

Service Quality in the Hospitality Sector – Critical Perspectives from the Customers

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Abstract

In this advance world, the concept of service quality in the hospitality sector has been changed due to the changing demand of the customer, so to incorporate this aspect this research aimed to analyse the impact of service quality and its factors on the customer satisfaction in the UK hospitality industry specifically hotels and restaurants. To cater this aim, this research used mono method research to analyse and evaluate the factors of service quality, whereas four factors were highlighted in this research, which were food quality, price, behaviour intention and location and atmosphere. These four factors were analysed through quantitative with the help of primary data that was collected by 99 participants through survey. A research instruments was used by the researcher, in which questionnaire were taken by the customers. The data was then analysed through statistical analysis method for quantitative data. The quantitative findings of this research indicated that food quality, behaviour intention, price, location and atmosphere has the positive and significant impact on the customer satisfaction in the hotels and restaurants segment. Furthermore, the study also provides recommendations and implications.

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CHAPTER 01: INTRODUCTION

1.1 Background

In the past recent years, majority of the business have changed their goals and objectives to satisfy the need of the customers because they are the crucial aspect in any industry as their satisfaction increase the productivity and profitability of the organisation and increase brand image in the market. Mokhtar, Maiyaki and Mohd Noor (2011) highlighted the history of customer satisfaction by stating that the concept of customer loyalty and satisfaction was first originated in the 1980s when the activities of the retail sector emerged in the market and started catering the customers' needs and wants to make them satisfied for their future growth, resulting in competitive business market. This aspect created the concept of customer loyalty because satisfaction leads to a good brand image and thus results in customer loyalty, which eventually creates dominance of the organisation in the market (Leninkumar, 2017). Similar to this context, Khan and Fasih (2014) indicated that customer loyalty is considered as significant for the growth of the organisation as this aspect increase productivity, which leads to higher revenue and profits. Among other sectors, the hospitality sector is more concerned about customer satisfaction as the organisation under this aspect has a direct connection with the customers regarding their demands.

According to Ionel (2016) hospitality sector is consisted of several aspects that provide comfort and enjoyment to the customer and gain their customer loyalty by increasing their customer satisfaction. To cater for the aspect, Mmutle and Shonhe (2017) indicated that service quality is the most critical factor that triggers the success of the hospitality sector and increases the productivity of the organisation that provide hospitality services. According to Al-Ababneh (2017), several organisations lie under the category of the hospitality industry, in which hotels, restaurants are considered as the major organisations that increase the satisfaction of the customers through providing the best service quality. Singal (2015) indicated that to increase the satisfaction of the customers, these organisations provide different services in the hospitality sector, which are food and drinks, lodging, event planning, theme parks, are the primary services in the hospitality sector satisfy the need of the customers. On the other hand, Popescu, Nicolae and Pavel (2015) highlighted that hotels and restaurants play a vital role in the hospitality sector as it caters not only the local customers but also the foreign customers with regards to their comfort and enjoyment and increases their satisfaction with excellent services, which results in gaining more loyalty from the customers that create a significant positive image of the organisation.

Whereas, Khan et al. (2017) highlighted that similar to the organisation in the hospitality sector, the aspect of hotels and restaurants has a direct impact on the performance of the country as this aspect creates a good image in the world when providing excellent services to the customer, which increases country's economy. Thus this leads to enhancement of the activities in the hospitality sector. According to Lu and Tabari (2019), among other countries UK is said to be on the top of the list in providing the best quality services in the hospitality sector as the main objective of the UK hospitality sector.

1.2 Research Rationale

Due to the advancement in the world, the demand of the customers is also changing rapidly as every individual has a unique set of mind. With the innovations, people demand unique outcomes from the organisations in every industry (Umashankar, Bhagwat & Kumar, 2017). At the same time, the customers' satisfaction is the primary aspect that highlights the actual value of the brand, while this element increases the profitability of the organisation, which help in enhancing their operations (Yussoff & Nayan, 2020). So to cater for this aspect, every organisation in any industry aims to satisfy their customers through their best quality services as this aspect fulfils the demands of the customers and increase brand value in the market (Grissmann, Plank and Brunner-Sperdin, 2013). Among other industries, the factors of service quality have a significant impact on the hospitality sector as with the changing demand of the customers, every hotel, restaurant organisation has to enhance their operations and services to cater for the unique demands of the customers. The rationale for this research was regarding the profound insights of the hospitality sector as it helped the researcher analyse the concept of service quality and its influence to increase customer satisfaction, which has now become rare to find due to the impact of the covid-19 pandemic. Whereas, the rationale for choosing the UK hospitality sector was that the UK is famous for providing the best quality services through hotels, restaurants aspects, which provided relevant information to the researcher to analyse and interpret the authentic results.

1.3 Research Aim and Objectives

The primary aim of this research was to analyse the factors of service quality that affect the performance in the hospitality sector and evaluate the UK hospitability sector regarding their service quality concerning customer satisfaction. The further aim of this research was to analyse the findings of various customers regarding the perspective of customer satisfaction in the hospitality industry and interpret the relevant result to provide authentic recommendations

to the hotels and restaurants in the UK hospitality sector for the betterment of their performance and activities.

- To analyse the relation of customer satisfaction with the quality service.
- To identify the factors that have a probable influence on customers' satisfaction, specifically in the hotels and restaurants.
- To recognise the aspects of quality service that have a significant influence on customer satisfaction.
- To provide a recommendation regarding the enhancement of the service quality in the hotels and restaurants to increase customers' satisfaction.

1.4 Research Questions

- What factors enhance the service quality in the UK hotels and restaurants segment concerning the customers' perspectives?
- How the service quality practiced in UK hotels and restaurants has a significant influence on customer satisfaction?

1.5 Significance of the Study

Every organisation's core objective is to maximise their revenues and profit that can only be incorporated by the satisfaction of the customers, which indicates that customer satisfaction has a significant impact on the organisation's growth in the market. Whereas, Manhas and Tukamushaba (2015), stated in their study that service quality plays a significant role in developing effective strategies that cater for the demand of the customers and increase their satisfaction. The significance of this research is that many UK SMEs in the hospitality sector are still struggling to survive in the hospitality industry, so this research would help them in analysing the activities of famous UK hotels, restaurants and implementing those strategies to enhance their productivity and customer satisfaction. On the other hand, this research is significant for the future researcher as primary data was collected from the participants, the future researcher can thus analyse and interpret their result with authenticity as due to the covid-19 pandemic collecting primary data has become almost impossible, so this research would help the future researchers to add relevant information in them researches.

1.6 Thesis Structure

In this research, chapter one highlighted the basic concept of service quality and its impact on the customers in the UK hospitality sector. In contrast, this chapter also identifies

the research questions and objectives. Chapter 2 incorporates different aspects of this research in detail and evaluated past research papers to draw the hypotheses. Chapter 3 highlights the primary methods used in this research for the data collection and analysis, and ethical considerations and limitations were also discussed. Chapter 4 analyses the data collected from the participants and interpret the findings to get the relevant results in the discussion part. In the end, chapter 5 highlights the overview of this research and a summary of the findings along with the recommendations that are important for customer satisfaction in the UK Hospitality sector.

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CHAPTER 02: LITERATURE REVIEW

2.1 Introduction

The main aim of this chapter was to analyse the basic concepts, which were service quality, customer satisfaction and hospitality industry and to incorporate these aspects this chapter highlights the role of customer satisfaction in the hospitality industry. Furthermore, this research indicated the relationship between service quality and customer satisfaction in the hospitality industry as well as this chapter identifies the factors of service quality that trigger the customer perception in the hospitality sector. Apart from that, this chapter also evaluates the overview of UK hospitality industry and the challenges that create problems in the UK hospitality sector. Moreover, this chapter developed the conceptual framework and hypothesis to identify the significance of various independent and dependent variables regarding the service quality in the hospitality industry for the satisfaction of the customers.

2.2 Role of Customer Satisfaction in the Hospitality Industry

Customers are considered as the major factors that trigger the success for any business and through their opinions and perceptions, organisation often change their goals and objectives to cater their needs and demands (Wilhelm, Gueldenberg & Güttel, 2013). In contrast, Ahani et al. (2019) stated that customer satisfaction is the most crucial for the hospitality industry as it helps in making growth in the market and increase profitability, whereas through customer satisfaction, organisations in hospitality industry often gain three major aspects that are brand loyalty, positive word of mouth and repeated sales from the loyal customers that are crucial for the growth in the hospitality sector. In these elements positive words of mouth is considered as the most important aspect as it highlights the good image of the organisations in the hospitality industry (Cetin and Dincer, 2014). On the other hand, Pourabedin and Migin (2015) highlighted that if this aspect is not achieved properly, it destroys the brand image and decrease the productivity and profitability of the organisations, which results in the destruction of the business in the market.

