Measuring Customer´s Satisfaction When Dining at a Casual Restaurant: An Application of Kisang's Model

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Abstract

The culinary business is being increased rapidly in Pakistan. Usually, Pakistani consumers prefer to eat meals in homes cooked by female members owing to cultural, social and religious reason. In order to bridge up the gap in existing hospitality literature, the objective of this research manuscript is to find out the relation among the dimensions of quality (food quality, service quality and quality of physical environment), customer satisfaction, restaurant image, behavioral intentions and customer perceived value in casual restaurants in a Sukkur city. Data for this research study have been collected from customers of restaurants located in Sukkur city through convenience sampling with a sampling size of 257. Descriptive statistics were computed by using SPSS (24) and Smart PLS (3.0) version was used to test hypotheses. Service quality dimensions of a causal restaurant were found important determinants of the restaurant image and customer perceived value followed by physical environment and service quality; whereas, the physical environment quality was not found to be a significant factor of perceived value of a customer. Additionally, food quality is measured as an important restaurant's product. Another outcome of the present study exhibited that quality of physical environment holds a substantial positive effect on a restaurant image. The findings indicate quality in food and service is highly important to satisfy customers and make their behavior positive about casual restaurant. Further, as an average temperature remains above 400 in Sukkur city, internal environment of the restaurant is significant as it will affect the mood and perception of customers when they dine in the casual restaurant.

Keywords: Restaurant Image, Customer Satisfaction, Smart PLS, Behavioral Intentions and Customer Perceived Value Service Quality, SPSS, Customer Satisfaction.

JEL Classification: M31

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1. Introduction

The culinary business is being increased rapidly in Pakistan. In the business of culinary, there are several types of restaurants like cafes, fast food restaurants, casual restaurants and various types of foreign franchises. The restaurant business has been present in Pakistan since its independence in 1947. Owing to the increasing population of Pakistan (207.77 million), culinary business became a highly profitable business. The growth of service industry is contributing an essential part in economies of countries (Cronin and Taylor, 1992; Bateson, 1992). Further, the service sector contributes around 70% in GDP of developed countries, whereas it shares around 60% in Pakistani GDP and it also shares 37.6% in employment (Pakistan Economic Survey 2017-18-19). According to a Labour Force Survey (2010-11), the restaurant industry is providing employment to 1.31% in Pakistan. At an average, every household spent 1.14% from its total food expense on hotel and restaurants in Pakistan (Household Integrated Economic Survey 2010-11). Usually, Pakistani consumers prefer to eat meals in homes cooked by female members owing to cultural, social and religious reason. However, owing to structural change in consumption shape of food and growing inclination towards eating pattern and eating out has become a fundamental piece of bustling life and a fashion proclamation for rejoicing unique occasions and appreciate the flavor of cultural flavors (Goyal & Singh, 2007; Ahedo et al., 2007; Kivela, 2006). Individuals from various cultures, ethnic groups and economic backgrounds are generally customers for restaurants and a majority of them definitely possess differing preferences (Akinyele, 2010). Therefore, due to diverse features of customers, they are inclined to apply multiple standards in restaurant selection (Chung & Kim, 2011). Numerous marketing practitioners and scholars have put an important attention on satisfaction of a customer and considered it as a critical indicator of the historical, current, and future achievements of a brand (Oliver, 1999). Other research scholars (Dube et al., 1994) also defined that the satisfaction of a customer is a sign that the customer will come again to a restaurant. Further studies (Suhartanto, Chen, Mohi, & Sosianika, 2018; Kim et al., 2009) uncover that faithful clients will in general buy more than recently obtained clients, follow through on premium costs, allude new clients to the firm, and reduce working expenses. Owing to strongly aggressive market, it is commonly accepted that the key to picking up a bit of advantage lies in bringing high quality services that will, thus, drive to fulfilled clients (Ahn & Han, 2007). Precisely, in the business of a restaurant, clients for the most part consider food quality, quality of physical condition, and staff services as significant segments of a restaurant in assessing its service quality (Ryu & Han, 2010; Chow Hau-siu et al., 2007 and Young and Soo Cheong, 2008).

