

**EFFECTS OF FOOD QUALITY AND SERVICE ENVIRONMENT ON CUSTOMER
REPURCHASE INTENTION: A CASE OF ENASHIPAI RESORT IN NAIVASHA
SUB COUNTY, NAKURU COUNTY, KENYA**

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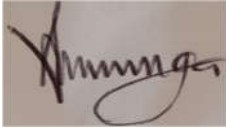
**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY,
TOURISM AND LEISURE STUDIES IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DIPLOMA IN FOOD PRODUCTION OF
GRE TSA UNIVERSITY**

NOVEMBER, 2024

DECLARATION

Declaration by the Candidates

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

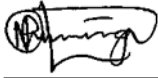


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This research project has been submitted with my approval as University supervisor.



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Finally, I appreciate all the respondents who took their time to fill-in my questionnaires.

DEDICATION

I dedicate this work to my loving family who instilled in me the value for education and always encouraged me towards this achievement.

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ABBREVIATIONS AND ACRONYMS

SPSS:	Statistical package for Social Sciences
SERVQUAL:	Service Quality
TPB:	Theory of planned behaviour

OPERATIONAL DEFINITION OF TERMS

- SERVQUAL:** A multi-item scale for measuring service quality was developed to assess customer perception of the service given and in businesses.
- Food Quality:** The standard characteristics of food that is fit or deemed for human consumption.
- Service Environment:** Also known as servicescape means that it is a non-human concept of the environment where services are offered.
- Customer Repurchase:** Intention refers to an intention of a customer to continue to purchase or buy a product again from the same retailer or seller.

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ABSTRACT

This study aimed to determine the effects of food quality and service environment on customer repurchase intention at Enashipai Resort in Naivasha Sub-county, Nakuru County, Kenya. There were many other factors influencing customer repurchase intention but this study mainly focuses on two factors i.e. food quality and service environment. The targeted population was 100% guests of the same hotel but from different restaurants in Enashipai Resort and the sample size was 30 guests. Data collection was done using a questionnaire; the data collected was then analyzed and presented in frequency tables. The study findings contribute to the customer repurchase intention in the hotel and their restaurants. Researchers have found out that the quality of food and service environment helps in ensuring that a restaurant or a hotel keeps on having positive feedbacks and also many guests and clients keep on coming back and repurchasing food items and also their services provided. The study found that respondents strongly agreed that Enashipai Resort had menu which revealed a variety of food for customers based on their taste and preference, food was tasty and flavoured which resulted to repurchase intention of customers to either visit the hotel frequent or on daily basis, food was excellent in terms of portion, aroma, presentation, temperature and plating. According to the study respondents affirmed that the food order was just in time with customers being served without any delay. Majority of the respondents strongly agreed that Enashipai Resort had air quality and its sparkling clean which positively influenced the customer repurchase intention. The study noted that respondents indicated that the restaurant environment was appealing, aesthetic, relaxing and comfortable for a repetitive visit. Respondents agreed that restaurant furniture was comfortable and excellent which had an effect on the repurchase intention of customers. It was also revealed that Enashipai Resort had attractive colour and excellent lighting which positively influenced the coming back of customers. There is need for restaurant to recheck on ways to evaluate customers on food quality and service environment that will give an appropriate feedback for satisfaction and improvement to positively influence customers repurchase intention.

Key words: Food Quality, Service Environment, Customer Repurchase Intention

CHAPTER ONE: INTRODUCTION

1.0 Preview

This chapter covers: background of the study, statement of research problem; purpose of the study; conceptual framework; objectives of the study; hypothesis of the study; significance of the study; scope of the study and limitations of the study.

1.1 Background of the study

The word restaurant is defined by the Merriam Webster as a business establishment where meals or refreshments may be purchased. People in the western world have eaten away from home for centuries, Professor Paul Freedman (2007) (food; the history of taste) relates that the first form of a restaurant were in China. The “first real restaurant” was opened in France in either 1782 or 1786 by Antoine Beauvillire known as “La Grande Tavarne de Londres”, Prosper Montagne (The New Larousse Gastronomique).

To date there are many variety of restaurants i.e. Quick service restaurants, casual dining restaurants, fine dining restaurants, cafes, bar, lounges, pubs and clubs. The growth of the culinary industry, especially the restaurant and cafe business, has increased over the period from 2016 to 2018. (Mintel, Eating out Review UK, September 2018) forecasted the eating out of home food service market to grow from 74 billion pound in 2018 to 83 billion pound by 2023 which has impacted increasing of competition among restaurant and cafe business competitors to attract customers. So as to build rivalry, every one of the organizations could be a pioneer of rivalry by demonstrating their own best items and having the option to meet buyer's needs which consistently change progressively (Kotler, 2005). Restaurant owners have to meet customers' expectations to maintain customer repurchase intentions.

