

HATMAN JOURNAL of HOSPITALITY and TOURISM
publication of
HOSPITALITY and TOURISM MANAGEMENT ASSOCIATION OF NIGERIA (HATMAN).
Registered with the National Library of Nigeria
ISSN 2276-8297

THE EDITORIAL BOARD

Dr. (Mrs.) C. E. Ogunlade

Department of Hospitality Leisure & Tourism, Federal Polytechnic Ede, Osun State.
(Chairman)

Maryam Abdullahi

Department of Tourism Management, Kaduna Polytechnic, Kaduna.
(Member)

Edwin C. Nwokorie

Department of Hospitality Management, The Federal Polytechnic Ilaro, Ogun State.
(Member)

Lanre Awoseyin

Managing Editor

Editorial Office

Hospitality and Tourism Management Association of Nigeria
(HATMAN)

Floor 5, Suit 99

Turaki Ali House, (NNDC)

3 Kanta Road,

Kaduna.

Website www.hatman2010.org

Telephone: 08056220909, 08029488666, 08161883944, 08035991712, 07055625935, 08096569494.

E-Mail: nationalsec@hatman2010.org

NATIONAL EXECUTIVE COUNCIL 2017

National President - Badaki Aliyu Ajayi

1st Vice President - Dr (Mrs.) Carol Emi Ogunlade

2nd Vice President - Mrs. Rosemary Aji

Treasurer - Haj. Maryam Abdullahi

Membership Officer- Mrs. Flora N. Goka

Financial Secretary - Edwin Enenta

Internal Auditor - Felix Omoniyodo

Publicity Secretary - Folayan Charles A. Olufemi

Welfare Officer - Abioye Adedipe

Assistant Secretary - Laretta Togonu-Bickersteth

Executive Secretary - Lanre Awoseyin

Ex-Officio - Ini Akpabio

Ex-Officio Florence I. Ekwueme

Ex-Officio Femi Eseyin-Johnson

ASSESSMENT OF SERVICE QUALITY AND RESTAURANT ATTRIBUTES ON CUSTOMER SATISFACTION AMONG RESTAURANT USERS IN IBADAN METROPOLIS

Apata, O. C; Abimbola, A. F; and Oluyisola, O. O
University of Ibadan, Ibadan, Oyo State, Nigeria &
Tai-Solarin University of Education, Ijagun, Ijebu – Ode, Ogun State..

ABSTRACT

Service quality is fundamental components which produce higher level of customer satisfaction, which in turn leads to increased repurchase intention. A significant amount of literature has emerged, which has increased our understanding of the difficulties associated with delivering service quality, however need for service managers with the tools they need to put quality control into action is important. In this study, perception of service quality and restaurant attributes and its impact on customer satisfaction were assessed among traditional restaurant users in Ibadan metropolis. A multistage sampling procedure was used to sample 126 respondents from four (4) Local Government Areas in Ibadan metropolis. Questionnaire was administered to collect data on respondents' socio-economic characteristics, perceived service quality of restaurants and satisfaction on restaurants. Data were analysed using descriptive (frequencies, percentages, means and ranks) and inferential (Chi-square, Pearson's Product Moment Correlation and Linear regression) at $p=0.05$. Mean age of respondents was 29.11 years with majority being single (69.8%), male (58.7%), Yoruba (81.7%), students (33.3%), with mean income of N91186.51 and majority (94.4%) having tertiary education as their highest form of education. Perceived service quality was high. Overall satisfaction on restaurants was high 58.7%. Respondents ethnicity ($\chi^2=7.905$), occupation ($\chi^2=12.750$), age ($r=0.295$), income ($r=0.226$) were significantly related to customer satisfaction in restaurants. Also, perceived service quality ($r=0.624$) was significantly related to customer satisfaction in restaurants.