Various interconnected elements have impact on decision of food like social, monetary, environmental and political elements (Señoran, Ibánez, and Cifuentes, 2003). Basic socio-statistic variables reported are: education, age, salary, work status, family size, and urbanization (Marsh et al., 2003; Byrne, Capps, and Saha, 1996). A more profound understanding of shoppers' decision criteria will give restaurateurs important data and experiences which empower them to attract and hold more buyers (Young and Soo Cheong, 2007). Therefore, a manager of a restaurant has to ponder on the major

determinants which influence a restaurant choice of customers. In this regard, it has to be empirically tested that either customers are being driven because of the quality of food, atmosphere or employee services or not. In a focused market, be that as it may, each assistance association must comprehend the idea of service quality from the perspective of the client, not the supplier (Jha, 2008; Grewal & Levy, 2018). Thus, a significant target of this research study is to investigate these determinants by constructing a combined model which can test the impact of service quality elements (quality of food, service and physical condition) of a restaurant on the image of a causal restaurant, perceived value of a customer, customer satisfaction, and behavioural intentions in the Sukkur city. (Mhlanga, 2018) was of the opinion that a superior comprehension of the elements affecting restaurant service quality will give significant pragmatic ramifications to restaurant clients. Data for this research study have been collected from customers of restaurants located in Sukkur city. Being a third largest city of Sindh province, it enjoys the strategic location at the intersection of Baluchistan and Punjab and is an old traditional, historical, and business center (Wikipedia.com/sukkur). Sukkur is multiethnic, multicultural and the 14th most populous (2, 31, 589 inhabitants) city of Pakistan. There are lots of popular restaurants in Sukkur like fast food, burger, pizza, buffet, grill and BBQ restaurants which are best known for their services, seating capacity, hygienic atmosphere.

Nucleus intention of this research attempt is to improve a theoretical model which can test the impacts of elements of service quality of a restaurant on the image of a causal restaurant, customer satisfaction, perceived value of a customer, and behavioural intentions in Sukkur city. This study delivers a more complete view to comprehend the part of attributes (food and service quality, physical environment) of the restaurant's service quality and image of restaurant on consumer behavior in order to know complete assessment of casual restaurant experience. This research describes that the quality of food exercises the greatest contribution to the restaurant image towards the casual restaurant in the Sukkur city. Present study founds some resemblances to earlier research studies (Ryu et al., 2010; Chow et al., 2007), but it is also very imperative to note that either no any study or very limited studies have been undertaken to examine the relations among the dimensions of quality (service, food and physical environment), an image of restaurant, perceived value a customer, satisfaction of customer and behavioral intentions in casual dining restaurant in Sukkur city. The next section encompasses a review of literature, research methodology and results analysis. In the final section, the discussion of results, conclusion and implications have been presented.

2. Literature Review and Hypotheses Development

With regard to restaurant-specific determinants, a study of Ryu & Han (2010) inspected the relations among factors of quality elements (quality of service, food and physical condition), satisfaction of the consumer, price and behavioural intention of visitors in quick-casual restaurants. Together with above, Young and Soo Cheong (2008) conducted an examination to distinguish the main quality characteristics that fundamentally recognize exceptionally fulfilled diners from non-exceedingly fulfilled

eaters utilizing the context of middle level to upper level restaurants and they employed triple quality variables (service, food and atmosphere) to evaluate diners' perceived quality in connection to restaurant.. In the same manner, this study has also tried to know the impact of features of quality on the customer's satisfaction in a restaurant industry.

Relation among Food Quality, Physical Environment Quality, Service Quality and Restaurant Image.

Kotler and Keller (2012) proposed the thought of the image as follows: A set of beliefs is an image, thoughts, and impressions that an individual hold with respect to an object. Further, Kennedy (1977) said that image comprises of two noteworthy components: first one is functional, which is effectively estimated and is identified with physical components of a product/service; and second one is emotional, which is non-physical, hard to gauge and is showed on a psychological level with the help of attitude and feelings. Therefore, customers create an image of a product or service by considering tangible and intangible factors when choosing a restaurant. Research demonstrates that the service quality, food and physical condition are the characteristics that have huge ramifications on an image of restaurant (Jin Naehyun et al., 2012). A consumer's impression of an image of restaurant is probably to sufficiently reflect the overall consumption experiences (such as food, service and atmospherics) of a customer. Food signifies the most important element that will be considered by customers when assessing any particular restaurant. In food services area, numerous scientists underlined that social aims are influenced by consumer loyalty and they have a solid affiliation (Ryu & Han, 2010; Lee et al., 2018; Ryu et al., 2012). Surely, in an examination that inspected the significance of seven diverse restaurant traits (menu variation, food quality, food-quality consistency, attentiveness of a server, waiting time, atmosphere and server helpfulness), among them food quality unmistakably rose as the most significant (Dube et al., 1994). Another study (Kauppinen-Räisänen et al., 2013) recommended that remembered experiences of eating were categorized by the food itself, along with various other factors including self, place, timing and context. Food quality encompasses numerous complex features such as physical, compositional and microbial features, alterations convinced by technological procedures or storage, safety and healthful value (Trimigno et al., 2015). But, Horng et al., (2013) were of the opinion that food quality alone cannot satisfy customers. In this connection, Ryu and Han (2011) suggested that facilities like aesthetic layout, lighting, atmosphere, table setting and the service staff are some essential components of the physical environment.