Repurchase intention can be defined as the individuals judgement about buying again a particular service or product from the same known company or seller. The concept and

factors influencing repurchase has been investigated by many scholars (Dick and Basu 1994; Ehrenberg and Goodhardt 1968). Some of the factors that influences repurchase include loyalty; Number of researchers argue that loyal customers return to purchase goods and services (Taylor and hunter 2002; Lee, at al. 2006) this shows a direct link between repurchase intentions and customer loyalty. Satisfaction; Henkel et al. (2006) found that those customers who are satisfied with the service provided intended to increase their usage and intentions to purchase in the future. Service quality; the service offered, the service itself and the overall satisfaction with the provided service had a direct bearing on the intentions of customers to continue with current service provider in the future Cronin et al (2000). Service environment includes all aspect of the organizations physical facility (servicescape) as well as other tangible aspects of tangible communication; it is used as criteria in evaluating services by consumers, physical design, tangible evidence is a requirement for successful services. Service organization usually uses the servicescape method as a positioning tool.

It is predicted that few of the customers revisit the restaurant due to the quality of food, in this studies both fast food and outlet restaurant, food quality always ranks as the number one factor as compared to the other factors when guests are making the decision to revisit a restaurant or an eatery (Cairo, 1993). Customers show their willingness to come to a restaurant for the taste of the food and do revisit in the future due to the quality of food. Consumers are ready to pay extra if the quality of food is good (Ryu et al. 2012). Food quality is a major factor for customer's consideration of revisiting a restaurant as stated by Sluek and Hensley (2004). However, sometimes this fails to bring back the consumer's (Muhammad Saufiyudin Omar et al 2015).

1.2 Problem statement

According to (Obwatho, 2014), a portrayed difficulty or lack of a solution that needs investigation is a problem statement. It is a gap between the real and the desired state or a

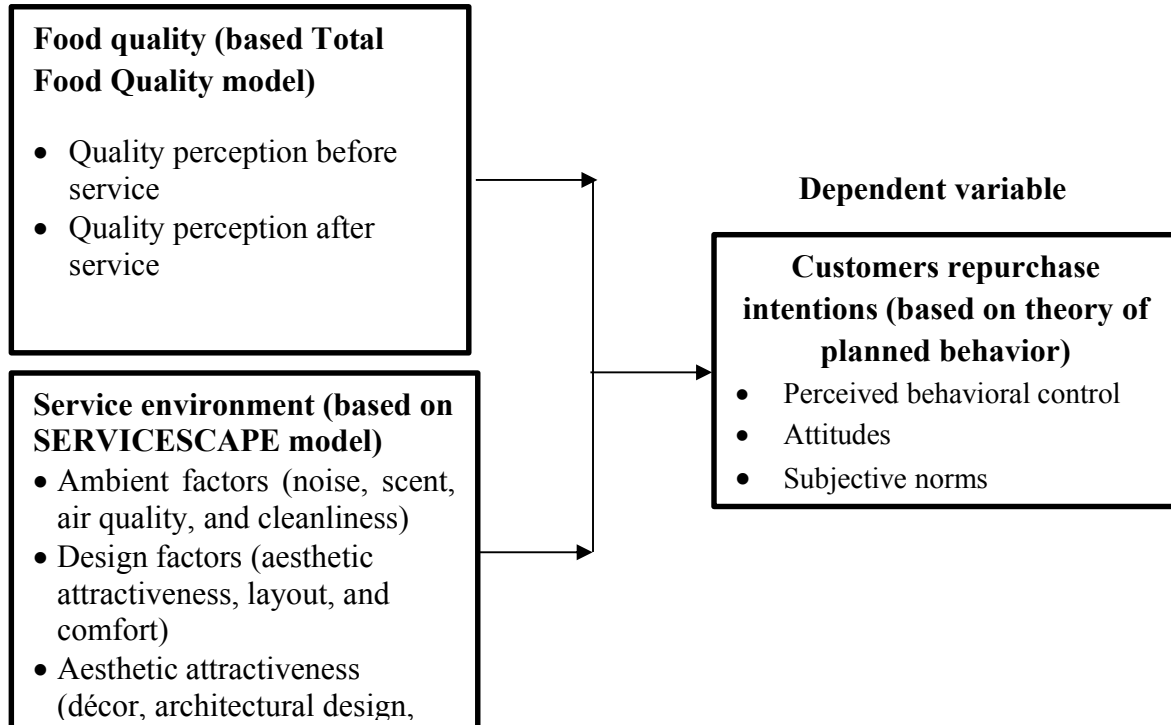
principle and practice that is contradicting. Hotel service is an important aspect in our day to day lives because more and more people prefer a well-cooked meal to the fast food type of meals. However, we found out that poor marketing strategy the hotel is not exposed to more customers and thus the sales are also affected. Quality of food (taste); the food tastes the same every day since the people eating at the hotel are the same, i.e. the clients and its staff, inexperienced staff when it comes to maintaining the standards of the hotel. These are some of the problems encountered in the Enashipai Resort. This research is going to help us fill the gaps left by other researchers.

1.3 Purpose of the study

The purpose of this study was to determine the food quality, service environment and customer repurchase intention at Enashipai Resort.

1.4 Conceptual Framework

Independent variables



Source: Researchers, 2024.

Figure 1.1: The conceptual framework shows the relationship between the independent variables and dependent variables

1.5 Objectives of the Study

1.5.1 General objective

To determine food quality, service environment and customer repurchase intention at Enashipai Resort.

1.5.2 Specific Objectives

1. To determine the influence of food qualities on customer repurchase intention at Enashipai Resort.
2. To investigate how service environment affect customer repurchase intention at Enashipai Resort.

