

**INFLUENCERS OF REVISIT INTENTIONS AMONG PATRONS OF
CARNIVORE RESTAURANT IN NAIROBI COUNTY, KENYA**

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HPM-2-0396-14**

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF
HOSPITALITY AND TOURISM IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DIPLOMA IN HOTEL AND
RESTAURANT MANAGEMENT OF
GRE TSA UNIVERSITY**

DECEMBER 2019

DECLARATION

Declaration by the Candidate

This research project is my original work and has not been presented for award of a degree or for any similar purpose in any other institution.

Signature: _____ Date: _____

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Declaration by the Supervisor

This work has been submitted with my approval as a University supervisor:

Signature: _____ Date: _____

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DEDICATION

This project is dedicated to my daughter for always being a source of inspiration even when my morale was down.

ACKNOWLEDGEMENTS

It is with immense gratitude that I acknowledge the support and help my supervisor John Gitau. Without his guidance and persistent help this research project would not have been possible.

I would like to thank my family who always gave me moral support and great understanding throughout this journey.

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TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
OPERATIONAL DEFINITIONS OF TERMS	ix
ABSTRACT	x
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.1.1 Overview of Carnivore Restaurant.....	2
1.2 Statement of the Research Problem.....	2
1.3 Purpose of the Study.....	3
1.4 Research Questions	3
1.5 Study Objectives.....	3
1.5.1 General Objective.....	3
1.5.2 Specific Objectives	3
1.6 Significance of the Study.....	3
1.7 Scope of the Study.....	4
1.8 Limitations of the Study	4
1.9 Conceptual Framework	5
CHAPTER TWO: LITERATURE REVIEW	6
2.0. Introduction	6
2.1 Revisit Intentions.....	6
2.2. Service Encounter Performance	8
2.3. Perceived Price	8
2.5 Summary of Literature Review	10
CHAPTER THREE: RESEARCH METHODOLOGY	11
3.0 Introduction	11
3.1 Research Design	11
3.2 Study Area	11
3.3 Target Population	11

3.4 Sample Size and Sampling Technique	12
3.5 Research Instruments.....	12
3.6 Pretesting	12
3.7 Validity and Reliability	12
3.8 Data Collection Techniques	13
3.9 Data Analysis.....	13
3.10 Logistical and Ethical Considerations	14
CHAPTER FOUR: FINDINGS AND DISCUSSIONS	15
4.1 Introduction	15
4.2 Reliability Analysis	15
4.3 Descriptive Analyses	15
4.3.1 Service Encounter Performance Scale.....	15
4.3.2 Perceived Price Scale	16
4.3.3 Patrons’ Revisit Intentions	16
CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND	
RECOMMENDATIONS	18
5.1 Introduction	18
5.2 Summary of Findings	18
5.3 Conclusions	18
5.4 Recommendations for Practice.....	18
5.5 Recommendations for Future Research.....	19
References	20
APPENDICES.....	22
Appendix 1: Consent of Participation	22
Appendix 2: Questionnaire for Customers Dining in the Restaurant.....	23
Appendix 3: Selected Photos of the Carnivore Restaurant	25

LIST OF TABLES

Table 4.1. Reliability Statistics.....	15
Table 4.2. Results of Service Encounter Performance	16
Table 4. 3. Descriptive Results of Perceived Price	16
Table 4. 5. Descriptive Results of Customer Behavioral Intentions Scale.....	17

LIST OF FIGURES

Figure 1. 1. Conceptual Framework	5
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OPERATIONAL DEFINITIONS OF TERMS

The following key terms will be used in this study. They are defined as follows:

Affect: refers to mental processes that can include emotions, moods, and attitudes (Bagozzi *et al.*, 1999).

Perceived Price: refers to what the customer is giving a service provider in the exchange of services (Zeithaml, 1988).

Service Encounter Performance: refers to the customer's experience that extends over time (Bitran *et al.*, 2008).

