

**DETERMINANTS OF PERCEIVED VALUE AMONG CUSTOMERS OF  
MAWEGO TECHNICAL TRAINING INSTITUTE CAFETERIA, HOMABAY  
COUNTY, KENYA**

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## DECLARATION

### Declaration by the Student

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.

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## TABLE OF CONTENTS

DECLARATION .....	ii
TABLE OF CONTENTS .....	iii
LIST OF TABLES .....	v
LIST OF FIGURES .....	vi
ABBREVIATIONS AND ACRONYMS .....	vii
OPERATIONAL DEFINITIONS OF TERMS .....	viii
ABSTRACT.....	ix
CHAPTER ONE: INTRODUCTION.....	1
1.1 Background of the Study .....	1
1.2 Statement of Research Problem .....	2
1.3 Purpose of the Study .....	2
1.4 Objective of the Study .....	2
1.4.1 General Objective .....	2
1.4.2 Specific Objectives .....	2
1.5 Study Hypotheses .....	3
1.6 Significance of the Study .....	3
1.7 Scope of the Study .....	3
1.8 Limitations of the Study.....	4
1.9 Study Conceptual Framework.....	4
CHAPTER TWO: LITERATURE REVIEW .....	5
2.0 Introduction.....	5
2.1 Customer Perceived Value.....	5
2.2 Food Quality .....	5
2.3 The Quality of Restaurant’s Support Services.....	5
2.4 Service Quality.....	6
CHAPTER THREE: RESEARCH METHODOLOGY .....	8
3.0 Introduction.....	8
3.1 Research Design.....	8
3.2 Study Area .....	8
3.3 Target Population.....	8
3.4 Sampling Techniques and Sample Size .....	8
3.5 Research Instruments .....	8

3.7 Validity and Reliability of the Questionnaire .....	9
3.7.1 Validity of the Questionnaire.....	9
3.7.2 Reliability of the Questionnaire .....	9
3.8 Data Collection Techniques .....	10
3.9 Data Analysis .....	10
3.10 Ethical Considerations .....	10
CHAPTER FOUR: FINDINGS AND DISCUSSIONS .....	12
4.1 Introduction.....	12
4.2 Response Rate.....	12
4.3 Respondents Demographics.....	12
4.4 Descriptive Analyses .....	13
4.4.1 Descriptive Results of Food Quality.....	13
4.4.2 Descriptive Results of the Quality of Support Services.....	13
4.4.3 Descriptive Results of Service Quality .....	14
4.5 Testing of Study Hypotheses .....	14
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .	15
5.1 Introduction.....	15
5.2 Summary of Findings.....	15
5.3 Conclusions.....	15
5.4 Recommendations for Practice .....	15
5.5 Recommendations for Future Research.....	16
References.....	17
APPENDICES .....	21
Appendix 1: Letter of Introduction .....	21
Appendix 2: Questionnaire for the Customers in the Cafeteria.....	22

## **LIST OF TABLES**

Table 4. 1. Respondents' Demographic Characteristics .....	12
Table 4. 2. The Frequency of Respondents' Visit to the Cafeteria.....	13
Table 4. 3. Descriptive Results of Food Quality.....	13
Table 4. 4. Descriptive Results of Quality of Support Services .....	13
Table 4. 5. Descriptive Results of Service Quality .....	14
Table 4. 6. Correlation Results .....	14

## LIST OF FIGURES

Figure 1.1: Conceptual Framework .....	4
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## **ABBREVIATIONS AND ACRONYMS**

**SERVQUAL:** Service Quality

**SPSS:** Statistical Package for Social Sciences

## OPERATIONAL DEFINITIONS OF TERMS

The following key terms are defined as follows:

**Customer perceptions of value:** refers to the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988).

**Food quality:** refers to key attribute of satisfaction of diners in restaurants (Namkung & Jang 2008).

**Services quality:** link between customers' prior expectations about the service and their perceptions after actual experience of service performance (Dehghan, 2006).

**Quality of support services:** refers to ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts have been successfully empirically tested and identified as the key factors to describe a physical environment in the service industry (Han & Ryu, 2009).



