

Examining the Impact of Fast Food Restaurants Service Quality on Perceived Value and Revisit Intention by the Mediating Role of Customer Satisfaction

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Abstract

The objective of this research is to examine how fast food restaurant service quality (SQ) affects perceived value (PV), customer satisfaction (CS), and revisit intention (RI). Data was obtained from 340 fast-food restaurant customers in Cairo City using a quantitative research technique based on structural equation modeling. To better understand how to optimize guest RI, a conceptual model that includes SQ attributes, PV, and CS was developed to investigate the relationships and influence of antecedents and consequences involved in maximizing CS. The study findings emphasize the need to measure the effect of SQ on guest PV, satisfaction, and RI to improve SQ management in fast-food restaurants. Assuring high-quality services encourages guests to express a strong intention to return. The study adds knowledge on the beneficial impact of fast-food restaurant SQ by clarifying how SQ influences guest PV, satisfaction, and intent to return. This type of research may assist fast-food restaurants in developing strong brand recognition and a competitive advantage.

Keywords: Fast-food restaurant, service quality, QuickServ Model, perceived value, customer satisfaction, and revisit intention.

Introduction

Service quality (SQ) is the key element that determines a guest's choice of a fast food restaurant (FFR), perception of the service, and overall satisfaction with the restaurant (Singh et al., 2021). Perceived SQ is a basic element in the development of customer satisfaction (CS), it is vital for the restaurant industry's sustainability and generates favorable word-of-mouth (WOM) (Padma & Ahn, 2020). Previous studies investigated the relationship between restaurant SQ and CS (Ha & Jang, 2010; Ryu et al., 2012). However, there has been little research on the factors that influence visiting FFRs (Slack et al., 2021). The purpose of this research is to add to and improve the existing theoretical knowledge of guest behavior and to fill knowledge gaps regarding the impact of perceived service quality (PSQ) on guest PV, CS, and revisit intention (RI) in the Egyptian FFRs context.

Existing hospitality research has provided helpful knowledge of the determinants of guests' behavioral intentions toward restaurants (Namin, 2017; Ryu & Lee, 2017). However, academic studies in food-related issues are unquestionably needed to understand customers' RIs towards fast food restaurants from theoretical and practical viewpoints. This study develops a structural equation model that links latent variables to fill the empirical research gap on the antecedent role of SQ, PV, and CS on guest RI, in addition to the mediating mechanism between SQ and RI by proving that high investment in SQ implementation has a significant impact on RI via the supposed mediating role of CS.

From the researchers' knowledge, this is one of the few studies that examine the hypothesized relationships between SQ, PV, CS, and RIs in an Eastern cultural context, such as the Egyptian FFRs context. More research on the causes and consequences of CS is required, and this work expands on the relationships between SQ, PV, CS, and RIs in the Egyptian FFRs sector, where recent studies show that factors influencing a guest's choice of restaurant and PV are dynamic and adapt to changing experiences and expectations (Klein, 2020). Continuous research on restaurant characteristics and their influence on customers' choices and PV is critical for restaurateurs and marketers who want to keep their products competitive and personalized (Marinkovic et al., 2015).

This research aims to present recommendations for global fast-food restaurants, restaurateurs, and marketers, enabling the development of targeted strategies to deliver superior service and meet guest needs (Shahzadi et al., 2018), to attract and retain customers, and promote their fast-food restaurant experience, PV, CS, and RI. Furthermore, the findings of this study will assist managers in developing practical frameworks for efficiently implementing fast-food restaurant SQ to enhance PV, CS, and RI in the Egyptian FFRs setting.

Literature Review

Service Quality in Fast Food Restaurants

Most restaurant guests build their total experience on perceived quality (Agnihotri & Chaturvedi, 2018). According to Zeithaml (1988), SQ perception is a guest's assessment of a service's overall superiority or excellence. According to Parasuraman et al. (1988), SQ is the gap between the service that customers anticipate from a service firm and their impression of the service that they receive. The components of fast food restaurants SQ have a significant positive relationship with PV (Carranza et al., 2018; Shahzadi et al., 2018), and the perceived value that is based on SQ may result in CS (Bassey, 2014). This is not unexpected given the well-established association between CS and RI (Yan et al., 2015), as well as PV (Yuksel & Yuksel, 2003). Factors such as food quality, food safety, service, value, menu variety, convenience, atmosphere, price, and gender influence a guest's restaurant choice and perceptions (Kafel & Sikora, 2013; Liu & Tse, 2018; Zhong & Moon, 2020)

The most essential aspect of a guest's choice to pick one restaurant over another is food quality (Serhan & Serhan, 2019). Previous research found that food quality has a significant effect on PV from a restaurant visit (Mathur & Gupta, 2019). A restaurant's physical atmosphere encompasses all tangible and intangible components, as well as its convenience and layout (Ha & Jang 2012). A physical atmosphere design intentionally stimulates emotional responses in guests, increasing their readiness to purchase a product or service (Heung & Gu, 2012). Moreover, the physical atmosphere attracts and impacts guests' purchasing decisions (Marinkovic et al., 2014), as well as favorably influencing PV (Jalilvand et al., 2017). According to Olise et al. (2015), SQ is an important aspect affecting customer behavior in fast-food restaurants. Ryu & Han (2010) revealed that at quick-casual restaurants, food quality, such as flavor, is a major predictor of CS. Kim et al. (2009a) discovered that food quality, such as flavor and freshness, influenced CS.

Service quality influences both CS and guest loyalty, and it is a major factor in other loyalty-related behaviors such as RI, word-of-mouth endorsements, and willingness to recommend to others (Cheng et al. 2012). Choo & Petrick (2014) revealed that satisfaction is one of the main antecedents of RIs. High levels of CS result in increased levels of positive consuming behaviors, such as revisiting, positive WOM comments, and recommending a restaurant to others (Ha & Jang 2010). In restaurant settings, Ladhari et al. (2008) observed that perceived SQ increased CS, loyalty, and other loyalty-related behaviors. According to Ha & Jang (2010), meal quality impacts CS and post-dining behavioral intentions. There is empirical evidence that the quality of restaurant service influences customer satisfaction, behavioral intentions, and loyalty (Lai, 2015). According to Namkung & Jang (2010), food quality indicators include factors that affect CS in terms of freshness, healthiness, tastiness, and meal presentation. The stimulus-organism-response (S-O-R) model is generally used to examine how the organisms mediate the pathways that provoke the cognitive and emotional states of the customers to enhance their behavioral responses (Islam & Rahman, 2017). According to this theory, food quality, including flavor, shape, and appearance, as a stimulus, may impact guests' internal judgments, improving their willingness to return to FFRs.