ABSTRACT

The way customers behave after a service experience is seen to dictate the direction towards the success of the establishment in which they dine. It is therefore imperative that this is accorded the deserved significance. While it is the case, restaurants have had to deal with issues of non-repeat clients resulting from service experiences. Thus, the purpose of this study is to establish the influencers of patrons' revisit intentions. In particular, the study sought to establish the influence of the two factors (that is: service encounter performance, and perceived price) on patrons' revisit intentions. The study targeted Carnivore restaurant in Nairobi city of Kenya. The restaurant is well known and enjoys high number of customers. In addition, the study targeted all customers dining in the restaurant as potential respondents that would be approached for responses at the time of data collection. A descriptive correlation research study of 50 patrons dining in the restaurant through self-administered questionnaires was conducted. Moreover, convenience sampling was used to select the respondents. All variables were measured using adapted and modified constructs from previous researches. Content validity was used to assess the validity of the questionnaire. Reliability of the constructs was examined using Cronbach's Alpha coefficient technique. Descriptive statistics (means, percentages, and standard deviations) were used to analyze quantitative data. The study results revealed that respondents agreed with all the items measuring service encounter performance, perceived price, and patrons' revisit intentions. Thus, managers of the Carnivore restaurant should take this into account and develop strategies and put procedures in place to ensure the degree to which the service offered by the restaurant matches or exceeds patrons' expectations.

Keywords: Service encounter performance, perceived price, patron, revisit intentions

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The tourism and hospitality industry total contribution to world's Gross Domestic Product (GDP) in 2013 was \$6.990.3 billion estimated at 9.5% of World's GDP (WTTC, 2013). In Africa tourism contributed up to \$34.2 billion which is 2.8 % of the regional GDP (United Nations World Tourism Organization (UNWTO), 2012). Kenya's' tourism and hospitality industry had a total contribution of Kenya Shilling (Ksh.) 462.8 billion in year 2013 which is 12.1% of the country's GDP (WTTC, 2014). Moreover, hotels and restaurants alone contributed Ksh.56.5 billion of the Ksh. 462.8 billion (GoK, 2014). Thus, hotels and restaurants play a major role in the growth of the country's economy. With this in mind, it is then important to consider looking at the facets of services that would influence customer behavioral intentions in restaurants.

Service-encounter performance has been found to contribute significantly towards customer satisfaction (Wu & Liang, 2009), and it is very important to the success of service businesses. Oliver (1993) has noted that this underlying importance of service-encounter performance has ignited a lot of interest in the underlying determinants of customer satisfaction from both the management of establishments and researchers. Researchers have noted that customer satisfaction is not only the function of thought but also affect (Evardsson, 2005; Homburg *et al.*, 2006). According to Titz (2008), unlike cognition and thought, affect embodies subjective mental perceptions and feelings that be experienced through emotional, mood and attitudinal components. Wu and Liang (2009) have argued that affect experiences

deals with causative context, including service encounters in hotel and restaurant service settings that encompasses the physical environment, service providers, and customers in the servicescape.

1.1.1 Overview of Carnivore Restaurant

Carnivore restaurant is an open-air restaurant located in Langata – a suburb of Nairobi, Kenya. The restaurant specializes in meat, and features meat buffets. The restaurant is famously known for its tradition in service game meat although this was hard hit by a ban that was imposed on the sale of game meat in 2004 by Kenya government. However, it remains a famed destination for eating out where meat of domestic animals such as beef, pork, lamb and chicken as well crocodile is sold.

1.2 Statement of the Research Problem

The way patrons behave after a service experience is seen to dictate the direction towards the success of the establishment in which they dine. It is therefore important that this is given the deserved attention. Nonetheless, the carnivore restaurant has had to deal with issues of non-repeat patrons resulting from service experiences. It is worth noting that patron's evaluations of the services provided are important to hospitality establishments that aim to enhance their marketing presence (Jain & Gupta, 2004). Organizations that provide excellent services beyond patron's expectations enjoys a more satisfied customer base which in turn results to positive revisit intentions (Gilbert & Veloutsou, 2006). It is on this background that this study was conducted to investigate what influences revisit intentions among patrons of Carnivore restaurant in Nairobi County, Kenya.

1.3 Purpose of the Study

The purpose of the study was to establish the influencers of revisit intentions among patrons of Carnivore restaurant.

1.4 Research Questions

- i) What is the influence of service encounter performance on revisit intentions among patrons' of Carnivore restaurant?
- ii) Does perceived price influence revisit intentions among patrons of Carnivore restaurant?

1.5 Study Objectives

1.5.1 General Objective

The overall objective of the study was to establish the influencers of revisit intentions among patrons of Carnivore restaurant in Nairobi County, Kenya.

1.5.2 Specific Objectives

- i) To investigate the influence of service encounter performance on revisit intentions among patrons of Carnivore restaurant.
- ii) To assess the influence of perceived price on revisit intentions among patrons of Carnivore restaurant.