Apart from that, Rather and Camilleri (2019) indicated that brand loyalty is also the crucial aspect in the hospitality industry as it attracts the customers' attention and increase the customer traffic, which results in the increasing sales and profit. According to Kandampully, Zhang and Bilgihan (2015) brand loyalty is referred to as one of the major goal or objective that majority of the organisations try to achieve through their best service quality. Whereas, Kazemi et al. (2013) indicated that after achieving brand loyalty and positive word of mouth,

majority of the organisations experience repeated number of sales from the brand, which increase the brand value among other competitors in the hospitality sector. Mukerjee (2018) supported the concept by stating that, this aspect is often achieved when organisations cater the customer's demand through their operations and gain their trust by applying new and innovative strategies, which the results in increasing number of sales with the help of repeated purchases from the brand's loyal customers.

2.3 Importance of Service Quality in the Hospitality Sector:

According to Mosadeghrad (2014) service quality defines the success or failure of the organisation in the business world as with effective organisations often create new ideas and strategies, which open new and innovative opportunities to enhance their skills and increase their productivity. Mmutle and Shonhe (2017) highlighted that service quality is considered as the major component in majority of the industries, whereas it is most crucial for the hospitality sector as in this industries employees are directed connected to the customer and it is significant to provide high quality service to the customers to increase their satisfaction and get their loyalty. According to Kasiri et al. (2017) service quality has the significant impact on the hospitality sector as with effective strategies implemented in the services, hotels, restaurants organisations cater their customer with full potential and fulfil their unique demands to get their attention and loyalty, which eventually increase the organisation's productivity and leads towards greater profitability. Kim et al. (2021) indicated that although in this covid-19 pandemic, the hospitality sector has lost a lot of production due to lockdown, however this aspect gave them the time to make new and innovative ideas and strategies to cater the needs of the customers even in this pandemic.

According to Rao and Sahu (2013), maintaining the service quality in the hospitality sector, organisations often achieve positive word of mouth, which now a days is the most powerful aspect that creates success for the organisation or sometimes failure due to the negative word of mouth. Viglia, Minazzi and Buhalis (2016) also supported this concept by stating that word of mouth helps the organisations especially in hospitality industry, to enhance their activities according to the customers' perceptions and this aspect also grabs the attention of the customers faster than any other platform, which increases the customer traffic in the organisations. With the help of an effective strategy for service quality, organisation often gain the competitive advantage in the market, which increases their brand value. Whereas, Mok, Sparks and Kadampully (2013) highlighted that in the case of hospitality industry, hotels, restaurants provide best quality service that not only grabs the attention of local customers but

also the foreign customers, which eventually increases the productivity of the organisation and increases value both in the market and in the economy as well. Ruetzler et al. (2014) indicated that with the effective delivery of products and services in the hospitality industry, organisations easily grab the customers' attention and satisfaction, as timely delivery is the major aspect of the effective service quality which trigger the loyalty level of customers, which eventually increase the activities of the organisations in the hospitality industry.

2.4 Relationship between Service Quality and Customer Satisfaction in the Hospitality Industry

According to Marković and Raspor Janković (2013), customer satisfaction triggers from the best possible services provided by the organisation so this aspect concludes that service quality and customer satisfaction has the direct connection between them that has a major positive effect on the organisations, especially in the hospitality sector as it is crucial for the hospitality organisations to gain their customers' trust and maintain their satisfaction level. Khan and Fasih (2014) highlighted that customers are more drawn towards effective and efficient service quality and use their products and services, which results in the increase in brand value and productivity of the organisations. In the case of hospitality sector, service quality is the most crucial factor as (Chaturvedi, 2017) stated that it helps the organisations to make their service more reliable for the customers and increase their trust because organisations in the hospitality sector make a direct connection with the customers and their trust is very important for the growth in the market.

Apart from that, an effective service quality makes the activities of hospitality organisations more enhanced, through this aspect loyal customers are increased, which also increase the revenue and profit Minh et al. (2015). With the advancement in the world, organisations in the hospitality industry are changing their services, according to the changing demand of the customers as this aspect helps the organisations to cater the new and unique perceptions of the customers more accurately and efficiently (Ali et al., 2021). Apart from that, Sunil et al. (2018) highlighted that other factors of service quality are also important that trigger the satisfaction of the customers that are tangible, empathy and assurance, in which tangible refers to physical facilities that hospitality sector provide to the customers to maintain their satisfaction. Whereas empathy and assurance, guide the organisations in enhancing their activities as assurance help the organisation to make efficient employees that helps in gaining trust with the customers, whereas empathy encourage the organisations to analyse and

understand the feeling of the customers, which shows integrity and thus increase customer satisfaction (Chaturvedi, 2017).

2.5 Factors of service quality influence customer satisfaction in the hospitality industry

2.5.1 Food quality

Regarding the food quality, Javed et al. (2021) maintains that it is considered to be one of the most crucial factors for the hospitality industry since it is considered to be a contributory factor in terms of enhancing the overall environment of the restaurant and by extension allows the entity to gain competitive edge over its industry rivals. Moreover, it is stated by Akbari et al. (2021) that the notion of food quality has long been considered as a metric to assess consumer satisfaction and citing its importance, food quality is effectively segmented into five elements that is its presentation, its placing in the restaurant 's menu, its nutritional value, freshness quotient, and finally its respective taste. Based on these dimensions, it is worth to mention the views of Ojekunle et al. (2020), who claimed that within these dimensions, presentation occupies major significance since it involves innovative strategies to plate food, based on which the decoration quotient of the dish depends upon. It is further stated that since the decoration quotient is elevated, it is deemed imperative to mention that there exists a positive and strong relationship between food quality and consumer satisfaction respectively.

2.5.2 Price

In terms of the second factor i.e. price, Alhelalat et al. (2017) states that consumer satisfaction also shares a proportional relationship with the pricing factor since in an event where the pricing is not up to the standards as elucidated by the restaurant, it stands central to the possibility that it may not retain its consumer base for a long time. In addition, Wilson et al. (2021) further points out that the notion of price is considered to be a deciding factor for the purpose of retaining its existing consumer base and to target its future consumes as well. Regarding the consumer's perspective, Mishra and Bekuretsion (2020) points out that with the pricing in place, it is considered to determine the purchasing factor of the consumers and pricing helps in developing a better marketing channel for the respective entity.

2.5.3 Behaviour intention

According to Stamolampros et al. (2019), behavior intention is effectively characterized by the customer's likelihood to retain its association with the restaurant and the behavioral intention bases its dependence on the social factors for example the overall aura of the

restaurant and its capability to induce affirmative feelings regarding its entity. In line with the views of Lockwood and Pyun (2019), behavior intention is regarded to be equally important as the preceding factors since it is considered to be a deciding factor in terms of imbibing the elements of trust in the consumer base. These factors are, as per Mariani and Predvoditeleva (2019), deemed important since they are capable of creating value for the consumer base of the restaurant respectively.

2.5.4 Location and atmosphere

Reiterating the study conducted by Waqanimaravu and Arasanmi (2020), who claimed that location of the restaurant is considered to be a deciding factor as well since location determines consumer satisfaction with the restaurant and also helps in assessing the amount of loyalty professed to the business. Drosos et al. (2020) also considers location as a crucial factor since location helps the organization in developing a better consensus regarding the overall costs incurred by the entity due to its location for e.g. in an event where the location is considered to be in a high income locality, the pricing of the restaurant will be affected and by extension will also contribute to the intensity of the competition.

2.6 Overview of UK hospitality sector

Regarding the UK hospitality sector, it is deemed a prerequisite to provide the views of Srivastava et al. (2021), who claimed that the UK hospitality sector is considered to be innately competitive however attracts significant amount of investment citing its lucrativeness to the organization. Moreover, as per the claims of French (2018), the occupancy rate of the hotels and restaurants are considered to be consistently higher in the UK thus indicating the ever-present demand of the hospitality sector. However, according to Filimonau and Mika (2019), despite the consistency present in the hospitality industry, the hospitality industry is found to suffer from a notable disadvantage that is considered to be dependent on the inflation rate of the country in question that has increased the overall pricing of the hospitality industry thus tightening the competitiveness of the industry and by extension makes the hospitality sector a less affordable venture effectively.