1.6 Research Questions

1. Does food quality influence customer repurchase intention at Enashipai Resort?
2. What is the influence of service environment on customer repurchase intention at Enashipai Resort?

1.7 Scope of the study

1.7.1 Geographical scope

The study was conducted at Enashipai Resort located in Naivasha Sub-county, Nakuru County, Kenya.

1.7.2 Subject Scope

The study focused on food quality, service environment and their influence on customer repurchase intention at Enashipai Resort. Any other factor that influence customer repurchase intention in the restaurant was beyond the scope of this study

1.8 Limitations of the study

One limitation came up was convincing the clients and staff of the hotel to participate in the survey, fill in and hand over a completed questionnaire in time. However, this was solved by a proper explanation about the importance of the survey to employees and the clients, as well as ensuring that the questionnaire was not too long, and was simple to understand. The researcher also endeavored to hand in the tool early enough and make frequent follow-ups.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter cover extensive literature on food quality and service environment on customer repurchase intention, theoretical framework and summary of identified gaps in literature review.

2.1 Customer Repurchase Intention

Customers repurchase intention depends on the value obtained in their previous transactions. "Customers knowledge to serve, its needs and wants; how to get it done fast than competitors, becomes a crucial task to carry out Okewu, (2005). Customers evaluate future purchase intentions based on the value obtained from previous contacts with relationship benefits being a procurator for expectations of future benefits. The measures of repurchase intention are usually obtained from checking of current customers, assessing their tendency to repurchase the brand, same product/service, from the same company. Cronin et al., (2000) has treated “behavioral intentions” and “repurchase intention” and as synonymous constructs.

2.2 Food Quality

The quality of food is often determined before and after the purchase [i.e. what is expected and what is served] which also affects the customer repurchase intention T.Sadilek [2019]. This therefore means that the quality of the food product greatly affects the customers intention to come again to the certain venue to repurchase and also not to, meaning that quality holds a certain power or plays a key role model to the extent that it persuades purchase motives and the values associated with them.

The total food quality model considers quality as an abstract characterized by four main essentials that are closely connected dimensions: the pleasant characteristics of food, health, benefits and the production product. Expectations of quality eventually influences dietary

patterns, the way in which is prepared, as well as future and current customer repurchase decisions (Brunsø, Fjord, & Grunert, 2002; Grunert, 2005).

2.3 Service Environment

The servicescape is a place where the key hospitality activities of accommodation, food and beverage provision K Kaminakis [2019].

Studies have shown that the design, ambience and aesthetic features in a hotel/ restaurant have had a positive effect on customer repurchase intention and also revisit intention because a lot of clientele are first attracted by the physical appearance of the certain eatery before they purchase any food product and hotel/restaurant services.

2.4 Restaurant Quality Dimensions

The quality of a restaurant in delivering their services could be measured in their food, physical environment, and employee services dimension (Chow, Lau, Lo, Sha, & Yun, 2007).

In Enashipai Resort, they serve their value proposition to customers such as good quality of food and beverages, urban ambience, unique-designed and eye-catching interior with wooden ornaments, complete facilities, homey and cozy atmospheres, garden, modern impressions, nice comforts and being fun to gather, wide menu variations, free Wi-Fi connection, valet parking service, interesting promotion, event marketing, and lower prices compared to their other competitors. The Enashipai Resort provides the good service to the customers where all human resources in Sarova Hotel are experts and trained to have good skills in communication. These values was used for evaluating the service quality and the customer perceived value.

2.5 Theoretical framework

2.5.1 Theory of planned behavior

The theory was first introduced by Ajzen (1985; 1991) as a conceptual extension of the Theory of Reasoned Action (TRA) through the analysis of an additional variable believed to be useful for predicting people's behavior in certain situations.

The diagram below shows the theory of reasoned action to theory of planned behavior adapted by Ajzen.