According to Law et al. (2004), FFRs' food quality and variety of meals are critical components of CS. Food quality was also found to be positively related to satisfaction and behavioral intentions (Ha & Jang, 2012). Furthermore, the quality attribute of perceived healthiness of food is significant for CS and PV (Kim et al., 2013). Additionally, there is a positive link between perceived food quality and behavioral intentions (Namkung & Jang, 2007). Moreover, according to Yan et al. (2015), food quality may be enhanced by concentrating on food flavor, diversity, appearance, and nutrition. They observed that meal quality, PV, SQ, and atmosphere influence RI. Several researches revealed that customers' emotional states are influenced by physical atmosphere settings (Heung & Gu 2012; Ha & Jang, 2012; Prayag et al. 2015).

The Effect of SQ on PV, CS, and RI

Customer satisfaction is determined by factors such as SQ, product quality, pricing, and personal recognition; nevertheless, SQ is the most important element in impacting CS (Nguyen et al., 2018). According to studies in the hotel business, there is a strong correlation between SQ and CS (Kim & Moon, 2009; Min & Min, 2011). According to Marinkovic et al. (2014), perceived service quality (PSQ) is the most important trigger of CS. Perceived SQ influences CS and behavioral intentions, Kim et al. (2009) discovered that PSQ is a key contributor to enhancing CS and RI. Additionally, the employee service quality level plays a vital role in increasing guest PV (Thielemann et al., 2018). Guests' key expectations from a restaurant dining experience are typically recognized as guest PV and satisfaction (Clemes et al., 2011). Andaleeb & Conway (2006) discovered that employee behavior, price, and food quality all had a substantial influence on CS, while guest loyalty was influenced directly by SQ and indirectly by PV and satisfaction. Food quality is one of the most significant factors in influencing CS and revisiting intention in all parts of the restaurant sector (Erkmen & Hancer, 2019). According to Ahmed Shariff et

al. (2015), one of the variables that have a significant impact on CS is food quality, which is recognized as a crucial component that positively promotes behavioral intentions. Qin et al. (2010) discovered that meal quality is a very critical aspect of the Chinese fast-food sector because it influences CS and the decision to choose a fast-food restaurant. Furthermore, Carranza et al. (2018) stated that customer satisfaction and revisit experiences are significantly attracted by consistently offering outstanding food quality and promoting the culinary style. Namkung and Jang (2007) discovered that meal quality has a substantial impact on CS in mid-to-upper-scale restaurants. According to the study conducted by Ryu & Han, (2010), SQ influences guests' intention to remain longer in a restaurant and recommend it to others.

Perceived Value (PV)

Perceived value is an overall assessment of a product's or service's usefulness based on the perception of what is received and what is supplied in exchange (Zeithaml, 1988). According to Shahzadi et al. (2018), PV is defined as the perceived fairness of a price that people will pay for a given advantage. According to Slack et al. (2021), customer satisfaction with FFRs was significantly impacted by PV. Price fairness and CS have a strong positive link, according to previous studies (Jin et al., 2012; Uddin, 2019). In FFRs, CS is highly influenced by PV, which leads to behavioral intentions (Gupta et al., 2019). Previous research suggests that food quality (Ha & Jang, 2010), SQ (Ryu et al., 2012), and pricing fairness (Ryu & Han, 2010), all have a considerable beneficial effect on CS in the FFRs setting. According to Bassegy (2014), perceived pricing fairness boosts CS and loyalty. In a similar vein, Kim et al. (2013) confirmed the favorable link between perceived food healthiness and PV in the restaurant context. Ryu et al. (2012), Wu (2013), and Konuk (2019) discovered that SQ measures were positively connected to PV in fine-dining restaurant operations. Perceived value has been presented as a predictor of perceived quality (Ryu et al., 2012). Moreover, PV at FFRs is strongly associated with meal quality, physical atmosphere quality, and SQ (Carranza et al., 2018; Shahzadi et al., 2018). Furthermore, Prayag et al. (2015) discovered a favorable relationship between meal quality and positive feelings in the casual dining restaurant setting. The PV of a restaurant experience is heavily influenced by food quality (Ryu et al., 2012; Mathur & Gupta, 2019). The physical atmosphere also impacts and is a major predictor of PV (Jalilvand et al., 2017). Thus, the researchers proposed the following research hypotheses:

Hypothesis 1: SQ positively affects PV

Hypothesis 1a: Physical environment perception positively affects PV.

Hypothesis 1b: Operation performance perception positively affects PV.

Hypothesis 1c: Personnel service perception positively affects PV.

Hypothesis 1d: Food quality perception positively affects PV.

Customer Satisfaction (CS)

According to Zeithaml & Bitner (2003), satisfaction is defined as what a product or service feature provides through a delightful level of consumption-related realization. Kotler (2003) defined guest behavior as a positive or negative awareness that results from the

relationship between service performance and customers' viewpoints, where positive awareness leads to satisfaction and negative awareness leads to dissatisfaction. In the case of FFRs, guest behavior, brand equity, and marketing mix considerations all have an important impact on the decision to visit FFRs (Win, 2016).

Impact of perceived service quality on CS

Previous hospitality studies revealed a favorable relationship between PFQ and CS (Ramanathan & Ramanathan, 2016; Line et al., 2016; Han & Hyun, 2017; Namin, 2017). Lu and Chi (2018) observed that PV related to organic food had a positive effect on CS. Furthermore, CS in fast-food restaurants is related to food quality (Law et al., 2004). According to previous studies (Iglesias & Guillen, 2004; Andaleeb & Conway, 2006), elements that influence CS include waiting time, SQ, personnel responsiveness, menu variety, food costs, food quality, meal consistency, facility ambiance, and convenience. Guests utilize the physical atmosphere to determine the quality of products and services (Ha and Jang, 2012), and it influences their purchasing behaviors (Marinkovic et al., 2014). According to Keshavarz et al. (2016), customer satisfaction is the result of a customer's assumptions and expectations about SQ. Many studies found that SQ has a positive effect on CS (Wu, 2013; Bufquin et al., 2017). Using a sample of customers from a Chinese restaurant in the United States, Liu and Jang (2009) discovered that SQ had a positive influence on CS. Similarly, Uddin (2019) observed in a survey of FFRs that service quality and food quality had a positive effect on CS. According to Gong and Yi (2018), total perceived SQ is a predictor of CS.

Researchers observed that an improved feeling of the atmosphere increases value judgments (Ryu et al. 2012) and enhances positive emotions (Liu & Jang, 2009), which impacts customer behavior such as RI and readiness to recommend the restaurant to others (Jang and Namkung, 2009). The study by Yap & Kew (2007) revealed that RI is significantly influenced by quality, satisfaction, and emotions. Prior studies have shown that PV and emotions have a direct impact on behavioral intentions (Liu & Jang, 2009; Ha & Jang, 2010). Service quality can significantly increase CS, behavioral intentions, and PV (Han & Hyun, 2017).