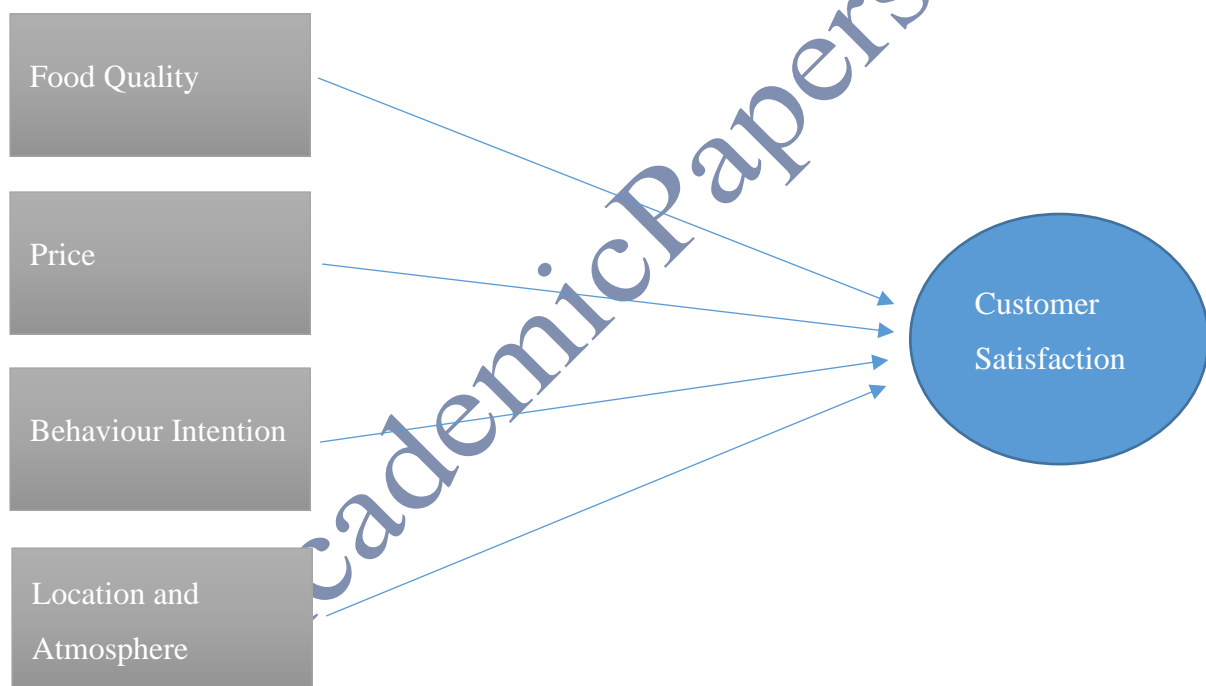
2.7 Challenges for service quality in the UK hospitality industry

In terms of the challenges concerning the service quality of the UK hospitality industry, Qiu et al. (2019) states that the major challenge lies with the management since it is tasked with reducing the knowledge and trust deficit prevalent in its lower tier of organization. It is further illustrated that the management in the hospitality industry are responsible to delegate

an array of tasks to its subordinates through a proper communication channel and in its absence, it is found to serve the objective of creating disruption in the communication channel and affects the overall functionality of the restaurant.

In addition, it is identified by Baum (2019) that another challenge that impacts the service quality of the hospitality industry is due to the lack of training provision imparted to the personnel. Lack of training restricts the personnel from providing the required services to its consumer base as well as are also deemed to be incapable in terms of handling any feedback provided by its respective customers. The inability to translate feedback into any sort of solution is considered to be one of the major challenges that concerns the hotels and restaurants segment and by extension degrades the service quality of the industry as well.

2.8 Conceptual Framework



The following figure showed two different types of variables that were dependent and independent variables that showed the clear concept of this research. Four different independent variable were found in this research, which were food quality, price, behaviour intention, location and atmosphere. Whereas, one dependent variable was analysed, which was customer satisfaction. The reason for choosing these variables was the fact that these aspects had a major effect on the hotels and restaurants in hospitality sectors, whereas, they are the major variables that trigger the mind of customers, which help the hotels and restaurants to achieve their goals and objective more effectively and efficiently.

2.9 Hypothesis Development

Following are the hypothesis generated with the help of independent and dependent variables:

H₁ → Food quality has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.

H₂ → Price has the positive significant impact on the customer satisfaction in UK hospitality industry.

H₃ → Behaviour Intention has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.

H₄ → Location and atmosphere has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment

2.10 Theoretical Framework

In past research papers, the researchers utilised many theories regarding the customer satisfaction and service quality to analyse their relationship with each other, whereas through this aspect, researchers often evaluated the impact of service quality on customer satisfaction. Among other industries hospitality industry is considered as the most affected industry with the implementation of various customer satisfaction theories that help the organisations to cater the changing demands in the hospitality sector (Oh & Kim, 2017). Disconfirmation paradigm theory, expectancy-value concept, and SERVQUAL model are considered as the three basic and most effective theories as these theories are supported by majority of the past researchers due to their effective and efficient outcome. According to Bi et al. (2020), disconfirmation paradigm theory refers to the comparison between customer perceptions and organisation's performance as through this aspect organisation often analyse the perception and need of the customers and make strategies according to it. Kamruzzaman (2020) highlighted with the implementation of disconfirmation paradigm theory, it become easy for the organisation in the hospitality sector to make new and innovative ideas and strategies, which eventually increases the brand value in the market, hospitality sector is directly connected to the customers.

With the proper procedure, disconfirmation paradigm theory helps the hospitality sector to enhance the activities that increase their productivity and profitability as Baker (2017) supported by stating that disconfirmation paradigm theory often changes the objectives of the hospitality industry to deal with the customer demands effectively and efficiently. Apart from

that, expectation-value theory is also considered as the best theory for the customer satisfaction as majority of the past researchers stated this theory as the best in figuring out the customer's expectation and make change in the strategies according to that aspect. According to Wu et al. (2016), expectancy-value theory is referring to the desired outcome expected from the customers regarding the service quality, whereas in case of the hospitality sector customer expectation are often high due to their unique demands, so hotels, restaurants make changes in their activities to cater customers more accurately. While Husna (2019) stated that the basic goal of expectancy-value theory is to increase the value of the organisations, which eventually satisfy the customers and thus result in increase in productivity. Kamruzzaman (2020) supported the same aspect by stating that with the help of implementing this theory, organisations especially in the hospitality sector increase their value which encourages the customers to make positive word of mouth as with good quality services customers' expectations are catered efficiently and thus this results in the good brand image and increased productivity.

On the other hand, to maintain the service quality for the increased satisfaction of the customers, majority of the organisations in the hospitality sector use SERVQUAL model as Chaturvedi (2017) highlighted that this model consists of five major elements that are utilised by the organisations to trigger the customer's perception and increase their satisfaction, which are reliability, responsiveness, assurance, tangible, empathy. According to Minnaar (2014), five elements of SERVQUAL model determine the overall scenario of the customer's demand and their perception, whereas this provide a relevant idea and strategy to cater this aspect in order to make growth in the market. Chaturvedi (2017) highlighted that SERVQUAL model is one of the best tool that indicate the reliability of the service, which help the organisations in increasing the trust factor among their customers. Apart from that SERVQUAL model helps the organisation especially in the hospitality sector to enhance their skills and abilities by providing better solutions that result in better outcomes. Sunil et al. (2018) also supported the concept of SERVQUAL and stated that through implementing this model hospitality organisation often enhance their ambiance and their environment to cater the tangible factors, whereas this model also helps in increasing the integrity level in the organisations' activities by training their employee, which result in the increased satisfaction of the customers that leads to more productivity in the organisation.

2.11 Chapter Summary

Overall in this chapter, concept of service quality and customer satisfaction was highlighted and analysed with the help of past research papers. Furthermore, this chapter elaborated the role of customer satisfaction in the hotels and restaurants segment and found out that it is very crucial to keep the customers satisfied, which helps the hotels and restaurants in the hospitality industry to have a competitive edge in the market. Apart from that, relationship of service quality and customer satisfaction was discussed and evaluated that both aspect have the direct connection between them as one increases, so does the other. This chapter also identified four different variables that affect the service quality and increase customer satisfaction, which were food quality, price, behaviour intentions, and location and atmosphere and for this aspect the researcher made a conceptual framework that defines the significance of these variables on customer satisfaction. To make it more specific, this research studied the overview of the UK hotels and restaurants segment to analyse and evaluate their activities that leads towards customer satisfaction and increase in production. Apart from that, challenges in UK hospitality industry particularly hotels and restaurants segment were also discussed to figure out the possible issues that create hindrance in the activities. In the end theoretical framework was elaborated and highlighted different theories that support the concept of service quality in the hotels and restaurants segment.

CHAPTER 03: METHODOLOGY

3.1 Research Philosophy

Research philosophy is referred to as the nature of the research that defines the process and procedure of the research regarding the development of theories, data collection, and data analysis to interpret the relevant results (Mkansi & Acheampong, 2012). The philosophy used in this research was pragmatism, as this aspect helped the researcher analyse the significance as well as evaluate the concept and perceptions regarding service quality used in the UK hospitality sector hotels and restaurants segment. In contrast, this philosophy was best suited for the research because it helped the researcher to analyse the large quantity of numeric data and evaluated it to figure out the significance of this research as well as analyse the perceptions related to the service quality. The main reason behind this philosophy is that this aspect works on the scientific methods and perceptions. In contrast, due to the nature of this research, the researcher used positivism to figure out the results via scientific measures such as quantitative data .