## ABSTRACT

Customer value is one of the determinants of customer repurchase intentions and as so, forms a key component for the success of any institutional cafeteria in performance of its mandate. Institutional cafeteria operates to serve students, staff fraternity and outsiders and therefore, the sole reason is to satisfy all the clients at the same time making profit. The cafeteria at Mawego Technical of late, has been facing challenges and numerous customer complaints. Therefore, the purpose of this study was to determine the predictors of customer perceived value in the perspective of an academic institution. In particular, the study sought to establish whether food quality is a predictor of customer perceived value, establish the influence of the quality of support services, and to examine the relationship between service quality and customer perceived value. A descriptive cross-sectional study of 100 customers through self-administered questionnaires will be conducted. The study used convenience sampling to select customers dining in the cafeteria restaurant for inclusion in the study sample. All variables were measured using constructs developed from literature. Content validity was used to assess the validity of the questionnaire whereas Chronbach's Alpha was used to assess the reliability of the constructs. Descriptive statistics (means, mean rankings, percentages, and standard deviations) were used to analyze quantitative data. Pearson correlation technique was used to establish the interrelationships between the study variables and to test the study hypotheses. The researcher obtained permission approvals from respective managers before data collection. The findings of the study revealed that food quality has a positive significant correlation with customer perceived value. Also, the analysis of data revealed that quality of support services has a positive correlation, but insignificant. In addition, the results of correlation analysis of data revealed a positive significant correlation between service quality and customer perceived value. The study recommends the management of the cafeteria should ensure that all standards in the production of food must be adhered to in order to ensure quality food. Also, periodic training of service employees at the staff cafeteria should be done so as to ensure quality of services offered to customers.

**Keywords:** Customer Perceived Value, Food Quality, Service Quality And Quality Of Support Services

## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

The meals and beverage area witnessed a few good sized adjustments in the past due twentieth century, which could be positioned all the way down to the improvement within the financial and socio-cultural degree, time constraints allocated to character and daily desires and their mirrored image on the eating habits of the human beings, at the whole. What's extra, the inclusion of the ladies in labor work force as well as the increasing cost of domestic-made meals paved the way for people to look for day trip and eating greater often. In this manner, time spent to meet the want for daily meals intake were given much less than before.

However, especially inside the last years, the movements of wholesome- weight loss program and anti-obesity in addition to the upward thrust inside the existence quality perception gave rise to a unique market to emerge. In the eye of proponents of the fashion known as "speedy-informal", humans are now in the pursuit of an exceptional and diligent alternatives with an opportunity to provide exceptional "speedy-informal" options, contrary to high-priced and classy ones.

The construct of "price" inside the marketing literature may additionally represent differing concepts from the attitude of customers. Customer cost denotes the perceived price stemming from a notion of a performance instead of the performance brought by a dealer (Woodruff, 1997). The perceived fine holds a high quality relation with fee and satisfaction all collectively. The higher is the belief of goods or offerings, the higher the belief of fee.

All these together could be thought of as the goods and services performance of a given restaurant (Oh, 2000). Keeping this in mind, the literature survey makes it clear

that empirical studies on staff cafeteria in academic institutions along with the perception of value by the customers are scanty and a study designed to reveal the perceived value of the staff cafeteria will shed new insights into the fields, which is the main goal of this study.

## **1.2 Statement of Research Problem**

Whether an organization produces products or services is no longer a debate in the board room or among academics; the focus is centered primarily on the customer and the pursuit of superior customer perceived service quality, value, and image. Customer value is one of the determinants of customer repurchase intentions and as so, forms a key component for the success of any institutional cafeteria in performance of its mandate. Institutional cafeteria operates to serve students, staff fraternity and outsiders and therefore, the sole reason is to satisfy all the clients at the same time making profit. There has been increased customer complaints at Mawego Technical Institute cafeteria, and the establishments has been facing challenges. Thus, the study was conducted to address the challenges and to help the management of the Institution to run the cafeteria.

## **1.3 Purpose of the Study**

The purpose of the study is to determine the predictors of perceived value among customers of Mawego Technical Institution cafeteria.

## **1.4 Objective of the Study**

### **1.4.1 General Objective**

To establish the determinants of customer perceived value. The study sought to address the following specific objectives:

### **1.4.2 Specific Objectives**

- (i) To determine the influence of food quality on customer perceived value.

