Original Research Article

Exploring the Factors that Influence Customers Intention to Revisit Restaurants in Yenagoa Metropolis

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Abstract

The dominance and crucial role of fast food restaurants in the food service delivery process in Nigeria is without dispute. Against this background, the purpose of this study is to examine the influence of food quality, customers' service, physical environment and security on customers' intention to revisit a restaurant. The study also sought to ascertain the extent of gender difference in customers revisit intention. A survey research design and convenience sampling method was adopted in this study. Questionnaires were distributed to 350 patrons of fast food restaurants in Yenagoa metropolis Bayelsa state Nigeria. The descriptive analysis of the respondent shows that male are the dominant patrons of fast food restaurants. Also middle income earners and self-employed are the most common among the respondents, Furthermore, the result shows that there is gender difference in customers' intention to revisit a restaurant, Equally, the study found that food quality, customers' service, physical environment and security significantly influence customers revisit intention. The paper posits that customer intention to revisit a restaurant is contingent upon food quality, customers service quality, physical environment quality and provision of adequate security. Consequent upon these findings, this paper recommends among others the inclusion of restaurants operations among the functions of the government regulatory agency in charge of food and drugs administration and control, and the training and retraining of employees on the strategies of effectively managing customers' relation.
Keywords: Intangible Clues, Restaurants, Revisit Intention, Tangible Clues, Yenagoa metropolis.

1.0 INTRODUCTION

Globally, hospitality businesses have become a common denominator of urban centres. The increasing population and the nomadic nature of man have heightened the need for hospitality services. Furthermore, the amount of time man spend either at work or stay away from home equally account for the growth in hospitality businesses. A major component of the hospitality industry is the food service sector. The hallmark of fast food restaurants operation is the provision of quality food at affordable price to customers. Of recent, the consumption of conveniently prepared and served food predominantly among young persons has been on the increase in Nigeria. This is as a result of the changing lifestyle of the people. Specifically [1], remarked that the increasing demand for fast foods in Nigeria is associated with the changing lifestyle of urban youth. Consequent upon the

increasing demand for fast foods several organisations saw this as a veritable business opportunity. This has led to the proliferation of fast food restaurants in Nigeria.

It is quite interesting to note that among Nigeria youths and the highly educated middle class dining outside their residence is now becoming a norm. Furthermore, it is also common these days for families, friends and colleagues to be seen in these fast foods restaurants for their meals. In fact, fast food restaurants service could be in house dining, take a ways or special home deliveries. Remarkably, restaurants differ in offerings, appearance, service models, and cuisines. Without dispute customers' consciousness currently defines the extent of diversification of operations in the industry. Truth the told, customers' consciousness for

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171

quality food, quality service and a secured environment now defines the extent of restaurants operations [2].

It is a proven fact that customer continuous patronage is a vital force that drive business survival. With the number of restaurants increasing daily, the rate of competition is also on the increase. This intensified competition among restaurants operators has led owners to identify and consequently adapt strategies that would confer sustainable competitive advantage on their operations. Consequent upon the importance of restaurants to patrons and the economic importance of fast foods operations to owners, researchers in hospitality marketing have devoted enormous effects at unveiling the underlying reasons for consumers' continuous patronage of restaurants. In particular [3], Nigeria study of restaurants focused on the patronage of franchises to the neglect of locally owned restaurants. This paper attempt to fill this gap. The outcome of this research is expected to be of great benefit to fast food restaurant managers and operators as it will enable them evaluate and mainstream their marketing efforts with the intent of fostering customers revisit intention. The purpose of this study are, to ascertain the extent of gender differences in revisit intention and to examine the roles of food quality, quality of service, physical environment and security on customers revisit intention

2.0 LITERATURE REVIEW
2.1 Fast Food Restaurants
Generally, the food service industry comprise of the full service restaurants, the quick service restaurants, fast food, pubs, clubs and bars. Globally, millions of persons patronise this sector annually. In Nigeria, fast food businesses gained prominence in the mid-1990s [4]. In Nigeria like in every other country, restaurant businesses has become an important sector in the food service industry. Majority of patrons visit these restaurants for pleasure, business meetings dinner while others for family celebrations. Fast food restaurant operates on a quick service orientation. As a result of the differences in operation, and cuisines among others, fast food restaurants has been classified as downscale and upscale [5, 6]. An upscale restaurant are the restaurants that offers expensive products and services intended to appeal to high social class persons. Conversely, downscale restaurants offers not too expensive cuisines and services to middle or low income earners.

