



**Exploring the Influence of Service Quality on Purchase Intention
(Evidence from RT Restaurant Sukkur)**

Neelam Jugwani*

Ph.D research scholar

Department of Business Administration
SALU Khairpur

Prof Dr Muhammad Ismail Soomro

Department of Business Administration,
Shah Abdul Latif University, Khairpur

Muhammad Zahid Maitlo

Lecturer

Larkana Campus,
University of Sindh Jamshoro

Prof Dr Iram Rani Laghari

Department of Business Administration,
Shah Abdul Latif University, Khairpur

Abstract

The purpose of this research is to explore the influence of service quality and purchase intention of customer of RT restaurants of Sukkur. Strategically, researcher use non probability convenient sampling method. Sample of 146 customers in two RT restaurants of Sukkur participate in this research, the results show the higher reliability and validity of tool used in this research. Furthermore, 88.7 percent model is fitted in this research which represents the goodness of the model. This research conclude that Tangibility, Responsiveness and Empathy has a positive and significant influence on purchase intention however, results of Reliability and Assurance shows insignificant relation with purchase intention. Moreover, this research shows that higher service quality influence purchase intention of the customer in RT restaurant of Sukkur.

Keywords: Service quality, Tangibility, Responsiveness, Reliability, Empathy, Assurance, Purchase Intention RT restaurants of Sukkur.

* Email: neelam.jugwani@gmail.com

1. Introduction

With the rapid development in the recent economic environment the restaurant industry has been evolving. Customers' preference towards better service quality is increasing, which creates competition among restaurant services. Marketers are seeking modern and advanced tools of how to appeal those customers. Hence, to capture the intensified opportunities and fulfil customer's preference marketers provide superior service quality. Indeed, service quality in restaurant sector provided by service providers plays an important role to influence customer purchase intention (Yadav et al., 2015).

Similarly, Al-dweeri (2017), suggested that factors of services quality including tangibility, reliability, responsiveness, empathy and assurance influence customer purchase intention. In addition, if a service provider understands the preferences of customers (Kafaji, 2013); then it influences purchase intention of customers (Dai, Forsythe and Kwon, 2014). Moreover, service provider's aim is to improve core competency position and business performance by effective service quality to grab the attention of customer. Gilbert and Veloutsou (2006) suggested in their studies that organization which offers superior services, achieve higher returns from customers. Undeniably, Lee et al., (2004) proposed that it has become important for service providers to achieve competitive advantage in recent era by better service quality. Fishbein and Ajzen (1975) suggested in their research that purchase intention can be predicted by customer future purchasing. It is also suggested that, service quality creates enormous challenges for service providers (Maitlo et al., 2017).

Additionally, Zheng, Lee and Cheung, (2017) proposed that purchase intention is a future purchasing of product or rendering services. Schiffman and Kanuk (2000) suggested in their research that as customers purchase intention can be influenced by effective service quality. It is also suggested that service quality refers as customers' overall judgement towards service and on the basis of judgment customers' purchase intention will be influenced (Zeithaml, 1988; Turney and Littman, 2003).

Dodds *et al.*, (1991) proposed that purchase intention can be defined as customers future purchases. Moreover, Omar, Ariffin and Ahmad (2015) asserted in their research that superior service quality influence customers towards purchase intention in restaurant sector. Similarly, Richins, (1997) proposed that customer purchase intention can positively influence by effective service quality. Indeed, it is also suggested that marketers influence customer purchase intention (Omar, Ariffin and Ahmad, 2015) by providing better service quality in restaurant sector (Shahid, Hussain and Zafar, 2017). Furthermore, service providers offers superior service quality to grab the attention of customers which leads towards purchase intention (Yadav et al., 2015). Purchase intentions also refer as future purchases after surveillance (Maitlo, Jugwani and Gilal, 2017).

Strategically, effective service quality is an essential element in restaurant sector which leads towards customer purchase intention (Powers and Barrows, 2003; Hasan *et al.*, 2008). Previous research suggested five dimensions to measure service quality, including Tangibility, Responsiveness, Empathy and Assurance (Zeithaml and Berry, 1998). Furthermore, customer purchase intentions are future purchases (Dai, Forsythe and Kwon, 2014; Maitlo, Jugwani and Gilal, 2017). Indeed, this research is to explore the influence of service quality on purchase intention, where service quality has five dimensions including (Tangibility, Reliability, Responsiveness, Empathy and Assurance).

1.1 Research Gap

Recent competitive market creates challenge for restaurant sectors. Marketers' center of attention is to provide adequate services to grab the competitive advantage. However, it is critical for service provider to identify the distinctive features which influence customer purchase intention towards restaurant sectors. Indeed, this research is exploring the influence of service quality factors including (Tangibility, Reliability, Responsiveness, Empathy and Assurance) on Purchase Intention in RT restaurants of Sukkur.