(ii) To establish the influence of quality of support services on customer perceived value.

(iii) To examine the relationship between service quality and customer perceived value.

### **1.5 Study Hypotheses**

This study sought to address the following hypotheses:

(i) **H<sub>01</sub>**: There is no statistically significant relationship between food quality and customer perceived value.

(ii) **H<sub>02</sub>**: There is no statistically significant relationship between quality of support services and customer perceived value.

(iii) **H<sub>03</sub>**: There is no statistically significant relationship between service quality and customer perceived value.

### **1.6 Significance of the Study**

The study findings make specific contributions to the management of the cafeteria and other establishments that share similar characteristics. The findings of the study may be useful in setting standards specifically addressing areas concerned with the cafeteria food quality, service quality and the quality of support services. By establishing the determinants of customer perceived value, the findings of the study may be useful to the cafeteria and catering department management by illuminating on the formation of clear strategies directed towards enhancement of the cafeteria product and services quality and thus, customer perceived value.

### **1.7 Scope of the Study**

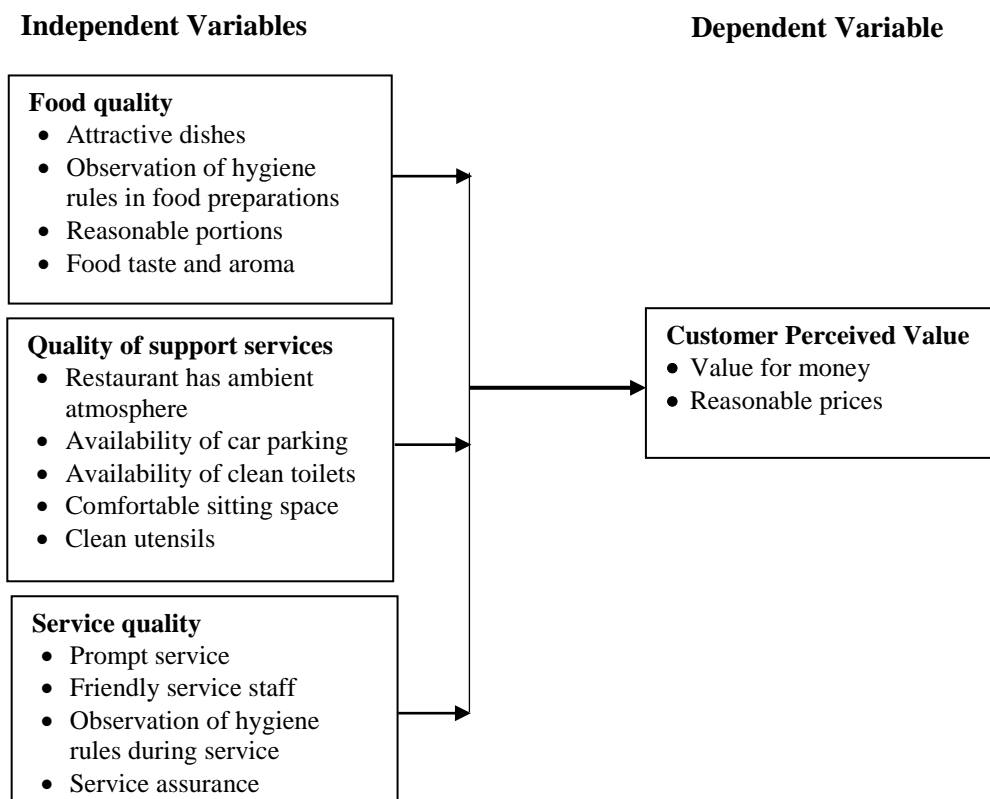
The study addressed the influence of food quality, service quality and quality of support services on customer perceived value only. Additionally, the study was conducted in Mawego Technical Institution cafeteria, where customers dining in the cafeteria restaurant were selected as participants.

### 1.8 Limitations of the Study

The following are the study limitations. First, since the data was collected in one institution cafeteria only, the findings of this study cannot be generalized. Second, the use of descriptive survey design only allows the researcher to establish the relationships among the study variables as they are at the time of the study.