Service quality and PV, both have a significant influence on CS in FFRs (Qin et al., 2010). Guest service interactions and restaurant employee attitudes have a significant influence on the level of service and CS (Hwang & Ok, 2013). The study by Qin & Prybutok (2008) examined the relationships between SQ, food quality, behavioral intentions, and related dimensions such as PV, and CS in fast-food restaurants (FFRs), the results supported the contention that SQ and CS are two important antecedents of behavioral intentions, and they recommended that the FFRs should focus on improving SQ and food quality to enhance the customers repurchases.

The most crucial factor in restaurant selection is perceived food quality (PFQ) (Filimonau & Krivcova, 2017). Furthermore, Kaura et al. (2015) revealed that price perception has a beneficial impact on CS and behavioral intentions. According to Paramananda and Sukaatmadja (2018), managing consumers' comparable pricing perception has a direct and favorable impact on total CS. Prior studies revealed that PV positively impacts CS (Lai,

2015; Fernandes & Calamote, 2016; Konuk, 2019). In the restaurant sector, there is strong empirical evidence that PV increases CS (Jalilvand et al., 2017; Thielemann et al., 2018; Uddin, 2019). Furthermore, many studies have also discovered that PV improves CS in restaurants (Qin et al., 2010; Ramanathan & Ramanathan, 2016; Namin, 2017). Moreover, PV is recognized as one of the antecedents in determining RI (Kim et al., 2013).

Recognizing the influence of guest PV on CS, restaurateurs, and marketers are always employing different techniques to improve PV and CS (Ha & Jang, 2013). Marinkovic et al. (2014) revealed that price affects CS through PV. Guests' satisfaction and behavioral intentions are also influenced by perceived pricing fairness (Andaleeb & Conway, 2006). According to the previous research, this study proposed the following hypothesis:

Hypothesis 2: PV positively affects CS.

Revisit Intention (RI)

The readiness or desire of a guest to dine at the same restaurant again is described as the intention to return (Kim & shim, 2019). According to Lee et al. (2022), CS is crucially connected to RI based on an individual's happiness or discontent with the product and service. Park & Jeong (2019) also stated that behavioral intentions include repurchase intention, positive word-of-mouth intention, and repeat visits. According to Zuratalraha et al. (2016) and Erkmén & Hancer (2019), the restaurant qualities influence the guest's intention to return, this includes food quality, SQ, atmosphere, environment, location, and price. Perceived value is the second most significant factor in guests' restaurant decisions, after food quality (Filimonau & Krivcova, 2017). Butcher (2005) discovered that PV and quality impact guest repurchase intentions. According to the previous research, this study proposed the following hypothesis:

Hypothesis 3: PV positively affects RI.

Influence of CS on RI

Customer satisfaction and other attitudes and behavioral intentions are impacted by the perceived quality of the restaurant atmosphere (Marinkovic et al., 2014; Shahzadi et al., 2018). Customer satisfaction is substantially related to RI (Liu & Jang, 2009; Ha & Jang, 2010). Han et al. (2020) stated that an increase in hotel CS has an effect that enhances RI. This notion is consistent with the findings of Iglesias & Guillén (2004), who emphasized that CS positively influences guests' subsequent behavior, such as RI, loyalty, and WOM. Customer satisfaction influences guest anticipation and willingness to return, particularly in the restaurant industry (Wu et al., 2018). The literature on hospitality has consistently demonstrated the correlation between CS and loyalty, including repurchase intentions, particularly in restaurant environments (Chow et al., 2007). According to Bassey (2014), CS has a positive influence on guest loyalty which motivates guests to repurchase. Han et al. (2009) provide empirical evidence that there is a positive relationship between restaurant CS and RI.

Previous studies found that CS is the most important factor for influencing loyalty, willingness to revisit or repurchase (Fernandes & Calamote, 2016; Wu et al., 2018; Dwaikat

et al., 2019; Rajput & Gahfoor, 2020). Prior studies have also discovered that satisfied guests are more likely to return to a restaurant (Zuratulraha et al., 2016; Kim & Shim, 2019). The influence of CS on RI and WOM intention towards restaurants has been examined in the hospitality literature (Ryu & Han, 2010; Qin et al., 2010; Lai, 2015). Previous research has indicated that PFQ influences CS, guest revisits, and WOM intentions (Kim et al., 2009; Liu & Jang, 2009; Ha & Jang, 2010). Additionally, Han & Hyun (2017) discovered that CS had a positive effect on customers' intentions to return to a restaurant. In general, empirical test results in the hospitality research area support the notion that CS has a positive effect on behavioral intentions such as RI and WOM (Namin, 2017). In the setting of organic food menus, CS has been shown as an antecedent of guests' behavioral intentions (Lu & Chi, 2018). Based on the above literature review, this study proposed the following hypotheses:

Hypothesis 4: CS positively affects RI.

Hypothesis 5: CS mediates the relationship between PV and RI.

The conceptual model and hypotheses

The conceptual model that has been suggested focuses on the role of SQ, and PV that can promote CS, and RI in FFRs (see Fig. 1). Hypotheses are developed to determine if improvements in SQ and PV may directly affect RI or whether that path must pass through CS as an intermediate step. Fast food restaurateurs must guarantee that high-quality fast food, premium physical atmosphere, optimal operations performance, professional staff service, and high-food quality service are regularly delivered to guests to build, maintain, and expand guests' favorable PV impressions. The model is similar to that proposed by Qin and Prybutok (2008) who developed a model to examine the relationships among service quality, food quality, price/value, customer satisfaction, and behavioral intentions in fast-food restaurants (FFRs) .

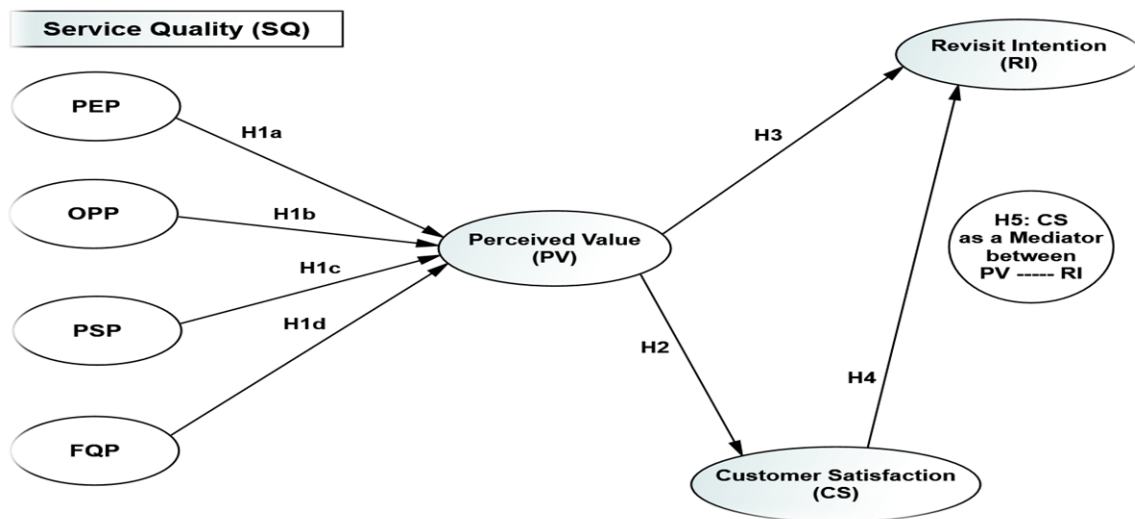


Fig. 1. The research proposed model.