As a key achievement in numerous restaurant businesses, developing a wonderful and imaginative physical environment was correctly fundamental beside food and service quality viewpoints. Managers of restaurants ought to contribute considerably in decorations, floor neatness, interior designs and other different fixtures to enhance physical conditions because such expenses are the most significant ventures for enticing clients (Azim et al., 2014). To put it another way, Baker et al. (1994) said that service firm's physical conditions play a key role in augmenting a brand image and stimulating

buying behaviour. Restaurant atmospheric examinations recognize tidiness as a training to accomplish and keep up a climate that is liberated from perilous or destructive substances (for example neatness of dining area, bathrooms) (Ryu and Jang, 2007; Hussein, 2018). Palit, Kristanti, and Wibowo (2019) stated that the ergonomic angles, for example, visual showcase, anthropometric, and ecological ergonomics have impact on clients' comfort at restaurants.

The service quality of a restaurant is a vital determinant of a consumer's consumption experience, which makes a restaurant different from others. Czepiel (1990) characterized service quality as observation of customers of how well a service fulfills or surpasses expectations of customers. In establishing a satisfying relation with customers, service quality is a critical perquisite and determinant of competitiveness for a restaurant. In the restaurant business, quality of service is gotten from assessment of clients of restaurant service quality after making comparison between their expectation and actual experience while visiting restaurants (Chow et al., 2007). A research was directed by Harrington et al., (2011) where they admitted a young diner section (from 16 years to 34 years of age) to ponder service quality of the restaurant as one of the key five characteristics that bring equally negative and positive experiences of young diners with a restaurant. Hence, it seems practical to suppose that a view of service quality of the restaurant straightforwardly effects the impression of a restaurant's appearance. According to Ryu Kisang et al., (2008), quality in service, food, interior design and decoration, waiting time and location of the restaurant are important drivers of a brand appearance of a restaurant. At this juncture, when those drivers don't convey predictable messages to visitors of the restaurant, then the restaurant's picture is harmed, and the position of a restaurant is puzzling to clients. Along these lines, food and service quality are basic forerunner in keeping up an image of the restaurant. In light of the discourse above, it is valid to set the below-mentioned three hypotheses:

H1a: The FQ impacts restaurant image positively and significantly.
H1b: The QPE impacts restaurant image positively and significantly.
H1c: The SQ impacts restaurant image positively and significantly.

Relation among Service Quality, Food Quality, Quality of Physical Environment and Perceived Value of Customer

Customers are becoming highly concerned for the role of value because it is a standout amongst the most influential force in the present marketplace (Albrecht, 1992). Zeithaml (1988) explained that a perceived value of a customer as the own assessment between perceived general advantages and perceived cost or sacrifices borne by the customer. Value is being depicted as the client's general examination of the service net worth relies on advantages and costs in getting and using services (Zeithaml, 1988; Hellier Phillip, 2003). Further, as Kotler (2012) stated that a perceived value of a customer is the variance between total client value and total client cost. In addition, he also stated that a basic objective of marketing is to generate a better value for a customer in comparison to the value created by competitors (Kotler, 2012). In the same fashion, McDougall & Levesque (2000) explained that a value is the change between advantages

acquired and costs paid. Existing literature portrays that quality of product and quality of service assist as the predictors of customer's perceived value (Zeithaml, 1988; Chen & Hu, 2010; Lai et al., 2009; Bolton & Drew, 1991). Likewise, Eggert and Ulaga (2002) demonstrated a positive association between features of service quality (tangibility, reliability, empathy & responsiveness) and perceived value of a customer. Physical conditions (like décor, ambient condition & ease of seats) delivers the first-time visitors/customers with an indication that it provides the expected service offering's nature and perceived value of a customer (Nguyen Nha & Leblanc Gaston, 2002). In the same way, a positive association was also confirmed between the features of physical environment (such as décor and artifacts, ambient conditions and spatial layout) of a restaurant and perception of perceived value of a customer (Heesup and Kisang, 2009). With regard to Chinese restaurants, Liu and Jang (2009b) studied a relation among the perceived value of a customer, emotional responses, dining atmospherics, and behavioural intentions and their results found that dinning atmospheric had a substantial impact on the perceived value of customers. By considering the above literterate, a positive relation has been hypothesized between a restaurant's service quality components and customer perceived value. By considering above literature, following three hypotheses have been framed:

H2a: The FQ impacts perceived value of customers positively and significantly.

H2b: The QPE impacts perceived value of customers positively and significantly.

H2c: The QS impacts perceived value of customers positively and significantly.