### 1.9 Study Conceptual Framework

Figure 1.1 is the study conceptual framework. The framework depicts positive relationships among the study variables. The conceptual framework hypothesizes that food quality, quality of support services, and service quality all have significant positive relationships with customer perceived value.



**Figure 1.1: Conceptual Framework**

**Source: Research (2019)**

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

The chapter discusses review of literature based on the following sub headings: The concept of customer perceived value, food quality, quality of support services, and services quality.

### **2.1 Customer Perceived Value**

Perceived price has received full-size research interest as a solid construct to expecting shoppers' behavior (Anderson & Srinivasan, 2003; Cronin et al., 2000; Pura, 2005). Perceived cost has been defined in lots of numerous ways, the cost concept is multi-faceted and complex via numerous interpretations, biases, and emphases (Huber, Hermann, & Morgan, 2001). Zeithaml (1988) described fee because the purchaser's ordinary assessment of the utility of a product primarily based on perceptions of what's received and what is given. It is the price customers perceive they receive or experience by the usage of a service (Bettman, Luce, & Payne, 1998). According to Vandermerwe (2003), price ought to be defined by way of the customers, whilst the customers are happy with the full experience.

### **2.2 Food Quality**

Food satisfactory is key characteristic of pleasure of diners in restaurants (Namkung & Jang 2008). People generally go to eating places for buying meals in their entertainment time and pleasant is constantly an important aspect of this. Food fine is predictor of meals protection (Rijswijk & Frewer, 2008). It's so much not unusual for humans that they are curious about the whole thing which relates with them. Food pleasant in restaurants has influence on assessment of the emblem (Selnes, 1993). On very data facet, whilst word eating place comes in your mind, some precise names will come into mind that is because of that you assume they're exceptional in

something. Higher fine leads to better consumer pride (Gotlib et al., 1994). Satisfaction level lies in customer's want assessment and the manner how they fulfill it. The meals high-quality has nice have an impact on restaurant photograph (Kisang et al., 2012). It is not possible that without excellent you could run your enterprise effectively.

### **2.3 The Quality of Restaurant's Support Services**

In an investigation of the impact of the physical environment on both the inner (as an instance, cognition, emotion, and satisfaction) and the external responses (as an instance, staying, re-patronage, and approach) of both clients and employees, Bitner (1992) delivered the term servicescape to explain the built environment (i.e., the manmade, physical surroundings as opposed to the natural or social environment). The servicescape version claims that the environmental dimensions are perceived holistically via both customers and employees and that each organizations respond internally to these environmental factors cognitively, emotionally, and physiologically. Those character inner responses to the servicescape have an impact on the conduct of both customers and employees and have an effect on the social interactions among and among customers and personnel (Bitner, 1992). The model's depth (for example, three separate environmental dimensions and the incorporation of both customers and employees) is what sets it apart.

### **2.4 Service Quality**

Quality of service has been described inside the advertising literature as a widespread evaluation of service by customers. Perceived quality is supposed to comply with the link between customers' previous expectancies about the service and their perceptions after actual service performance (Dehghan, 2006; Fen & Lian, 2007; Parasuraman et al., 1985; Yang & Fang, 2004).

The quality of service is a complex system. Therefore, more than one dimensions of has been recommended (Brady & Cronin, 2001; McShane & Travaglione, 2007). One of the popular models used in service literature is SERVQUAL, which was developed by Parasuraman et al. (1985), and Parasuraman, Zeithaml, and Berry (1988). SERVQUAL is based on the gap between service expectation and service performance. Initially, 10 dimensions of service quality were considered (reliability, responsiveness, competence, access, courtesy, communique, credibility, safety, know-how of the customer, and tangibles). Later, those were condensed into 5 (reliability, responsiveness, empathy, assurances and tangibility).



## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter discusses 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. Additionally, logistical and ethical considerations are looked into.

### **3.1 Research Design**

The study used a descriptive cross-sectional survey design. This design allows researchers to investigate the inter-relationships among the independent and dependent variables of the study at the time of research, and also provides information on the status quo of such interrelationships (Mugenda & Mugenda, 2003).

### **3.2 Study Area**

The survey was conducted in Mawego Technical Institute cafeteria.