3.2 Research Approach

The research approach is considered as the phenomenon of developing theories that help the researcher to analyse the concept clearly and efficiently (Teherani et al., 2015). A deductive approach was used in this research as, with the help of this aspect, the researcher developed the relevant theories that cater for the concept of service quality and its impact on the UK hospitality sector particularly hotels and restaurants segment. Since the nature of this research is based on pragmatism, so deductive approach was best suited for the researcher as it helped in developing theories regarding the factors of service quality that affect the performance of the hotels and restaurants and then relate those theories with the customer satisfaction, which guide the researcher regarding the relevant results.

3.3 Research Design

Research design is the strategy that guides the researcher regarding the methods for data collection and data analysis (Tobi & Kampen, 2018). The following research used mono method research design as it was best suited according to the nature of this research, which was positivism. The primary reason for choosing this strategy was because this research analyses the concept as well as the significance of service quality on customer satisfaction in the UK hospitality sector particularly in hotels and restaurants segment. Broad and significant data was needed for the correct interpretation of the results. So with the help of mono method research

design, the researcher caters to a large variety of participants to understand the significance of service quality for customer satisfaction in the particularly in hotels and restaurants segment in the UK.

3.4 Data Collection Method

Data collection is the phenomenon of gathering relevant information for authentic results (Aguinis, Hill & Bailey, 2019). The primary data collection method was used for this research as it was best suited to get authentic and valid results, which helped the researcher in interpreting the relevant results. The main reason for utilising the primary method was that this aspect helped the researcher in collecting the relevant data regarding the current activities of service quality in the UK hospitality sector, which also helped the researcher in evaluating the perceptions of the customers and interpreting the correct and updated results. Apart from that, primary data helped in analysing new ideas and strategies that were used in the UK hospitality sector particularly in hotels and restaurants segment that covers the customers' satisfaction effectively and efficiently.

3.5 Research Instrument

The instrument used in this research for the data collection was the social media platforms. Due to the impact of the covid-19 pandemic, it was challenging to use any other platforms to get the relevant results. With the help of Facebook and Instagram pages of the respected participants, this research gathered authentic data, which led to the relevant findings and results. Data collection through social media platform was best suited for this research because this aspect is time and cost-effective and provide ease in data collection and data analysis, whereas, email helped the researcher in catering large population of participants at the same time regarding the significance of service quality in the hospitality industry for the customer satisfaction.

3.6 Sample Size

The sample size used for this research was total 100 participants from the hotels and restaurants for the analysis but due to incomplete and inappropriately filled responses, the sample size was reduced to 99 participants (customers) were selected for the quantitative data research since 1 refused to participate in the study, which helped the researcher in evaluating the significance of service quality in the UK hospitality sector particularly in hotels and restaurants segment. Due to the mono method research nature, this sample size was best suited as it provides a variety of feedbacks to analyse, which result in effective and efficient

interpretation. The researcher reached managers through their hotels/ restaurants' Facebook and Instagram page, whereas the customer was also reached through their pages.

3.7 Sampling Technique

Sampling technique is referred to as the process of selecting the relevant participants to gather the authentic and reliable data, which helps in interpreting the relevant results (Taherdoost, 2016). Several techniques are used by various researchers that help them in identifying the relevant participants, in which random and convenient sampling are considered as the major types of sampling techniques. Whereas, this research used convenient sampling as it helped the researcher to identify the relevant participants that were reached easily and the data gathering from the participants showed validity and reliability with the research objectives. The major reason behind choosing convenient sampling was that due to covid-19 pandemic, it was best to choose the participants that are reachable and gathered the relevant information regarding the service quality in the hospitality sector particularly in hotels and restaurants segment with the aim to get the customer perceptions.

3.8 Data Analysis Method

The data analysis method refers to analysing the data collected from the participants to interpret the relevant results (Nassaji, 2015). The data analysis method used in this research was statistical analysis, which helped the researcher in analysing the numeric data and participant's feedbacks collected primarily from the customers and interpreting it to get the relevant result. The reason for choosing this analysis method was due to the nature of this research, which was mono method research. This method provided ease to the researcher in analysing questionnaires, which represent a large variety of data regarding the significance of service quality in the hospitality sector. The statistical analysis helped to highlight the frequency of the participant who supported the concept of service quality in the UK hospitality industry particularly in hotels and restaurants segment.

3.9 Ethical Consideration

Ethical consideration is referred to the principles and norms that every researcher implement in their data collection process to get the relevant and authentic findings from the participants (Gajjar, 2013). Several ethical considerations were applied in this research during the data collection as the first consideration was that the researcher sent the consent letter to the participants indicating the requirement of the questionnaires, whereas this aspect was used to inform the participants about the data collection process. Another consideration was that the

researcher kept the data of the participants confidential and anonymous and used it for academic purpose only. Whereas the interpretation of the findings gathered from the participants were unbiased and did not harm any participant's concepts and perceptions. Apart from that, the major ethical consideration used in this research was that the data was collected voluntarily from the participants as no one was forced to provide the information.

3.10 Limitation

In this research, several limitations were observed that create challenges and hindrances to get the authentic data from the participant as the first and major limitation was that due to covid-19 pandemic the data was collected online through social media platform, which showed biasness factor in the data collection and interpretation of the results. Another limitation was that only hospitality sector was analysed to get the customer satisfaction as there were several other domains, which were not evaluated.

3.11 Chapter Summary

Several methods were identified and evaluated in this chapter to explain the methods used in this research as this chapter indicates that pragmatism was used as a research philosophy along with the deductive as the research approach. Furthermore, this research used mono method research design for the data collection and data analysis, whereas this research used primary data to get the authentic results. Moreover, this research used questionnaire for the data collection as it was best suited in this covid-19 pandemic, whereas this research used 99 sample size to gather the information as this sample size was best suited according to the nature of the research which was mono method research. The sample size was selected with the help of convenient sampling technique as it was best suited during the covid-19 pandemic, while this research used statistical analysis method to analyse the evaluate the information gathered from the participants. In the end ethical considerations were discussed along with the limitation where researcher highlighted several challenges that create hindrance in collecting the authentic data.

CHAPTER 04: EMPIRICAL FINDINGS

4.1 Frequency Distribution Analysis

The findings for this question indicated that around 61.6% of the people between the age group of 18-24 participated in the research. Moreover, 29.3% in the age group of 25-34, 6.1% in the age group of 35-44, 1.0 in the age group of 45-54, 2.0% in the age group of 55-64 participated in the study. Therefore, it depicts that the individuals lying under the age bracket of 18-24 were more interested in providing valuable information related to the subject matter.

Table 1 Age

Which category below includes your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	61	61.6	61.6	61.6
	25-34	29	29.3	29.3	90.9
	35-44	6	6.1	6.1	97.0
	45-54	1	1.0	1.0	98.0
	55-64	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

The results depict that around 62.6% of the males were interested in participating in the process of the study whereas 37.4% of the females participated in the research. It shows that the males are more inclined towards providing effective responses related to the subject matter whereas the females were less inclined towards uncovering essential information in comparison to males.

Table 2 Gender

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Male	62	62.6	62.6	62.6
	Female	37	37.4	37.4	100.0
	Total	99	100.0	100.0	

The findings for this question indicate that 6.1% of the people visit the restaurant daily; however, 46.5% of the people visit the restaurant on weekly basis. In addition to this, 40.4% of the individuals visit the restaurant on monthly basis, and 7.1% of the people visit the restaurant on a quarterly basis. Hence, it shows that restaurants and hotels are visited mostly on the weekly basis.

Table 3 Time of restaurant visit

How often do you visit Restaurants?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	6	6.1	6.1	6.1
	Weekly	46	46.5	46.5	52.5
	Monthly	40	40.4	40.4	92.9
	Quarterly	7	7.1	7.1	100.0
	Total	99	100.0	100.0	

Table 3 Stay in Hotel

How long do you stay in the Hotels?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Three to four days	61	61.6	61.6	61.6
	One week	27	27.3	27.3	88.9
	Two weeks	5	5.1	5.1	93.9

	One month	6	6.1	6.1	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 61.6% of the people stay at the hotel for three to four days, 27.3% of the individuals stay at the hotel for one week, 5.1% of the individuals stay at the hotel for two weeks, and 6.1% of the people stay at the hotel for one month. Therefore, it is depicted that around 61.6% of the people, which is a major population prefer to live in hotels and restaurants for three to four days.

Table 4 Services of UK hotels

The services of UK hotels are reliable and easily accessible to all types of necessary amenities like wi-fi, on-site parking, exercise facilities, toiletries, etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	31.3	31.3	31.3
	Agree	54	54.5	54.5	85.9
	Neither agree nor disagree	12	12.1	12.1	98.0
	Disagree	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 2 customers disagree, and 12 customers are neutral with the fact that all types of necessary amenities like wifi, on-site parking, exercise facilities, toiletries are available in the UK hotels and Restaurants, while 54 customers agree and 31 customers strongly agree with this fact. This means that the services of the hotels in the UK are easily accessible and reliable. Therefore, it shows that a major part of the population, which is around 54.5% agrees to the fact that the hotels and restaurants in the UK are easily accessible and reliable to all types of amenities.