Relation among Restaurant Image, Customer Service and Perceived Value of Customer

Prior research attempts declare that an image of store/brand keeps perceived value of a customer under a substantial impact, intention to visit again and their satisfaction (Bloemer & Reyter, 1998; Lai Fujun et al., 2009; Tor Wallin and Bodil, 1998; Ryu Kisang et al., 2008; Cretu and Brodie, 2007; Paul & Richard, 1997). In this manner, dealing with a steady and different restaurant image is an imperative promoting procedure segment for restaurant supervisors, which thus impacts perceived value of a customer and their satisfaction. Assessing the part of perceived value of a customer in describing consumer behaviour in the context of service, Paul & Richard (1997) concluded that a perceived value of a customer was a positive and direct antecedent of satisfaction of a customer. A relationship was analyzed by Ryu Kisang et al., (2008) among a general image of quick-casual restaurant, satisfaction of a customer, perceived value of a customer, and behavioural motives in quick-casual restaurants and they concluded that the image of general quick-casual restaurants was a substantial factor of satisfaction of a customer and perceived value of a customer. Other researchers (Lai Fujun et al., 2009) uncovered that the corporate image impacted perceived value of customer and their satisfaction were substantial indicators of loyalty and they additionally pointed out that client saw customer's perceived value and customer satisfaction intervened the effect of both corporate image and service quality on

devotedness of customer. In entirety, clients who possess ideal restaurant picture are probably going to trust its offers and great client saw esteem and high consumer loyalty. Accordingly, the following hypotheses have been made:

H3: Restaurant Image (RI) impacts perceived value of customer positively and significantly.

H4: Restaurant Image (RI) impacts customer satisfaction positively and significantly.

Relation between Perceived Value of Customer and Customer Service

Alongside nourishment, services, and physical condition, past examinations have additionally viewed as seen an incentive as one of the significant elements that influences consumer loyalty and conduct aims (Lee, Jin, & Kim, 2018). Kotler and Keller (2012) defined perceived value of customer as the variance between evaluation by a customer of total benefits against total costs of an offering and alternatives perceived by the customer. In like manner, they (Kotler & Keller, 2012) extended the concept by explaining perceived value of customer as the share between overall customers costs (time, monetary, energy and psychic costs) and overall value for customer (a package of functional, economic and psychological benefits including services, image value, products, personnel). Angelova (2011) defined customer satisfaction as a measure of whether organization possesses an ability not only to fulfill the needs of customers but also surpass expectations of a customer with the help of service or product. Present research studies approve that perceived value of a customer has been recognized as a trustworthy interpreter of a consumer buying behavioural intentions and customer satisfaction (Tor & Bodil, 1998; Chiou, 2004; Gordon and Terrence, 2000; Ryu Kisang et al., 2008 and 2010; Paul and Richard, 1997). Tor Wallin and Bodil (1998) found an affirmative relation between a customer´s perceived value and satisfaction of a customer in the service industries. In the same fashion, Paul and Richard (1997) also established that there is a direct and positive connection between customer´s perceived value and satisfaction of a customer. Other authors (McDougall & Levesque, 2000) mentioned that perceived quality of service alongside perceived value clients were two exceptional antecedents of satisfaction of customer in service industries like hairstylist, dental, auto and restaurant service. Above review of literature guides author to form the following hypothesis:

H5: Customer Perceived Value (CPV) impacts customer satisfaction positively and significantly.

Relation between Customer Service and Behavioral Intention

Consumer satisfaction in restaurant industry assuming a vital job since usually utilized as a marker for foreseeing regardless of whether clients will return to the restaurant. These behavioral intentions are either positive or ominous. Ladhari (2009) explained that intentions encompass more spending with a service supplier, remaining loyal, affirmative oral message, and paying a premium price while adversarial intentions comprised of an adverse word of mouth, customer defection, lesser expending and/or going to court against the company. Several research studies approve the positive and direct relation between behavioral intentions and satisfaction of a customer, such as

rebuying and positive oral communication (Oliver, 1999; Kivela Jakša al., 1999; Kim et al., 2009; Heesup and Kisang, 2009; Ryu & Han, 2011; Young and Soo Cheong, 2007; Ryu Kisang et al., 2010). Kivela Woo et al., (1999) claimed that dining satisfaction vitally impacted post-dining behavioural intentions. Physical environment including ambient conditions, décor and artifacts, and spatial layout significantly impact price perception of customers and level of satisfaction of a customer, which thus turn directly/indirectly impacted loyalty of a customer like positive oral words and intentions to visit again (Heesup and Kisang, 2009). As the nature of loyalty is multi-dimensional, such behavioral intentions are also explained as loyalty intentions by some other researchers (Heesup Han and Wansoo, 2009). All these discoveries help the huge connection between customer satisfaction and behavioural intention in the restaurant business. By following the above discoveries, the accompanying hypothesis is figured:

H06: Customer Satisfaction impacts behavioural intentions positively and significantly.