Note: "Service Quality= SQ; PEP= Physical Environment Perception; OPP= Operation Performance Perception; PSP= Personnel Service Perception; FQP= Food Quality Perception; Perceived Value= PV; Customer Satisfaction= CS; Revisit Intention= RI"

Research Methodology

Research Sample and Data Collection

The proposed hypotheses were experimentally evaluated by conducting an online self-completion survey analysis, which is the most successful technique in the context of CS and RI (Istanbulluoglu, 2017). According to Hair et al. (2014), a sample size of 300 or above is supposed to be appropriate and unbiased for factor analysis. The researchers used Google Forms survey administration software to assist with conducting an online survey. The researchers distributed questionnaires via e-mail and social media groups for example using WhatsApp and Messenger. Additionally, 27 respondents participated in a pilot study which was representative of the respondents in the main study. The study convenience sample was chosen in fast food restaurants in Cairo Governorate because it contains a lot of fast food restaurants and also contains many residents who come to Cairo City from different governorates with different customs and traditions. This research has been modified based on the pilot study. The data gathering period lasted from July to September 2023 and targeted Cairo's top FFR companies (e.g., Kentucky Fried Chicken, Pizza Hut, Bazzoka Fried Chicken, Buffalo Burger, Cook Door, Hardee's, Chicken Tazaj). The sample size for this investigation exceeds the parameters indicated by Hair et al. (2014) to ensure proper use of maximum likelihood estimation, provide valid fit measures, and avoid making incorrect inferences. It is difficult to measure the non-response rate in most online surveys (Regmi et al., 2016), where the number of completed surveys is known, not the number of refusals (van Selin & Jankowski, 2006). Finally, a total of 340 responses were received, which enabled a high degree of statistical power (Bowden-Everson et al., 2013).

Research Instrument

All topics in this study have been measured using measures from earlier studies. Five academics and experts assessed the initial questionnaire to make sure the items measured the research variables, and the language and description of the items have been updated. In addition to the demographic characteristics covered in the first phase, the self-report questionnaire analyzed customers' impressions of SQ practices. Furthermore, it inquired about the guests' impressions of PV, CS, and their RI. The measure is based on a five-point Likert scale, with 1 being strongly disagree to 5 being strongly agree.

Service Quality (SQ): was measured using a scale adapted from Mendocilla et al. (2021), the QUICKSERV model; an SQ assessment instrument for the quick-service restaurant business. The scale included fourteen indicators, which were further subdivided into four reflective indicators (The construct of the QUICKSERV model consists of four dimensions: PEP= Physical Environment Perception (4 items), OPP= Operation Performance Perception (3 items), PSP= Personnel Service Perception (3 items), and FQP= Food Quality Perception (4 items). **Perceived Value (PV):** has been measured using a measurement with three items (Ryu et al., 2008). **Customer Satisfaction (CS):** has been measured using a scale developed by Ruiz et al. (2008). **Revisit Intention (RI):** The five-item scale for RI has been adopted from Liu & Jang, (2009) and Zeithaml et al., (1996).

Data Analysis

To investigate dimensions, frequencies, and descriptive statistics, the assumptions were checked using the statistical software SPSS version 24.0 and AMOS version 22. Factor analysis was utilized to validate the measurement model initially. The structural model was estimated in the second step, and the causal links were studied using maximum likelihood. To examine the construct's convergent and discriminant validity, the average variance extracted (AVE) was utilized. Hair et al. (2013) employed composite reliability (CR) and Cronbach's alpha to assess the constructs reliability. The mediation tests with boot-strapped standard errors were calculated using 10,000 resamples.

Research Results

Respondents' Profile

Table 1 shows the demographic characteristics of survey respondents. Of the 340 valid surveys of respondents, 44.41% were male and 55.59% were female. The target population of this research was over 18 years old, and the majority of responders (72.94%) were in their twenties, followed by those in their thirties (12.35%). Furthermore, 27.06% of respondents were married, while 71.18 percent were single, with the great majority (73.53%) having completed an undergraduate degree. The majority of respondents (55.59%) visited the same FFR one to two times per month and (26.47%) visited the same FFR three to six times per month (see Table 1).

Table (1). Profile of the sample (n=340)

Demographic		Number	Percentage
Gender	Male	151	44.41
	Female	189	55.59
Marital status	Single	242	71.18
	Married	92	27.06
	Divorced	2	0.59
	Widowed	4	1.18
Age Group	<20	19	5.59
	20s	248	72.94
	30s	42	12.35
	40s	26	7.65
	50s	5	1.47
	>60	0	0
Education level	Below high-school degree	2	0.59
	High-school degree	19	5.59
	Institute	11	3.24
	Bachelor's degree	250	73.53
	Post-university	58	17.06

Dining out frequently per month (dining frequency)	1-2	189	55.59
	3-6	90	26.47
	7-10	15	4.41
	>10	46	13.53

Research Data Reliability and Validity

Although the reliability of the scales was previously verified, it has been thought necessary to repeat the testing given the unusual FFRs context. The reliability estimates appeared to be reasonable and consistent with the earlier findings (see Table 2). According to the descriptive statistics in Table 2, all items have high mean scores exceeding 3 which is above the scale's midpoint (3), except for item (RI5) which had the lowest mean score of 2.88. Each item's skewness and kurtosis coefficients met acceptable standards. To ensure that the research variables are distinct and the data fit the model, a confirmatory factor analysis has been performed. Furthermore, each factor loading showed significance, proving the convergence validity.

As shown in Table 3, all variables and their dimensions have a high level of internal consistency. The results indicated that overall CFA's construct reliability (CR) and average variance extracted (AVE) based on fit indices are both good. The results revealed that all of the variables' AVE and CR values were above the recommended thresholds of 0.5 and 0.7 across all dimensions (Fornell & Larcker, 1981; Hair et al., 2013). The AVEs of all constructs are greater than the recommended level of 0.50, ranging from 0.501 (PEP) to 0.678 (PSP), showing good discriminant validity. According to Churchill (1979), the higher Cronbach's alpha coefficient values represent a scale with a better degree of internal consistency. This suggests that the convergent validity requirements have been satisfied.