UK hotels and restaurants have clean rest rooms and dining areas.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	38	38.4	38.8	38.8
	Agree	50	50.5	51.0	89.8
	Neither agree nor disagree	8	8.1	8.2	98.0
	Disagree	2	2.0	2.0	100.0
	Total	98	99.0	100.0	
Missing	System	1	1.0		
Total		99	100.0		

The findings for this question indicated that 2 customers disagree, and 8 customers are neutral with the fact that UK hotels and restaurants have clean rest rooms and dining areas while 50 customers agree and 38 customers strongly agree with this fact. Therefore, it shows that the crucial population agrees with the fact that the restaurants and hotels in the UK have clean rest rooms and dining areas.

In the covid-19 pandemic Hotel and restaurant employees in the UK maintain and encourage social distance, also wear masks all the time for the safety of customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	51	51.5	51.5	51.5
	Agree	36	36.4	36.4	87.9
	Neither agree nor disagree	11	11.1	11.1	99.0
	Disagree	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 1 customer disagree, and 11 customers are neutral with the fact that employees maintain and encourage social distance in the UK hotels and Restaurants, while 36 customers agree and 51 customers strongly agree with this fact that during the pandemic that they also wear a mask for the safety of customers. Hence, it is depicted that the major population of 51.5% strongly agrees with the fact that during the Covid-19 pandemic the employees in the hotels and the restaurants of the UK maintains and encourages social distance.

The dining area in UK hotels and restaurants is spacious and comfortable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	29	29.3	29.3	29.3
	Agree	44	44.4	44.4	73.7
	Neither agree nor disagree	21	21.2	21.2	94.9
	Disagree	5	5.1	5.1	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 5 customers disagree, and 21 customers are neutral with the fact dining area is spacious and comfortable in the UK hotels and Restaurants, while 44 customers agree and 29 customers strongly agree with this fact. Therefore, it shows that most people believe that the dining areas in the hotels and restaurants of the UK are comfortable and spacious.

UK hotels and restaurants are located in the prime location with visually attractive parking areas and building exteriors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	30.3	30.3	30.3
	Agree	41	41.4	41.4	71.7
	Neither agree nor disagree	10	10.1	10.1	81.8
	Disagree	18	18.2	18.2	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 18 customers disagree, and 10 customers are neutral with the fact that, while 41 customers agree and 30 customers strongly agree with this fact. It depicts that UK hotels and restaurants are located in the prime location with visually attractive parking areas and building exteriors. Therefore, it is indicated that 41.4% of the population is of the view that most of the hotels and restaurants in the UK are located in the prime location having visually attractive parking areas and building exteriors.

UK hotels and restaurants have well-trained, competent, and experienced staff.

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly agree	32	32.3	32.3	32.3
	Agree	47	47.5	47.5	79.8
	Neither agree nor disagree	19	19.2	19.2	99.0
	Disagree	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 1 customer disagree, and 19 customers are neutral with the fact that there is a presence of well-trained competent, and experienced staff in the UK hotels and Restaurants, while 47 customers agree and 32 customers strongly agree with this fact. Therefore, it depicts that most of the people had an opinion regarding the staff of UK hotels and restaurants that it has an efficient and well-trained staff, which ensures customer satisfaction.

Ratings of hotels and restaurants influence the decision-making process for availing hospitality Services in the UK.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	39	39.4	39.4	39.4
	Agree	52	52.5	52.5	91.9
	Neither agree nor disagree	6	6.1	6.1	98.0
	Disagree	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 2 customers disagree, and 6 customers are neutral, while 52 customers agree and 39 customers strongly agree with this fact. It shows that Ratings of hotels and restaurants influence the decision-making process for availing hospitality Services in the UK. Therefore, it shows that most of the people agree of the fact that indeed the ratings of the hotels and the restaurants significantly influence the decision-making procedures for fulfilling the prime purpose of availing hospitality services in the UK.

Table 4 Time management

The time management of food service is excellent in UK hotels and Restaurants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	39	39.4	39.4	39.4

Agree	53	53.5	53.5	92.9
Neither agree nor disagree	6	6.1	6.1	99.0
Disagree	1	1.0	1.0	100.0
Total	99	100.0	100.0	

The findings for this question indicated that 1 customer disagree, and 6 customers are neutral with the fact that the time management of food service is excellent in the UK hotels and Restaurants, while 53 customers agree and 39 customers strongly agree with this fact. This means that due to the fast-paced world, customers are more attracted to time management. Hence, it is depicted that 53.5% of the individual agrees with the point that the time management of food services is excellent in UK hotels and restaurants.

Table 5 Food quality

The food quality is excellent in UK hotels and Restaurants with allergen information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	29	29.3	29.6	29.6
	Agree	53	53.5	54.1	83.7
	Neither agree nor disagree	13	13.1	13.3	96.9
	Disagree	3	3.0	3.1	100.0
	Total	98	99.0	100.0	
Missing	System	1	1.0		
Total		99	100.0		

The findings for this question indicated that 13 customers are neutral with the fact that the food quality is excellent in UK hotels and restaurants, while 53 customers agree and 29 customers strongly agree with this fact. The above frequency table highlighted that due to different mind-sets every customer demands new aspects, which is why this frequency table showed mixed feedback from the customers. However, still, the majority of the customers are agreeing that food quality is excellent in UK hotels and restaurants. Therefore, it shows that a major part of the population with the information of excellent food quality in the UK hotels and restaurants.

Table 6 Variety in hotels

UK hotels and Restaurants have a vast variety of food items to make it suitable for all the customers from different regions of the world.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	30.3	30.3	30.3
	Agree	47	47.5	47.5	77.8
	Neither agree nor disagree	17	17.2	17.2	94.9
	Disagree	5	5.1	5.1	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 5 customers disagree, and 17 customers are neutral with the fact that UK hotels and restaurants have a vast variety of food items, while 47 customers agree and 30 customers strongly agree with this fact. The table is leaned towards disagreement, which means customers need new and unique food items that satisfy their needs. Therefore, it is depicted that hotels and restaurants in the UK have a vast variety of food items as 47.5% of the population agrees with the fact.

Table 7 Price range

The Price range of foods and drinks in UK restaurants is as per the ambiance of the restaurant.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	26.3	26.3	26.3
	Agree	45	45.5	45.5	71.7
	Neither agree nor disagree	16	16.2	16.2	87.9
	Disagree	12	12.1	12.1	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 12 customers disagree, and 16 customers are neutral with the fact that the price range of UK hotels and restaurants is reasonable in accordance with the provision of foods and drinks. While 45 customers agree and 26 customers

strongly agree with this fact. This means that high price is unacceptable to the customers whereas due to many competitors in the market it is hard to survive. Therefore, it is depicted that a major part of the population believes that the price range of foods and drinks in UK restaurants and hotels is according to the ambiance.

Table 8 Increase in prices

Prices of UK hotels and restaurants are increased in recent years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	39	39.4	39.4	39.4
	Agree	47	47.5	47.5	86.9
	Neither agree nor disagree	12	12.1	12.1	99.0
	Disagree	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 1 customer disagree, and 12 customers are neutral with the fact that the price of UK hotels and restaurants are increased in recent years, while 47 customers agree and 39 customers strongly agree with this fact. The above table highlighted that in recent years due to the change in inflation, which forced the industry to change its pricing policy, and this has negatively affected customer satisfaction. Hence, it illustrates that 45.5% of the people believe that the hotels and restaurants in the UK have increased their prices in recent years.

Table 9 Prices

Prices of UK hotels and restaurants are set according to the location.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	33	33.3	33.3	33.3
	Agree	48	48.5	48.5	81.8
	Neither agree nor disagree	16	16.2	16.2	98.0
	Disagree	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 2 customers disagree, and 16 customers are neutral with the fact that Prices of UK hotels and restaurants are set according to the location, while 48 customers agree and 33 customers strongly agree with this fact. They leaned towards an agreement, which means that the location set the price as with prime location the prices are high and vice versa. Therefore, it shows that a major part of the population agrees with the fact that the prices of the hotels and the restaurants in the UK are adequate and set as per the location.

Table 10 Preference

Quality is preferred over price while choosing hotels and restaurants in the UK.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	34.3	34.3	34.3
	Agree	50	50.5	50.5	84.8
	Neither agree nor disagree	12	12.1	12.1	97.0
	Disagree	3	3.0	3.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 34 customers strongly disagree, 3 customers disagree, and 12 customers were neutral with the fact that they prefer quality over price regarding staying in the UK hotels, while 50 customers agree and 34 customers strongly agree with this fact. The findings of this chart indicated that the majority of the customers' priority is reasonable price then they went for the good quality. Therefore, half of the population agrees with the fact that people prefer quality over price while choosing hotels and restaurants in the UK.