### **3.3 Target Population**

The study targeted customers dining in the cafeteria. Customers in the cafeteria formed the study respondents.

### **3.4 Sampling Techniques and Sample Size**

According to Kothari (2012) the number of study participants for inclusion in the sample is defined by the nature of the study and the research design. For a study based on descriptive research design, Mugenda and Mugenda (2003) have argued that thirty cases or more are enough for data collection and reporting. Thus, convenience sampling was used to select 100 customers who were dining in the cafeteria at the time of the study.

### **3.5 Research Instruments**

Self-administered questionnaire were used to collect data. The questionnaire was designed with questions based on Likert scale for easier faster data collection, coding

and analysis (Kothari, 2012). The use of self-administered questionnaire provides secrecy and privacy as the basic features (Bush & Hair, 1985). The questionnaire has three parts. Part one was used to collect data on respondents' demographic information. The second part comprised of three sections which were designed to collect data on the study independent variables. Section one, two, and three of part two were used to collect data on food quality, quality of support services, and service quality respectively. Part three was designed to collect data on customer perceived value. All the study constructs were determined based on literature review on customer value researches (for example Khalifa, 2004; Mavis, *et al.*, 2007) and were all assessed on a 5-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

### **3.7 Validity and Reliability of the Questionnaire**

#### **3.7.1 Validity of the Questionnaire**

Validity refers to how well the questionnaire items collect data that fit the constructs under investigation (Kothari, 2012). In order to assess the validity of the study questionnaire, content validity technique was used. This was ascertained through the use of supervisor's review and judgment in order to evaluate how well questions in the questionnaire addressed the constructs under investigation.

#### **3.7.2 Reliability of the Questionnaire**

Reliability refers to the degree to which the research method produces stable and consistent results (Kothari, 2012). It can also be thought of as the ability for a test or research findings to be repeatable. As Sekaran (2003) suggested, Cronbach's Alpha is one of the most commonly used indicators of internal consistency of items and this technique was used to establish the reliability of the questionnaire. In this study, four separate Cronbach's Alpha will be conducted for *food quality*, *quality of support*

*services, service quality and customer perceived value* constructs. The alpha levels were 0.92, 0.78, 0.89, and 0.93 respectively. All the alpha levels were above the threshold level of 0.70 (Peterson, 1994), thus the constructs were considered reliable for data analysis.

### **3.8 Data Collection Techniques**

The researcher sought permission from the human resource manager of cafeteria and the head of catering department. Upon approval of permission, the researcher distributed the questionnaires to conveniently selected customers. The respondents were requested to participate in the study at the entrance and upon their approval, they were issued with a questionnaire. The respondents were also requested to fill the questionnaires and leave them on the table after service.

### **3.9 Data Analysis**

The statistical package for social sciences (SPSS) statistics was used for data analysis. In SPSS statistics, constructs were transformed into collective forms representing food quality, quality of support services, service quality and customer perceived value to allow for data analysis and to test the study hypotheses. Descriptive statistics used were percentages, frequencies, means, and standard deviations. Pearson correlation analysis was used to test the study hypotheses.

### **3.10 Ethical Considerations**

The followed ethical considerations were observed in the study. First, the researcher sought and obtained informed consent from all the respondents' before data collection. Second, all the respondents were informed of their voluntary participation and withdrawal from the study at any given time without attracting any penalties. Third, the respondents were assured of confidentiality of the data gathered. Lastly, the

respondents were briefed about the study objectives before data collection in order to be aware of what was expected of them.

## CHAPTER FOUR: FINDINGS AND DISCUSSIONS

### 4.1 Introduction

In this chapter the results of the data analysis are presented.

### 4.2 Response Rate

A total of 100 questionnaires were distributed to the selected respondents in the cafeteria and all were returned (100% response rate). All questionnaires had complete data and were therefore considered for data analysis.

### 4.3 Respondents Demographics

Table 4.1 reports the descriptive statistics of the respondents' demographic characteristics. As indicated in Table 4.1, majority (50.5%) of the total respondents were male and 49.5% female; moreover, about 70.2% of the respondents were aged between 31-40years.