1.1.1 Academic and Industrial Contribution

RT restaurants grab the attention of customers in Sukkur as well. Additionally, service quality with customer purchase intention is not well-known in Sukkur environment. This research grabs numerous questions such as to understand the influence of service quality dimensions including (Tangibility, Reliability, Responsiveness, Empathy and Assurance) on purchase intention. Though, this research will explore the influence of service quality on purchase intention in Sukkur context. Service providers may understand the influence of service quality in restaurant sector of Sukkur and will apply effective service quality to grab the attention of customer which leads to purchase intention.

2 Literature Review

2.1 Purchase Intentions

Nkaabu, Bonuke and Saina (2017) suggested in their studies that purchase intention is future purchases that develops after evaluating service quality of any organization. Furthermore, Zahid *et al.*, (2017) proposed that behind customer purchase intention is effective services quality, which plays an important role. It is also suggested that customer's final intention to purchase or utilize the product or services of the particular organization consider as purchase intention (Hahm *et al.*, 2016). In addition it is asserted that superior service quality provided by service provider positively influences customer's purchase intention towards services (Saleem and Raja 2014; Kidane and Sharma, 2016). Although customer require effective service quality, which leads towards purchase intention (Maitlo, Memon and Syed, 2016).

Chan, Lei, Leong and Wong (2016) concluded in their research that tangibility is the most important factor to influence customer purchase intention in restaurant sector. Although marketers have competitive advantage, if they offer superior service quality to influence purchase intention (Zhou *et al.*, 2007). Similarly, different researchers concluded that customer purchase intention can be influenced by effective service quality offered by service providers (Nkaabu, Bonuke and Saina, 2017; Maitlo, Jugwani and Gilal, 2017). Purposefully, customer's purchase intention is related to perceived service quality (Oliver, 1993). It is asserted that future purchases of customer towards consuming services refers as purchase intention (Shao *et al.*, 2004). Even though it is suggested by different researches that service quality in restaurant sectors is an essential element to influence customer purchase intention (Salleh *et al.*, 2010; Carol *et al.*, 2015; Maitlo, Jugwani and Gilal, 2017).

2.2 Service Quality

Lu, Berchoux, Marek, and Chen (2015) concluded in their research that service quality is an essential element which influence customer purchase intention. Van Iwaarden *et al.*, (2003) proposed in his research that service quality is a unique

characteristic for customer desire expectation which helps to satisfy customer yearning needs. Services quality can be measured on customer satisfaction through service quality sub dimensions, including tangibility, empathy, assurance, reliability and responsiveness (Parasurman *et al.*, 1988). Positive services quality leads to higher customer satisfaction and it also help to retain customers for a long period, which is beneficial for service quality providers (Nadiri, Kandampully and Hussain, 2009). Service quality creates competition among service providers and also constructs certain levels of pressure to improve service quality (Johnsrud, Heck and Rosser, 2000). Since, service quality helps to emphasize on customer perceived satisfaction (Ravald and Gronroos, 1996). Additionally, Cronin and Taylor (1992) suggested that quality is an important factor which helps to judgment customer satisfaction with the help of its various sub dimensions including (Tangibility, Empathy, Assurance, Reliability, and Responsiveness). Hahm *et al.*, (2016) proposed in their research that when a customer perceives affective quality than their feeling of satisfaction will be affected which leads to positive purchase intention. Jain and Gupta, (2004) suggested in their research that customer gets higher perceived quality leads to higher satisfaction ultimately when the customer gets less service quality it leads to customer dissatisfaction. Customer perception about any product or services is service quality provided by the service provider (Zeithaml, 1987).

2.2.1 Tangibility on Purchase Intention

Khan and Fasih (2104) suggested in their investigation that tangibility refers as physical evidence or physical appearance which can be touched and seen as well. Furthermore, Wang, Chen and Jiang (2009) concluded in their research that the customer's level of purchase intention can determine Parasuraman *et al.*, (1985) by tangible factors of service quality. Strategically, purchase intention can be influenced by different external factors of service providers including by utilizing tangibles (Nikhashemi *et al.*, 2011). Representation of service through physical appearance to fulfil customer's desired requirements, consider the tangibility (Zeithaml and Berry, 1990). Similarly, physical facilities provided by service provider refer as tangibility in the restaurant sector influence purchase intention (Khan and Fasih, 2104; Blery *et al.*, 2009). In addition, all physical features to influence customer purchase intention are consider as tangible factors (Yarimoglu, 2014, pp. 79). Tangible factors are important (Tax, Brown and Chandrashekar, 1998) to influence purchase intention Siomkos and Kurzbard (1994). Appearance of employees and quality of equipments influences purchasing intention of customers (Van Iwaarden *et al.*, 2003; Nikhashemi *et al.*, 2011).