3. Conceptual Framework of this Study

The conceptual framework shown in Fig. 1 below was created to understand links among the attributes of dining experience, which includes quality of food, quality service and physical environment have a positive impact on customers' satisfaction. Figure 1 shows framework of this research attempt theoretically. The dining experience attributes include service quality, food quality and physical environment consider positively associated to customers' satisfaction and restaurant image. Equally, high level satisfaction of customer will lead him/her in showing behavioral intention in future like revisit, convey the positive words and advocate the restaurant to more people.
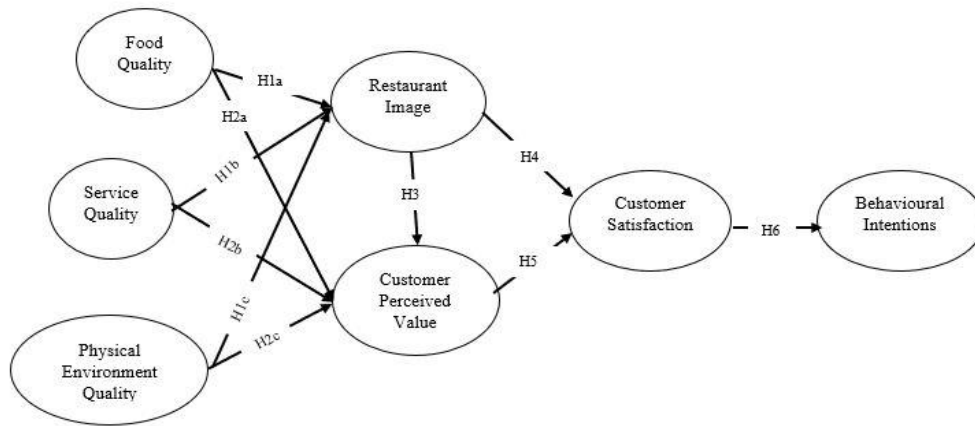

Figure1: Conceptual Framework (Source: Kisang et al., 2012, p. 207)

4. Methodology

Sampling and Data Collection
This research study has been designed to investigate features impacting dining out in casual restaurants among consumers in Sukkur, a city of Pakistan. For this purpose, a survey questionnaire was adopted to gather data from customers/visitors of local casual dining restaurants in a Sukkur city. According to Province Wise Provisional Results of Census (2017), total population of Sukkur city is 551,357. By referring a table developed by Krejcie and Morgan (1970), when the population of certain respondents surpassed 75000, the sample size of 390 can be considered satisfactory. The size of sample was additionally checked dependent on the proposal and rules recommended (Hair, Risher, Sarstedt, & Ringle, 2018). Total 390 questionnaires were circulated among the respondents by using a convenience sampling technique because of heterogeneity of respondents and limitations of time and cost. In most cases, convenience sampling has been employed on diverse sorts of restaurants/hotels owing to sampling limitation (Back, 2005; Line and Runyan, 2012). In order to collect data, restaurants located in Sukkur city were visited for on weekends for several months. Waiters were requested to provide questionnaires to a client who was given a bill. The researcher clarified the reason of the survey to clients and also indicated that their contribution was voluntary and requested guests to complete the questionnaire. Finished questionnaires were gathered by the researcher when clients paid their bills.

Research Instrument
To confirm the validity of the research instrument, previous studies were followed to adopt all the measurement items and some little modifications were incorporated in the instrument to fulfill the needs of respondents for this study. The quality of physical environment was judged by employing four items borrowed from Kisang and Soocheong (2007 and 2008) and Young and Soo Cheong (2009). Further, six food quality items were adopted from Young and Soo Cheong (2007) and Young and Soo Cheong (2009). Three items were utilized to measure service quality (Michael and Joseph, 2001; Young and Soo Cheong, 2009). Three items were employed to measure customer satisfaction (Kisang and Soocheong, 2008; Oliver, 1997). We used four items to measure the restaurant image (RI) which were taken from Kim and Kim (2004) and Low and Lamb (2000). Customer perceived value (VAL) was assessed by utilizing three items developed by Ryu et al., (2008) and Sweeney and Soutar (2001). Lastly, behavioral intentions (BI) were assessed by utilizing six items (Zeithaml et al., 1996). Reliability coefficients of all scales have been shown in a Table 01. We used a five-point Likert scale (strongly disagree (1) to strongly agree (5)) was utilized in this study. The items of the questionnaire were put into English language, on the grounds that most of restaurant clients were relied upon to be very familiar with English. Struwig and Stead (2001) explained that a survey ought to be expressed in the language that the respondents will effectively comprehend and should be exact to keep up interest and to

guarantee unwavering quality of the responses. Last, some other demographic variables were also assessed.

Table 1: Reliability Coefficients.