Keywords: Service quality, Customer Satisfaction, Restaurants attributes, Metropolis

To cite this article

Apata, O. C; Abimbola, A. F; and Oluyisola, O. O. Assessment of Service Quality and Restaurant Attributes on Customer Satisfaction Among Restaurant Users in Ibadan Metropolis. Hatman Journal of Hospitality and Tourism. Vol 7, No. 1, 2017, pp 31-40.

INTRODUCTION

Restaurants constitute the major food industries that have played a significant role in serving consumers with already prepared food. Donkoh *et al.* (2012) opined that restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models. To receive regular patronage, restaurants have also gone beyond just serving tasty and nutritious dishes to providing additional services such as music, games and other forms of entertainments, all geared towards meeting the demands of the public. Other measures such as cleanliness, mode of service or operations, advertisements, location and accessibility, creativity in using indigenous materials for construction are used as forms of baits to attract consumers. People are attracted to patronize restaurants for several reasons (to save money and time for other things, to have a variety of foods and to meet new friends, among others).

Hospitality industry is undergoing major changes due to rapid urbanization and changing lifestyles, which caused the increase in eating out trends and sway consumers choice on which types of restaurants to be visited. This eating out trend also has facilitated the coexistent of canteen and fast food restaurants. Wood, (1994) defines a restaurant as non- fast food, processes of differentiation, with full or partially services that can be extended to cover many ethnic food operations.

Shaikh and Khan, (2011) asserted that restaurant industry has evolved over the past few decades from merely a meals providing facility to an augmented combination of service associated features. These features are emphasized to satisfy the complementary needs of its customers. This notion is mainly attributed to the quality of service. Hence a lot of probing has been going on for the past few decades to rationalize and prove a direct relationship between the two.

Spreng and Mackoy (1996) were of the opinion that service quality and customer satisfaction are indisputably the two core concepts in marketing theory and practice. In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high-quality service that will in turn lead to satisfied customers (Shemwell *et al.*, 1998). Customer satisfaction has become one of the most critical marketing priorities because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty. Foodservice in the hospitality industry encompasses both tangible (food and physical facilities) and intangible (employee-customer interaction) components. A proper combination of the tangible and intangible aspects should result in a customer's perception of high restaurant service quality, which in turn should lead to attaining customer satisfaction and positive behavioural intention in the restaurant industry.

Parasuraman *et al.*, (1985) agreed that service quality is an elusive abstract construct that is difficult to define and measure. They suggested that service quality is evaluated by the gap between expected service and perceived service. These researchers exploratory research indicated that despite the different types of services offered, customers used similar criteria when judging service quality. In 1988, these researchers developed the instrument called "SERVQUAL" and tested this concept. Parasuraman *et al.*, (1991) refined and reassessed SERVQUAL's psychometric properties and indicated SERVQUAL could be used as a diagnostic methodology for uncovering a company's service quality shortfalls and identifying its strengths. The SERVQUAL instrument is designed for use in a broad set of service businesses and it encompasses statements for each of the five dimensions. The SERVQUAL measure has been criticized and supported since its development. Most of the SERVQUAL instrument's problems were tied to using the different scores. The five dimensional format of SERVQUAL allows a firm to assess its level of service quality along each dimension, as well as overall. The instrument can also be used to categorize a firm's customers into several perceived quality segments (e.g. high, medium, low) based on their individual SERVQUAL scores. The SERVQUAL can be used to compare and contrast demographic characteristics to gain managerial insights.

The nature of the relationship between customer satisfaction and service quality has received much attention in the services marketing literature. Because of the similarity between the two constructs, researchers have wondered whether service quality evaluation and customer satisfaction are identical (Iacobucci *et al.*, 1994). Ryu and Han, (2011) conceive satisfaction and perceived quality as highly inter-related because perceived quality is one of the core determinants of overall satisfaction. It is generally assumed that the key to gaining an advantage lies in delivering high-quality service that will, in turn, lead to satisfied customers.