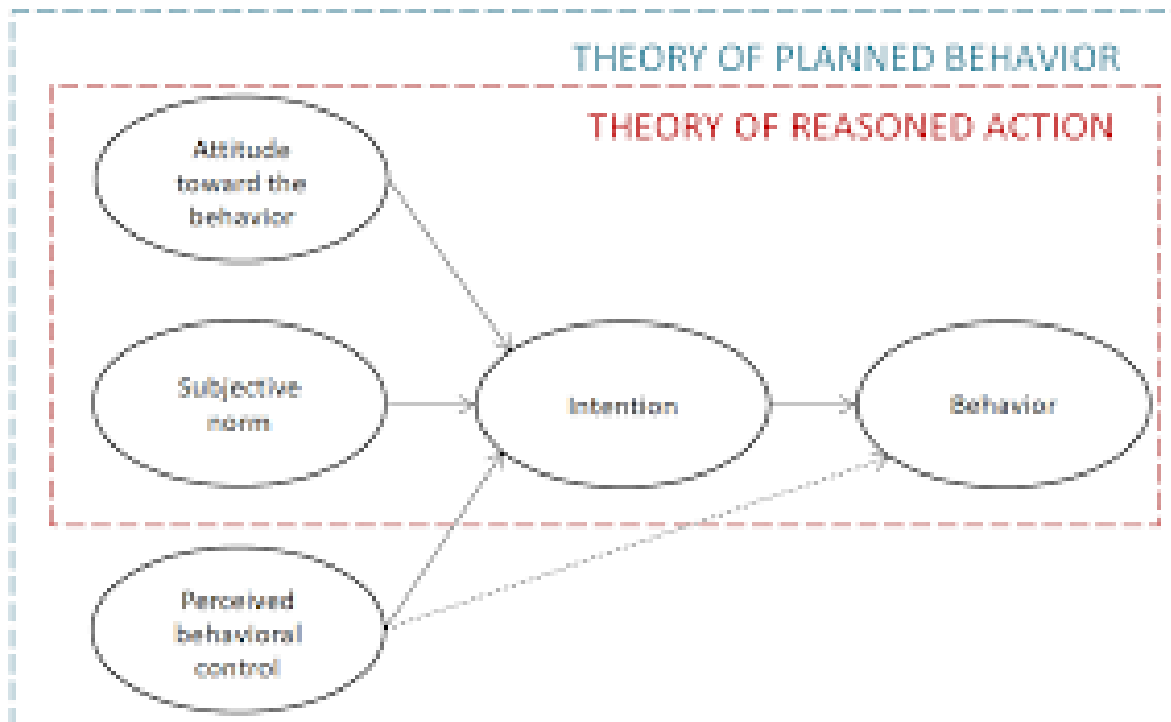


Figure 2.1: Theory of planned behaviour

Over the years the theory was later criticized due to its assumed poor predictive efficacy related particularly to the number of variables used which to some was exceptionally low, this led to some scholars to make certain changes by adding some variables that they deemed okay to the other variables in the old TPB thus called Extended Theory of Planned Behaviour.

The diagram below shows the changes:

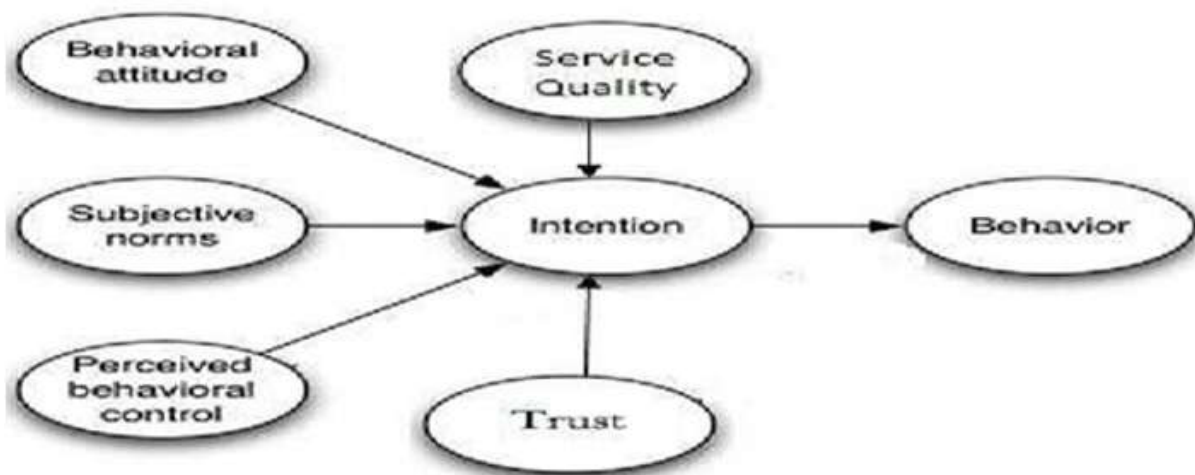


Figure 2.2: Extended theory of planned behaviour

2.5.2 Total Food Quality Model

The theory was first introduced by J.P. Molnar (1979, 1995) which states the quality of food products, in formalism with consumer requirements that is determined by sensory attributes chemical composition, physical properties, level of microbiological and toxicological contaminants, the shelf-life as well as packaging and labeling. The hierarchical and dynamic interrelation of almost all of its attributes is another unique trait of food quality. For this reason, the investigation of interrelated effects in formulating an evaluation system for food products should not be disregarded.

In 1984 Molnar introduced the numeric description of food quality evaluation methods with so-called quality listing which provide a framework for development of methods necessary for overall food assessment compulsory in both product development and quality control. Research later showed the interdependency of chemical and physical properties whose synthesis and rational presentation was needed.

2.5.3 SERVICESCAPE model

This model was developed by Booms and Bitner (1990) to highlight the effects of which service environment takes place. The servicescape model is stimulus-organism-response model (SOR Model) which covers the physical environment as the boost and reply of the

employees and customers within the given environment. The model is known to carry out four main important roles i.e. packaging; which talks about the outward appearance of the certain public, facilitator; which conveys the systematic flow of activities, socialiser; this guides expected roles to both the customers and employees, differentiator; serves as a point of difference by indicating which segments of the market are served, situating the organization and conveying competitive difference.

