EFFECTS OF TANGIBLE SERVICES ON CUSTOMER SATISFACTION AT CASCADE RESTAURANT IN THIKA TOWN KIAMBU COUNTY, KENYA

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A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DIPLOMA IN FOOD PRODUCTION OF GRETSA UNIVERSITY

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DECLARATION

Declare by the candidate:

This research project is my original work and has been presented as a presented an award for Diploma or for any similar purpose in any other institution.

Signed_____Date_____

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Declaration by the supervisor.

This research project has been submitted with my approval as University supervisor.

Signed:_____Date:_____

Ms. Christine Kariuki

School of Hospitality and Tourism Management.

DEDICATION

I dedicate this to my loving family, my true and loyal friends and anyone else who instilled in me the value of education and always encouraged me towards achieving the best in life.

ACKNOWLEDGEMENT

It is a great pleasure that I acknowledge with a grateful heart the hand of the almighty God in completion of this project and through the cause of my studies and indeed throughout my life. I also thank my family, supervisor and friends for their great support all through my studies God bless you all.

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ABSTRACT

This project aimed at finding the effects of tangible services on customer satisfaction at cascades restaurant in Thika town, Kiambu county Kenya. The researcher introduces the study, discussed relevant literature review to the problem, provided a methodology for the study and detailed findings collected through questionnaires. Literature review covered; food quality and its relation to customer satisfaction, the taste of the food influences perception of the food quality, the temperature in which the food is served influences your perception of the food quality the presentation of food influences quality of food. Service environment and its relation to customer satisfaction covered; how cleanliness of the restaurant influence your loyalty, uniforms worn by the employees influence your loyalty to the restaurant, availability of space influence your loyalty to the restaurant and the décor of the restaurant influences your loyalty the restaurant. Finally, the study discussed the interior layout and its relation to customer satisfaction the design of the restaurant; the arrangement of the restaurant influences your choice of the restaurant, the floor design influences your choice of the restaurant.

Key Terms: Tangible Services, Customer Satisfaction

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Although many studies discuss the relationship between customer satisfaction and loyalty (Skogland & Siguaw, 2004) and customers' perceptions of service quality (Juwaheer & Ross, 2003). No study has established the relationship between service quality dimensions as the key indicator of customer loyalty.

The tangible factors including the physical environment of hotels has some effects on the behavior and attitudes of customers. However, little research has examined how the various component of physical environment and intangible factors affect attitudes and behaviors of customers and little empirical research has been done on the relationship between the physical environment and key antecedents of perceived quality (Baker, Parasuraman, Grewal & Voss 2002; Baker, Levy & Grewal, 1992; Bitner, 1992). The importance of the physical environment of a hotel has been emphasized by different researchers. Although the physical appearance of hotels' exterior, the appearance of public spaces, brand name and location of a hotel are the four important attributes customers use to choose a hotel; the exterior design and the appearances of public spaces are the most important ones. According to (Dube & Renaghan, 2000), the physical appearances of the hotels' exterior and public spaces are considered two of the most attributes that are related to having a decision for selecting a hotel to stay. Location and brand name are considered the other two attributes cited more often in regards to the purchase decision. In fact, there is still some debate over the fact that the physical environment was found to be important than service. Hotels have already started to recognize the importance of hotel design both from an architectural and interior design perspective (Wagner, 1998; Worcesster, 2000; Ransley &

Ingram, 2001). To sum up, the exterior design and public spaces of hotels continue to be important factors in the purchase decision and in creating value during the stay.

1.2 Problem Statement

The primary objective of every hospitality establishment is satisfaction of the customer. In the industry it is further stated that the customer is always right. Satisfaction of the customer depends on a number of factors among them food quality, service environment and the interior layout.

The quality of food produced by an establishment will greatly influence the satisfaction of the customer. The food produced should match the food advertised or else this will influence the customers' loyalty negatively.

The taste of the food should fulfill the customer's perception when they saw the food item on advertisement. How the food item is presented also influences the food quality. The food item should be presented in a proper way. The plating of the food item should be done in an attractive manner. This will influence the appetite of the customer even before they start consuming the food.

The service environment or the establishment image also has an impact on customer satisfaction. Availability of space in an establishment makes it possible for customers to enjoy themselves. Congestion is sometimes embarrassing and uncomfortable. The guests' comfort makes it easy for service personnel to do their work accordingly. The performance of frontline employees affects customer satisfaction hence when they perform well the satisfaction of customers is guaranteed.