2.2.2 Reliability on Purchase Intention

According to Blery *et al.*, (2009) ability of providing service quality consistently as committed to customer refer as reliability. Keller (2001) concluded that facilities provide to customers can be consider as reliability which influences customer purchase intention. Strategically Khan and Fasih (2014) suggested in their investigation that, customers prefer reliable service which leads to purchase intention. Furthermore, reliability positively associated with (Ibanez *et al.*, 2006) customers to understand their purchase intentions (Jones *et al.*, 2006). Even though, reliability influence customer purchase intention (Muyeed, 2012; Seng and Husin, 2015). Additionally, it is also suggested that "Reliability, includes two main things, namely consistency of work and ability to be trusted" (Nuridin. SE. MM.2018).

Well, Yang and Fang (2004) concluded in their research that fulfilling of services as promised is considered as reliability which considered as most important dimension of service quality. Selvakumar and Mathew (2015) suggested that reliability influence customer purchase intention in restaurant sector. Even though, reliability is an essential element of service quality to influence customers and change their intention for purchasing (Omar, Saadan & Seman, 2015; Seng and Husin, 2015).

2.2.3 Responsiveness on Purchase Intention

According to Yarimoglu (2014), immediate feedback from service provider to gain attention from the customer considered as responsiveness. Selvakumar and Mathew (2015) suggested that responsiveness of service provider can be perceived through providing timely services to customers by service provider. Indeed, satisfy customer in appropriate manner when it is required considered as responsiveness (Malik, Danish and Usman, 2010). In addition, higher level of responsiveness in service quality influence customer purchase intention (Kundi, Qureshi, Khan and Akhtar, 2014). However it is also suggested that, responsiveness is an important dimension of service quality and it is positively related to customer purchase intention (Khan and Faish 2014; Subba and Rao, 2016).

In addition Lo, Wu and Tsai (2015) discovered in their research that, responsiveness found as an important dimension of service quality to influence customer's purchase intention. However, Omar, Ariffin and Ahmad, (2016) suggested in their research that responsiveness is an ability to provide prompt service to assist the customer and influence their purchase intention. Furthermore, it is also concluded that, individual intention towards services influences when service providers offer superior services timely when it is required (Khan, Tauqir and Majeed, 2012). Strategically, service provider delivers its promise on giving time influences customers purchase intention (Putro and Haryanto, 2015; Omar, Ariffin and Ahmad, 2016). Moreover, it is observed that, customers' purchase intention influences by quality of responsiveness when they receive timely required services (Lin and Liang, 2011; Kundi, Qureshi, Khan and Akhtar, 2014; Wong, Wu and Cheng, 2015).

2.2.4 Empathy on Purchase Intention

Blery *et al.*, (2009) suggested that individuals required personal attention and special care, these activities known as empathy. Keller (2001) argued that customer purchase intention can be influenced by different service quality factors and empathy is one of them. Although empathy is an essential element of service quality, it is concluded that customer's purchase intention can be influenced and increased through empathy (Juneja, 2011; Ladhari, Ladhari and Morales, 2011). Strategically, empathy involves addressing solutions to problems, fulfilling their demands, respect their concerns and listen to their problems which leads to purchase intention (Wieseke *et al.*, 2012; Khan and Fasih , 2014). In addition, service quality can be improved by providing better empathy to customers when it is required (Karatepe, 2011, Ali and Amin, 2016).

Similarly, Satish and Peter (2004) suggested in their research that empathy provided by service provider plays a vital role to influence customer purchase intention. Hence, employees convey the individualized attention to customer which influences customer purchase intention (Omar, Ariffin and Ahmad, 2016). Additionally, quality of empathy influence customers purchase intention in restaurant sectors (Zeithaml and Bitner, 2003; Younus, Rasheed and Zia, 2015).

2.2.5 Assurance on Purchase Intention

Blery *et al.*, (2009) suggested in their research that assurance is an ability to influence trust and develops confidence among customers and influence purchase intention. Parasuraman *et al.*, (1988) suggested assurance as a significant dimension of service quality. However, Ali, Amin and Cobanoglu (2016) concluded in their research that on the basis of employees' courtesy and knowledge develops assurance in customers and leads to purchase intention. Furthermore, assurance increases the confidence level in customers which improve purchase intention towards products and services (Lee and Heo 2009; Malik, Danish and Usman, 2010). In addition, quality of assurance leads to customer purchase intention (Ghourri *et al.*, 2011; Ali and Amin 2014; Subba and Rao, 2016).