The servicescape model method was later on adopted by the hospitality industry in 1992 which helped them plan for designing servicescape in hotel facilities. The diagrams below show the original Bitner's servicescape and the hotel industry;

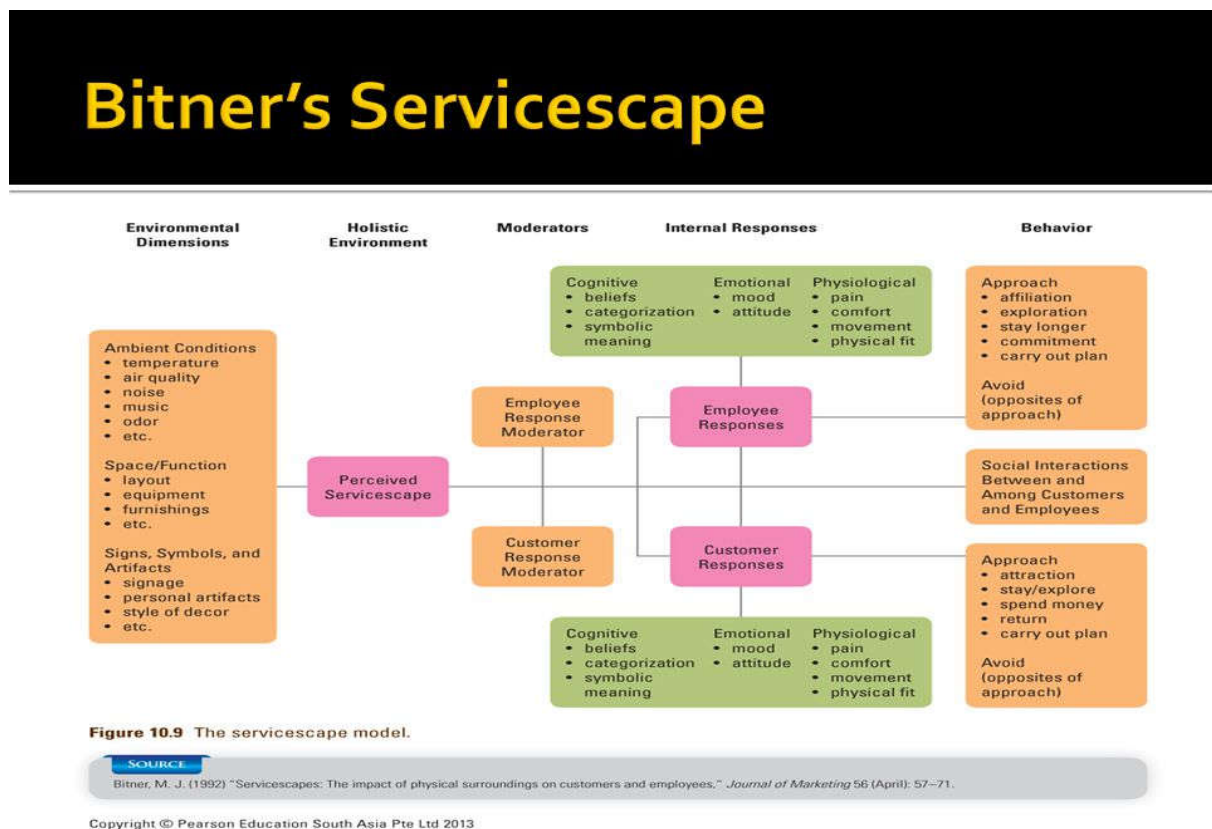


Figure 2.3: Bitner's Servicescape model

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter focused on research design, study area, target population, sampling techniques, sample size, measurement of variables, research instrument, instrument reliability and validity, data collection techniques, data analysis and logistical and ethical considerations.

3.1 Research design

According to (Mugenda and Mugenda, 2008), a research design refers to a blue print that enables the researcher to come up with solutions to problems and guides him or her to the various logistical stages of research. The researcher used the descriptive cross-sectional survey design because it cuts across all departments.

3.2 Target Population

An ideal population would be inclusive of 30 guests. Because of insufficient resources and time to conduct an all-inclusive large-scale study, such a generalization may not be justifiable. Data collected from such a population contains all the characteristics of the population, to include nature and behavior of customers.

3.3 Sampling Techniques

Random sampling method was used. This is because it enabled to pick the customers randomly from the restaurant. In this technique, out of the students chosen from the target population has a chance of being included in the study sample.

3.4 Sampling Size

A sample is usually used to represent the whole population with the relevant characteristics. Therefore a sample is a smaller group obtained from the accessible population. Thirty students were selected for inclusion in the study sample. Mugenda and Mugenda (2003) have suggested that 30 cases or thereabout are enough for data collection for research that are based on the descriptive research.

3.5 Sampling Technique

According to Sekaran and Bougie, (2013), in probability sampling, the principles in the population have some known, non-zero probability of being selected as sample subjects. In non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects. This study used a stratified random sampling technique which is a type of probability sampling (Ghauri and Gronhaug, 2010). This technique of probability sampling included factors from each of the mutually exclusive strata within a population (Cooper and Schindler, 2014).

3.6 Research Instrument

The type of data to be used in the study is primary data which will assist in answering the research questions. According to Ghauri and Gronhaug (2010), primary data have the advantage of being collected for a particular project that is at hand and are therefore more consistent with research questions and objectives. Ghauri and Gronhaug also state that ‘data on motivation’ which is one type of primary data provides information that can help in understanding the motives that influence behavior towards a particular issue. Data collection can be done in various ways and in different settings such as field or in a lab and from many different sources according to Sekaran and Bougie (2013).