Hygiene and cleanliness of washrooms and the restaurant gives the establishment a good image making customers to have the urge to come back more frequently.

Hotels and restaurants designs and arrangements bring competitiveness and greatly influence customers taste and choice of the hotel. The design is a tangible element a guest can use to make choice on hotel. This tangible element creates an image in customer's mind that in turn can influence the overall evaluation of the physical environment and general considerable excitement supports then importance of design and arrangement in Hotel by arguing that it can be a determinant on whether a customer will stay or leave the hotel. Design is of paramount

importance to customer experience as their aim of visiting a restaurant is to enjoy and have lasting memory about it.

1.3 Purpose of the Study

The study is carried out to find out the effects of tangible services on customer satisfaction at Cascade Restaurant in Thika Town, Kenya.

1.4 Conceptual Framework

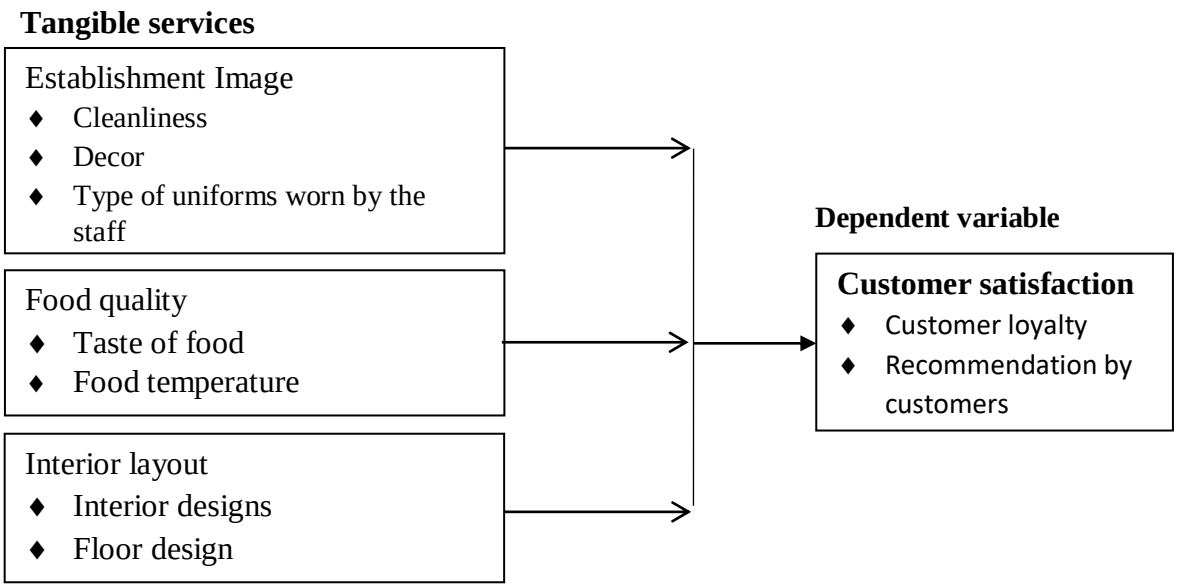

Figure 1: Conceptual Framework

Source: Researcher (2020)

1.5 Research Questions

1. What is the effect of food quality on customer satisfaction at Cascade Restaurant in Thika Town, Kenya?
2. What are the effects of service environment on customer satisfaction at Cascade Restaurant in Thika Town, Kenya?
3. What is the effect of interior layout on customer satisfaction at Cascade Restaurant in Thika town, Kenya?

1.6 Objectives of the Study

1.6.1 General Objective

To assess food quality, service environment, interior layout and how it affects customer satisfaction at Cascade Restaurant in Thika Town, Kenya.

1.6.2 Specific Objectives

1. To assess food quality and its relation to customer satisfaction at Cascade Restaurant Thika Town, Kenya.
2. To assess service environment and its relation to customer satisfaction at Cascade Restaurant Thika Town, Kenya.
3. To assess interior layout and its relation to customer satisfaction at Cascade Restaurant in Thika Town, Kenya.

1.7 Significance of the Study

The results of this study may provide information to the management of Cascade Restaurant on how the quality of their food stuff affects customer satisfaction. It will also help in understanding how the service environment relates to customer satisfaction. This will also help them get information on how their interior layout affects their customers either positively or negatively and what to improve on the restaurant in order to retain their customer and attract more customers in the restaurant.