Dimension	No. of Items	Cronbach's Alpha Score
Quality of Physical Environment	04	.800
Food Quality	06	.932
Service Quality	05	.798
Customer Satisfaction	03	.742
Behavioral Intentions	06	.798
Customer Perceived Value	03	.842
Restaurant Image	04	.851
Overall Reliability	31	.926

Data Analysis Method

This research study adhered two-step method developed by Anderson and Gerbing (1988). In a first step, a measurement model was checked while in a second step, structural model was made engaged to test the hypotheses in this study by utilizing Smart PLS (V. 03). We picked PLS-SEM as a diagnostic tool in the light of the fact that the point of this examination is to predict the connections among different latent variables, as opposed to affirm a specific theory (Sosik, Kahai, & Piovoso, 2009; Hair, Hult, Ringle, & Sarstedt, 2017). PLS-SEM is more powerful statistical tool than CB-SEM (Reinartz, Haenlein, & Henseler, 2009; Hair, Ringle, & Sarstedt, 2011).

Table 2: Sample profile of respondents

Profile	Frequency	Total	%
Gender			
Male	189		73.5
Female	68	257	26.5
Age			
11-20	33		12.8
21-30	40		15.6
31-40	82		31.9
41-50	45		17.5
51-60	37		14.4
61 and above	20	257	7.8
Education			
Matriculation	26		10.1
Intermediate	42		16.3
Graduation	106		41.2
Post-Graduation	64		24.9
MS/PhD	19	257	7.4

5. Results

Sample Characteristics

Total 390 sets of questionnaires were distributed personally among the respondents who were available at a particular time in popular restaurants located in Sukkur city and only 297 were returned and final number of respondents was 257. Table 02 presents a summary of the respondents' gender, marital status, age and other factors used in this research study.

Table 3: Loadings and AVE and CR

Constructs	Factor Loadings	AVE	CR	α
Food Quality	0.737	0.839	0.886	0.610
	0.886			
	0.718			
	0.732			
	0.821			
Service Quality	0.778	0.777	0.855	0.596
	0.757			
	0.760			
	0.792			
Quality of Physical Environment	0.828	0.797	0.866	0.618
	0.786			
	0.713			
	0.813			
Restaurant Image	0.775	0.769	0.850	0.588
	0.819			
	0.730			
	0.738			
Customer Perceived Value	0.794	0.759	0.861	0.674
	0.833			
	0.835			
Customer Satisfaction	0.855	0.736	0.850	0.654
	0.842			
	0.723			
Behavioral Intentions	0.738	0.825	0.877	0.589
	0.744			
	0.837			
	0.743			
	0.770			

Assessment of Measurement Model

Partial Least Squares (V. 3) as an analytical tool was employed to analyze data for testing hypotheses (Ringle, Wende, & Will, 2005). Ali, Rasoolimanesh, and Cobanoglu (2018) underlined that PLS-SEM is one of the most rising and promising methods that is useful for path modeling and prediction. In addition, Ali, Rasoolimanesh, Sarstedt, Ringle, and Ryu (2018) affirm that "hospitality researchers appear to be ignorant of the ongoing augmentations of the PLSSEM method, which unmistakably broaden the scope of the analyses and help picking up more insights from the model and the data. Additionally, in order to find out the level of significance for loadings and path coefficients, a bootstrapping method of 300 resamples was used (Chin, 1998). Various criteria were applied like internal consistency (CR), reliability of indicators (Cronbach alpha), convergent validity (AVE) and discriminant validity, for evaluation of the measurement model. In order to retain an item in the measurement model, it must have significant loadings. According to Bagozzi & Yi, (1988), to attain convergent validity (CV), the level of loadings must be higher than 0.5, values of composite reliability (CR) must be higher than 0.7 (Gefen et al., 2000), and the average variance extracted (AVE) must be more prominent than 0.5 (Fornell & Lacker, 1981). The measures portrayed in a Table 03, obtain adequate convergent validity (CV) and reliability and while, in the Table 03 results of discriminant validity. For achieving discriminant validity, "the average variance shared between each construct and its measures should be greater than the variance shared between the construct and other constructs (Fornell & Cha, 1994; Fornell & Lacker, 1981)". Therefore, the measures in Table 04 keep adequate discriminant validity for the reason that the value of correlation for each construct (in both column and row) is lesser than the AVE by the indicators assessing that construct which is shown on the diagonal.

Table 4: Discriminant Validity of Constructs (Fornell-Larcker) Criterion)

	BI	CS	FQ	QPE	RI	SQ	VAL
BI	0.767						
CS	0.560	0.809					
FQ	0.409	0.426	0.781				
QPE	0.442	0.485	0.368	0.786			
RI	0.473	0.492	0.220	0.294	0.767		
SQ	0.613	0.589	0.533	0.523	0.461	0.772	
VAL	0.467	0.512	0.390	0.356	0.363	0.497	0.821

Notes: BI= Behavioral, CS= CS ¼ Customer Satisfaction, FQ= Food quality, QPE= Quality of physical environment, RI= Restaurant Image, SQ= Service quality and VAL= Customer Perceived Value

Structural Model Assessment

Structural or an inner model was assessed after assessing the reliability and validity of variables in a structural model and their results have been shown in Figure 2. The first section discusses the direct effects between variables. Later section discusses the mediating effect between independent variables and dependent variables.