**Table 4. 1. Respondents' Demographic Characteristics**

	Frequency (n)	%
Sex		
Male	51	50.5%
Female	49	49.5%
Age		
18 and below	2	2.2%
19-30	6	5.5%
31-40	70	70.2%
41-50	16	16.5%
51 and above	6	5.6%

In addition, the frequency of the respondents' visit in the staff cafeteria (see Table 4.2), it can be seen that the percentage of the respondents who had dined in the cafeteria 'at least once a week' is 51.2%. The percentage of the respondents who dine at the cafeteria at least once a fortnight is 19.7%.

**Table 4. 2. The Frequency of Respondents' Visit to the Cafeteria**

<b>Frequency of Visit</b>	<b>n</b>	<b>%</b>
This is my first time	6	5.8%
At least once a week	52	51.2%
At least once a fortnight	20	19.7%
Once a month	18	18.3%
Every two months	4	3.9%

#### **4.4 Descriptive Analyses**

This sections presents the results of the descriptive analysis of the study constructs.

##### **4.4.1 Descriptive Results of Food Quality**

The descriptive results of food quality construct are presented in Table 4.3. Overall, Table 4.3 indicates that the respondents agreed with items of food quality as all the means were above the mean of 3.00.

**Table 4. 3. Descriptive Results of Food Quality**

	<b>M</b>	<b>SD</b>
The ingredients used in the meals are of good quality	4.12	0.91
The dishes look attractive	4.32	0.68
Hygiene rules are taken seriously during all food preparations	3.25	1.12
The food is delicious with good aroma	3.87	1.02
The food is clean and of reasonable portions	4.11	0.98

##### **4.4.2 Descriptive Results of the Quality of Support Services**

Descriptive results of quality of support services construct are presented in Table 4.4.

**Table 4. 4. Descriptive Results of Quality of Support Services**

	<b>M</b>	<b>SD</b>
The cafeteria restaurant has ambient atmosphere	4.32	0.87
The cafeteria has ample parking for customers	4.75	0.68
The cafeteria has clean toilets	4.25	0.98
The sitting space in the cafeteria restaurant is comfortable	4.15	0.99
The cafeteria adequate service equipment	4.15	0.99

Results in Table 4.4 show that the study respondents agreed with all the items of the quality of support services.

#### 4.4.3 Descriptive Results of Service Quality

Descriptive results of the analysis of the respondents' data in relation to service quality are exhibited in Table 4.5.

**Table 4. 5. Descriptive Results of Service Quality**

	<b>M</b>	<b>SD</b>
The cafeteria offers prompt service	4.25	0.68
Service staff are friendly	4.85	0.23
Hygiene rules are taken seriously by service staff during service	4.07	0.76
Service staff provides service assurances	4.01	0.97

Results indicated in Table 4.5 reveal that the respondents agreed with all the items of service quality.

#### 4.5 Testing of Study Hypotheses

All hypotheses were tested using Pearson Correlation Coefficient ( $r$ ) at a 99% confidence level. The results of the testing of study hypotheses are presented in Table 4.6.

**Table 4. 6. Correlation Results**

	<b>Correlation</b>	<b>P-Value</b>	<b>Decision Rule</b>
Food Quality and Customer Perceived Value	<b>0.76*</b>	.000	Reject $H_{01}$
Quality of Support Services and Customer Perceived Value	<b>0.44*</b>	.241	Fail to Reject $H_{02}$
Service Quality and Customer Perceived Value	<b>0.83*</b>	.000	Reject $H_{03}$

**Note:** \* Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation analysis demonstrated in Table 4.6 revealed positive correlations. The results were significant at 1% ( $p < .001$ ). Thus,  $H_{01}$  and  $H_{03}$ , were all rejected. However, the correlation between the quality of support services was not significant and thus  $H_{02}$  was maintained.

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter presents the summary of the findings, conclusions and recommendations based on the data analyzed in the previous chapter.

### **5.2 Summary of Findings**

The findings of this research revealed that food quality has a positive significant correlation with customer perceived value. Also, the analysis of data revealed that quality of support services has a positive correlation, but insignificant. In addition, the results of correlation analysis of data revealed a positive significant correlation between service quality and customer perceived value.