Table 11 Quality of hotels

The ambiance of the UK hotels and restaurants is of good quality providing comfort and luxury feeling with good music, lightings, and decorations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	31.3	31.3	31.3
	Agree	58	58.6	58.6	89.9
	Neither agree nor disagree	9	9.1	9.1	99.0

Disagree	1	1.0	1.0	100.0
Total	99	100.0	100.0	

The findings for this question indicated that 1 customer disagree, and 9 customers were neutral with the fact that they prefer to visit luxury hotels and restaurants in the UK, while 56 customers agree and 31 customers strongly agree with this fact. This means that majority of the customers in the UK prefer a medium place with reasonable prices of products and services that offer comfort and luxury with a good quality ambiance. Hence, it is indicated that most of the people have a positive opinion regarding the Ambiance of the UK hotels and restaurants.

Table 12 Recommendation

You highly recommend your friends and family members to experience UK hotels and restaurants services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	33	33.3	33.3	33.3
	Agree	55	55.6	55.6	88.9
	Neither agree nor disagree	10	10.1	10.1	99.0
	Disagree	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

The findings for this question indicated that 33 customers strongly disagree, 1 customer disagree, and 10 customers were neutral with the fact that they would recommend more people to experience the services of UK hotels and restaurants, while 55 customers agree and 33 customers strongly agree with this fact. This means that due to the overall good services in the UK hotels and restaurants, customers are willing to recommend friends and family members to use services of UK hotels and restaurants. Hence, it shows that a major population recommends to the friends and family members to experience UK hotels and restaurants services

4.2 Correlation Analysis

Correlation analysis is considered as the technique for analysing the relation between two or more variables whereas this technique helps the researcher to identify the strength of

the research, followed by significance and direct of the relationship as well (Cohen, West & Aiken, 2014). Hence, based on the nature of the relationship, interpretations are made accordingly and in the following research, the researcher used this technique to figure out the strength of the relationship between food quality and customer satisfaction, price and customer satisfaction, behaviour intention and customer satisfaction, location and atmosphere and customer satisfaction.

Correlations						
		Food Quality	Behaviour Intention	Price	Location and Atmosphere	customer satisfaction
Food Quality	Pearson Correlation	1	.678**	.606**	.718**	.634**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	99	99	99	99	99
Behaviour Intention	Pearson Correlation	.678**	1	.631**	.577**	.760**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	99	99	99	99	99
Price	Pearson Correlation	.606**	.631**	1	.671**	.593**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	99	99	99	99	99
Location and Atmosphere	Pearson Correlation	.718**	.577**	.671**	1	.571**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	99	99	99	99	99
customer satisfaction	Pearson Correlation	.634**	.760**	.593**	.571**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 1 Table of Correlation Analysis

The findings of this study indicate that the Pearson correlation value for food quality was 0.00, which shows that food quality have a strong and positive relationship with customer satisfaction with respect to the value of significance which is 0.05. This shows that if the food quality is improved then customer satisfaction could also be improved significantly. While the Pearson correlation value for the Price was 0.00, which shows that price have a strong and positive relationship with customer satisfaction due to the fact that it is lower than the threshold

value of significance which is 0.05. The Pearson correlation value for Behaviour intentions was 0.00, which shows that behaviour intention has a strong and positive relationship with customer satisfaction. The Pearson correlation value for location and atmosphere was 0.00, which shows that location and atmosphere has a strong and positive relationship with customer satisfaction with respect to the value of significance which is 0.05. Whereas the significance of these relationships shown in the above Pearson correlation analysis chart was less than 0.05 which is the threshold value of significance, which indicated that every factor was significant for the customer satisfaction. According to the results of the correlation analysis, the researcher identified that every variable is directly proportional to customer satisfaction and have strong relationship, which means increase in the food quality, price, behaviour intention and location and atmosphere would definitely increase the customer satisfaction. Thus, if the restaurants focus on these factors then customer satisfaction could be positive and significantly improved.

4.3 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.600	.328359
a. Predictors: (Constant), Location and Atmosphere, Behaviour Intention, Price, Food Quality				

Figure 2 Model of Summary

The findings of summary of model in this study showed that the value of R was 0.617 that is close to +1, which indicated that relation of customer satisfaction with the food quality, behaviour intention price, and location and atmosphere has been the strong and positive in the hotels and restaurants segment. Whereas, the R square value indicates variance into the dependent variable that can be observed or estimated by independent variables of the study. The result of R square in this study is 0.617, which indicates that there is an approximately 61% of customer satisfaction can be explained or estimated by food quality, behaviour intention price, and location and atmosphere. Furthermore, this study shows that the coefficient value of determination has been obtained at 61% after adjustments, which means by inclusion of the other variables within the regression model could improve predictability of the model.

4.4 ANOVA

ANOVA table reveals that sig value of the model is 0.00 which is less than significance suggesting that regression model is statistically fit. It means that results of the model are not influenced by any statistical error. Hence, the results can be trusted and implications can also be drawn (Cardinal & Aitken, 2013).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.309	4	4.077	37.817	.000 ^b
	Residual	10.135	94	.108		
	Total	26.444	98			
a. Dependent Variable: customer satisfaction						
b. Predictors: (Constant), Location and Atmosphere, Behaviour Intention, Price, Food Quality						

Figure 3 table of ANOVA Analysis

4.5 Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.354	.128		2.771	.007
	Food Quality	.120	.093	.134	1.288	.201
	Behaviour Intention	.529	.090	.554	5.908	.000
	Price	.092	.083	.105	1.109	.270
	Location and Atmosphere	.069	.082	.085	.836	.405
a. Dependent Variable: customer satisfaction						

Figure 4 Table of Coefficient analysis

Through the analysis of the coefficients estimation, the researcher made a regression equation to explain the impact of different factors of service quality on the customer satisfaction of hotels and restaurants customers. The regression equation made through this analysis is as follows

$$Y = 0.134X_1 - 0.554X_2 + 0.105X_3 + 0.085X_4 + 0.354$$

Where;

Y = Customer satisfaction

X₁ = Food Quality

X₂ = Price

X₃ = Behaviour Intention

X₄ = Location and Atmosphere

4.6 Hypothesis Assessment Summary

In this study, to analyse the significance of the service quality factors over customer satisfaction in the hotels and restaurants in UK, the researcher developed four hypotheses, which were:

H₁ → Food quality has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.

H₂ → Price has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.

H₃ → Behaviour Intention has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.

H₄ → Location and atmosphere has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment

The findings indicated that the food quality, Behaviour intention, price and location and atmosphere has positive and significant impact on the customer satisfaction since it has coefficients of 0.134 (Sig 0.201), 0.554 (Sig 0.00), 0.105 (Sig 0.27) and 0.085 (sig 0.405), respectively. All of the values are less than 0.05 value of significance therefore, deemed as positively significant. Meanwhile, the coefficient estimations, following table shows hypothesis and decision regarding acceptance or rejection.

Hypothesis	Decision
H1: Food quality has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment	Rejected because the p-value is obtained from the results to be 0.2 which is less than the 0.05 significant value. However, the relationship from correlation is positively significant.

<p>H2: Price has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.</p>	<p>Rejected because the p-value is obtained from the results to be 0.27 which is less than the 0.05 significant value. However, the relationship from correlation is positively significant.</p>
<p>H3: Behaviour intention has the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.</p>	<p>Accepted because the p-value is obtained from the results to be 0.00 which is less than the 0.05 significant value.</p>
<p>H4: Location and atmosphere have the positive significant impact on the customer satisfaction in UK hotels and restaurants segment.</p>	<p>Rejected because the p-value is obtained from the results to be 0.4 which is greater than the 0.05 significant value. However, the relationship from correlation is positively significant.</p>

CHAPTER 05: DISCUSSION

This study examined the quantitative obtained from consumers of UK hotels and restaurants, as well as the conclusions drawn from that data. After analysing the quantitative outcomes, it was shown that service quality has a considerable beneficial influence on the United Kingdom's hotels and restaurants. Zaibaf, Taherikia and Fakharian (2016) also reported the same finding, stating that service quality has become the most important factor in triggering the minds of consumers, and that by improving this factor, hotels and restaurants are able to boost their efficiency, resulting in increased profitability. The researcher answered 23 distinct questions in this study's questionnaire, emphasising numerous variables such as food quality, pricing, behavior intentions, location and environment.

The findings of the frequency analysis of the data using SPSS software revealed that in the UK hospitality industry, particularly hotels and restaurants, the majority of customers agree that food quality, behavior intention, location and atmosphere have a significant impact on customer satisfaction, whereas the majority of customers agree that high prices in hotels and restaurants have a significant impact on customer satisfaction. This aspect was also incorporated by Kuruuzum and Koksall (2010) as they stated that Food quality, ambiance and atmosphere, and location are all factors of service quality in the hospitality industry that have a significant impact on customer satisfaction because this sector is directly linked to the needs of customers, and by providing good quality services, customers increase the brand image in the market through their positive feedback.