1.8 Scope of the Study

This study will be carried out at Cascade Restaurant in Thika Town, Kenya. The study will be limited to Cascade Restaurant in Thika Town, Kenya. The study can also be applied in other restaurants.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents the overview of current literature in the frame of the presented research problem. Each of the bodies of literature is discussed which is focused on the specific nature of the relevant literatures that relate to this study. Literature review involves a systematic identification, location and analysis of documents containing information related to the research problem being investigated (Mugenda 2003). Therefor in this study, each independent variable and a dependent variable will be reviewed on previous studies that are related to the topic.

2.2 Food Quality

Food quality is key attribute of satisfaction of diners in restaurants (Nmakung and Jang 2008). People mostly go to eaten during one is out a day with the children, will be different than quality of that same meal if served at a restaurant. Similarly, the perceived quality of a meal of poached eggs, toast, cereal and juice might be more attractive when served at breakfast, but that same meal may be perceived as quite poor if served at dinner (Schutz et al..,1975).

Quality dimensions (service and food) and customer satisfaction have become the more important key marketing priorities because these are threshold for customer loyalty which ensures their repeat purchasing habit and good word of mouth (Han and Rau, 2009).

Loyalty means they are capable of making more profits and good brand image. Food quality and other quality dimensions are antecedents and consequence of image in relation with experience. Ryu,Lee & Kim (2012) investigated the impact of food quality on customer's satisfaction and other influences on food quality and customer's mindset satisfaction, they got to know that food quality is predictor of customer perceived values and these values rely on food quality. There is a

direct relation between two variables. Customer's satisfaction can be easily defined as the consequence of personal comparison of perceived overall benefits and cost bearded by customer for buying it (Zeithmol, 1988).

This comparison only done by customer not even by a service provider, that what are values and this is very related to person and subjective (Parasuraman,1985). McDonald's made many standards through the slogan of QSCV (Quality, service, cleanliness and values) led brand success (Wright et al, 2007). Customers' satisfaction is derived from products of brand which adds up food quality and service quality sends forward to its customers. Bitner (1992) suggested that there is a direct relationship in cognitive responses like believes and satisfaction level.

2.3 Service Environment

One of the main element determining customer satisfaction is the customer's perception of service quality. Customer satisfaction is described as the result of a comparison of the customers' expectations and his or her subsequent perceived performance of service quality (Herington & Weaven, 2009). According to this conceptualization, perceived service quality is one of the antecedents to overall customer satisfaction and service quality (Yee, Young & Cheng,2011). Even though, there are also debates about the causal relationship between customer satisfaction and service quality. Specifically , there are three major positions about this relationship in the literature (Brady et al..,2002).First, a indicated above, service quality is described as an antecedents to customer satisfaction (Naik, Gantasala,& Prabhakar,2010; Olorunniwo, Hsu, & Udo,2006). Second, some researchers suggest that customer satisfaction is the cause of service quality (Bitner,1990). The third position of the service quality – satisfaction relationship argues that neither satisfaction nor service quality may be antecedent to the other (Debbolkar, 1995; McAlexander, Kaldenberg, & Koenig,1994). In general, although there is the lack of consensus

about the conceptualization of the service quality- satisfaction relationship, service quality is an antecedent to customer satisfaction is considered as dominant position in recent research, especially in service context industry like banking and hospitality (Akhtar, Hunjra, Akbar, Kashif-Ur-Rehman, & Niazi, 2011)

2.4 Interior Layout

Restaurants today have become one of the best designed facilities because dining today has become fashionable and customers expect to have outstanding environment when they visit restaurants (Sabherwal,2011). According to the study frequent drivers of customers in physical environment is directed toward interior and both exterior environment of the restaurant. Exterior environment is important because it is the first contact that customers have with restaurant, and also the last contact when they are leaving, but the more frequent driver was interior design both in favorable and unfavorable experiences (Walter & Edvardsson, 2012). A customer has to get a proper compensation for the price that he is willing to pay for the meal and the best way to provide them, besides food and service, is through restaurant design that will seduce them and want to comeback (Sabherwal, 2011).