Measurement of satisfaction enables finding out what is most important for users of services, learning how they perceive an organization and, eventually defining priorities for improvement in order to increase customer satisfaction level and thereby profitability of an organisation. Namkung and Jang (2007) aver perceived quality as one of the most important antecedents of customer satisfaction in the service industry. For a restaurant, perceived quality mainly consists of food quality, service quality and atmospheric quality.

OBJECTIVES OF THE STUDY

The general objective of the study is to assess the perceived service quality and customer satisfaction among restaurant users in Ibadan metropolis, Oyo state.

The specific objectives of this study are to:

1. identify the socio-economic characteristics of respondents patronizing the restaurants in the study area
2. assess the respondents perceived service quality towards restaurants in the study area
3. determine the extent to which respondents are satisfied with restaurants in the study area

RESEARCH HYPOTHESES

The following was tested in this study:

H₀1 There is no relationship between the socio-economic characteristics of the respondents and customer satisfaction.

H₀2 There is no relationship between the perceived service quality of the respondents and customer satisfaction.

LITERATURE REVIEW

The concept of service quality

When the quality concept is considered from the viewpoint of manufacturing businesses and service businesses, it is observed that it is very difficult to derive a standard quality concept in service businesses due to the intangibility and concurrency characteristics of the service (Kucukaltan, 2007). Service quality can be described briefly as a phenomenon considered within the context of customers' expectations and perceptions about the service offered (Yilmaz, 2011). Therefore, the same service can be perceived as high quality by a customer and as low quality by another customer. In other words, service quality depends on the customer's perception (Kucukaltan, 2007). Therefore, instead of the quality of service, "perceived quality of service" term is widely used in the literature. Perceived service quality is a result of the comparison of customer's expectations prior to receiving the service and his/her actual service experience. It is assessed by the direction and magnitude of the difference between customers' expectations and perceived performance (Zeithaml and Bitner, 2000).

Parasuraman, et al., (1985) described service quality as the comparison of expected service and perceived service performance and they developed the SERVQUAL measurement technique to measure the service quality as such. While service quality is defined by *Edvardsson* (1998) as the degree of being able to meet the customers' expectations and to determine their needs and wants, *Kandampully* (1998) gave a similar definition of satisfying the customer's expectations with the service provided. On the other hand, *Teas* (1993) defined service quality as the comparison of performance with ideal standards. As can be seen from this review, service quality definitions are often focused on the customer. However, what customer says should not be considered sufficient at all times, particularly, unspoken customer needs and expectations should be revealed and identified (*Atilgan*, 2001).

Measurement of service quality constitutes the first phase of service quality improvement and development process. If a business is able to obtain access to accurate information about the current quality level, then they can take the necessary steps about what needs to be done more effectively (*Usta and Memis*, 2009). A business that desires to improve the quality of their services should initially determine its position and then should set out what

needs to be done in order to improve the quality of service (*Akbaba and Kilinc*, 2001)

Customer satisfaction

Service providers and scholars have long recognized the importance of customer satisfaction as contributing to market share and return on investment for companies. Several definitions and models of customer satisfaction have been proposed by various scholars. The focus of much of the research is on the "disconfirmation of expectations" theory which explains that "the customer is satisfied when he or she feels that the product's performance is equal to or more than what was expected (confirmation). But if perceived performance falls short of his/her expectations (disconfirmation), then the customer is dissatisfied" (*Oliver*, 1980). Expectations are defined as "beliefs about service delivery that serve as standards or reference points against which performance is judged" (*Zeithaml et al.*, 2006). Furthermore, customer expectations come from consumption experiences which form personal benchmarks for him to assess customer satisfaction (*Gilbert and Veloutsou*, 2006). Thus, customer satisfaction can be highly personalized and therefore difficult to measure.