Moreover, a effective service quality positively and significantly influences customer towards purchase intention (Guriting and Ndubisi, 2006). It is also concluded that the service quality of assurance provides customer a confident feeling without any fear (Omar, Ariffinb and Ahmad, 2016). Additionally, effective service quality is a dominant factor (Maitlo *et al.*, 2017) to influence purchase intention (Maitlo, Jugwani and Gilal, 2017). Since, assurance offers convenience and favourable outcomes to customers (Subba and Rao, 2016) which influences customer purchase intention towards services (Selvakumar and Mathew, 2015; Lai, Chu and Petrick, 2016). Furthermore, it is suggested that Assurance is an influential factor which have a positive influence towards customer purchase intention (Parasuraman *et al.*, 1988; Rao and Monroe, 1988).

H1: Quality of Tangibility has significantly and positively influence purchase intentions.

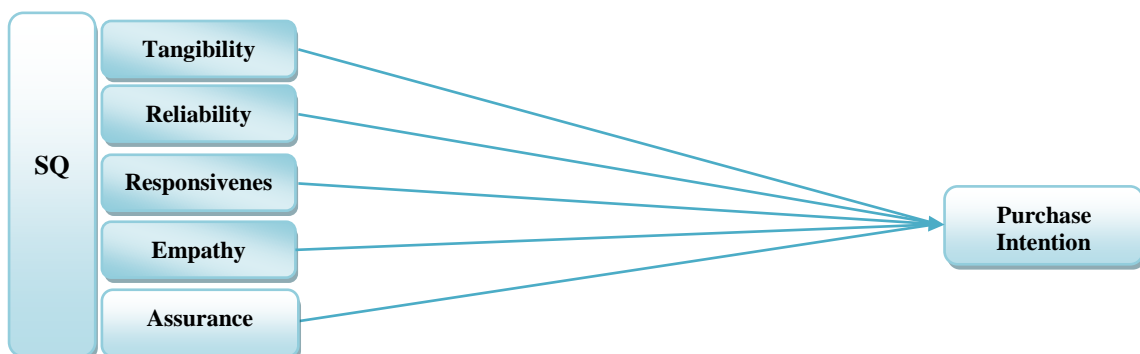
H2: Quality of Reliabilityhas significantly and positively influence purchase intentions.

H3: Quality of Responsiveness have significantly and positively influence purchase intentions.

H4: Quality of Empathy has significantly and positively influence purchase intentions.

H5: Quality of Assurance has significantly and positively influences purchase intention.

Conceptual Model



3 Research Methodology

3.1 Research design

Nature of this research is cross-sectional quantitative using non-probability convenient sampling method (Asher, 1976; Parasuraman *et al.*, 1988). Convenience method can be defined as “availability to researcher by the virtue of availability” (Bryman and Bell, 2003). In addition, reliability analysis, descriptive statistics was tested by using SPSS software version 23.0. Furthermore, regression analysis including (model summary, ANOVA and Coefficients) were applied to check the influence of service quality on customer purchase intention.

3.2 Targeted Population and Sample selection

There are two main aims of sample design; first one is what the fundamentals of targeted population are and how to select them. In addition, sample can be demarcated as “a sub set of population (Agresti and Finlay, 2009). Despite, 230 customers of two RT restaurants of Sukkur were targeted for this research and selected sample size consist of 146 respondents suggested by (Omar, Ariffin and Ahmad, 2015). Sample was calculated on 95 percent confidence interval suggested by (Krejcie and Morgan 1970).

3.2 Instrument

Structured questionnaire is used in this research. The questionnaire was comprised on three scales; Service quality scales and customer purchase intention scales. Scales of service quality model are adapted from Parasuraman *et al.*, (1988) including sub dimensions “Tangibility, Reliability, Responsiveness, Empathy and assurance” by using 5-point Likert scale from 1 for Strongly Disagree to 5 for Strongly Agree. Similarly, scale to measure customer purchase intention via 5-point Likert scales from 1 for strongly disagree to 5 for strongly agree (Yang and He, 2011).

4 Analysis and results

4.1 Respondent profile

In respondent profile table-1, it represents the demographic detail of selected sample collected through questionnaires. Respondent profile consists of four demographic profiles, including gender, age, educational background and average monthly income. Indeed, 63.7 percent male respondents from the total number of 146 and 36.3 percent female respondents selected for this research. Furthermore, research concluded that, highest portions of survey fulfilled by respondents with the age of 24 to 26 and the lowest portion of sample were relied in age of 18 to 20. Even though, 33.6 percent respondents’ education lies in category of bachelors who participated to fill questionnaire. Similarly, highest portion of respondents with 22.6 percent have Rs. 40001 to 50000 PK monthly average income who participated in research. Since, Rs. 30001 to 40000 PK monthly average income respondents were the lowest ratio participants.