This research used a questionnaire. All questions were designed to obtain quantifiable information about the factors that influence customer repurchase intention and possible measures to address them. The questionnaire made use series of Likert scales (strongly agree to strongly disagree) to determine the view of customers on what influences them to repurchase Exotica products.

3.7 Validity and Reliability

A self-administered structured questionnaire was developed by the researcher based on the research questions as a data collection tool. The questionnaire was then be pilot tested

(pre- tested) on 10% of the total population prior to using it to collect data. It is important to do the pilot test as this helps to ensure that the respondents understand the questions (questions are clear) and the wording, grammar and flow are clear as well (Sekaran and Bougie, 2013). A pilot test also enabled the researcher in assessing the validity of the questions and the possible reliability of collected data (Saunders, Lewis, and Thornhill, 2012). The pilot test was conducted with representatives of the sample (from each of the departments of the population), a human resource manager, my supervisor as well as my peers. This pilot test questionnaire was not used for the final analysis but only a guide to fine-tune the final questionnaire.

3.8 Measurement of Variables

The study used previously used and tested constructs to measure the study between independent variables (food quality and service environment) and dependent variables (customer repurchase intention). Items previously used in other earlier studies were adapted to the current study context.

Table 1: Measures of Variables

Constructs	Number of items	Source	Measurement scale
Repurchase intention	5	Derived from review of literature	Rating scale
Food quality	5	Derived from review of literature	Rating scale
Service environment	4	Derived from review of literature	Rating scale

3.9 Data Collection Techniques

Data refers to all the information a researcher gathers for his or her study. There are 2 types of data: primary and secondary data. Primary data refers to the information a researcher obtains from the field, it could be in form of values which are usually represented in form of

frequency distributions. Secondary data refers to the information a researcher obtains from research articles, books, and casual interviews. In this case the methods used in collecting data were the questionnaire. The questionnaire was ideal since the researcher gave the respondents time to respond to the items during their meal time since it was administered when they are having meals or having drinks.

3.10 Data Analysis

Once the questionnaires were collected, they were organized and coded. The data was analyzed using descriptive statistics such as means, standard deviations and percentages and inferential statistics which included regression analysis and analysis of variance.

3.11 Logistical and Ethical Consideration

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 conduct and serves as a guide to one's behavior. Therefore, consent from the respondents was sought and the purpose of the research explained to them in detail; hence no 3rd parties were given the information collected from the customers.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

4.0 Introduction

This chapter represents data analysis, findings, presentation and interpretation of findings. The purpose of this study is to establish the effects of food quality and service environment on customer repurchase intention in the Enashipai Resort in Naivasha Sub-county, Nakuru County, Kenya. This data has been analyzed using descriptive statistics where frequencies, mean standard deviation, percentages and correlation analysis.

4.1 Gender Distribution

From the study findings, it was revealed that majority of the respondents (17) were female while thirteen respondents were male. The study impressively shown that gender was almost evenly distributed.

Table 2: Gender distribution

Gender	Frequency	Percentage
Male	13	43%
Female	17	57%
Total	30	100%

4.2 Age of the Respondent

In table 3 below, it was noted that respondents who participated were from various age bracket. Respondents (10) within the age bracket of 20-29 years comprised of the majority. It was noted that respondents with the age bracket of 40 years and above were nine while six participants were below 20 years. The study also shown that respondents of 30-39 years were five.

Table 3: Age of the respondents

Age	Frequency	Percentage
Below 20 yrs	6	20%
20-29 yrs	10	33%
30-39 yrs	5	17%

Above 40 yrs	9	30%
Total	30	100%

4.3 Level of Education

According to the study, twelve respondents affirmed that they diploma certificate while nine respondents had attained degree in their specialized fields. The results revealed also that eight respondents had post graduate education. The findings further shown that only one respondent had certificate level of education.

Table 4: Level of education

Level of education	Frequency	Percentage
Certificate	1	3%
Diploma	12	40%
Degree	9	30%
Post graduate	8	27%
Total	30	100%

4.4 Time of Visit

From the data analyzed, majority of the respondents (15) visited Enashipai Resort during lunch hour. The study also found that twelve respondents visited Enashipai Resort at dinner time. It was further affirmed that three respondents preferred visiting Enashipai Resort at morning hour. The time of visit differed from one respondent to the other based also on their reason for visit.

Table 5: Time of visit

Time of visit	Frequency	Percentage
Morning hours	3	10%
Lunch hour	15	50%
Dinner time	12	40%
Total	30	100%

4.5 Frequency of Visit

The study wanted to find out how frequent respondents visit Enashipai Resort. The study found that sixty percent of the respondents stated that they occasionally visited Enashipai Resort. It was also noted that twenty-three percent of the respondents were often customers. As revealed in table 6 below, seventeen percent of the respondents affirmed that they were daily customers of Enashipai Resort.