As Walter and Edvardsson (2012) stated in their research, in the physical environment there are present "one-sided unfavorable drivers" meaning that the elements that are missing from the physical environment are perceived as negative experience while present in the environment those elements rarely or never create extreme positive experience, for example bad lighting will be noticed and mentioned as a complaint but a good lighting will rarely be mentioned as a compliment from customers review. According to the Shields there were indications that brighter lights can decrease range of meal duration (2006).

Customer satisfaction is increased when a customer feels that the restaurant design and its color, lighting and music are reflecting the quality of restaurant. Also customers tend to set higher their perceived reasonable prices if the physical environment is reflecting or increasing restaurant quality (Ryu & Han, 2010). Color perception is connected with emotions and can vary from trend, culture or gender, so for example men tend to tolerate neutral colors better than females. Red and yellow are the most popular color choices among fast food restaurants because they apparently attract customer attention and stimulate their appetite (Singh,2006).

Shields stated in 2006 that the music and interior layout have great influence on revenue in the small business restaurants. According to his research increase in music tempo and volume can affect business by increasing the number of table turns and decreasing meal duration. By adjusting the interior layout and music according to the restaurant image, the revenues of the restaurant can be increased but the management has to adopt the perspective of the customer and employees, and also test attributes of the atmospherics (Shields, 2006). It is stated that customers want to have appealing design in restaurants, but also comfortable seats, pleasant music, appropriate lighting and other ambience settings that restaurant owners or managers should be able to provide and adapt for the specific customer preferences on specific market (Ryu & Han,2010). Slow music on the other hand has positive affect and can increase customer's willingness to buy and spend money (Musinguzi, 2010).

Noises affect customer's willingness to spend money in the restaurant, so customers in quiet restaurants are less likely to leave food on their plates and also tend to spend significantly more money than the customers in noisy restaurants that usually leave food on their plates and spend less money. The problem that customers have with noisy restaurants is mainly caused because of the importance for the customer to socialize (Musinguzi, 2010).

Bitner (1992) argued that services cape as one of the key factors that customer satisfaction factors include ambient conditions which were mentioned as atmosphere or sensors in the Kotler (1973) study, spatial layout of the restaurant and its functionality, and its functionality, and signs or décor that creates a desired image of the restaurant. He also argued that servicescape have a greater importance for the restaurant and other industries whose customers spend extend time in the establishment, while other services where customers leave facility in relatively short time have a lower importance of the servicescape(Bitner,1992).

If the restaurant owner wants to redesign the facility it should first communicate with the customer and research on its wants and recommendations on aesthetics(the wall décor, paintings/pictures, furniture, flooring/ carpeting, etc) of the restaurant because the customers are eventually the ones that are directly influenced with those decisions (Ryu & Han,2011).

Design of plates can have an impact on customer food experience, meaning that there was a difference in flavor intensity between same meals presented on the different color of plates, but the shape of plate did not have effect on flavor intensity, according to the research done in 2012 by Piqueras- Fiszman,Alcaide, Roura, & Spence.It is shown that the shape of plate did not have effect on customer consumption of food, but rather the portion size (Rolls, Roe, Halverson, & Meengs,2007).

2.5 Customer Satisfaction

Although customer satisfaction and customer loyalty are distinct constructs, they are highly correlated (Gelade & Young,2005; Silvestro & Cross,2000). Customer loyalty is referred as the final consequences of the overall and cumulative experience which customers have with a firm (Brunner, Stocklin & Opwis,2008). Customer satisfaction can lead to customer loyalty because people tend to be rational and risk- adverse so that they might have a tendency to reduce risk and

stay with the service providers which they already had good experience with. Actually, customer satisfaction has been suggested to be an antecedent of loyalty in service context in previous studies (Belas & Gabcova, 2016; Coelho & Henseler,2012; Lam, Shankar, Erramilli, & Murthy,2004; Mittal & Kamakura,2001). There are also many type of relationship between customer satisfaction and customer loyalty suggested such as satisfaction is the core of loyalty, satisfaction is one of the necessary components of loyalty, satisfaction and loyalty are the components of ultimate loyalty and satisfaction as the starting point of loyalty (Munari, Ielasi & Bjetta,2013).In addition, the relationship between customer satisfaction and customer loyalty might be nonlinear. Heskett et al. (2008) suggested that customer loyalty should improve dramatically when customer satisfaction overcome a certain level. In this stream of research, most of the studies confirm that there is positive relationship between service quality and customer loyalty and customer satisfaction is usually the mediator between them (Chodzaza & Gombachika, 2013; Chu et al.., 2012).