Table (2). The research instrument

Const.	Item Description	Mean	Sd.	SFL
SQ				
SQD1	PEP= Physical Environment Perception			
PEP1	Attractive place and pleasant atmosphere	3.59	0.82	0.706
PEP2	Well-painted walls and proper lighting	3.69	0.85	0.784
PEP3	Attractive exterior signs and appearance	3.69	0.93	0.690
PEP4	Comfortable indoor temperature	3.59	0.96	0.643
SQD2	OPP= Operation Performance Perception			
OPP1	Proper service time (order preparation)	3.33	0.86	0.685
OPP2	Enough staff to attend to guests	3.43	0.92	0.733
OPP3	Experienced and well-trained employees	3.48	0.90	0.802
SQD3	PSP= Personnel Service Perception			
PSP1	Staff have a pleasant attitude	3.63	0.83	0.829
PSP2	Staff have a clean and well-groomed look	3.75	0.78	0.824
PSP3	Staff are dynamic and friendly	3.63	0.81	0.817
SQD4	FQP= Food Quality Perception			

FQP1	Fresh and properly cooked food	3.25	1.00	0.799
FQP2	Delicious and tasty food	3.69	0.84	0.736
FQP3	Sufficient variety of choices on the menu	3.62	0.88	0.573
FQP4	Practical and hygienic food packaging	3.46	0.95	0.722
PV				
PV1	Fast-food restaurants offer good value for the price	3.17	0.99	0.812
PV2	The fast-food restaurant experience was worth the money	3.31	0.90	0.806
PV3	The fast-food restaurant provides me great value as compared to other food options	3.08	0.94	0.675
CS				
SAT1	I am happy with this FFRs	3.46	0.89	0.752
SAT2	Overall, I am pleased when I eat at this FFRs	3.49	0.94	0.805
SAT3	Eating at this FFRs is a satisfying experience	3.39	0.90	0.640
SAT4	My choice to choose this FFRs was a wise one	3.23	0.92	0.797
SAT5	Overall, I am satisfied with this FFRs	3.38	0.93	0.832
SAT6	I think I did the right thing in deciding to eat at this FFRs	3.19	1.02	0.800
RI				
RI1	I would like to come back to this FFRs in the future	3.39	1.00	0.818
RI2	I would recommend this FFRs to my friends or others	3.34	0.96	0.869
RI3	I would like to come more often to this FFRs	3.20	1.00	0.817
RI4	I would say positive things about this FFRs to others	3.40	0.93	0.777
RI5	I pay more at every time in this FFRs does not bother me	2.88	1.13	0.607

^aSd., standard deviation; SFL, standardized factor loading.

Note: "Service Quality= SQ; PEP= Physical Environment Perception; OPP= Operation Performance Perception; PSP= Personnel Service Perception; FQP= Food Quality Perception; Perceived Value= PV; Customer Satisfaction= CS; Revisit Intention= RI"

Table (3). Internal consistency estimates and CFA results of constructs

Const.	Subconstruct	Final # of Items	C.R.	AVE ^a	Cronbach's Alpha
SQ dimensions	PEP	4	0.800	0.501	0.796
	OPP	3	0.785	0.550	0.783
	PSP	3	0.863	0.678	0.863
	FQP	4	0.803	0.507	0.798
	Total	14			
PV		3	0.810	0.588	0.806
CS		6	0.896	0.598	0.897
RI		5	0.886	0.613	0.880

^aCR, composite reliability; AVE, average variance extracted.

The most common approach variation has been reduced by adhering to the recommendations made by Podsakoff et al. (2003) because the study's data have been

gathered from a single source. First, participants have been instructed to answer all questions honestly when the questionnaire has been distributed (Conway & Lance, 2010). Second, to prevent ambiguity among the participants, all the questionnaire items have been redesigned and pretested in a pilot research (Churchill & Iacobacci, 2002). Third, every question on the survey has been taken from a scale that has already been validated and published in a reputable field publication. Fourth, the data's approach bias has been investigated using Harman's single-factor analysis. Harman's single-factor test findings confirmed that single factor couldn't account for the majority of variance (36.12%), which is below the cutting edge of 50% (Podsakoff et al., 2003). The tolerance values have been calculated and it has been discovered that they are more than the critical value of 0.1 (Hair et al., 2010), indicating that there has been no significant collinearity. The absence of a serious multi-collinearity issue has been indicated by the fact that all variance inflation factor (VIF) values are below the critical value of 10 and less than three (Kleinbaum, 1988).

Table 4 shows means, standard deviations, construct correlations, and root square of AVE for each construct. Data show that guests' positive perceptions of SQ dimensions as a whole are strong, with high mean scores exceeding 3, PEP (M = 3.64), OPP (M = 3.41), PSP (M = 3.67), FQP (M = 3.50) which lead to higher PV (M = 3.19) and superior CS (M = 3.36), and higher RI (M = 3.24). The reliability analysis shows that each item has strong internal consistency. To determine discriminant validity, the root square of the AVE of each construct and the correlation estimates between constructs were examined to determine the discriminant validity (see Table 4).

Table (4). Means, standard deviations, inter-construct correlations and the square root of AVE

Variables	Mean	SD	1	2	3	4	5	6	7
1.PEP	3.64	0.70	0.708						
2.OPP	3.41	0.75	.597**	0.742					
3.PSP	3.67	0.71	.623**	.682**	0.823				
4.FQP	3.50	0.72	.671**	.562**	.666**	0.712			
5. PV	3.19	0.80	.394**	.508**	.454**	.583**	0.713		
6.CS	3.36	0.76	.438**	.509**	.439**	.564**	.687**	0.773	
7. RI	3.24	0.83	.386**	.431**	.387**	.457**	.647**	.755**	0.882

** Correlation is statistically significant with $p < 0.01$. Diagonal entries (in bold) are the square root of AVE; sub-diagonal entries are the latent construct inter-correlations.

When square root of the AVE is compared to the correlation coefficients between the constructs, the findings should show that the AVE square root value for each variable is more than the correlation coefficient between various dimensions, indicating strong discriminant validity (Fornell & Larcker, 1981). According to Table 4, roots square of average variance extracted (AVE) (diagonal elements) are more than construct correlations (off-diagonal factors), indicating good convergent validity (Hair et al., 2010). All of the study's variables had a significant positive association, as indicated in Table 4 (between .386 and .755, $p < 0.01$), the SQ dimension of Physical Environment Perception (PEP) and RI had the lowest value of correlation ($r = .386$, $p < 0.01$), whereas CS and RI had the strongest value ($r = .755$, $p < 0.01$). Additionally, the VIF values are below

10, ranging from 2.57 to 2.84, proving that multi collinearity is not present. The predictor, mediator, and outcome variables all showed substantial positive correlations, as can be shown, offering initial support for the study hypotheses.