Oliver later built on his earlier definition and re-defined customer satisfaction as "the customer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment" (*Oliver*, 1997). Thus, an assessment of whether the product or service meets his or her needs and expectations is involved. The feeling of satisfaction is not at "comfort" level, which, according to *Andersson and Mossberg* (2004), is defined as the level of satisfaction without the feeling of being excited. *Oliver* (1997) refers to this "comfort" level as contentment which is a passive response and the customer is not involved emotionally. However, the ambience and visual presentation of food might provide moderate to high arousal and result in joy or happiness. According to *Zeithaml et al.*, (2006), satisfaction is often connected with the feeling of "delight" which is described as "being surprised in a positive way" or "relief" when a negative feeling of a customer who had a bad experience is removed by service recovery.

METHODOLOGY

Population of the study

The population of the study comprises customers of the restaurants within Ibadan metropolis.

Sampling procedure and sample size

A multi-stage sampling procedure was adopted for this study. Thirty-six (36) percent of the eleven (11) local government areas (LGAs) in Ibadan metropolis was randomly selected to give four (4) LGAs, this was to give every LGA equal chance of been selected. The selected LGAs were Ibadan north, Ibadan north-east, Ibadan north-west and Ibadan south-east.

Twenty (20) percent of the wards were randomly selected from each of the LGA, this was to give every ward equal chance of been selected. This gives three (3) wards from Ibadan north out of twelve (12) wards, three (3) wards from Ibadan north-east out of twelve (12) wards, two (2) wards from Ibadan north-west out of eleven (11) wards and three (3) wards from Ibadan south-east out of twelve (12) wards, total of eleven (11) wards.

Two (2) restaurants were randomly selected from each of the eleven (11) wards, total of twenty-two (22) restaurants.

Finally, Six (6) customers were randomly selected from each of the restaurants using a systematic sampling technique to select every 5th customer that patronise each of the selected restaurants. This was because there was no record on the number of customers that patronise the restaurants daily. A total of one hundred and thirty-two (132) respondents formed the sample size of the study.

Method of data collection

The primary data was collected using a quantitative method. Survey was conducted using structured questionnaire.

RESULTS AND DISCUSSION

Table 2: Distribution of respondents selected socio-economic characteristics

Variables	Frequency	%	Mean	SD
Gender				
Male	74	58.7		
Female	52	41.3		
Age				
20 and below	11	8.7	29.11	10.87
21-30	78	69.9		
31-40	25	19.8		
41-50	7	5.6		
Above 50	5	4.0		
Marital status				
Single	88	69.8		
Married	36	28.6		
Divorced	1	0.8		
Separated	1	0.8		
Ethnicity				
Yoruba	103	81.7		
Igbo	16	12.7		
Hausa	4	3.2		
Edo	3	2.4		
Occupation				
Public employee	19	15.1		
Private employee	20	15.9		
Self employed	37	29.4		
Unemployed	8	6.3		
Student	42	33.3		
Highest level of education				
Secondary education	7	5.6		
Tertiary education	119	94.4		
Monthly income (₦)				
Below 10,000	5	4.0	91,186.51	138160.80
10,000-30,999	60	47.6		
40,000-60,999	20	15.9		
70,000-90,999	5	4.0		
100,000 and above	36	28.6		

Period of visitation				
Breakfast	27	21.4		
Lunch	97	77.0		
Dinner	2	1.6		
Frequency of visitation				
Once a week	20	15.9		
More than once a week	82	65.1		
Once a month	16	12.7		
Hardly ever	8	6.3		
Amount spent per visitation (₦)				
Below 200	4	3.2	477.38	669.99
200-399	71	56.3		
400-599	34	27.0		
600-799	5	4.0		
800-999	1	0.8		
10,000 and above	11	8.7		

Source: Field survey, 2016

Total of 132 questionnaires were retrieved. The socio-economic characteristics of respondents used in this research were reported in Table 2. It revealed that male respondents (58.7%) outnumbered female respondents in the study area. The gender proportion of this study was consistent with the outcome of similar research by Sabir *et al.*, 2014 which stated that majority of local restaurants customers were males.