2.6 Theoretical Framework

Typically, literature classifies customer loyalty in two facets, behavioral and attitudinal. A particular brand's purchase frequency and purchase possibility are proposed as a means measure behavioral loyalty (Yi and Jeon, 2003).

Competitiveness in global markets has intensified the importance of customer loyalty as a means to achieve long-term competitive advantages (Aksoy, 2013). More than ever before, managers must implement innovative strategies to gain the trust and loyalty of their existing customers (Dominici and Guzzo 2010) to entice them to engage in positive word of mouth (WOM) (Reichleld and Sasser 1990; Zeithaml, 2000).

Food quality in restaurants has influence on evaluation of the brand (Selness, 1993). On very information side, when word restaurant comes in your mind, some particular names will come into mind that is because of that you think they are best in something. Higher quality leads to higher consumer satisfaction (Gotib et al.., 1994). Satisfaction level lies in customer's need assessment and the way how they fulfill it. The food quality has positive influence on restaurant image (Kisang et al..,2012). It is impossible that without quality you can run your business successfully. According to Patterson and Spreng (2009) Customer's satisfaction is positive and direct antecedent of customer satisfaction.

Ryu et all.,(2008) said that customer's mindset satisfaction is outcome of a corporate brand image.

Lai et al.., (2008) concluded that customer's mindset satisfaction is input of loyalty. Customer's satisfaction is basic threshold of customer satisfaction (McDougall and Levassque,2000).

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter focuses on research design, study area, target population, sampling techniques, samples size, measurement of variables, research instruments, validity and reliability, Data collection techniques ,Data analysis and logistical and ethical considerations.

3.1 Research Design

A research design refers to all the way in which the study is designed, that is, the method used to carry out a research. Descriptive survey design will be used as it will allow obtaining the same kind of data from a large group of people in a standard and systematic way (Mugenda,1999).

3.2 Study Area

The research study will be conducted at Cascade Restaurant in Thika Town, Kiambu County Kenya.

3.3 Target Population

The target population will be customers at Cascade Restaurant in Thika Town Kiambu County, Kenya. The respondents are expected to be customers who are familiar with the establishment.

3.4 Sampling Techniques

This study will employ simple random sampling techniques. This method will be used because it ensures that each number of the target population has an equal and independent chance of being included in the sample.

3.5 Sample Size

A sample is a smaller group obtained from the accessible population. Mugenda and Mugenda(2003) have suggested that 30 case or thereabout are enough for data collection for research that are based on the descriptive research designs.

3.6 Measurement of Variables

This study will use previously used and tested constructs to measure the study independent variables and dependent variable. The table below demonstrates the constructs, number of items, sources of items and the measurement scale.

Constructs	Number of Items	Source	Measurement Scale
Food quality	3	Wright et al(2007)	Rating scale
Service Environment	2	Brady et al..,(2002)	Rating scale
Interior layout	2	Sabherwal (2011)	Rating scale
Customer satisfaction	4	Bitner (1990)	Rating scale

3.7 Research Instruments

According to Mugenda and Mugenda 2003, a researcher needs to develop instruments with which to collect the necessary information. The commonly used are questionnaire, interview schedules, observational forms and standardized test. In this case the researcher will use questionnaires. Questionnaires are commonly used to obtain important information about the population; (Mugenda and Mugenda 2003).

3.8 Validity and Reliability

Validity is the accuracy and meaningfulness of inferences which are based on the research results while reliability is a measure of the degree to which a research instrument yields consistent

results or data, after repeated trials (Mugenda and Mugenda 2003).In order to be certain that a valid concept were used. Content validity ensures a representative set of items and adequate items are included in the instruments. According to Frankfort and Nachmias (1996) the more the sale items to represent the items of the concept being measured the greater the content validity.

3.9 Data Collection Techniques

There are two types of data; primary and secondary data. Primary data refers to the information a researcher obtains from the field, it could be inform of values which are usually represented inform of frequency distributions. Secondary data refers to the information a researcher obtains from research articles, books and casual interviews. In this case, the method used in collecting data was the questionnaire. The respondents will be given time to respond to the items.

3.10 Data Analysis

The data will be analyzed using descriptive statistics which included mean, standard deviation and percentages. Inferential statistics used to measure the relationship between the variables was regression analysis.