Table 6: Frequency of visit

Frequency of visit	Frequency	Percentage
Very often	7	23%
Occasionally	18	60%
Everyday	5	17%
Total	30	100%

4.6 Food Quality

The study found that respondents strongly agreed that Enashipai Resort had menu which revealed a variety of food for customers based on their taste and preference as indicated by the highest mean of 4.50. As per the responses of the respondents, they agreed that food was tasty and flavoured which resulted to repurchase intention of customers to either visit the hotel frequent or on daily basis as noted with a mean of 4.21. Respondents agreed that food was excellent in terms of portion, aroma, presentation, temperature and plating (mean of 3.79). According to the study respondents affirmed that the food order was just in time with customers being served without any delay as indicated with a mean of 3.37. Respondents strongly disagreed that they were not able to influence the food quality at the Enashipai Resort (mean of 3.08). The study noted that food quality before and after customer service had an effect on the customer repurchase intention at the Enashipai Resort which was noted in the frequency of customer visit.

Table 7: Food quality

Food quality statement	Mean	Std. Deviation
The menu has a good variety of items	4.50	.68
The food quality is excellent	3.79	.52
The food is tasty and flavorful	4.21	.60
The food order is always correct	3.37	.72
Am not able to influence the food quality in this restaurant	3.08	.88

4.7 Service Environment

Majority of the respondents strongly agreed that Enashipai Resort had air quality and its sparkling clean which positively influenced the customer repurchase intention as indicated by the highest mean of 4.60. The study noted that respondents indicated that the restaurant environment was appealing, aesthetic, relaxing and comfortable for a repetitive visit as noted with a mean of 4.39. Respondents agreed that restaurant furniture was comfortable and excellent which had an effect on the repurchase intention of customers as indicated by a mean of 3.85. It was also revealed that Enashipai Resort had attractive colour and excellent lighting which positively influenced the coming back of customers (mean of 3.72). Respondents agreed that there was minimal and acceptable noise which did not distract customers while requesting for their services as noted with lowest mean of 3.55.

Table 8: Service environment

Service Environment	Mean	Std. Deviation
The restaurant is very clean	4.60	.94
The restaurant has excellent lighting	3.72	.59
The restaurant environment is very comfortable	4.39	.65
The restaurant furniture is excellent	3.85	.88
The restaurant noise level is acceptable	3.55	.74

4.9 Inferential Statistics

4.9.1 Regression Analysis

In table 9 below, a regression analysis was conducted to determine the food quality, service environment and customer repurchase intention at Enashipai Resort. The findings made an attempt to explain the extent to which customer repurchase intentions can be explained by effect of food quality and service environment. R square in table 8 below was 41.7.% (.417) which explains that the food quality and service environment had an effect on customers repurchase intentions. The study noted that there could be other factors apart from food quality and service environment which could influence repurchase intentions of customers but were never focused by the study. This was because food quality and service environment had 41.7% effect on customers repurchase intentions indicating that other factors contribute to 58.3% (100%-41.7%) of customers repurchase intentions.

Table 9: Model summary

Model	R	R square	Adjusted square	R	Std error of the estimate
1	.646 ^a	.417	.412		.583

Predictors: (constant), food quality and service environment

Dependent variable: Customer repurchase intention

4.9.2 Analysis of Variance

The researcher intended to examine if there is any relationship between study independent variables and dependent variable. The study revealed that there is a correlation between food quality and service environment and repurchase intention of customers. The correlation was revealed in table 10 below via the calculated F value which is 81.627 where tabulated value at 5% significant level with degree of freedom is 4. The findings indicate that there is a strong correlation between independent variables and dependent variable.

Table 10: Analysis of Variance

Model	Sum of square regression	DF	Mean Square	F	Sig.
Regression	66.473	4	41.905	81.627	.000b
Residual	23.516	97	.260		
Total	89.989	101			

Dependent Variable: Customer repurchase intention

Predictors: (constant), food quality and service environment

4.9.3 Coefficient of Determination

From table 11 below, unstandardized coefficient values were constant (1.426), food quality (0.68) and service environment (0.94). The equation of coefficient of determination is $Y = \beta_1 X_1 + \beta_2 X_2 + c$. The values of coefficient of determination equation is derived from table 11 below from the column of unstandardized coefficient where X_1 is food quality, X_2 is service environment and c is the constant coefficient. Hence, $Y = 0.68X_1 + 0.94X_2 + 1.426$. Y is customer repurchase intention (dependent variable). When the independent variables are noted to be at constant at zero so customer repurchase intention is 1.426. From the study findings, the level of significance (5%) and confidence (95%), the customer repurchase intention in service environment had the highest level of significance with 0.340, and food quality recorded the lowest level of significance that is 0.109.

Table 11: Coefficient of determination

Model		Unstandardized coefficient	Std. error	Standardized coefficient	T	Sig.
		B		Beta		
1	Constant	1.426	0.351		0.767	0.361
	Food quality	0.68	0.248	0.346	0.538	0.109
	Service environment	0.94	0.106	0.297	1.680	0.340

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The chapter highlights a summarized finding of the study, conclusions and recommendations for policy/practice and further studies.

5.2 Summary

The study was determining food quality, service environment and customer repurchase intention at Enashipai Resort. Respondents were customers and a sample size of 30 respondents were used to analyze the data. It was revealed that most of the respondents were female. The results indicated that respondents within the age bracket of 20-29 years comprised of the majority. The study found that half of the respondents visited the restaurant during lunch hour. Most of the respondents stated that they visited the restaurant occasionally.