Of recent, there has been tremendous growth in the fast food industry. This phenomena growth is as a result of the global changes in consumers taste and the economic situations. The shift in demography also account for the rising patrons of restaurants. This increasing army of customers have led to the establishment of more restaurants in every nock and canneries in major cities in Nigeria. These restaurants are established to prepare and serve food at customers' convenience. With increasing demand for fast food is

competition among operators of these restaurants. Operators of these restaurant in their desire to have a larger share of customers' wallet seek for an understanding of the issues that make customer harbour the intention to revisit. The importance of customers' continuous patronage to operators of restaurants cannot be overemphasised. The truth is that customers' patronage experience goes a large way to influence both existing and potential customer purchase behaviour. In fact, an understanding of what constitute revisit intention and its influencing factors would help operators of fast foods businesses devise strategies that would ensure business continuity.

2.2 Customers Revisit Intention
Literature chorus that customer satisfaction is a post-consumption assessment. Simply put, customer satisfaction implies the feelings of pleasure and well-being obtained post consumption of a service. This feelings spring from services meeting the expectations of customers. In other words, customer satisfaction reflect the extent of a customer feeling after the consumption of a good [7] Customer satisfaction assessment is subjective in nature. This assessment serves as a feedback that is intended to boost consumer experience. This subjective evaluation is grounded on the relationship between customers' perception and the specific characteristics of a product. These characteristics that confers the pleasant feelings could be associated with product performance and quality among several other attributes.

The level of customer satisfaction is important to the manager as it serves as a weapon of competition. In short it confers competitive advantage on the firm and it influences customers' behaviour in the form of revisit. Customer satisfaction has the capacity to initiate repeat purchase behaviour and elicit word of mouth recommendations. On the contrary, a dissatisfied consumer will of certainty never revisit or recommend the place to significant others. Invariably, a customer with a satisfactory experience in a restaurant will of certainty revisit as well as positively recommend same to others [8].

Report that customer satisfaction is the underlying reason for a customer to contemplate revisiting a place. To this end, the revisit intention enables the customer reawaken pervious pleasant experience. Revisit intention simply means endorsement of a restaurant. The notion of a restaurant revisit suggests that the visitors are willing to repeat the journey to the same place in order to obtain the same satisfactory experience. This experience enables the visitor make a positive recommendation to others. Also this revisiting facilitates customers' formation of attitude towards the service provider. This attitude could be a like or a dislike of the service. The rate at which a customer intend to revisit a place is to a great

extent dependent on accessibility, entertainment, hospitality and satisfactory service [8].

2.3 Influencers of Restaurants Revisit Intention

Several researchers in the marketing of hospitality services advance numerous reasons for customers' intention to revisit restaurants [7, 9]. Among the several factors canvassed, this study examines the following as the underpinning factors for this practice.

Food quality

Food is one of the basic necessities of life. Every living thing rely on food to survive. The absence of food for a prolonged time results in death. The aphorism, we live to eat and eat to live stand true in all culture. Equally true is that the primary purpose of fast food restaurants is the provision of quality food at the convenience of customers. Nutritionists canvass that eating quality food is key to healthy life and longevity [10] advocates that eating healthy meals is essential for long life. The clamour for quality food is heightened by the awareness of the implications of eating unhealthy meals. Regrettably, majority of today's young and educated elites are drawn to the consumption of JUNK foods. Medical experts' remark that the continuous consumption of unhygienic meals is a precursor to the occurrence of today malignant diseases [11].