The Structural Model

Figure 2 illustrates structural model and hypothesized links between the components. The measurement model's fit indices demonstrate that it is a good match for the data (CMIN/DF = 2.953, CFI = 0.913, GFI = 0.927, TLI = 0.918, and RMSEA = 0.052), meeting corresponding standards (Hair et al., 2010), thus validating the study's main theoretical model. As a result, it is possible to claim that SQ has both direct and indirect impacts on PV, CS, and RI (see Fig. 2).

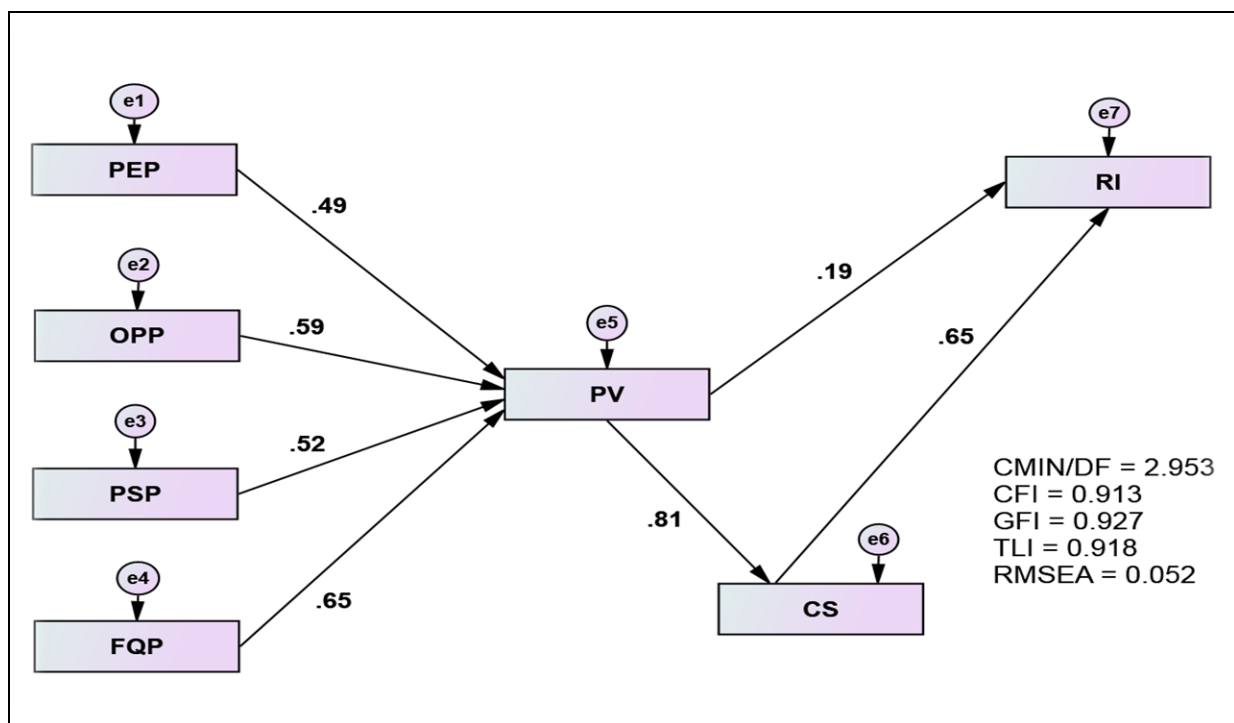


Fig. 2. Based on SQ, CS partially mediates the relationship between PV and RI

The tested version of proposed structural model is shown in Figure 2 along with the outcomes. The proposed hypotheses are all supported. As hypothesized, the findings imply that PV is highly impacted by the SQ dimensions level. Additionally, PV has a substantial influence on CS ($p < 0.001$), while CS has positively affected RI ($p < 0.001$). This gives preliminary support to the study hypotheses, which asserts that SQ will favourably affect guests' PV, CS, and RI.

Testing the Research Hypotheses

Each of the proposed relationships is supported by the proposed structural model. Table 5 displays results of evaluating hypothesized direct relationships. Table 5 shows that all hypothesized correlations are statistically significant ($p < 0.001$). The data indicate that SQ

performance was highly related to PV levels, supporting H1, H2, H3, and H4. Hypothesis 1 anticipated that SQ dimensions would be connected to PV, the findings demonstrated statistically significant associations between SQ dimensions and PV; ($\beta = 0.490$ (PEP), $\beta = 0.585$ (OPP), $\beta = 0.518$ (PSP), $\beta = 0.651$ (FQP), $p < 0.001$). The testing of hypothesis 2 revealed a substantial route from PV to CS (0.810, $p < 0.001$). The testing of hypothesis 3 likewise found a statistically significant path between PV and RI (0.192, $p < 0.001$). According to the findings in Table 5, the CS and RI link was statistically significant (0.650, $p < 0.001$). It is possible to conclude that the research variables have statistically significant relationships. As a result, hypotheses 1, 2, 3, and 4 were all validated. (see Table 5).

Table (5). Hypotheses test results for the proposed structural model.

Hypothesis	Hypothesized Relationship	Standardized Coefficient	Standard Error	t-value	Result
H1a	PEP ----- PV	0.490	0.049	4.539***	Supported
H1b	OPP ----- PV	0.585	0.046	9.602***	Supported
H1c	PSP ----- PV	0.518	0.048	9.513***	Supported
H1d	FQP ----- PV	0.651	0.048	9.843***	Supported
H2	PV ----- CS	0.810	0.041	16.066***	Supported
H3	PV ----- RI	0.192	0.047	3.931***	Supported
H4	CS ----- RI	0.650	0.047	15.794***	Supported

*** $p < 0.001$

Proportion of Mediation of CS on PV-RI relationship

The researchers used Sobel test (Sobel, 1982) to determine the significance of the indirect effects, and the proportion of the mediation test (Iacobucci et al., 2007) to determine whether CS is mediating the relationship between PV and RI. According to the findings of Sobel test, there is a significant indirect influence on the link between PV and RI ($Z = 11.330$, $p < 0.001$). Furthermore, the variance accounted for (VAF) was determined, which is 0.371 and falls within the range of 0.20-0.80. As indicated in Table 6, the coefficient for the indirect path of the PV from CS to the RI is significantly different from zero, and the indirect impact total effect ratio is 0.733 (Sobel test= 11.330, $p < 0.001$). This shows that the indirect channel via CS accounted for 73.3% of the RI variance explained by both PV and CS, while the remaining RI variance explained by both PV and CS has been explained by the direct path. This demonstrates that CS mediates the path between PV and RI, given that CS is partially mediating the association between PV and RI. Based on these findings, the researchers draw the conclusion that H5 is supported (See Table 6).

Table (6). Results of testing proportion of mediation of CS on PV- RI link.