1.6 Significance of the Study

The findings of the study may provide useful platforms for use by Carnivore restaurant supervisors and the overall general management. The significance influence of service-encounter performance on revisit intentions means that the restaurant supervisors have a base on establishing the best ways in which services are provided to customers as this end up ensuring future business. In addition, findings on the influence of perceived price the revisit intentions of patrons may form provide insights to the Carnivore restaurant supervisors by creating favorable

perceived price by use of comparative marketing strategies. In addition, the findings of the study contribute to research literature on some aspects that influences the revisit intentions of patrons in a restaurant set up and forms a platform for further research.

1.7 Scope of the Study

The study was confined to the influence of two aspects (namely, service encounter performance and perceived price on revisit intentions among patrons of Carnivore restaurant in Nairobi County, Kenya. In addition, the study participants were guests dining in the restaurant during the time of the study.

1.8 Limitations of the Study

It is important to recognize the limitations of this study. Foremost, caution need to be exercised when making an attempt to generalize the study findings since the study was only carried out in one restaurant. In addition, the study addressed the effects of two influencers (that is, service-encounter performance and perceived price), thus care needs to be considered when generalizing the results. For instance, results need to be interpreted within the scope of the two dimensions and not any other aspect. Moreover, the study used questionnaires to collect data and as a result, in-depth information on revisit intentions among patrons was not gathered.

1.9 Conceptual Framework

Figure 1.1 illustrates the study conceptual framework showing the interrelationships between the independent variables and the dependent variable as well the measurement items of each variable.

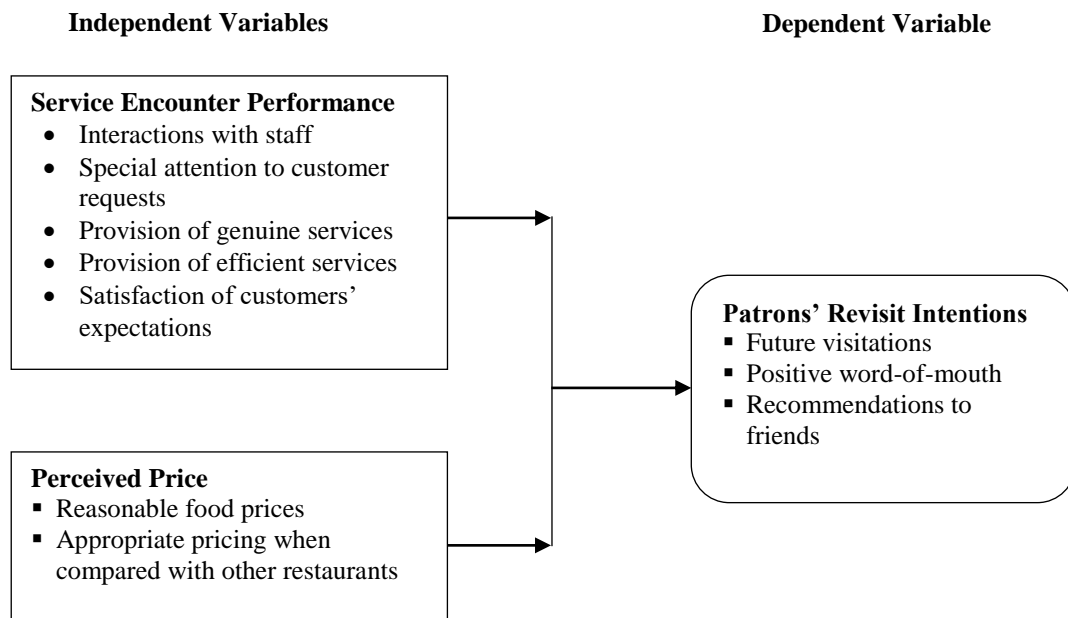


Figure 1. 1. Conceptual Framework

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

The chapter provides a review of related literature. Foremost, the chapter provides a discussion of service encounter performance and its influence on patrons' revisit intentions. Second, a review of literature on perceived price its influence on patrons' revisit intentions is provided. Lastly, the chapter provides a summary of the reviewed literature.