The need for the continuous preparation of quality food to restaurant operators cannot be overemphasised. Consequently, restaurant managers' emphasis on food quality is primarily aimed at satisfying consumers' desire for quality meals [12], asserts that safety, appeal and dietary acceptability are the attributes for evaluating the quality of food. In fact, the provision of quality food is a necessary and sufficient condition for a restaurant to fulfil in order to meet the needs and expectations of consumers. The quality of food on offer in a restaurant undoubtedly significantly underlie customers' intention to revisit. Put in another form, the quality of food serves as an indicator of the restaurants overall expertise. Food quality can be ascertained from taste, temperature, freshness, nutrition among many others. Taste is a sensual characteristic of food. The taste of a meal are often assessed after consumption. Though the taste of a meal can equally be inferred from the price, product labels and brand names. Undoubtedly, food taste is important in the creation of customer satisfaction. Another defining characteristic of food quality is the varieties of menu available. Equally defining is the form of food presentation. This in essence connotes food packaging and labelling. In short, the form and nature of food presentation simulates the level of customers' satisfaction. The freshness of a meal is also significant. Food freshness can be deduced from the aroma, juiciness and its posture [13] report that food quality has the capacity to create preference among competing brands. The implication is that the behaviour of a customer can be accurately predicted from their level of satisfaction. Not surprised [14], study affirms that food quality has the capacity to influence customers revisit decisions. In the same vein [15], report that there is a positive relationship between food quality and customers behavioural intention. Ultimately, customers' evaluation of restaurants are principally anchored on food quality. This suggests that food quality has the capacity to influence the extent of customers' loyalty to a restaurant.

Customers Service

Customer services are intangible. They have no physical dimensions which can be seen or touched by the consumer before, during or after purchasing and consumption. So, the quality of service a firm renders give an indication of differentiation to such a firm in the marketplace. Service quality refers to the attributes associated with the provision of a service. It portrays the excellent attribute that the service possesses. In fact, a customer's evaluation of these attributes denotes the quality of service offered. Service quality as it relates to restaurants operations are in the form of friendliness, cleanliness, care, speed of service among several others. A critical evaluation of all these contributes to creating customers dining experience. As a matter of fact, an accumulation of these experience creates the impression that may be memorable or otherwise. It is noteworthy to remark that the impression created has implication on customers' perception of a restaurant service quality. Furthermore, the speed of service is an indication of quality [16], observed that customers are now more desirous of prompt and reliable service. The author further remarked that time wasting while awaiting service is an indication of poor service. Truth be told, when customers receive quick and accurate service, it confers on the customer prestige which suggests that such a customer is highly esteemed.

The extent a customer is satisfied could be interpreted from the quality of service received. This implies that customer satisfaction is largely dependent upon the communication between the service personnel and customers. Invariably, customer satisfaction is determined greatly by the level of customers' friendliness and care. Specifically, [17] considers service quality as a basic factor that enables a customer decide on the intent of revisit. This suggests that the quality of service a customer receives influence the decision to revisit.

Environment

The atmosphere of a restaurant consists of the seating arrangement, interior decoration, music and the cleanliness of the surrounding. Similarly, [18] identified decoration, layout, lighting, and employee appearance as the items that depicts the environment of a restaurant. The atmospheric in most cases serves as the main indicator of the image of the restaurant. [19] opines that the perception a customer has of a restaurant environment creates a memorable dinning

impression.[20] reports that a customer's positive perception of atmospherics results in positive emotions, which lead to positive beliefs about the organization and its services. This implies that the physical environment of a restaurant has remarkable impact on customers' perceptions about service quality. The physical environment of a restaurant is important as it helps to differentiate a premium restaurant from a regular restaurant. It also serves as an element of physical evidence.

Furthermore, the state of a restaurant physical environment is so important to every customer as it serve as an incentive for dining. This incentive is noted for its ability to create a pleasant dining experience. Undoubtedly, the quality of the physical environment of an outlet be it banks, hotels or restaurants affects the perception and behaviour of customers. The truth is that the quality of the physical environment acts as a modulator of the extent of customers' satisfaction. Besides, the quality of the physical environment has the capacity to attract customers, engender customers' satisfaction and create memorable experience while it accelerates the market turnover of the restaurant. Some scholars assert that the ability of a firm to make physical environment tangible is an indication of its service quality [21, 22]. Specifically [23], report that the quality of a restaurant environment is an antecedent to customer satisfaction. It is therefore expedient that restaurant managers pay attention to the creation and maintenance of an attractive physical environment as it often serves as a marketing tool.