5.1 Food Quality

The researcher goes on to break down the factors of service quality in order to determine their importance more precisely, and the findings show that the majority of customers agree that the time management of UK hotels and restaurants in serving food is excellent, as well as agreement that UK hotels and restaurants have a wide variety of food items. According to Chris Paxson (2009), since customers' demand is increasing gradually so the consideration of vast variety of products and services has become the crucial aspect that help in boosting the productivity and profitability. Furthermore, in the findings of this research, various test was run by the researcher to find out the significance of the food quality over customer satisfaction as the dependent variable. The findings of this study revealed that the Pearson values of food quality were 0.634, indicating a substantial and favorable effect of food quality on customer satisfaction in hotels and restaurants. When using the correlation approach

to analyze the data, the findings revealed that the significance value of food quality was 0.00, which was less than 0.005, indicating a high level of relevance for customer satisfaction. Upon analysing the data through coefficient analysis method, the findings showed that the “t” value of food quality is 1.288, whereas, according to the minimum limit of t, which is 2, food quality showed negative relationship towards customer satisfaction while the significance value of food quality was 0.201 which was more than 0.005 that also showed no significance towards customer satisfaction. Therefore, it is regarded as one of the most important components in the hospitality sector since it contributes to improving the entire atmosphere of the restaurant and, as a result, helps the business to acquire a competitive advantage over its industry competitors. Thus, Food quality has long been regarded a measure to gauge consumer satisfaction, and to emphasize its significance, food quality is effectively separated into five elements: appearance, placement on a restaurant's menu, nutritional value, freshness quotient, and finally, flavour.

5.2 Price

The researcher looked at the pricing element and discovered that customers disagreed with the high price in the hotels and restaurants market, with the majority of customers stating that they want a fair price with good quality services in UK hotels and restaurants. According to Mitra (2020), majority of the companies are destroyed due to the high prices in the market, as many competitors are established in the market it is hard to set high prices of products and services, whereas the author recommend that the prices should be market competitive to maintain the customer attention. Furthermore, in the findings of this research, various tests were run by the researcher to find out the effect of the price over customer satisfaction as the dependent variable.

Upon analysing through correlation analysis method, the results of this research showed that the Pearson values of price was 0.593, this showed strong and positive relationship of price with customer satisfaction in hotels and restaurants. While analysing through correlation method the results also showed that the significance value of price was 0.000, which was less than 0.005 which showed high significance towards customer satisfaction. Upon analysing the data through coefficient analysis method, the findings showed that the “t” value of price was 1.109, whereas, Price had a positive link with customer satisfaction according to the minimal limit of t, which is 2, but the significance value of price was 0.270, which was more than 0.005, indicating insignificance. Therefore, Consumer satisfaction has a proportionate link with the price element, since if the pricing does not meet the restaurant's requirements, it is critical to the likelihood of the restaurant losing its customer base for a long time.

5.3 Behaviour Intentions

According to the findings of this research, majority of the customers agreed with the fact that the service quality of the UK hotels and restaurants are reliable, which increases the behaviour intentions of the customer for utilising the services of the hotels and restaurants segment. Furthermore, the findings indicated that majority of the customer agreed with the fact that the services of UK hotels and restaurants are easily accessible and tangible services are excellent, which is why majority of the customer agreed with the fact that they have high intention of using the services of UK hotels and restaurants. According to Marić et al. (2016) tangible factor is the most crucial aspect of the SERVQUAL model as it has the direct connection with the behaviour intention of the customers because customers are more attached towards physical products or services such as utensils, napkins, bedsheets, pillows and in restaurant cases, sauces and crockery items, tables etc. Furthermore, in the findings of this research, various tests were run by the researcher to find out the significance of the behaviour intention over customer satisfaction as the dependent variable.

Upon analysing through correlation analysis method, the results of this research showed that the Pearson values of behaviour intention was .760, this showed strong and positive relationship of behaviour intention with the customer satisfaction in hotels and restaurants. While analysing through correlation method the results also showed that the significance value of behaviour intention was 0.000, which was less than 0.005 which showed high significance towards customer satisfaction. Upon analysing the data through coefficient analysis method, the findings showed that the "t" value of behaviour intention is 5.908, whereas, according to the minimum limit of t, which is 2, Behaviour Intention showed strong and positive relationship towards customer satisfaction while the significance value of Behaviour Intention was 0.000, which was less than 0.005 that showed full significance towards customer satisfaction. Thus, the customer's propensity to maintain their affiliation with the restaurant is effectively described by behavioral intention, which is dependent on social elements such as the restaurant's general aura and its capacity to produce favorable sentiments about its entity. Because it is a decisive factor in terms of absorbing the elements of trust in the customer base, behavior intention is viewed as as significant as the preceding factors. They are considered significant since they have the potential to provide value to the restaurant's customer base.

5.4 Location and Atmosphere

On the other hand, according to the findings of this research, majority of the customers slightly disagreed with the fact that location and atmosphere has a significant impact on the customer satisfaction in hotels and restaurants of the UK. According to Manhas and Ramjit (2011) quality of the service is more crucial for the satisfaction of the customer than the atmosphere in the hospitality sector as customer are more leaned towards good quality that trigger their minds and perceptions and thus result in better performance of the hotels and restaurants. Whereas, some of the customers agreed with the fact that location and atmosphere has the same influence as the other factors of the service quality in the hospitality sector. Furthermore, in the findings of this research, various tests were run by the researcher to find out the significance of the location and atmosphere over customer satisfaction as the dependent variable.

Upon analysing through correlation analysis method, the results of this research showed that the Pearson values of location and atmosphere was 0.571, this showed strong and positive affect of price on the customer satisfaction in hospitality sector. While analysing through correlation method the results also showed that the significance value of price was 0.000, which was less than 0.005 which showed high significance towards customer satisfaction. Upon analysing the data through coefficient analysis method, the findings showed that the “t” value of price was 0.836, whereas, according to the minimum limit of t, which is 2, price showed weak relationship towards customer satisfaction while the significance value of price was 0.405 which was greater than 0.005 that showed insignificance towards customer satisfaction. Moreover, the location set the decision for buying the services of that hotel or restaurant as the aspect of location help the hotels and restaurants in catering with the economic factors as well as being in the prime location provided best experience to the customers. Furthermore, the restaurant's location is also a decisive element, since it impacts customer happiness and aids in determining the level of loyalty expressed to the company.

5.5 Service Quality

According to Mosadeghrad (2014) service quality is the crucial aspect of the business as it helps in increasing the customer satisfaction which help in making the good brand image and thus result in increased profitability. Upon analysing the data through regression analysis method, the results indicated the R value, which was .785 and showed that the whole service quality of the UK hotels and restaurants segment is significant towards customer satisfaction.

Whereas, upon analysing the data through ANOVA the results indicated the value of significance that was 0.000, which was less than the value of 0.005 and thus this results in the rejection of the null hypothesis, which means service quality has the positive significant impact on the customer satisfaction in the UK hotels and restaurants segment. Overall, the results indicated that Majority of the participants highlighted food quality, price, behaviour intention and location and atmosphere as the crucial factor that positively affect the customer satisfaction, the participants also indicated that this aspect increases the brand value and image of the hotels and restaurants in the hospitality sector as well as the productivity, which leads to high profitability.

According to Ali et al. (2021), service quality has the major influence on the customer retention as it helps in achieving the demand of the customer, which keep them satisfied and this aspect help the hotels and restaurants in increasing their value in the market as hospitality sector has a direct connection with the customer's intentions. Upon asking the question regarding the overall service quality of the UK hospitality industry, the researcher identified that the hotels and restaurants in UK provide the best quality services and satisfy their customers through unique strategies, which affect the customers positively as their demand are fulfilled through this aspect. The result of various studies reviewed in chapter 2 also indicated that due to the covid-19 pandemic, there was a severe negative affect on the productivity of the UK hotels and restaurants as majority of the places were lockdown due to COVID-19 precautions and thus majority of the hotels and restaurants could not survive in the market result in the shutdown of the activities. This aspect was also incorporated by a past researcher named as Davahli et al. (2020) as they stated that due to COVID-19 pandemic, especially the hotels and restaurants segment was negatively affected with the lockdown only hospitality industry is the industry that are directly connected with the customer so this aspect changed the buying behaviour of the customer.

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CHAPTER 06: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

In light of the final analysis, it can be stated that the research allocated its focus on the notion of service quality in the hotels and restaurants segment in the UK and formulated the relevant research questions and objectives to be addressed in this study. Similarly, the second chapter of this research i.e. the literature reviews also focused on analysing the basic yet core concepts of service quality and customer satisfaction present in the hotels and restaurants segment in the UK. Moreover, the research also allocated its focus on the hospitality industry particularly hotels and restaurants in the UK in terms of its aspects and scope. The chapter also delved into the role of consumer satisfaction in the hospitality industry and the due importance of service quality and its capability to determine the success or failure rate of the organisation.