### **5.3 Conclusions**

The following conclusions are made on the basis of the study findings:

1. Food quality is a strong determinant of customer perceived value.
2. The quality of support services has a positive correlation with customer perceived value. However, this correlation is insignificant when it comes to customer perceived value.
3. Service quality is an imperative determinant of customer perceived value. It matters how customers are served at the cafeteria.

### **5.4 Recommendations for Practice**

Based on the study conclusions, the following recommendation are made:

1. The management of the cafeteria should ensure that all standards in the production of food must be adhered to in order to ensure quality food.
2. Periodic training of service employees at the staff cafeteria so as to ensure quality of services offered to customers.



### **5.5 Recommendations for Future Research**

Several recommendations for further research are made on the basis of the study findings. First, the fieldwork of the study was carried out in Mawego cafeteria. A similar study need to be carried out but consider cafeteria of other institutions to enhance generalization of the study results. Lastly, another study need to be conducted incorporating other factors that could affect customers' perceived value such as customer satisfaction.

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## APPENDICES

### Appendix 1: Letter of Introduction



#### **SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

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Dear Sir/Madam,

This letter is to introduce **Joyce Oluoko**, registration number **HPM-4-2517-18** who is a student in the Department of Hospitality and Tourism Management at Gretsa University pursuing a Bachelor of Science Degree in Hospitality Management. She will produce her student card as proof of identity.

To complete her degree course, she is undertaking research leading to the production of a research report or other publications and her study is titled: *DETERMINANTS OF PERCEIVED VALUE AMONG CUSTOMERS OF MAWEGO TECHNICAL TRAINING INSTITUTE CAFETERIA, HOMABAY COUNTY, KENYA.*

She would like to invite you to assist in this project, by filling in the questionnaire which covers certain aspects of this topic.

Be assured that any information provided will be treated in the strictest confidence and none of the participants will be individually identifiable in the resulting research report or other publications. You are, of course, entirely free to discontinue your participation at any time or to decline to answer particular questions.

Any inquiries you may have concerning this research project should be directed to me by telephone on 0715 567 175 or by email ([johnkahuthugitau@gmail.com](mailto:johnkahuthugitau@gmail.com)).

Thank you for your attention and assistance.

Yours sincerely

**John K. Gitau**  
**Research Coordinator & Lecturer**  
**Department of Hospitality Management, Gretsa University**

## Appendix 2: Questionnaire for the Customers in the Cafeteria

### GRETSA UNIVERSITY

School of Hospitality and Tourism

#### Part One

This part is designed to collect information on participant's *demographic information*. You are required to respond to all questions.

1. Gender: *Male*  *Female*
2. Your age in years [*tick appropriately*]  
*18 and below*  *19-30*  *31-40*  *41-50*  *51 and above*
3. How often do you eat in this cafeteria?

*This is my first time*  *At least once a week*  *At least once a fortnight*

*Once in a month*  *every two months*  *rarely*

#### Part Two

##### Measures of Food Quality (FQ)

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

Food Quality (FQ)					
Statements					
The ingredients used in the meals are of good quality	1	2	3	4	5
The dishes look attractive	1	2	3	4	5
Hygiene rules are taken seriously during all food preparations	1	2	3	4	5
The food is delicious with good aroma	1	2	3	4	5
The food is clean and of reasonable portions	1	2	3	4	5

#### Section Two

##### Measures of Quality of Support Services (QSS)

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

Statements					
The cafeteria restaurant has ambient atmosphere	1	2	3	4	5
The cafeteria has ample parking for customers	1	2	3	4	5
The cafeteria has clean toilets	1	2	3	4	5
The sitting space in the cafeteria restaurant is comfortable	1	2	3	4	5
The cafeteria adequate service equipment	1	2	3	4	5

**Section Three**  
**Measures of Service Quality (SQ)**

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

<b>Statements</b>					
The cafeteria offers prompt service	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Service staff are friendly	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Hygiene rules are taken seriously by service staff during service	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Service staff provides service assurances	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**Part Three**

This part is designed to collect information on *customer perceived value (CPV)* in the cafeteria. You are required to respond to all questions in a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*).

<b>Statements</b>					
I always get value for money	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The menu prices are reasonable	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>