3.11 Logistical and Ethical Considerations

According to (Mugenda and Mugenda 2003), logistics is all the processes that a researcher must address in order for them to ensure successful completion of research project while ethics is a branch of philosophy that deals with one's behavior. Researcher will assure respondents of their security by not indicating their names and the research will be basically for academic purposes.

CHAPTER FOUR: FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings of the study based on the responses of the respondents and presented in frequency tables.

4.2 Gender

The study noted that out of forty respondents, twenty-five were respondents were female. The findings revealed that fifteen respondents were male.

Table 1: Gender

Gender	Frequency	Percentages
Female	25	62.5%
Male	15	37.5%
Total	**40**	**100%**

4.3 Respondents Age

The analysis of the findings revealed that seventeen respondents were in the age bracket of 26-35 years. The study also found that respondents in the age gap of 18-25 years were eleven while respondents aging 36-45 years were seven. The findings further shown that five respondents were in the age bracket of 46-55 years.

Table 2: Age distribution

Age	Frequency	Percentage
18-25	11	27.5%
26-35	17	42.5%
36-45	7	17.5%
46-55	5	12.5%
56 and above	0	0%
Total	40	100%

4.4 Occupation

The study noted that customers of Cascade restaurant in Thika were from different economic background and professional. The study revealed that majority of the respondents (20) were from offices. It was also noted that eight respondents were enterprises while also eight respondents were campus student from within the surrounding colleges/universities. The findings further revealed that four respondents were industrial employees.

Table 3: Occupation

Occupation	Frequency	Percentage
Office	20	50%
Proprietor/ enterprises	8	20%
Campus students	8	20%
Industrial employees	4	10%
Total	**40**	**100%**

4.5 Customer Visit

The study wanted how often the customers visited the Cascade restaurant in Thika. It was revealed that twenty-five respondents stated that they frequently visit the restaurant due to its unique services provided and food quality. From table four below, nine respondents agreed that they visited the restaurant severally while six respondents affirmed that they rarely come back for repetitive action of being served for various reasons.

Table 4: Customer Visit

Visit	Frequency	Percentage
Frequent	25	62.5%
Severally	9	22.5%
Rare	6	15%
Total	**40**	**100%**

4.6 Customer Satisfaction

The study impressively revealed that thirty-four respondents stated that they were satisfied with the services, food quality and interior layout of the Cascade restaurant. However, six respondents were of the different opinion arguing that they were not satisfied due to various reasons such as taking too long before they were served and the area was so much congested.

Table 5: Customer satisfaction

Customer satisfaction	Frequency	Percentage
Yes	34	85%
No	6	15%
Total	**40**	**100%**

4.7 Food Quality

From the findings in table 6 below, it was noted that majority of the respondents strongly agreed that presentation of the food influenced customers satisfaction and influenced the choice of either coming back or not as indicated with the highest mean of 4.16. The study revealed that respondents agreed that the taste and flavor of the food influenced customer's satisfaction and th likelihood of coming back to Cascade restaurant in Thika as noted with a mean of 3.81. Respondents further agreed that the food temperature while being served had a correlation of either positively/negatively influencing customer to either frequently visiting the restaurant or shunning from it as indicated by the lowest mean of 3.56.

Table 6: Food quality

Food Quality Statements	Mean	Std deviation
The taste of the food influences your perception of the food quality	3.81	0.77
The temperature in which the food is served influences your perception of the food quality.	3.56	0.89

The presentation of food influences your perception of its quality.	4.16	0.64

4.8 Service Environment

Majority of the respondents strongly agreed that the cleanliness of the restaurant influenced their intention to seek the services and the need to come back again as indicated by the highest mean of 4.29. The study noted that customers stated that Cascade restaurant had magnetic decors which made the customer convenient in using them hence were satisfied and shown intention of being loyal as noted by a mean of 4.01. Respondents stated that Cascade restaurant had space where customers would freely move and influenced their satisfaction and loyalty (mean of 3.83). The findings also revealed that employees' appearance and service offered influenced customers satisfaction and loyalty as denoted with the lowest mean of 3.47.

