study was to examine the relationship between service quality and patronage of quick service restaurants in Ikeja. The study presumed that service time would have positive influence on the patronage of quick service restaurants. In line with the study hypotheses and from the extant review of empirical literature, it was found that service time significantly influenced quick service restaurant patronage. Specifically, the study revealed that service time affects customer repeat purchase behaviour and retention. From the observed findings therefore, the authors concluded that service time affects patronage of Quick-Service Restaurants especially in Ikeja, Lagos State.

### RECOMMENDATIONS

In line with the objectives of the study, the study reveals that:

Arisen from the findings of the study, the following recommendations are made:

Restaurants and Hotel management should ensure that they integrate both the Customers' expectation and Perceived service quality to increase the number of hotel customers and as a result generate more profit for the hotel.

Restaurants should ensure that they meet the demand of their customers by ensuring that quality services are being rendered to the customers.

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