The first objective was to determine the influence of food qualities on customer repurchase intention at Enashipai Resort. The study found that respondents strongly agreed that Enashipai Resort had menu which revealed a variety of food for customers based on their taste and preference. As per the responses of the respondents, they agreed that food was tasty and flavoured which resulted to repurchase intention of customers to either visit the hotel frequent or on daily basis. Respondents agreed that food was excellent in terms of portion, aroma, presentation, temperature and plating. According to the study respondents affirmed that the food order was just in time with customers being served without any delay. Respondents strongly disagreed that they were not able to influence the food quality at the Enashipai Resort. The study noted that food quality before and after customer service had an effect on the customer repurchase intention at the Enashipai Resort which was noted in the frequency of customer visit.

The second objective was to investigate how service environment affect customer repurchase intention at Enashipai Resort. Majority of the respondents strongly agreed that Enashipai

Resort had air quality and its sparkling clean which positively influenced the customer repurchase intention. The study noted that respondents indicated that the restaurant environment was appealing, aesthetic, relaxing and comfortable for a repetitive visit. Respondents agreed that restaurant furniture was comfortable and excellent which had an effect on the repurchase intention of customers. It was also revealed that Enashipai Resort had attractive colour and excellent lighting which positively influenced the coming back of customers. Respondents agreed that there was minimal and acceptable noise which did not distract customers while requesting for their services.

5.3 Conclusions

From the findings, it was concluded that food quality and service environment had an effect on customers repurchase intentions. Food quality and service environment positively influenced respondents to come back again at Enashipai Resort. However, from the findings it was noted that there might be other variables influencing repurchase intentions of customers which calls for further studies. The study rejected null hypothesis.

5.4 Recommendations for Policy/Practice

1. There is need for restaurant to recheck on ways to evaluate customers on food quality and service environment that will give an appropriate feedback for satisfaction and improvement to positively influence customers repurchase intention.
2. The study recommends for the restaurant to work on ambient factors and design layout which had mixed reaction of respondents where some argued that noise had distracted customers spending night at the restaurant due to unacceptable noise from outside hence the need to review on that.

5.5 Recommendations for Further Studies

The study recommends for further studies on other factors which have an effect of customers repurchase intentions such as service quality, pricing among others.

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APPENDICES

APPENDIX 1: TRANSMITTAL LETTER



OFFICE OF THE HEAD, SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

Dear Sir/Madam

03/08/2024

This letter is to introduce **Valentine Asutsi Likhanga [Reg. No. HPM-3-3785-21]** who is a student in the School of Hospitality, Tourism & Leisure Studies at Gretsa University pursuing Diploma in Hotel & Restaurant Management. To complete his Diploma course, he is undertaking research leading to the production of a research report or other publications and his study is entitled:

Effects of Food Quality and Service Environment on Customer Repurchase Intention: A Case of Enashipai Resort in Naivasha Sub County, Nakuru County, Kenya

He is inviting you to assist in this project by filling in the questionnaire which covers certain aspects of this topic.

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

Any enquiries you may have concerning this research project should be directed to his supervisor Mr. Peter Irungu by telephone on **0724282797** or by email [irungu@gretsauniversity.ac.ke].

Thank you for your attention and assistance.

Yours Sincerely

Peter Irungu
School of Hospitality, Tourism & Leisure Studies
Gretsa University

APPENDIX 2: QUESTIONNAIRE FOR CUSTOMERS

Dear Sir/ Madam,

I, **Valentine Asutsi Likhanga [Reg. No. HPM-3-3785-21]** is a student in School of Hospitality of Greta University and am completing my Diploma course in Hotel & Restaurant Management. My study is titled:

Effects of Food Quality and Service Environment on Customer Repurchase Intention: A Case of Enashipai Resort in Naivasha Sub County, Nakuru County, Kenya

I would like to get your support in filling the questionnaire and please note that your participation is highly appreciated. Also note that the information that you give is confidential and will only be used for the purpose of this study.

Thank you in advance

Yours' Sincerely,

Valentine Asutsi Likhanga

PART 1: PERSONAL DATA

Instruction: Please tick (✓) in the box provided

1. Gender

Male Female

2. Age of respondent

Below 20 yrs. 20-29 yrs. 30-39 yrs. Above 40yrs

3. Your highest Level of Education

Certificate Diploma Degree Post Graduate

4. What time do you mostly visit this hotel?

Morning hours Lunch hour Dinner time

5. How often do you visit this hotel?

Very often Occasionally Everyday

PART 2: FOOD QUALITY AND SERVICE ENVIRONMENT

Please indicate (✓) your level of agreement with the following statements using the following scale: (strongly agree, agree, neutral, disagree, and strongly disagree)

Section A: Food quality

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The menu has a good variety of items					
The food quality is excellent					
Food is tasty and flavorful					
Food is always professionally presented					
Am not able to influence the food quality in this restaurant					

Section B: Service environment

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The restaurant is very clean					
The restaurant has excellent lighting					
The restaurant noise level is acceptable					
The restaurant has excellent interior and exterior decorations					
The restaurant furniture is very comfortable					

PART 3: CUSTOMER REPURCHASE INTENTIONS

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I will repurchase the service from this restaurant in future					
Am not sure I will be visiting this restaurant in future					
I will only consider revisiting this restaurant when food quality and service environment improves					
I will recommend the restaurant to someone I know					

Thank you for your valuable time and cooperation