2.1 Revisit Intentions

Oliver (1997) referred to revisit intentions as the stated likelihood to engage in a particular behavior. Revisit intention is the motivational element of volitional behavior and highly associates with the behavior itself (Namkung & Jang, 2007). This can be used to forecast the future consumption behavior of customers (Jani & Han, 2011). Generally, past behavior may contribute to intentions, and intentions guide behavior (Ouellette & Wood, 1998). Certain behavioral intentions indicate customers are connecting (or detaching) with an organization (Zeithaml *et al.*, 1996). In restaurants, specific post-purchase behavioral intentions include re-patronizing (or not re-patronizing) the restaurant, recommending (or not recommending) the restaurant to other people, and providing positive (or negative) comments about the restaurant. When the behavioral intentions are positive, customers are likely to revisit the provider and spread positive comments to others about the provider. When the behavioral intentions are negative, the opposite behaviors are likely to occur (Han & Ryu, 2006; Jani & Han, 2011). A restaurant may turn out to be more profitable if it could positively influence customers' behavioral revisit intentions.

2.2. Service Encounter Performance

Service-encounter performances in restaurants are a very important facet of customer satisfaction. Service-encounter performance refers to the customer's experience that extends over time (Bitran *et al.*, 2008). According to Gil *et al.* (2008) service-encounter are also referred to as moments of truth. Service encounters arise when a customer interacts with frontline-employees and the physical surroundings of the restaurant. These encounters may as well arise when customers interact among themselves while dining in the restaurant (Wu & Liang, 2009). Among the dimensions of service-encounter experience, interactions between service employees and customers forms the most important component (Wu & Liang, 2009).

2.3. Perceived Price

Perceived price refers to what the customer is giving a service provider in the exchange of services (Zeithaml, 1988). Han and Ryu have argued that customers mostly perceive price as something tangible or something monetary or non-tangible or non-monetary thing. If perceived price is seen as monetary, it refers to that amount of money a customer pays for a particular service whereas non-tangible price is that which is subjectively derived from service consumption. According to Zeithaml's (1988) model, the use of perceived price is more encompassing than the use of objective price. This argument posits that the objective price does influence customer behavior, but only after the perceived price has been encoded by the customer. Moreover, according to Han and Kim (2009), taking a restaurant-service encounter as an example, amplify the use of perceived price to show how it factors in other service elements beyond the stated menu price.

2.5 Summary of Literature Review

Studies have revealed that service-encounter performances especially those that arise as a result of interactions between service employees and customers during service interactions forms a critical component of positive patrons' revisit intentions. In addition, perceived price significantly influence patrons' revisit intentions.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The chapter focuses on the research design, study area, target population, sampling techniques, sample size, instruments, validity and reliability, pre-testing, data collection procedures, analysis techniques, and data presentation. Furthermore, the chapter discusses the logistical and ethical considerations that the study ensured through the entire research process.

3.1 Research Design

The study used descriptive cross-sectional research design in order to describe the influence the independent variables (service encounter performance and perceived price) have on the dependent variable (patrons' revisit intentions).

3.2 Study Area

The study was carried out in the Carnivore restaurant located in the outskirts of the Nairobi City. The restaurant is visited by local and international people and is a famed destination for eating out where meat of domestic animals such as beef, pork, lamb and chicken as well crocodile is sold. Carnivore restaurant can be categorized under full-service restaurants which provide waited table service for their patrons.

3.3 Target Population

The study targeted Carnivore restaurant. The restaurant is well known and enjoys high number of customers. In addition, the study targeted all customers dining in the restaurant as potential respondents that would be approached for responses at the time of data collection. These participants were considered to have the information regarding the study.

3.4 Sample Size and Sampling Technique

According to Creswell (2011), a sample size of not less than 30 is adequate for data collection, analysis, and dissemination of results. Therefore, the study selected 50 customers for data collection. The respondents were selected using convenience sampling technique. This technique allows for easier and quicker data collection (Bryman & Bell, 2015).

3.5 Research Instruments

Self-completed questionnaires designed with closed-ended questions were used to collect data. According to Mugenda and Mugenda (2003) a questionnaire with closed-ended questions encourages respondents to willingly complete the survey and at ease. Additionally, this type of questionnaire consumes a reduced amount of time and is less expensive to collect data from a large sample size.

3.6 Pretesting

A pre-test of the questionnaire was carried out to test its design. The main purpose of pre-testing was to test the participants' understanding of the meaning and clarity of the questions used to address the study variables. In addition, the processes was appropriate in order to refine the questionnaire before subjecting it to actual data collection. Questions that were considered unclear were corrected and converted into a way that participants could comprehend for simplicity while responding to them. Questionnaires were pretested in one full-service restaurant of the Carnivore restaurant level in Nairobi City in order to eliminate bias.