Security
The concept security may be problematic to define. Closely related in meaning is safety. The construct safety is concern with the protection of lives and properties. This connotes the absence of loss of lives and theft or destruction of properties. Current events in Nigeria has made it imperative for all businesses to be security conscious. [24] advise that consequent upon the absence of global peace, business operations have now become the prime targets of militants and bandits in Nigeria. This suggests that restaurants operators should be alive to protecting the lives of their patrons as well as the properties of their organisations. As a matter of fact, this function should be accorded a high premium in the day to day activities of restaurants managers. More over` [25] prescribe that adequate security planning should be a daily routine to managers in order to protect their employees and customers of their restaurants.

Furthermore, the level of security provided in restaurants varies with the nature of the restaurants, the state of insecurity or crime rate and location of the restaurant. It is however the responsibility of restaurants operators to provide adequate security in their premises. Any observed negligence could make their premises vulnerable to attack. Interestingly, technological advancement has made management of security related matters quite easy. The acquisition and installation of surveillance cameras, bomb detectors, arms detectors among others could be helpful in this regard. Furthermore operators of restaurants should in addition to personal security guards nurture a collaborative relationship with all the relevant government security agencies [26]. This relationship should be aimed at providing security intelligence reports as well as provide necessary backup in case of emergencies. It is pertinent to advise that security measures should be improved upon as crime and criminality increases.

3.0 METHODS
The quantitative research method was adopted in this study. This entails the use of questionnaire as the survey instrument. The population of the study is the entire patrons of fast food restaurants in Yenagoa metropolis, Nigeria. Due to paucity of data, the actual patrons of fast food restaurants in Yenagoa cannot be established [27]. Recommends that a sample size of not less than 30 but not more than 500 is adequate for an infinite population size. A sample size of 500 was purposively chosen for this study.

This study adopted and modified the [8] research instrument. The research instrument is a structured questionnaire consisting of two sections A and B. Section A contains respondents demographic data while section B contain statements that examine the reasons that a customer would consider when contemplating revisiting the same restaurant. The reliability of the research instrument was ascertained using the split half method. The resulting coefficient was found to be 0.712. This implies that the questionnaire internal consistency was high and as such the instrument is expected to be consistent in reporting its findings. Data were collected through the administration of 500 copies structured questionnaire on the patrons of ten famous indigenously owned and managed fast food restaurants in Yenagoa metropolis Bayelsa state from June to September 2021. The restaurants were visited during launch hours of 12noon to 3 pm on each visiting day. The restaurants were visited all days of the week except Sundays. The respondents' were sourced through convenience sampling. The questionnaire were self- administered to respondents while waiting to be served. Completed copies of questionnaire were collected at the point of departure. From the 500 copies of questionnaire administered 400 copies were completely filled and 380 were found useful. This indicates a 76% useful rate.

On the measurement of variables, food quality were measured relying on [15]. It contained five items measuring taste, presentation, variety of menus. Also [28] served as the basis for the measurement of customers' service quality. This contain four items made up of welcoming and ushering of customers, available menus and service delivery processes. In the

same vein, the assessment of physical environment was adopted from [29]. The issues of concern here are the interior and exterior of the building, parking space, dining space, music/television, illumination and ventilation [30] provided the basis for the evaluation of security arrangement. Finally, customers' intention to revisit the restaurant was measured with items adapted from [31]. A typical statement was 'Given another opportunity I would like to visit this restaurant again in the nearest future'. All the statements were stated in a five Likert –type of scale. Respondents were expected

to use 1 for Strongly Disagree, 2 Disagree, 3 Undecided, 4 Agree and 5 Strongly Agree. With the aid of SPSS version 23.0, the collated data were analysed with simple percentage and the research objectives were verified with one way Analysis of Variance, multiple regression and Pearson correlation analysis done at 5% level of significance.