Table-1 Respondents Profile

Factors	Profile	Total Number	Percentage%
Gender	Male	93	63.7
	Female	53	36.3
	Total	146	100
Age	18-20	15	10.3
	21-23	19	13.0
	24-26	40	27.4
	27-29	39	26.7
	30+above	33	22.6
	Total	146	100.0
Education	No education	5	3.4
	Matriculation	24	16.4
	Intermediate	38	26.0
	Bachelor	49	33.6
	Masters	30	20.5
	Total	146	100.0
Average monthly income	10000-20000	31	21.2
	20001-30000	28	19.2
	30001-40000	22	15.1
	40001+50000	33	22.6
	50001+above	32	21.9
	Total	146	100.0

4.2 Reliability Statistics

In this research non-probability convenience sample method questionnaire was used to explore the relational influence of service quality on purchase intention. All items used in the instrument were tested to check reliability and consistency via Cronbach's alpha. The coefficient of 0.7 is applied as a guideline (Cavana *et al.*, 2001). Table-2 show the reliability test analysis of all items which were used in the instrument. Reliability test analysis in the table-2 shows adequate reliability of independent variable where as tangibility with .895, reliability with .851, Responsivene with .916, empathy with .913 and assurance along with .904 realibility. This percentage undoubtedly shows that items used in the instrument have consistency and are highly reliable for this research. Additionally, Cronbach's alpha of dependent variable is .935 percent which also shows that scales of purchase intenion are reliable in this reseach. Indeed, results of table-2 shows that all sclaes used in this research have good reliability and consistency in this research.

Table-2 Reliability Statistics

Constructs	Cronbach's Alpha
Service Quality (Independent Variable)	
Tangibility	0.895
Tangibility1	
Tangibility2	
Tangibility3	
Reliability	0.850
Reliability1	
Reliability2	
Reliability3	
Responsiveness	0.916
Responsiveness1	
Responsiveness2	
Responsiveness3	
Empathy	0.913
Empathy1	
Empathy2	
Empathy3	
Assurance	0.904
Assurance1	
Assurance2	
Assurance3	
Purchase Intention (Dependent Variable)	0.935
Purchase Intention1	
Purchase Intention2	
Purchase Intention3	
Purchase Intention4	

4.3 Descriptive Statistics

Table-3 represents the descriptive statistics values about research, it shows mean and standard deviation values of variables. Although, quality of reliability has highest mean which is (3.3218). Since, quality of responsiveness has (1.06941) standard deviation which is comparatively highest standard deviation with other dimensions of quality. Similarly, descriptive statistics also represents the mean and standard deviation of the dependant variable. Indeed, mean value of purchase intention is (2.9110) along with (1.08029) standard deviation.

Variables	N	Mean	Std. Deviation
Tangibility	146	2.9886	1.09434
Reliability	146	3.3218	.94723
Responsiveness	146	2.8402	1.06941
Empathy	146	2.8836	1.07325
Assurance	146	2.8813	1.16641
Purchase Intention	146	2.9110	1.08029
Valid N (listwise)	145		

4.4 Bivariate analysis

Hair *et al.*, (2006) suggested that Bivariate analysis is a “process for obtaining an arithmetical connection in the form of an equation” to determine the relationship of variables involved in analysis. Two variables, service quality and purchase intentions are used in this investigation, where service quality falls into sub dimensions (Tangibility, Responsiveness, Reliability, Empathy and Assurance). Hypotheses represent the relationship of the independent variable on dependant variable.

4.5 Correlation

Multi collinearity will occurs when two or more predictors are correlated. In correlation analysis factors must be less than 0.9 which shows that there is an acceptable relation among variables. If the value is equal or grater than 0.9 than there must be an issue of multi collinearity. Table-4 shows that values are below 0.9 hence, there is acceptable correlation among factors.

	T	RS	R	E	A
Pearson Correlation	1	.869**	.334**	.863**	.771**
Sig. (2-tailed)		.000	.000	.000	.000
N	146	146	146	146	146
Pearson Correlation	.869**	1	.344**	.815**	.751**
Sig. (2-tailed)	.000		.000	.000	.000
N	146	146	146	146	146
Pearson Correlation	.334**	.344**	1	.299**	.273**
Sig. (2-tailed)	.000	.000		.000	.001
N	146	146	146	146	146
Pearson Correlation	.863**	.815**	.299**	1	.730**
Sig. (2-tailed)	.000	.000	.000		.000
N	146	146	146	146	146
Pearson Correlation	.771**	.751**	.273**	.730**	1
Sig. (2-tailed)	.000	.000	.001	.000	
N	146	146	146	146	146

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

4.6 Linear Regression Analysis

Table-5 represents the fitness of the model used in this research, R-square shows the percentage of fitness of the model. R-square is .887 percent which demonstrates that model used in this research is 88.7 is accurate or fit. This percentage represents that constant variables have .887 percent influence of purchase intention.