3.7 Validity and Reliability

According to Mugenda and Mugenda (2003), validity refers to the accuracy and meaningfulness of inferences, which are based on the research results. The study used content validity technique to evaluate the validity of the questionnaires. This

was ascertained through the use of supervisor's opinions. Reliability is the function of internal consistency of items. Cronbach's Alpha for internal consistency was used to test the reliability of the construct items as used in the study.

3.8 Data Collection Techniques

The permission from the management of Carnivore restaurant was sought before data collection. Subsequently, data were collected on weekends as the establishment is fully packed with customers. During data collection, survey respondents were conveniently requested to participate in the study and to evaluate the constructs items on the basis of their experiences. Only restaurant patrons who agreed to participate in the survey were given the questionnaire. Moreover, respondents were requested to fill the questionnaires and leave them on the table when they left the restaurant. The waiters assisted in the process of data collection. A total of 50 patrons were approached, of which all (100%) completed the questionnaires and left them on respective tables. Of these, only 5(10%) were excluded, since they had not been fully completed. Thus, a total of 45 (90%) questionnaires were used for subsequent analysis.

3.9 Data Analysis

The study used the Statistical Package for Social Sciences (SPSS) statistics to analyze various data. Data processing was conducted before any data analysis. This process consisted of checking, cleaning, editing, and coding. Checking was done to ensure that all the questions were completely filled by the participants without omission. Following this step, coding, data entry, and screening were performed in order to facilitate data analysis. Descriptive statistics were used to analyze various quantitative data. Descriptive statistics comprised of the percentages, frequencies, means, and standard deviations.

3.10 Logistical and Ethical Considerations

Logistics included seeking and obtaining permission approvals from the respective manager of Carnivore restaurant, pre-testing the questionnaires and budget planning, administering questionnaires, data collection, and gathering the filled questionnaires from the field, editing, coding and entering cases into SPSS statistics software for data analysis. On ethical considerations, customers were requested to participate in the study and only those who issued consent to participate in the study were given the questionnaires. Besides, respondents were informed that their participation was on a voluntary basis and all information they would provide would kept confidential.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the research findings and their discussions.

4.2 Reliability Analysis

Four separate Cronbach's Alpha assessments were carried out to determine the reliability of service encounter performance, perceived price, patrons' revisit intentions constructs. The reliability statistics for all the constructs are as presented in Table 4.1.

Table 4.1. Reliability Statistics

Constructs	Number of Items	Cronbach's Alpha
Service encounter performance	5	.857
Perceived price	2	.911
Patrons' Revisit Intentions	5	.806

As indicated in Table 4.1, the Cronbach's alpha coefficients for all the three constructs investigated were above the minimum limit of acceptability of 0.70 (Du Plessis, 2010), and were thus reliable.

4.3 Descriptive Analyses

This section presents the descriptive results of the constructs of the study in line with the study objectives.

4.3.1 Service Encounter Performance Scale

Results of the descriptive analysis of service encounter performance are presented in Table 4.2. As shown, the participants in the study indicated level of agreement with all the items of service encounter performance, demonstrating that, it was exercised at the restaurant.

Table 4.2. Results of Service Encounter Performance

Items	Mean	SD
Interaction with the restaurant staff is like interacting with friends	4.53	0.38
Staff pays special attention to my requests	4.20	0.41
Staff provides genuine services	4.36	0.35
Staff provides efficient and capable services	4.27	0.39
Staff services meet my needs and expectations	4.02	0.89

4.3.2 Perceived Price Scale

Table 4.3 demonstrates the means and standard deviations of the perceived price construct. Overall, all the means were above 4.00 demonstrating that participants in this study agreed to items of perceived price construct. Particularly, respondents' indicated that food prices at the restaurant are reasonable ($M = 4.53$, $SD = 0.37$) and that they were friendly compared to other restaurants ($M = 4.20$, $SD = 0.59$).

Table 4.3. Descriptive Results of Perceived Price

Items	Mean	SD
The food prices at this restaurant are reasonable	4.53	0.37
The prices charged by this restaurant are appropriate	4.20	0.59

4.3.3 Patrons' Revisit Intentions

Table 4.4 demonstrates the means and standard deviations of patrons' revisit intentions construct. Results in Table 4.4 demonstrate that participants in the study agreed to all items of patrons' revisit intentions. This indicated that they intend to continue visiting the restaurant ($M = 4.53$, $SD = 0.48$) and would spread positive word-of-mouth about the restaurant ($M = 4.21$, $SD = 0.67$). In addition, participants would consider the restaurant as their first choice ($M = 4.20$, $SD = 0.99$) and would recommend the restaurant to their close friends ($M = 4.15$, $SD = 0.74$).