Table 7: Service environment

Service Environment Statements	**Mean**	**Std deviation**
The cleanliness of the restaurant influences your loyalty	4.29	0.80
The uniforms worn by the employees influence your loyalty to the restaurant.	3.47	0.68
Availability of space influence your loyalty to the restaurant.	3.83	0.57
The décor of the restaurant influences your loyalty to the restaurant	4.01	0.94

4.9 Interior Layout

The study found that majority of the respondents strongly agreed that the interior design attracted customers to come back frequently as indicated with the highest mean of 3.88. Respondents

agreed that the arrangement of the restaurant influences the satisfaction and loyalty of the customers to prefer the choice of the restaurant as recorded in table 8 below with a mean of 3.75. It was discovered that few respondents agreed that the floor design influenced the choice of the customer restaurant and loyalty as indicated by the least mean of 2.93.

Table 8: Interior Layout

Interior Layout Statements	**Mean**	**Std deviation**
The interior design of the restaurant attracts you to comeback one more time.	3.88	0.79
The arrangement of the restaurant influences your choice of the restaurant	3.75	0.51
The floor design influences your choice of the restaurant	2.93	0.66

4.10 Model Summary

The study wanted to find out the relationship between customer satisfaction and loyalty. The relationship between independent variables (food quality, service environment and interior layout) and dependent variable (loyalty) was examined. R square was used as the coefficient of determination. The findings in table 9 below, it was shown that the independent variables described 54.9% (0.549) of the dependent variable. The study noted that there might be an error which occurred or other variables which were not indicated in the conceptual framework (100%-54.9% =45.1%). This gave an indication that 45.1% could have been other antecedents not factored in the study.

Table 9: Model summary

Model	**R**	**R square**	**Adjusted R square**	**Std. Error of the Estimate**

	.741[a]	.549	.545	0.451

Predictors: (constant), food quality, service environment and interior layout. Dependent variable: Customer loyalty.

4.11 Analysis of Variance

The study model significant in describing how food quality, service environment and interior layout influenced customer loyalty. Any significant (p) value which is considered less than 0.05 is significant. From table 10 below the significant value is 0.041 which indicated that there was a strong correlation between independent variables and dependent variables hence the study rejected null hypothesis.

Table 10: Analysis of Variance

Model	**Sum of the square**	**Df**	**Mean Square**	**F**	**Sig.**
Regression	33.103	2	6.068	4.608	.041[b]
Residual	26.842	23	0.463		
Total	59.945	25			

4.12 Coefficient of Variation

In table 11 below, food quality, service environment and interior layout have significant values (0.04, 0.03 and 0.02 respectively) which are less than 0.05. It is an indication that there is a

strong relationship between customer satisfaction and loyalty. The formula for the regression model is $Y=\beta1X1+\beta2X2+\beta3X3+c$.

Y= dependent variable, β1-β3= regression coefficients, X1-X3= independent variables. X1= food quality, X2= service environment and X3= interior layout

Customer loyalty= 0.430X1 + 0.385X2 + 0.367X3 + 0.527

When the food quality, service environment and interior layout are at constant, the customer loyalty at Cascade restaurant in Thika would be 0.527. A unit increase either food quality, service environment and interior layout will account to 0.430, 0.385 and 0.367 respectively increases in customer loyalty.

Table 11: Coefficient of variation

Model		**Unstandardized coefficient**		**Standardized coefficient**	**T**	**Sig.**
		B	Std. error	Beta		
1	Constant	0.527	0.350		2.836	0.03
	Food quality	0.430	0.122	0.129	2.137	0.04
	Service environment	0.385	0.081	0.073	1.780	0.03
	Interior layout	0.367	0.074	0.66	2.158	0.02

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights summary of the findings, conclusions and recommendations of the study.

5.2 Summary

The study examined the relationship between customer satisfaction and loyalty. The antecedents considered for customer satisfaction were food quality, service environment and interior layout. A sample size of 40 respondents was used. It was noted that majority of the respondents were female. The study shown that most of the respondents were in the age bracket of 26-35 years. Majority of the respondents stated that they were professionals in various offices while others were entrepreneurs, students and industrial employees. The study revealed that most of the respondents were frequent visitors hence implying that they were satisfied and were loyal customers of Cascade restaurant in Thika.