Table-5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 ^a	.880	.880	.37440
a. Predictors: (Constant), Assurance, Reliability, Empathy, Responsiveness, Tangibility				

In table-6 ANOVA shows the overall variance accounted for this research model. All hypotheses are tested with the help of (F) statistics. ANOVA demonstrate variation in the dependent variable, purchase intention. In this table-6 statistical significance as sig. = 0.000 which means $P < 0.05$, hypotheses are conventional on the confidence level of 95 percent. The result of this ANOVA has explained that the model fit signifying predictor has explained the adequate portion of variance in response variable by decreasing the error significantly. Indeed, independent variable represents the relational influence of service quality on purchase intention.

Table-6 Anova

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	149.978	5	29.996	218.020	.000 ^b
Residual	19.124	139	.138		
Total	169.102	144			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), Assurance, Reliability, Empathy, Responsiveness, Tangibility					

In Table-7 results of coefficients are shown although these results clearly support that H1, H2 and H4 which are Tangibility, responsiveness and empathy has significant and positive influence on purchase intention. Table-7 also represent the coefficient beta value of service quality dimensions including Tangibility, Responsiveness, Reliability, Empathy and Assurance at .305, .192, -.028, .491 and .013 correspondingly.

Table-7 Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.104	.126		.826	.410
	PI← Tangibility	.303	.070	.305	4.323	.000
	PI← Responsivess	.194	.063	.192	3.098	.002
	PI← Reliability	-.033	.035	-.028	-.935	.352
	PI← Empathy	.496	.060	.491	8.330	.000
	PI← Assurance	.012	.044	.013	.279	.781
a. Dependent Variable: Purchase Intention						
* $t \geq 1.96$, *** $p \leq 0.05$						

5 Conclusion

The purpose of this research is to find out influence of service quality and purchase intention. Service quality has five sub dimensions, including tangibility, reliability, responsiveness, empathy and assurance. It is concluded that scales used in this research have reliability and consistency, however, variables are correlated with each other and there is no any issue of multi colinearity. Results of this research shows that service quality including tangibility, reliability, responsiveness, empathy and assurance influences purchase intention in RT restaurant of Sukkur. So, the hypotheses H1, H2 and H4 are accepted in this research on 95 percent confidence interval Tangibility with $P=0.000$, Responsiveness with $P=.002$. Additionally, H3 has represented that reliability has negative as well as insignificance influence on purchase intention. Even though, H5 shows the insignificant but positive influence of assurance on purchase intention. Despite, the results reveal that dimensions of service quality, including tangibility, reliability, responsiveness, empathy and assurance have an influence on purchase intention in restaurant sector of Sukkur.

6 Limitation

Since, the researcher collected data from a selected sample from a targeted population to support this research. Indeed results generalized on limited targeted population, including customers of two RT restaurant of Sukkur, though it cannot be generalized as whole district.

7 Future Directions

Although, on the basis of current limitations of this research some future directions are suggested for further investigation. Researchers may collect data from other RT restaurants as well to understand the perspective of customer towards service quality. Indeed, non probability convenient sampling has been used in this research by researchers; other researchers may apply different sampling methods to collect data from respondents. Moreover, researcher targeted restaurant sector, other researchers may choose life insurance, TCS, consulting firms and telecommunication sectors as well.

References

- Agresti, A., & Finlay, B. (2009). Table C: Chi-Square Distribution Values for Various Right-Tail Probabilities. *Statistical methods for the social sciences*, 4, 593-594.
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust. *International Journal of Marketing Studies*, 9(2), 92.
- Ali, F., Amin, M., & Cobanoglu, C. (2016). An integrated model of service experience, emotions, satisfaction, and price acceptance: an empirical analysis in the Chinese hospitality industry. *Journal of Hospitality Marketing & Management*, 25(4), 449-475.
- Asher, H.B. (1976), *Causal Modeling, Sage University Paper Series on Quantitative Applications in the Social Sciences*, No. 3, Sage Publications, Beverly Hills, CA.
- Blery, E., Batistatos, N., Papastratou, E., Perifanos, I., Remoundaki, G., & Retsina, M. (2009). Service quality and customer retention in mobile telephony. *Journal of Targeting, Measurement and Analysis for Marketing*, 17(1), 27-37.
- Bryman, A., & Bell, E. (2003). Breaking down the quantitative/qualitative divide. *Business Research Methods*, 465-478.
- Carol Lu, Celine Berchoux, Michael W. Marek, Brendan Chen, (2015) "Service quality and customer satisfaction: qualitative research implications for luxury hotels", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 9 Issue: 2, pp.168-182, <https://doi.org/10.1108/IJCTHR-10-2014-0087>
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. John Wiley & Sons Australia.
- Chan, V. K., Lei, C., Leong, S. U., Ng, S. K., & Wong, K. U. (2016). *On How Social Networking Sites Affect Online Consumer Purchase Intention*.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *The journal of marketing*, 55-68.
- Dai, B., Forsythe, S., & Kwon, W. S. (2014). The impact of online shopping experience on risk perceptions and online purchase intentions: Does product category matter?. *Journal of Electronic Commerce Research*, 15(1), 13.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 307-319.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Ghouri, Arsalan. Mujahid., Khan, Naveed. Rehaman, Malik, Abdul.,Razzaq, Ambreen (2011), "Marketing Practices and Their Effects on Firm's Performance: Findings from Small and Medium Sized Catering and Restaurants in Karachi", *International Journal of Business and Management*, Vol .6, No. 5. pp. 251-259.
- Gilbert, G. R., & Veloutsou, C. (2006). A cross-industry comparison of customer satisfaction. *Journal of Services Marketing*, 20(5), 298-308.
- Guriting, P., & Oly Ndubisi, N. (2006). Borneo online banking: evaluating customer perceptions and behavioural intention. *Management research news*, 29(1/2), 6-15.
- Hahm, J. J., Breiter, D., Severt, K., Wang, Y., & Fjelstul, J. (2016). The relationship between sense of community and satisfaction on future intentions to attend an association's annual meeting. *Tourism Management*, 52, 151-160.
- Hair, J. F. Jr, Walfinbarger, M. F., Ortinau, D. J., and Bush R. P. (2008) *Essentials of Marketing Research*, McGraw Hill.