Assessment of Direct Relationships

The first hypothesis examines that QPE, FQ and SQ have a positive and significant impact on RI. In this connection, QPE ($\beta = 0.107$, $p < 0.05$) holds a positive and significant relation with RI, FQ ($\beta = -0.552$, $p < 0.05$) has a positive and significant relation with RI. While, SQ ($\beta = 0.182$, $p < 0.05$) is also strongly and positively associated with a restaurant image. Therefore, H1and H2 and H3 found supported. In particular, FQ exerted the greatest influence on RI.

The second hypothesis examines that QPE, FQ and SQ have a positive and significant impact on VAL. In this connection, QPE ($\beta = 0.059$, $p > 0.05$) holds a negative and insignificant relation with VAL, FQ ($\beta = .257$, $p < 0.05$) has a positive and significant relation with VAL while, SQ ($\beta = 0.105$, $p < 0.05$) is strongly and positively associated with VAL. Therefore, H1 has not been supported, and H2 and H3 found supported. Again, FQ has exerted the greatest influence on VAL.
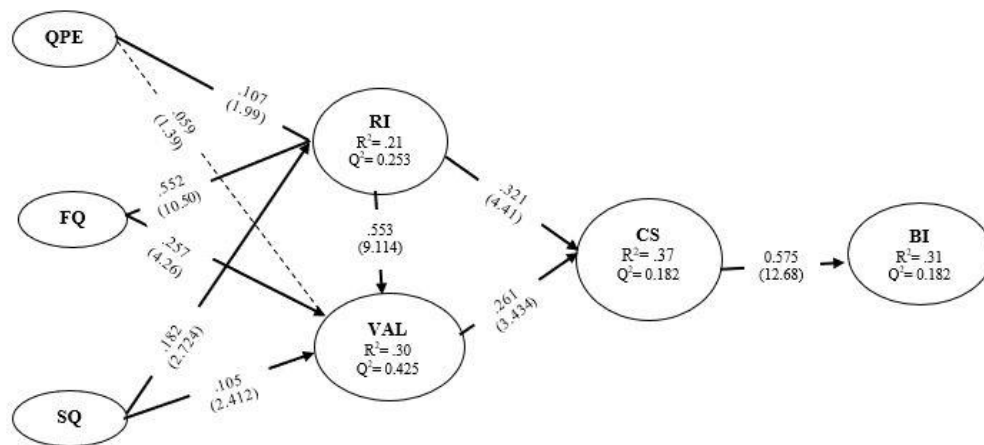

Figure 2: Results of the proposed model.

Significant ⟶
Non-Significant - - - - - - - - - - - - - - - - - - ⟩
Notes: t-values are in parentheses; Standardized path coefficients*; $\chi = 987.142$
QPE= quality of physical environment; FQ= food quality; SQ= service quality; RI= restaurant image; VAL= customer perceived value; CS= customer services; BI= behavioral intention.

The third and fourth hypotheses examine that RI has a positive and significant impact on VAL and CS. In this connection, RI (β = 0.553, p < 0.05) holds a positive and significant relation with VAL and RI (β = 0.321, p < 0.05) is strongly and positively associated with CS. Therefore, H3 and H4 have been found supported. The fifth hypothesis was set to examine that VAL has a positive and significant impact on CS. The result shows that (β = 0.261, p < 0.05) that there is a positive and significant relation between VAL and CS and hence, H5 has been found supported here. Lastly, hypothesis number fifth was tested which examines the positive and significant relation between CS and BI. The relation between CS and BI in this hypothesis (β = 0.575, p < 0.05) was also found supported.

The coefficient of determination (R2) is mostly used in assessing the structural model's accuracy and predictive capacity (Hair et al., 2014). All values of R2 in this study are bigger than 0.33, which suggest moderate explanatory power (Hair, Ringle, & Sarsedt, 2011; Henseler, Ringle, & Sinkovics, 2009). Additionally, the Q2 values are 0.253, 0.425, 0.182 and 0.182. The model accomplishes predictive relevance, because all values of the Q2 are higher than zero (Fornell & Cha, 1994; Hair et al., 2014).