Most respondent's age 21-30 years were 69.9%. Majority of the respondents were a younger population with university level of education. Age of an individual can be of great importance or a factor in their preference for eating outside their homes. This is the age in which individuals are very energetic and are actively involved in education and livelihood activities that demand more of their time and less time for cooking, thereby patronising restaurants around them. This finding is consistent with previous studies that examined the young customers segment in the food industry. This corroborated Buzalka, (2000) that young adults view eating out as part of their daily lives as well as the natural state of affairs.

Majority representing (69.8%) of the respondents was single while 28.6% were married. Most of the respondents representing (81.7%) were Yorubas,

this could be because the research was carried out in Ibadan which is a southwestern state, and most of the traditional restaurants served the local dishes eaten by Yoruba's. Moreover, the results showed that majority (33.3%) of the respondents were students. This may be attributed to the presence of different higher institutions within the study area. This was followed by self-employed (29.4%).

However, 94.4% of the respondents had tertiary education while 5.6% had secondary education.

These findings corroborate the assertion of Eagles *et al.*, 2002 that the average level of formal educational attainment is rising globally, for both males and females. Higher educational level is strongly related with changing lifestyles which cause an increase in eating out trend and sways consumers' choice on which types of restaurant to be visited. Most (47.6%) of the traditional restaurant customers earned between N10000 and N30999 per month. In addendum, majority (77%) of the respondents visited the traditional restaurants during lunch time while 65.1% of the respondents visited the traditional restaurants more than once a week, indicating a degree of loyalty. It was also revealed that majority (56.3%) of the customers spend between N200 and N399 on food consumption.

Table 3: Distribution of respondents by their perceived service quality of restaurants

Variables (N = 126)	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Mean	Rank	
	F	%	F	%	F	%	F	%	F	%			
Tangible													
The restaurant area is clean	27	21.4	73	57.9	20	15.9	6	4.8	0	0	2.96	1 st	
Employees are well dressed	12	9.5	64	50.8	36	28.6	14	11.1	0	0	2.59	3 rd	
Restaurant is well ventilated for appropriate room temperature	18	14.3	64	50.8	23	18.3	18	14.3	3	2.4	2.60	2 nd	
Restroom is thoroughly clean	12	9.5	21	16.7	55	43.7	21	16.7	17	13.5	1.92	5 th	
The parking area is adequate for you	17	13.5	42	33.3	42	33.3	15	11.9	10	7.9	2.33	4 th	
Reliability													
Employees serve food exactly as you ordered	28	22.2	81	64.3	14	11.1	1	0.8	2	1.6	3.05	1 st	
You are served in time promised	16	12.7	75	59.5	15	11.9	17	13.5	3	2.4	2.67	3 rd	
Service is consistent	22	17.5	71	56.3	24	19.0	8	6.3	1	0.8	2.53	2 nd	
Employees quickly correct anything that is wrong	14	11.1	66	52.4	30	23.8	11	8.7	5	4.0	2.58	4 th	
Responsiveness													
Employees are always willing to help you	14	11.1	61	48.4	34	27.0	17	13.5	5	4.0	2.57	2 nd	
Employees give you extra effort to handle your special request	16	12.7	53	42.1	32	25.4	25	19.8	0	0	2.48	5 th	
Employees respond to your request promptly	14	11.1	68	54.0	24	19.0	20	15.9	0	0	2.60	1 st	
This restaurant tells you exactly when the services will be performed	9	7.1	62	49.2	32	25.4	21	16.7	2	1.6	2.44	6 th	
This restaurants during busy times has enough employees	14	11.1	65	51.6	26	21	16.7	24	19.0	2	1.6	2.52	4 th