The first objective was to assess food quality and its relation to customer loyalty at Cascade Restaurant Thika Town, Kenya. It was noted that majority of the respondents strongly agreed that presentation of the food influenced customers satisfaction and influenced the choice of either coming back or not. The study revealed that respondents agreed that the taste and flavor of the

food influenced customers' satisfaction and the likelihood of coming back to Cascade restaurant in Thika. Respondents further agreed that the food temperature while being served had a correlation of either positively/negatively influencing customer to either frequently visiting the restaurant or shunning from it. The study revealed that food quality at Cascade restaurant in Thika had made many customers satisfied and created customer loyalty which had increased the number of customers served on daily basis.

The second objective was to assess service environment and its relation to customer loyalty at Cascade Restaurant Thika Town, Kenya. Majority of the respondents strongly agreed that the cleanliness of the restaurant influenced their intention to seek the services and the need to come back again. The study noted that customers stated that Cascade restaurant had magnetic decors which made the customer convenient in using them hence were satisfied and shown intention of being loyal. Respondents stated that Cascade restaurant had space where customers would freely move and influenced their satisfaction and loyalty. The findings also revealed that employees' appearance and service offered influenced customers satisfaction and loyalty. It was revealed that customers at Cascade restaurant had accepted the service environment and their service satisfaction had influenced loyalty.

The third objective was to assess interior layout and its relation to customer loyalty at Cascade Restaurant in Thika Town, Kenya. The study found that majority of the respondents strongly agreed that the interior design attracted customers to come back frequently. Respondents agreed that the arrangement of the restaurant influences the satisfaction and loyalty of the customers to prefer the choice of the restaurant. It was discovered that few respondents agreed that the floor design influenced the choice of the customer restaurant and loyalty. The study revealed that

customers were appealed by the interior design which resulted to preference and taste of customers that influenced their loyalty.

5.3 Conclusions

It was noted that food quality, service environment and interior layout influenced customer loyalty. There were customers who had been loyal due to either food quality, service environment or interior layout. The taste and preference of the customers determined their satisfaction and loyalty. The study noted some flaws and gave out some recommendations.

5.4 Recommendations

5.4.1 Recommendations for Policy/Practice

1. The study noted that employees were squeezing a lot and there was no enough space for customers to freely move especially during the peak hours. The study recommends for the management to consider redesigning and rearranging the tables and chairs for freely movement of the customers.
2. The study revealed that employees were sometimes slow due to delay from the kitchen while preparing for customers orders and also with few employees who were exhausted so much while serving customers beyond their ratio. There is need to recruit more employees for faster service of meeting customers' orders in time.

5.4.2 Recommendations for Further Study

The study concentrated on food quality, service environment and interior layout to establish its relationship with customer loyalty. The study recommends for further studies on other customer satisfaction variables that influences customer loyalty.

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QUESTIONNAIRE

PART ONE: BIO DATA

1) Gender: Male ☐ Female ☐
2) Your age in years (tick appropriately)

   18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56 and above ☐
3) Occupation

   Industrial employees ☐ Owner/private business ☐

   Campus student ☐ Others ☐

PART TWO: Effects of tangible services on customer satisfaction at cascades restaurant in Thika Town, Kiambu County Kenya.

SECTION A: Food quality and its relation to customer satisfaction.

Indicate your opinion in a scale of 1 to 5 (1=disagree, 2= strongly disagree, 3= neutral, 4=agree, 5= strongly agree)

Food quality	**1**	**2**	**3**	**4**	**5**
The taste of the food influences your perception of the food quality					
The temperature in which the food is served influences your perception of the food quality.					
The presentation of food influences your perception of its quality.					

SECTION B: Service environment and its relation to customer satisfaction.

Indicate your opinion in a scale of 1 to 5 (1= disagree , 2= strongly agree, 3 = neutral ,4 = agree 5 = strongly agree)

Service environment	**1**	**2**	**3**	**4**	**5**
The cleanliness of the restaurant influence your loyalty					
The uniforms worn by the employees influence your					

loyalty to the restaurant.					
Availability of space influence your loyalty to the restaurant.					
The décor of the restaurant influence your loyalty to the restaurant					

SECTION C: Interior layout and its relation to customer satisfaction

Indicate your opinion in a scale of 1 to 5 (1=disagree, 2=strongly disagree, 3= neutral, 4=agree, 5=strongly agree)

Interior layout	**1**	**2**	**3**	**4**	**5**
The interior design of the restaurant attracts you to comeback one more time.					
The arrangement of the restaurant influences your choice of the restaurant					
The floor design influences your choice of the restaurant					