Table 4. 4. Descriptive Results of Customer Behavioral Intentions Scale

Items	Mean	SD
I intend to continue visiting this restaurant	4.53	0.48
I consider this restaurant as my first choice	4.20	0.99
Even if another restaurant runs a special, I will still patronize this restaurant	4.23	0.89
I will spread positive word-of-mouth about this restaurant	4.21	0.67
I will recommend this restaurant to my friends and others	4.15	0.74

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter deals with the summary of major findings, conclusions and suggestions for policy and practice and for further research.

5.2 Summary of Findings

The descriptive analyses of various data revealed that respondents in the study agreed with all items of service encounter performance, perceived price, and patrons' revisit intentions.

5.3 Conclusions

The following conclusions are drawn from the analyses of the collected data:

1. Service encounter performance plays a key role towards enhancing positive patrons' revisit intentions.
2. Perceived price is a very important component towards positive patrons' revisit intentions.

5.4 Recommendations for Practice

Considering the above mentioned findings, there are a number of implications for the Carnivore restaurant. First, good service encounters in the restaurant are crucial towards the overall positive patrons' revisit intentions. As a result, managers of the Carnivore restaurant should take this into account and develop strategies and put procedures in place to ensure the degree to which the service offered by the restaurant matches or exceeds patrons' expectations. In addition, managers of the Carnivore restaurant should pay attention to perceived price as the analysis of the empirical results showed that, consistent with the literature review, it could have a significance influence on positive patrons' revisit intentions.

5.5 Recommendations for Future Research

Several recommendations for further research are made. First, the study was carried out only in Nairobi Carnivore restaurant. Future research need to incorporate a bigger sample size and from different same level restaurants. Second, a study need to be conducted using data triangulation method where more than one method of data collection is involved. This can be achieved by using both questionnaires and interview schedules. Lastly, future research need to look into other dimensions that could affect patrons' revisit intentions in the context of the restaurants.

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APPENDICES

Appendix 1: Consent of Participation

GRETSA UNIVERSITY

School of Hospitality & Tourism Management

Dear Sir/Madam,

My name is Jecinta W. Wahome, an undergraduate student in Gretsas University – Thika. I am conducting a study titled: **INFLUENCERS OF REVISIT INTENTIONS AMONG PATRONS OF CARNIVORE RESTAURANT IN NAIROBI COUNTY, KENYA**. The purpose of the study is to understand how service encounter performance and perceived price influences patrons' revisit intentions in the context of a classified restaurant. Your participation is important towards successful completion of this study. Please note that participating in this study is on voluntary basis and there will be no compensation provided. In addition, all the responses provided by you will be treated with confidentiality. Results will be presented in aggregate form and will only be used for the purpose of this study.

Yours sincerely,

Jecinta W. Wahome.

Appendix 2: Questionnaire for Customers Dining in the Restaurant

SECTION A: BIO DATA

1. Gender: Male / Female

2. Your age in years [tick appropriately]

Below 20 21-30 31-40 41-50 Above 50

3. Marital Status

Married	
Single	
Divorced	
Widowed	

4. Number of times you have visited the restaurant

1	
2	
3	
4	
More than 4	

SECTION B

PART 1: SERVICE ENCOUNTER PERFORMANCE

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion regarding the following statements.

Items	1	2	3	4	5
Interaction with the restaurant staff is like interacting with friends					
Staff pays special attention to my requests					
Staff provides genuine services					
Staff provides efficient and capable services					
Staff services meet my needs and expectations					

PART 2: PERCEIVED PRICE

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion regarding the following statements.

Items	1	2	3	4	5
The food prices at this restaurant are reasonable					
The price charged by this restaurant is appropriate as compared to any other restaurants					

PART 3: BEHAVIORAL INTENTIONS

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion regarding the following statements.

Items	1	2	3	4	5
I intend to continue visiting this restaurant					
I consider this restaurant as my first choice					
Even if another restaurant runs a special, I will still patronize this restaurant					
I will spread positive word-of-mouth about this restaurant					
I will recommend this restaurant to my friends and others					

Appendix 3: Selected Photos of the Carnivore Restaurant



Source: Trip advisor



Source: *viator.com*