Assurance												
The restaurant personnel are well trained	13	10.3	53	42.1	36	28.6	22	17.5	2	1.6	2.42	2 nd
Employees make you feel comfortable when delayed	15	11.9	41	32.5	38	30.2	30	23.8	2	1.6	2.29	5 th
Employees are polite	13	10.3	62	49.2	31	24.6	20	15.9	0	0	2.34	4 th
Employees are able to answer your questions accurately	13	10.3	70	55.6	28	22.2	11	8.7	4	3.2	2.61	1 st
This restaurant has employees who are able to give you information about menu items, their ingredients and methods of preparation.	7	5.6	53	42.1	39	31.0	21	16.7	6	4.8	2.27	6 th
This restaurant seems to support their employees so that they can do their jobs well.	10	7.9	47	37.3	48	38.1	21	16.7	0	0	2.37	3 rd
Empathy												
Employees make you feel special	8	6.3	39	31.0	51	40.5	24	19.0	4	3.2	2.18	4 th
Employees gives you a personal attention	4	3.2	47	37.3	46	36.5	25	19.8	4	3.2	2.17	5 th
This restaurant consider your needs	10	7.9	54	42.9	44	34.9	18	14.3	0	0	2.44	2 nd
Employee have your best interests at mind	11	8.7	46	36.5	43	34.1	24	19.0	2	1.6	2.32	3 rd
This restaurant has operating hours convenient to you	22	17.5	67	53.2	17	13.5	14	11.1	6	4.8	2.67	1 st
Employees knows what your needs are	9	7.1	28	22.2	53	42.1	32	25.4	4	3.2	2.05	6 th

Source: Field survey, 2016

The result in Table 3 reports the service quality dimensions mean and ranks. The data depicted that of all Tangible dimensions "restaurant area is clean marked the highest". This could be because customers attach great importance to the hygiene of the food they consume and the environment where the service is offered. This finding corroborates the

assertion of Tan Qingqing et al., 2014 which stated that customers were happy with the cleanliness of the dining areas. Over 70% of customers in traditional restaurants agreed with the cleanliness of the restaurants in the study area. "Restroom is thoroughly clean" marked the lowest. This could be due to the fact that most of the traditional restaurants in the study area do not even have restrooms. The highest rated Reliability dimension was "employees

serve food exactly as you ordered” while “employees quickly correct anything that is wrong” was the least ranked. It was observed that “employees respond to your request promptly” ranked highest among Responsiveness dimension. The least ranked was “this restaurant tells you exactly when the services will be performed”. This indicates that there is a need for the managers of these restaurants to look into how their service can be improved.

Furthermore, the highest ranked among Assurance dimension was “employees are able to answer your questions accurately”. The least ranked was “this restaurant has employees who are able to give you information about menu items, their ingredients and methods of preparation”. The statement “this restaurant has operating hours convenient to you” ranked highest among Empathy dimension. This can be explained by the time the restaurants operate. The least ranked was “employees know what your needs are”.

Table 4: Distribution of respondents by their overall satisfaction on traditional restaurants

Variables (N = 126)	Very much		Much		Undecided		Less		Very less		Mean	Rank
	F	%	F	%	F	%	F	%	F	%		
Overall, how much are you satisfied with the service quality of this restaurant?	37	29.4	62	49.2	23	18.3	4	3.2	0	0	3.05	1 st
Overall, how much do you like the quality of this restaurant?	25	19.8	64	50.8	26	20.6	10	7.9	1	0.8	2.81	4 th
What is your intention to return to this restaurant in future?	37	29.4	50	39.7	34	27.0	3	2.4	2	1.6	2.81	4 th
What is the extent to which this restaurant matches your expectations?	27	21.4	68	54.0	18	14.3	10	7.9	3	2.4	2.84	3 rd
What are your chances to recommend this restaurant to others?	50	39.7	39	31.0	19	15.1	14	11.1	4	3.2	2.93	2 nd

Source: Field survey, 2016

Mean score = 14.56, SD = 3.72

Low (1.00 – 14.55)

High (14.56 – 20.00)

Minimum = 1.00, Maximum = 20.00

Categorisation of overall satisfaction on traditional restaurants

The result from figure 1 shows that majority of the respondents representing 58.7% overall satisfaction on traditional restaurants was high while 41.3% overall satisfaction was low. The mean score for overall satisfaction on traditional restaurant was 14.56.