4.0 RESULTS/DISCUSSIONS
4.1 Respondents Bio data

Table 1: Demographic Profile of Respondents

Dimensions	Frequency(N)	Percentage (%)
Gender		
Male	240	63
Female	140	37
Age Bracket		
Below 20years	25	7
21 - 25years	75	20
26--- 30years	59	15
31- 35years	75	20
36- 40years	80	21
Above 41 years	66	17
Annual Income Bracket		
Below #500000	19	5
#501000 – #1000000	38	10
#1000001-#1500000	105	28
#1500001-#2000000	118	31
#2000001-#2500000	53	14
Above #2500000	38	10
Highest Educational Qualification		
Secondary School cert.	120	32
First Degree or Equivalent	180	47
Post graduate degree	45	12
Professional Certificate	35	9
Occupation		
Self Employed	110	29
Private sector Employee	60	16
Public sector Employee	70	18
Unemployed	50	13
Retiree	35	10
Student	55	15

Table 1 reports the demographic characteristics of the respondents. The table shows 63% of the respondents are male while 37% of the respondents were female. Majority (21%) of the customers of fast food restaurants were within the age bracket of 36-40years while the least frequent (7%) patrons were below 20years old. On the basis of the annual income of the respondents, the study shows that 31% of the respondents earn between 1.5 million to 2.00 million naira while persons that earn below 500,000 naira was the least (5%). This finding is as expected. Experience has shown that higher income earners exhibit a high tendency to seek for quality meals prepared by experts when compared with low income earners. This implies

that income is a major determinant of the consumption of quality foods.

The highest educational qualification of the respondents reveals that 47% are holders of first degree or its equivalent while 9% holds professional qualifications. This result is not contrary to expectation as patronage of restaurants are considered an elitist pursuit. Finally, the occupation of the respondents revealed that the self- employed (29%) were the most dominant while the retirees (10%) were the least among the patrons of fast food restaurants. This finding upholds a prior expectation. The truth is that the occupation of a respondent determines to a great extent their patronage behaviour. It is therefore not surprising

that the self -employed respondents are the most frequent among patrons of restaurants.

4.2 Verification of Objectives

Objective One: To ascertain the extent of gender differences in revisit intention

Table 2: Gender differences in Customers Revisit Intention

	Sum of Squares	D.f	Mean Square	F	Sig.
Between Groups	7.453	3	2.484	13.014	.001
Within Groups	2046.394	2386	0.857		
Total	2053.847	2389			

A one way Analysis of Variance (ANOVA) test was done with the intent of ascertaining gender differences in customers' intention to revisit a restaurant. Table 2 shows the one way ANOVA test. According to [32], the essence of ANOVA test is to present the statistic test for the overall model fit in terms of the F-ratio. From Table 2, the F-Stat is 13.014 while the associated p-value is 0.001. Since the p-value is well below the chosen alpha level of 0.05. The result affirms that customers' intention to revisit a restaurant differs significantly with gender. This result is not unexpected. As experience has shown that females are generally noted for being cautious in decision making.

In fact, female in addition to their culinary expertise would only revisit a restaurant once it satisfies their requirements of tasty meals, pleasant aroma, and hygiene of the service personnel as well as the immediate surroundings.

Objective Two: To examine the roles of food quality, quality of customers' service, physical environment and security on customers revisit intention.

To achieve this objective, Pearson correlation and multiple regression tests were done. The results are as shown in Table 3 and Table 4.

Table 3: Correlation Matrix: Food Quality, Customers Service Quality, Physical Environment, Security and Customers revisit Intention

			1	2	3	4	5
1	Revisit Intention	Pearson Correlation	1				
		Sig. (2-tailed)					
2	Food Quality	Pearson Correlation	.752**	1			
		Sig. (2-tailed)	.000				
3	Customers Service	Pearson Correlation	.621**	.269*	1		
		Sig. (2-tailed)	.000	.077			
4	Physical Environment	Pearson Correlation	.543**	.503**	.019	1	
		Sig. (2-tailed)	.000	.000	.812		
5	Security	Pearson Correlation	.497*	.041	.041	.083*	1
		Sig. (2tailed)	.047	.614	.204	.038	

Table 3 shows the Pearson correlation coefficient of the factors that influence customers' intention to revisit a restaurant. .The result shows that food quality, customers service, physical environment and security exert a positive and significant influence on customers intention to revisit a restaurant,

This report affirms [15] study that found a positive relationship between food quality and customers behavioural intention. Similarly, the significant relationship between customers service and revisit intention corroborates [17] finding of customer service quality being a critical factor in a customer decision on the intent to revisit a food service place.