H.	1 Indirect Effect	2 PV-CS (a)	3 CS-RI (b)	4 PV-RI (c')	5 Ratio of Indirect-to- Total Effect ^a
H5	PV ----- CS ----- RI	0.810***	0.650***	0.192***	0.733***

***p<0.001, -- ^aRatio of direct-to-total effects = 1 - column 5

Discussion, Conclusion, and Limitations

This study was conducted with FFRs guests in Cairo City to evaluate the role of CS as a mediator between perceived service quality, PV, and RI. The study contributes to the expanding body of knowledge regarding SQ in fast-food sector research by offering a novel structural model that accurately predicts CS in fast-food restaurants. The findings show that the empirical data supported all of the hypotheses tested in this study. The first hypothesis, that perceived SQ would positively affect PV, was supported by the fact that restaurant guests who reported better PV reported higher perceived SQ. The second hypothesis, that higher PV would increase the satisfaction of restaurant guests, was validated by the finding that guests with higher PV reported higher CS.

Guests who reported higher PV and satisfaction reported higher RI, supporting the third hypothesis that restaurant guests' PV would increase their RI, as well as the fourth hypothesis that restaurant guests' perceived satisfaction would increase their RI. The fifth hypothesis, that CS mediates the effect of PV on RI, was shown to be supported. Ketchell (2015) reveals that the marketing mix of global fast-food corporations effectively affect guests' beliefs, views, and agreements about eating in fast food restaurants, influencing habits and repeat purchases.

The study's findings demonstrated that SQ has positive impact on guest perceived PV. Hypothesis 1 anticipated that SQ dimensions would be connected to PV in a favorable manner. According to previous research (Chen & Hu, 2010; Jani & Han, 2011; Kukanja et al., 2017; Shahzadi et al., 2018; Jeaheng et al., 2020), fast-food guests believed that the dimensions of FFR service quality (namely Physical Environment Perception, Operation Performance Perception, Personnel Service Perception, Food Quality Perception) positively influence the PV. The results revealed that the relationships between SQ dimensions and PV were statistically significant ($\beta = 0.490$ (PEP), $\beta = 0.585$ (OPP), $\beta = 0.518$ (PSP), $\beta = 0.651$ (FQP), $p < 0.001$)

The positive relationship between SQ and PV shows that delivering high-quality services is an effective strategy to increase customers' perceptions of value in the restaurant industry (Kang & Wang, 2009). Perceived SQ is a strong predictor of PV, which supports the study results of Jin et al. (2016). From the guest's perspective, this means that when perceived fast food quality is high, guests consider the pricing of these food products to be appropriate, reasonable, and fair, and their value judgments may improve.

The findings of hypothesis 2 testing revealed a significant route from PV to CS ($\beta= 0.810$, $p<0.001$). The findings supported the link between PV and CS, and empirical research has also verified this outcome (Jin et al., 2012; Ramanathan & Ramanathan., 2016; Namin, 2017). Prior studies revealed that PV is an antecedent to CS (Thielemann et al., 2018). This study complements the findings of Caruana et al. (2000), who found that PV acts as a moderator between SQ and CS. Guests' satisfaction is impacted by PV, which is consistent with previous studies (e.g., Ryu et al., 2008; Ha & Jang, 2010). According to Han & Ryu (2009), price-value ratio perception positively influences CS, demonstrating how guests are satisfied when the price is acceptable.

According to the findings, which support those of Jani & Han (2011), PV attributes are the most important determinants of CS. The study's findings reveal that SQ has a direct influence on PV and, as a result, CS. This positive correlation may also be used to explain why restaurant guests typically experience high levels of perceived value, which leads to high levels of CS when they perceive high levels of SQ (Butcher, 2005).

The testing of hypothesis 3 found a statistically significant association between PV and RI ($\beta= 0.192$, $p< 0.001$). The findings suggest that guest PV has a beneficial impact on RIs, this is consistent with Kim et al. (2009) findings in the hotel sector. According to these findings, guests of FFRs evaluate the services they receive and the price they pay. If the guest believes that the restaurant provides good value for the money spent, he or she is more likely to return.

The influence of perceived quality on RI appears to be substantially mediated by PV (indirect effect). In a restaurant, food quality, SQ, and dining experiences all have an impact on CS (Ha & Jang 2010). Guests are expected to continue purchasing fast food because they value the accessibility, flavor, and low food costs while overlooking the nutritional value (Min & Min, 2011). Unlike previous studies that looked at direct impacts of atmospherics and quality on behavioral intentions (Ryu et al. 2010; Heung & Gu, 2012), our findings demonstrate the indirect influence of dining environment and food quality on customers' re-patronage intentions via PV and consuming emotion, demonstrating the superiority of quality perceptions on behavioral intentions.

The research results also suggest that CS has a statistically significant impact on guest RI ($\beta= 0.650$, $p<0.001$), this finding is consistent with the results of Ryu et al. (2008) and Tat et al. (2011). Customer satisfaction has a positive effect on behavioral intentions (Liu & Jang, 2009). Furthermore, Namkung & Jang (2007) discovered a positive association between meal quality, behavioral intentions, and satisfaction.

Cole & Chancellor (2009) discovered that total CS was directly related to SQ, and that overall CS increased guests' RI. Customer satisfaction is a key predictor of future purchase intention (Lee et al., 2022). According to Marinkovic et al. (2014), satisfaction is a critical antecedent of RI. Previous studies demonstrated a positive relationship between CS and return intention (Kim et al., 2013; Han & Hyun, 2018).

Customer satisfaction was found to be a mediator between PV and RI. The indirect route via CS accounted for 73.3% of the RI variance explained by both PV and CS (Sobel test = 11.330, $p<0.001$). This demonstrates that CS mediates the route between PV and RI, supporting hypothesis 5. This study's finding of a positive association between SQ and CS

is consistent with previous studies (Han & Hyun, 2017; Namin, 2017; Gallarza-Granizo et al., 2020). Furthermore, these results support the findings of Thielemann et al. (2018), who discovered that PSQ is a substantial predictor of CS. Furthermore, Marinkovic et al. (2014) claimed that the most significant cause of customer satisfaction is perceived SQ. According to Namkung & Jang (2007), PSQ is an antecedent of satisfaction that influences RI, and this study findings reveal that PSQ make CS acts as mediator between PV and behavioral intentions.

According to Goeltom et al. (2020), CS is a significant component in mediating SQ and PV. According to Keshavarz et al. (2016), PSQ has positive impact on restaurant CS. Food quality is the most essential measure of CS and critical component of SQ (Min & Min 2011). According to Nguyen et al. (2018), who researched the impact of the dimensions of SQ on CS in the UK fast food sector, responsiveness and assurance are important factors for enhancing CS, followed by reliability and empathy. Tripathi & Dave (2016) proved that CS is directly and positively related to their perception of good quality in restaurants. The results of Wang et al. (2020) empirical study found that SQ has positive effect on passengers' repurchase intention by enhancing CS which acts as a mediator.