Figure 1: Categorisation of overall satisfaction on traditional restaurants

Source: Field survey, 2016

HYPOTHESES OF THE STUDY

Hypothesis 1

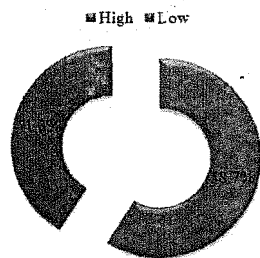


Table 5a. Chi-square analysis of relationship between socio-economic characteristics and level of customer satisfaction on traditional restaurants.

Variables	χ^2 value	P-value	Decision
Gender	0.871	0.351	NS
Marital status	5.623	0.131	NS
Ethnicity	7.905	0.048	S
Occupation	12.750	0.013	S
Highest level of education	0.008	0.930	NS
Period per visitation	1.978	0.372	NS
Frequency per visitation	1.340	0.720	NS

Significant level at 0.05

Source: Field survey, 2016

The Chi-square result in Table 5a showed that there is no significant relationship between respondents gender and their level of satisfaction ($\chi^2=0.871$; $p=0.351$) on traditional restaurants. Therefore, null hypothesis is accepted.

The table also revealed that there is no significant relationship between respondents marital status and their level of satisfaction ($\chi^2=5.623$; $p=0.131$) on traditional restaurants. Therefore, null hypothesis is accepted. It also showed that there is no significant relationship between respondents highest level of education ($\chi^2=0.008$; $p=0.930$), period per visitation to traditional restaurants ($\chi^2=1.978$; $p=0.372$), frequency per visit ($\chi^2=1.340$; $p=0.720$) and their level of satisfaction on traditional restaurants. Therefore, null hypothesis is accepted.

On the other hand, the table revealed that there was significant relationship between respondents ethnicity ($\chi^2=7.905$; $p=0.048$), occupation ($\chi^2=12.750$; $p=0.013$) and their level of satisfaction on traditional restaurants. Therefore, null hypothesis is rejected.

Table 5b. Pearson product momentum correlation analysis of relationship between socio-economic characteristics and level of customer satisfaction on traditional restaurants.

Variables	r-value	P-value	Decision
Age	0.295**	0.001	S
Income	0.226*	0.011	S
Amount spent per visitation	0.087	0.332	NS

Significant level at 0.05

Source: Field survey, 2016

The result in Table 5b shows that there was a significant relationship between respondents age and their level of satisfaction on traditional restaurants ($r=0.295$; $p=0.001$). Therefore, null hypothesis is rejected. Similarly, the table revealed that there was a significant relationship between respondents income per month and their level of satisfaction on traditional restaurants ($r=0.226$; $p=0.011$). Therefore, null hypothesis is rejected.

Moreover, there is no significant relationship between respondents amount spent per visitation and their level of satisfaction on traditional restaurants ($r=0.087$; $p=0.332$). Therefore, null hypothesis is accepted.

Table 6. Pearson product momentum correlation analysis of relationship between service quality and level of customer satisfaction of traditional restaurants.

Variables	r-value	P-value	Decision
Service quality dimension	0.624**	0.000	S

Significant level at 0.05

Source: Field survey, 2016

Hypothesis 2

The relationship between service quality dimension and level of customer satisfaction on traditional restaurants.

Data on Table 6 shows that there was a significant relationship between service quality dimension and level of satisfaction on traditional restaurants ($r=0.624$; $p=0.000$). Therefore, null hypothesis is rejected.

CONCLUSION

Based on the findings of this study, it is concluded that majority of the restaurant users are male, single, Yoruba, student, were within the age group (21-30), with average income of N10000-N30999, have tertiary education has their highest form of education, visit the restaurants during the lunch period and spend between N200-N399 per visit. Also, perceived service quality was high. Moreover, the overall satisfaction on traditional restaurants in the study area was high.

RECOMMENDATIONS

- Management of traditional restaurants should ensure that their employees are well dressed and presentable. They should also learn to be polite when dealing with customers.
- Personalized restaurants' operators should try their best to deliver the promised service accurately and dependably. They should also pay more attention to customers' personal requests, create a friendly and familiar service atmosphere in the restaurant and provide personalised service to enhance customer satisfaction and encourage repeat patronage.