This study also report that physical environment of a restaurant exhibit a significant influence on customers' intention to revisit. This holds a prior expectation and the finding of [23]. In fact, [23] reported that the quality of a restaurant environment is an antecedent to customer satisfaction. In the same vein, adequate provision of security measures also reported a weak positive significant influence of customers revisit intention. A contrary finding would have being questionable. The possible explanation for this is not unconnected with the high level of insecurity in the Niger delta region of Nigeria in particular as well as the entire nation in general.

Regression Result

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Table 4: Results of Multiple Regression Analysis

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	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.12 7	.144		10.625	.000
Food Quality	.054	.025	..101	2.118	.035
Customer Service	.241	.025	.343	9.721	.000
Physical Environment	.005	.029	.008	.180	.017
Security	.812	.532	.321	2.007	.004
R Square	.892				
Adjusted R ^{2}	. 781				
Sig.F	. 001				
F-Value	13.014				

Relying on the Cohen;s rule for effect of sizes the result in Table 4 reveals that the coefficient of determination (R^2) 0.892 and the adjusted R^2 0 .781. This implies that the dimensions of independent variable can explain about 78% variations in customers revisit intention of restaurants. This suggests that a unit change in the independent variable is expected to account for about 0.78 unit change in the dependent variable. Furthermore, the result indicate the presence of about 22% extraneous factors that could influence customers' intentions to revisit fast food restaurants. The implication of this finding is that the effect of size has a large impact on the outcome of the regression test. In addition, the result shows that the regression model was adequate in explaining the relationship between the dependent and independent variables. This is as evident in Table 4 with an F- value of 13.014 and p-value of 0.001. On account of about 22% extraneous variables responsible for customers revisit intention, the finding corroborates study [26] acknowledged in addition to product price, location of facilities among others are not sufficient to induce customers revisit, rather lifestyles and cultural differences among others are factors that could influence guests patronage of food service businesses.

5.0 CONCLUSION AND RECOMMENDATIONS
5.1 CONCLUSION
A cursory look at the business landscape of any urban city will reveal that fast food restaurants dots major streets. The proliferation of fast food restaurants has led owners and managers confronted with the challenge of how to sustain customers' continuous patronage. Literature acknowledge that customers revisit intention is contingent upon customers' satisfaction arising from a pleasant post consumption experience. This study investigates the factors that influence customers revisit intention of restaurants in Nigeria. The study sought to ascertain the extent of gender difference in the intent to revisit restaurants and examine the role of food quality, customers' service, physical environment and security in customers' decision to revisit restaurant

The study found that male is the dominant gender among patrons of fast food restaurant while the income and occupation of the respondents significantly influence the patronage of restaurants Furthermore, the findings revealed there is a significant gender difference in customers' decisions to revisit a restaurant. This difference could arise from female tendency to revisit a restaurant once tasty meals and warm welcome is a common signature. Also, the study found that food quality, customers' service, the physical surrounding and security strongly influence customers' intention to revisit the same restaurant. All factors except security positively and strongly influence customers' intention to revisit a restaurant. The implication is that the absence of security is not a major deterrent to the revisit of a restaurant. This paper contends that the reserve should be case. From the foregoing, this paper posits that customer intention to revisit a restaurant is contingent upon food quality, customers service quality, physical environment quality and provision of adequate security.

5.2 RECOMMENDATIONS
Sequel to the findings of this study, the following recommendations are advanced;
1. Customers need to be security conscious. Security consciousness of the places or location to visit could be created from intelligence gathering about the location and the history of place where the restaurants are situated. It is a matter of fact that, the lack of security consciousness among a people make them highly susceptible to attack.
2. Owners and operators of restaurants should be security conscious at all-time and accord it high priority in her daily programmes. This can be done through the provision of modern security gadgets and sustaining a healthy neighbourhood relationship in their place of domicile.
3. Restaurants managers should accord the preparation of quality food a high priority. This demand that restaurants operators should be highly conscious of the health concerns of their customers. This restaurants operators can cultivate by preparing and preserving food made from natural sources and devoid of artificial flavourings.

4. Restaurants managers should continuously and consciously provide training and retraining to employees. This training should be focused on the techniques of effectively managing customers' relations.

5. Arising from the pivotal role of restaurants in the food delivery system, government should include restaurants operations in the legislation that establish National Agency for Foods, Drugs Administration and Control (NAFDAC). This inclusion would empower the agency exercise an oversight function over the operations of fast foods restaurants.

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