Carranza et al. (2018) discovered that meal quality had a beneficial impact on CS and behavioral intentions. Namkung & Jang (2007) and Ramanathan & Ramanathan (2016) demonstrated that food quality is a critical component of the food sector since it influences CS. Menu diversity, excellent cuisine, and stylish décor are all key variables in FFR success (Ryu et al., 2008). Similarly to previous research (Heung & Gu 2012; Ha & Jang. 2012; Prayag et al. 2015), which highlighted dining atmospherics as a key predictor of intention, findings suggest that atmospherics are a positive factor that can promote guest revisits through PV and CS.

The questionnaire identified fast-food guests as mostly female, single, 20-29 years old, and highly educated, who consumed fast-food once or more each month. The findings are consistent with a previous study that has shown a positive correlation between fast food consumption and higher education levels among educated female staff members (Hidaka et al., 2018). Adams et al. (2015) found that fast food consumption is highest in young adults (19-29 years), and that the percentage of adults who consume fast food decreases after the age range of 18-25 (Fryar et al., 2018).

Research Contributions and Implications

The relationships between SQ, PV, CS, and RI in the context of Egyptian FFRs were studied and this work contributes to filling the knowledge gaps and increases our understanding of the role of SQ, CS, and PV in fostering RI behaviors. Other researchers can use the data to confirm the study's approach, components, and findings in many settings. The study validates the theoretical basis of the current investigation. Furthermore, this research presented a valid and reliable set of scales and a model for examining and monitoring guests' perceptions of restaurants and presented valuable theoretical knowledge to help in adapting effective strategies to ensure restaurant SQ, PV, and satisfaction expectations. Additionally, according to S-O-R theory, an external stimulus (perceived service quality) impacts the organism (PV, CS), which determines the response (revisit

intention and WOM intention). Additionally, this is one of the first studies to highlight the role of CS in mediating the relationship between PSQ, PV, and RI in the Egyptian FFRs context after Covid-19.

Practical Implications

The findings could help fast food restaurants to distinguish their services based on food quality and to increase CS, hence enhancing RI. Additionally, FFRs may give changing meal portions at variable pricing levels for different target customers to raise its price-value ratio and obtain greater levels of CS, resulting in improved behavioral outcomes. Managers of FFRs should focus their efforts on increasing repeat guests and revisits by improving CS. The approach of prioritizing quality management should be combined with effective pricing.

According to Rajput & Gahfoor (2020) recommendations, this study provides a chance for global FFRs to ensure that business models are innovative and personalized to meet guests' expectations. The research suggests that FFRs managers can improve SQ elements by focusing on employee promptness, commitment, and service to customers. Proper training is essential for employees to provide desired information, including food, ingredients, drinks, payment methods, and discounts. Customized training programs, service speed, staff behavior, online ordering, and touch pad menus are key management strategies to enhance service quality and reliability in fast-food restaurants.

Fast food restaurant managers and employees can enhance guest assurance by promoting respectful dialogue, clear information, trust, training, and improving dining experiences through effective communication. Restaurant management may be able to improve SQ through tangibles; decoration, food and beverage presentation, atmosphere (for example; light, temperature, colors, and music), price, the uniform of the personnel and their activities, hygiene, and customer profile in the restaurant are among these elements (Yan et al., 2015). Restaurant owners/managers can address their guests' needs by providing a suitable physical atmosphere, opening branches in accessible and easy access locations, promoting the menu variety, and providing a better restaurant atmosphere and individualized services (Fakih et al., 2016).

The study focuses on the importance of SQ in FFRs operations, highlighting that higher SQ and PV can lead to higher customer satisfaction, higher revisit, increased WOM intentions, and enhanced customer relationships. Promotions and discounts can boost customer loyalty in FFRs context. Effective complaint-handling procedures can boost CS and increase return and WOM intentions. Surveys and guest recommendations can also help in convincing them to return.

Research Limitations and Future Research

Despite the study's significant contributions, various constraints for future research to gain new insights are identified. The study's findings are limited by a convenience sample of customers from a specific city, limiting generalizability. Future research should include multiple locations, large sample sizes, and cross-cultural comparisons to expand the study's

scope and understanding. Longitudinal studies approach can help to understand customers behavioral intentions and satisfaction.

Future research should explore other guest attitudes and behaviors post-COVID-19, considering variables and other mediators like price, image, trust, wait time, and restaurant location. In addition, qualitative research approaches such as in-depth interviews or focus groups may aid in gaining a fuller picture of the satisfaction and behavioral intentions of guests in the Egyptian FFRs context.

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الملخص العربي

أثر جودة خدمة مطاعم الوجبات السريعة على القيمة المدركة من العملاء ونيتهم لإعادة الزيارة عبر

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الهدف من هذا البحث هو دراسة مدى تأثير جودة خدمة مطاعم الوجبات السريعة على القيمة المدركة من العملاء ورضاهم ونيتهم إعادة زيارة المطعم. تم جمع البيانات من 340 عميلاً لمطاعم الوجبات السريعة في مدينة القاهرة باستخدام تقنية بحث كمي تعتمد على نمذجة المعادلة الهيكلية. ولفهم كيفية تحسين نية إعادة الزيارة من الضيوف بشكل أفضل، تم تطوير نموذج مفاهيم يتضمن متغيرات سمات جودة خدمة مطاعم الوجبات السريعة، القيمة المدركة من العملاء، رضا العملاء، ونية إعادة زيارة المطعم وذلك لاستكشاف ارتباط وتأثير العوامل المحددة والنواتج التي ينطوي عليها هدف تحقيق أقصى قدر من رضا العملاء. تؤكد نتائج الدراسة على الحاجة المستمرة إلى قياس تأثير جودة الخدمة على القيمة المدركة من الضيوف ورضاهم ونيتهم إعادة الزيارة لتحسين إدارة جودة الخدمة في مطاعم الوجبات السريعة. كما إن ضمان خدمات عالية الجودة يحقق رضا الضيوف ويشجعهم على التعبير عن رغبتهم القوية في إعادة زيارة المطعم. تضيف الدراسة معارف من ناحية نظرية وعملية عن التأثير المفيد لجودة الخدمة في مطاعم الوجبات السريعة من خلال توضيح كيفية تأثير جودة الخدمة على القيمة المدركة من الضيوف ورضاهم ونيتهم تكرار الزيارة. قد يساعد هذا النوع من الدراسات مؤسسات خدمة الطعام في بناء سمعة قوية للعلامة التجارية وتعزيز الميزة التنافسية.

الكلمات المفتاحية: مطاعم الوجبات السريعة، جودة الخدمة، نموذج استقصاء جودة الخدمة السريعة، القيمة المدركة من العملاء، رضا العملاء، نية إعادة الزيارة.