- Hasan, H. F. A., Ilias, A., Rahman, R. A. & Razak, M. Z. A. (2008). *Service Quality and Student Satisfaction: A Case Study at Private Higher Education Institutions*. *International Business Research*, 1(3), 163-175.
- Ibáñez, V. A., Hartmann, P., & Calvo, P. Z. (2006). Antecedents of customer loyalty in residential energy markets: Service quality, satisfaction, trust and switching costs. *The Service Industries Journal*, 26(6), 633-650.
- Jain, S. K., & Gupta, G. (2004). Measuring service quality: SERVQUAL vs. SERVPERF scales. *Vikalpa*, 29(2), 25-38.
- Johnsrud, L. K., Heck, R. H., & Rosser, V. J. (2000). Morale matters: Midlevel administrators and their intent to leave. *The Journal of Higher Education*, 71(1), 34-59.
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974-981.
- Juneja, M. (2011). Global Art History and the Burden of Representation. *Global Studies: Mapping Contemporary Art and Culture*, 274-297.
- Kafaji, I. K. A. (2013). *Formulation of a dynamic material point method (MPM) for geomechanical problems*.
- Karatepe, O. M. (2011). Do job resources moderate the effect of emotional dissonance on burnout? A study in the city of Ankara, Turkey. *International Journal of Contemporary Hospitality Management*, 23(1), 44-65.
- Keller, K. L. (2001). *Building customer-based brand equity: A blueprint for creating strong brands*.
- Khan, I., Ghauri, T. A., & Majeed, S. (2012). Impact of brand related attributes on purchase intention of customers: a study about the customers of Punjab, Pakistan. *Interdisciplinary journal of contemporary research in business*, 4(3), 194-200.
- Khan, M. M., & Fasih, M. (2014). Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector. *Pakistan Journal of Commerce and Social Sciences*, 8(2), 331-354.
- Kidane, T. T., & Sharma, R. R. K. (2016). Factors Affecting Consumers' purchasing Decision through E-Commerce. In *Proceedings of the 2016 International Conference on Industrial Engineering and Operations Management Kuala Lumpur, Malaysia* (Vol. 8, No. 10, pp. 159-165).
- Krejcie, R.V. and Morgan, D.W., (1970). *Determining sample size for research activities*. *Educational and psychological measurement*, 30(3), pp.607-610.
- Kundi, G., Khan, M., Qureshi, Q., Khan, Y., & Akhtar, R. (2014). Impact of service quality on customer satisfaction in higher education institutions. *Industrial Engineering Letters*, 4(3), 23-28.
- Ladhari, R., Ladhari, I., & Morales, M. (2011). Bank service quality: comparing Canadian and Tunisian customer perceptions. *International Journal of Bank Marketing*, 29(3), 224-246.
- Lai, Y. H. R., Chu, J. Y., & Petrick, J. F. (2016). *Examining the relationships between perceived value, service quality, satisfaction, and willingness to purchase a theme park*.
- Lee, J., Graefe, A. R., & Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17(1), 73-82.