In terms of determining the success factors of service quality that the literature review identified food quality, price, behaviour intention, and last location and atmosphere as the main factors that accorded its role in terms of regulating service quality in the hotels and restaurants segment. Based on the factors considering the service quality in the hospitality industry particularly in hotels and restaurants, hypothesis and conceptual framework were formed for the purpose of analysis and addressing the research objectives of this respective study. In terms of the methodology that was chosen in this study, it was deemed a prerequisite to employ the use of quantitative analysis was used such as SPSS was used within which correlation and regression analysis was implemented respectively. Since it involved both quantitative and analysis was to be implemented, questionnaire based on Likert scale was made based on the conceptual framework of this respective research. It is found that customer satisfaction is influenced by service quality as help to gain increase profitability through increasing good brand image. The regression value indicates significant impact of quality services within the UK hotels and restaurants for achieving customer satisfaction.

In terms of the findings that was observed in this study, it can be stated that with regards to the quantitative analysis i.e., regression and correlation analysis of the study, all of the variables were found to share a positive and significant relationship. Price denoted a positive and significant relationship with the dependent variable however location and atmosphere presented unique results where its relationship was found to be both positive and significant. As for the correlation analysis is concerned, the interrelationship between the selected

independent and dependent variables, the relationship has been found to be both positive and significant relationship.

In terms of the variables that were found to be significant, it can be inferred that these variables i.e. Price and location and atmosphere are not found to levy any significant impact on the hotels and restaurants segment in terms of enticing more consumer base since in an event where the price increases, there exists a possibility that it can levy a negligible impact on the scope of the hospitality industry and its efforts to increase profits is also effectively minimized.

In addition, the impact of location and atmosphere has not given much importance as compared to service quality but through the correlation analysis of location and atmosphere has shown significant impact along with the value of pricing. The correlation analysis has also indicated positive relation of pricing on achieving customer satisfaction. On contrary, the 't' value of price noted was 0.836 representing a weak relationship towards customer satisfaction. Location has also been found associated in building strong relationship with customer and positive or pleasant surroundings facilitate best customer experiences. Therefore, customer satisfaction and loyalty can be enhanced through considering prime location of restaurant. Moreover, regarding the impact of Location and atmosphere, it's positive and significant as well. These findings are found to indicate that in an event where the location of the restaurant is deemed to be fairly remote however its food quality is well found, it can be stated that the restaurants are found to stand a better chance of according success and continue its success in the long run without compromising its position in the respective market. Food quality and behaviour intentions are other two significantly contributing factors for the customer satisfaction. The behaviour intention promotes the customer's propensity to balance the restaurant reputation high. Therefore, the impact of all dependent variables such as behaviour intention, price, food quality, service quality and location have been found significantly important in attaining customer satisfaction.

6.2 Recommendations

In terms of recommendations that can be presented to the hotels and restaurants considering the results of the analysis, it can be stated that foremost it is considered eminent for the hospitality industry to vie for providing an ambient atmosphere to its consumer base considering the economic feasibility of the price while retaining the quality quotient of the food. Moreover, it can be stated that in terms of according a better facilitation of its consumer base, the hotels and restaurants should make it mandatory to provide essential training to its

staff on a continual basis. In terms of emphasizing on providing regular training, it is based on the fact that since the modern era and market conditions are considered to be fragile and subject to major fluctuations in the industry, therefore to retain its competitive edge in the market, it is considered crucial for the hospitality industry to enforce regular training of its staff respectively.

For fulfilling the prime purpose of enhancing customer satisfaction, the hotel's can and restaurants are required to assure the quality of product with the price acceptable by potential and prospective clients. In addition to this, a user-friendly website can be developed, which has multiple channels of communication available (Radojevic, Stanasic, and Stanic, 2015). With the particular system installed, the pre-arrival request can be tracked. For instance, management of the stay request of a guest. Therefore, it proactively tracks the feedback of guests and provides services accordingly by ensuring quality for customer satisfaction. Other than this, the restaurants can design training programs for employees for the provision of excellent customer service (Ruetzler et al., 2014). It can encourage effective communication between staff members (Popescu, Nicolae, and Pavel, 2015). Moreover, accurate wait timings must be ensured for personalised experiences of guests. For even better quality service, technology must be installed for streamlining the wait times and dealing with the concerns and complaints of potential clients. The feedback gained from the end of customers should be shared across the team for fulfilling the prime purpose of maintaining a robust social media presence and meeting amenities to the modern needs and requirements (Radojevic et al., 2014). With this approach, the restaurant and hotel can offer multi-channel support and measure customer satisfaction in a regular manner.

6.3 Future Implications

With regards to the future implications deduced from this research, it can be inferred that at the culmination of this research, there stands a better chance of developing a better understanding regarding the interrelationship between the service quality and consumer satisfaction however there has been considerable amount of focus on the factors that can determine the success or failure of the hotels and restaurants. Since the findings provides a clarion picture regarding the issues pertaining the hotels and restaurants and the ways it can be resolved to enhance the competitiveness of the respective industry.

Moreover, it can be further inferred that with the understanding that has been developed regarding the service quality and the hotels and restaurants segment, this research has served

the objective of providing benefits and strategies to deal with the discrepancies regarding the service quality in the hospitality industry. To provide more clarity on the preceding statement, it can be stated that with the strategies and relationship between the selected variables, the study has realized the objective of providing useful insights as to the ways to counter the compelling reasons to mitigate such issues and to assert the strategies in a more effective manner.

However, one of the limitations that the study identified in this study hotels and restaurants were that it only analysed to gain the customer satisfaction as there were several other domains thus allowing future researches in considering other factors that can register a crucial role in addressing the service quality relationship with the hospitality industry.

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Appendices

Appendix 1: Consent Letter

Introduction Letter:

[date]

MSc Research Project

Respected Sir/ Ma'am,

I am the master student of ----- University developing an academic research regarding the factors that affect the customer satisfaction in the hospitality sector. The objectives of this research is based on the aim and to cater this aspect I am conducting a survey to understand the concept regarding the factors that trigger the customers' perception.

So to achieve this aim we are conducting a survey that specify factors of the service quality used in the hospitality sector that affect the customer satisfaction and the data would be gathered from your Facebook or Instagram pages. To ensure your trust, this research is totally based on the academic purpose, whereas your data will be kept confidential and your name would be anonymous. This data collection process would be voluntarily as no forceful act would be applied for gathering data, whereas the results of this data would not harm you in anyway. Apart from that, the questions would unbiased and would not harm your perception and concepts.

The final project would be submitted in ----- and one copy would be send to you for your satisfaction. Kindly consider my request as your data would help me in interpreting the relevant results. Thank you for your kind cooperation.

Sincerely yours,

[Name] [Email] [Phone/Mobile number]

Appendix 2

Questionnaire:

1. Gender
 - a. Male
 - b. Female
2. Age
 - a. 20-30 years
 - b. 31-40 years
 - c. 41-50 years
 - d. 51 years and above
3. How often do you visit Restaurants
 - a. Everyday
 - b. Weekly
 - c. Monthly
 - d. Quarterly
4. How long you stay in the Hotels
 - a. three to four days
 - b. One week
 - c. Two weeks
 - d. One month
 - e. One month and above

Questions	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Food Quality					
1. The time management of food service is excellent in UK hotels and Restaurants.	1	2	3	4	5
2. The food quality is excellent in UK hotels and Restaurants with allergen information.	1	2	3	4	5
3. UK hotels and Restaurants have vast variety of food items to make it suitable for all the customers from different regions of world.	1	2	3	4	5
Price					
1. The services of UK hotels are reliable and easily accessible to all type of necessary amenities like wifi, onsite parking, exercise facilities, toiletries etc.	1	2	3	4	5
2. UK hotels and restaurants have clean rest rooms and dining areas.	1	2	3	4	5
3. In covid-19 pandemic Hotel and restaurant employees in UK maintain and encourage social	1	2	3	4	5

distance, also wear masks all the times for the safety of customers.					
Behaviour Intention					
1. The Price range of foods and drinks in UK restaurants are as per the ambience of the restaurant.	1	2	3	4	5
2. Prices of UK hotels and restaurants are increased in the recent years.	1	2	3	4	5
3. Prices of UK hotels and restaurants are set according to the location.	1	2	3	4	5
Location and Atmosphere					
1. The dining area in UK hotels and restaurants are spacious and comfortable.	1	2	3	4	5
2. UK hotels and restaurants are located in the prime location with visually attractive parking areas and building exteriors.	1	2	3	4	5
3. Ambiance of the UK hotels and restaurants are of good quality providing comfort and luxury feeling with good music, lightings and decorations.	1	2	3	4	5
Customer Satisfaction					
1. UK hotels and restaurants have well trained, competent and experienced staff.	1	2	3	4	5
2. Quality is preferred over price while choosing hotels and restaurants in UK.	1	2	3	4	5
3. Ratings of hotel and restaurants influence decision making process for availing hospitality Services in the UK.	1	2	3	4	5
4. You highly recommend your friends and family members to experience UK hotels and restaurants services.	1	2	3	4	5