6. Discussion

In order to bridge up the gap in existing hospitality literature, the essential target of this study is to find out the relation among dimensions of quality (food quality, service quality and quality of physical environment), restaurant image, customer satisfaction, behavioral intentions and customer perceived value in casual restaurants in Sukkur city. In accordance with the results shown in above Figure 03, service quality dimensions of causal restaurant were found important determinants of the restaurant image and customer perceived value followed by physical environment and service quality; whereas, the physical environment quality was not found to be a significant factor of perceived value of customer. This outcome is in consistent with result of Kisang et al., (2012), where, they concluded that physical environment has a positive but insignificant effect on customer perceived value. Food quality was reported the most important determinant among all determinates. Additionally, food quality is measured as an important restaurant's product (Canny, 2014). In the same way, previous research studies also provided support to confirm that quality of food is one of the chief determinants of customer satisfaction (Nasir et al., 2014; Al-Tit, 2015).

This finding does not contradict with research results of Kisang et al., (2012) where they concluded that food quality has a positive and significant impact on perceived value of customer. Owing to this, it has become imperative for restaurant managers that they should focus on food quality along with adequate temperature, proper variety, freshness, taste, and nice-looking presentation in order to get customers satisfied and to ensure their re-visit on long term basis. Another outcome of the present study exhibited that quality of physical environment holds a substantial positive influence on restaurant image. Physical environment was also found a main determinant of brand's preference (Haider et al., 2010). Therefore, it means that customers who possess favorable image/perception for a physical environment of restaurant are more probably have a

higher level of satisfaction. Some scholars (Yang and Chan, 2010; Ali et al., 2013) explained that physical environment is an important indication that customers prefer to apply to assess the value they obtain from offerings of restaurant. Hence, restaurant's administrators should regularly design, build, improve, and watch physical conditions to make dissimilar images about their restaurants/eateries.

Further, perceived value of customer influences customer satisfaction positively and significantly. Last, the influence of customer satisfaction on behavioral intentions was found positive and significant. This study's results are also in line with results of studies done by Vessel and Zabkar (2009), Kim and Li (2011), Kitabsi et al., (2013), Fazelzadeh and Khoshmaram (2011), Suhaimi (2011) and Ranjbarian et al., (2013).

Theoretical Implications

The present study contributes some significant theoretical implications in the domain of hospitality literature. Though, present study founds some resemblances with earlier research studies (Ryu et al., 2010; Chow et al., 2007), but it is also very imperative to note that either no any study or very limited studies have been undertaken to examine the relations among the dimensions of quality (service, food and physical environment), an image of restaurant, perceived value a customer, satisfaction of customer and behavioral intentions in casual dining restaurant in Sukkur city. Another contribution is that, this study delivers a more complete view to comprehend the part of attributes (food and service quality, physical environment) of the restaurant's service quality and image of restaurant on consumer behavior in order to know complete assessment of casual restaurant experience.

Managerial Implications

This research describes that the quality of food exercises the greatest contribution to the restaurant image towards the casual restaurant in the Sukkur city. In the restaurant industry, commonly customers look for good food as a significant factor behind customer satisfaction as well as repeat patronage decisions (Young and Soo Cheong, 2007; Sulek and Hensley, 2004). Therefore, it is vital for casual restaurants to ensure the supply of efficient ingredients for attaining the superior quality and fresh ingredients from trustworthy suppliers. Additionally, there should be proper monitoring of kitchens from time to time to ensure quality of foods to satisfy customers. Healthy food has been always a strong indicator of food quality (Lee et al., 2018). Present study portrays that quality of food is a significant determinant that influences the image of restaurant but it is not the only determinant which affect the quality of food. The findings show that the image of restaurant can also be affected by a pleasant physical environment. Due to extreme weather during a summer (an average temperature remains above 400) in Sukkur city, internal settings of a restaurant are significant because they influence the mood and customer´s perception of when they dine in said restaurants. Further, restaurant managers should also consider arranging, assembling, changing, and controlling the physical structure of their restaurants to establish a competitive advantage which differentiates them from their competitors.

7. Limitations and Future Research

One ought to be mindful in understanding the outcomes of this examination study inferable from a few constraints. First, this study suffers from locations of restaurants. Since the customers of popular casual dining restaurants located in the Sukkur city were contacted for data collection for this study. Thus, further studies can also collect data from other cities of Sindh province. Second, a convenience sampling technique was utilized in collecting data for this study; therefore, the results of this research study can be only generalized in well-known casual dining restaurants in Sukkur city. Further, research studies in future are expected to examine the influences of three dining experiences aspect on customer satisfaction and behavioral intentions in other sorts of restaurants, such as ethnic restaurants, fast-food restaurants, family restaurants, quick service restaurants, and other dining restaurants. Third, some other components of dining experience (like, price fairness and fairness of wait) may also be included in the proposed model to find relations among them. Fourth, it would be interesting to examine the moderation of gender and age to find out whether customer satisfaction in dining restaurant differ from male versus female and older versus young customers. Last, in further research studies, personal characteristics (first timers, repeaters and others) or situational may be incorporated as moderators into the conceptual framework to extend our findings.

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