REFERENCES

- Donkoh, S. A, Quainoo A. K., Cudjoe, E. and Kaba, N. C. (2012). Consumer Satisfaction and Perceptions about Food Services on University for development Studies Campus, Ghana. *African Journal of Food Sciences* Vol. 6(8), pp. 216-233
- Iacobucci, D., Grayson, K. A. and Ostrom, A.L. (1994). The calculus of service quality and customer satisfaction: theoretical and empirical differentiation and integration", in Swartz, T.W. (Ed.), *Advances in Services Marketing and Management*, Vol. 3, JAI Press, Greenwich, CT.
- Namkung, Y. and Jang, S.(2007). Does food quality really matter in restaurant? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research*, Vol. 31(3), pp. 387-410
- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). Problems and Strategies in Service Marketing. *Journal of Marketing*, Vol. 49(3), pp. 25-46.
- Ryu, K. and Jang, S.(2007). The effect of environment perceptions on behavioral intentions through emotions: the case of upscale restaurants. *Journal of Hospitality and Tourism Research*, Vol. 31 (1), pp. 56-72.
- Shaikh, A. A. and Khan, R. (2011). Impact of service quality on customer satisfaction: Evidences from the restaurant industry in Pakistan, *Management & Marketing*, volume IX; issue 2
- Shemwell, D. J., Yavas, U. and Bilgin, Z. (1998). Customer-service provider relationships: and empirical test of a model of service quality, satisfaction and relationship orientated outcome. *International Journal of Service Industry Management*, Vol. 9, pp.155-168.
- Spreng, R. A. and Mackoy, R.D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, Vol. 72(2), pp. 201-214
- Wood, R. C. (1994). Dining out on sociological neglect. *British Food Journal*, Vol. 96(10), pp. 10-14.
- Zeithaml, V.A. Bitner, M. J. and Gremler, D.D. (2006) *Services marketing: integrating custom focus across the firm* (4th ed., pp.11 Singapore: McGraw-Hill
- Zeithaml, V. A. and Bitner, M. J. (2000). *Services Marketing: Integrating Customer Focus across the Firm*, McGraw-Hill: New York.
- Edvardsson, B. (1998). "Service Quality Improvement", *Managing Service Quality*, Vol. 8 (2): pp. 142-149.
- Kandampully, J. (1998). "Service Quality to Service Loyalty: A Relationship which Goes Beyond Customer Services", *Total Quality Management*, Vol. 9 (6): pp. 431-443.
- Teas, R. K. (1993). "Expectations, Performance Evaluation and Consumer's Perceptions of Quality." *Journal of Marketing*, Vol. 57: pp. 18-34.
- Parasuraman, P.A., Zeithaml, V.A. and Berry L. L. (1985). "A Conceptual Model of Service. Quality and Its Implications for Future Research", *Journal of Marketing*, Vol. 49: pp.41-50.
- Sabir, R. I., Irfan, M., Akhtar, N., Pervez, M. A. and Rehman A. (). Customer Satisfaction in the Restaurant Industry; Examining the Model in Local Industry Perspective. *Journal of Asian Business Strategy*, Vol. 4(1), pp 18-31.
- Tan, Q., Oriade, A. and Fallon, P. (2014). Service Quality and Customer Satisfaction in Chinese Fast Food Sector: A Proposal for CFFRSERV. *An International Journal of Academic University Tourism Faculty*, Vol 2(1), pp 30-53.
- Eagles P. F. J, McCool, S. F and Haynes, C. D. (2002). Sustainable Tourism in Protected Areas: Guidelines for Planning Management. IUCN Gland, Switzerland and Cambridge, UK. Xv, pp 14.
- Buzalka, M. (2000). Catering to suite life. *Food Management*, Vol. 35 (7), pp 54-58.