- Lee, S., & Heo, C. Y. (2009). Corporate social responsibility and customer satisfaction among US publicly traded hotels and restaurants. *International Journal of Hospitality Management*, 28(4), 635-637.
- Lin, J. S. C., & Liang, H. Y. (2011). The influence of service environments on customer emotion and service outcomes. *Managing Service Quality: An International Journal*, 21(4), 350-372.
- Lo, A., Wu, C., & Tsai, H. (2015). The impact of service quality on positive consumption emotions in resort and hotel spa experiences. *Journal of Hospitality Marketing & Management*, 24(2), 155-179.
- Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service quality and customer satisfaction: qualitative research implications for luxury hotels. *International Journal of Culture, Tourism and Hospitality Research*, 9(2), 168-182.
- Maitlo, M. Z., & Mahar, S. W. (2018). Comparative Study of Cellular Network Operators in Pakistan using SERVQUAL Model. *SALU-COMMERCE & ECONOMICS REVIEW*, 3(1), 86-100.
- Maitlo, M. Z., Jugwani, N., & Gilal, R. G. (2017). The Model of Customer Experience and Purchase Intention in Online Environment. *Sukkur IBA Journal of Management and Business*, 4(1), 1-17.
- Maitlo, M. Z., Memon, S. B., & Syed, S. (2016). *Structural Effect of Psychological Capital on Online Purchase Intention*.
- Malik, M. E., Danish, R. Q., & Usman, A. (2010). The impact of service quality on students' satisfaction in higher education Institutes of Punjab. *Journal of Management Research*, 2(2), 1.
- Muyeed, M. A. (2012). Customer perception on service quality in retail banking in developing countries-a case study. *International Journal of Marketing Studies*, 4(1), 116.
- Nadiri, H., Kandampully, J., & Hussain, K. (2009). Students' perceptions of service quality in higher education. *Total Quality Management*, 20(5), 523-535.
- Nikhashemi, S. R., Yasmin, F., Haque, A. K. M., & Khatibi, A. (2011). Study on consumer perception towards online ticketing in Malaysia. In *ePROCEEDINGS FOR 2011 INTERNATIONAL RESEARCH CONFERENCE AND COLLOQUIUM Contemporary Research Issues and Challenges in Emerging Economies* (pp. 3-13).
- Nkaabu, C. G., Bonuke, R., & Saina, E. (2017). Effect of emotional experience on purchase intention: a sequential mediation of social value and hedonic value in a retail setting. *British Journal of Marketing Studies*, 5(6), 33-47.
- Nuridin, S. E. (2018). *Effect of service quality and quality of products to customer loyalty with customer satisfaction as intervening variable in PT. nano coating Indonesia*.
- Oliver, R. L. (1993), "Cognitive, affective, and attribute bases of the satisfaction response", *Journal of Consumer Research*, Vol. 20, December, pp. 418-30.
- Omar, H. F. H., Saadan, K. B., & Seman, K. B. (2015). Determining the Influence of the Reliability of Service Quality on Customer Satisfaction: The Case of Libyan E-Commerce Customers. *International Journal of Learning and Development*, 5(1), 86-89.
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service quality, customers' satisfaction and the moderating effects of gender: A study of Arabic restaurants. *Procedia-Social and Behavioral Sciences*, 224, 384-392.

- Parasuraman, A, Zeithaml, V, A, Berry, L. (1985). 'A conceptual model of service quality and its implications for future research', *Journal of Marketing*, vol.49, no. 2, pp. 3548.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12.
- Parsuraman A., Zeithaml., V. A., & Berry, L.L. (1988). A multiple item scale for measuring consumer perception of service quality. *Journal of Retailing*, 64(1), 12-40.
- Powers, T., & Barrows, C. W. (2003). *Introduction to management in the hospitality Industry*. New York: John Wiley & Sons.
- Putro, H. B., & Haryanto, B. (2015). Factors affecting purchase intention of online shopping in Zalora Indonesia. *British journal of economics, management & trade*, 9(1), 1-12.
- Rao, A. R., & Monroe, K. B. (1988). The moderating effect of prior knowledge on cue utilization in product evaluations. *Journal of consumer research*, 15(2), 253-264.
- Ravald, A., & Grönroos, C. (1996). The value concept and relationship marketing. *European journal of marketing*, 30(2), 19-30.
- Richins, M. L. (1997). Measuring emotions in the consumption experience. *Journal of consumer research*, 24(2), 127-146.
- Saleem, H. and N. S. Raja (2014). "The impact of service quality on customer satisfaction, customer loyalty and brand image: Evidence from hotel industry of Pakistan." *Middle-East Journal of Scientific Research* 19(5): 706-711.
- Salleh, N. H. M., Othman, R., Noor, A. H. S. M., & Hasim, M. S. (2010). Malaysian tourism demand from the Middle East market: A preliminary analysis. *International Journal of West Asian Studies*, 2(1).
- Satish, J. And Peter, K. (2004), *Customer Response Capability in a Sense-And-Respond Era The role of customer knowledge process*. J. Acad. Ma r k. Sci. , 32 (3): 219-233.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior*, Prentice Hall, Inc. New Jersey.
- Selvakumar, J. J., & Mathew, M. M. (2015). The impact of hard sell and soft sell advertisements in altering viewers attitude and purchase intension towards brands. *International Journal of Marketing and Technology*, 5(9), 214-228.
- Seng, L. C., & Husin, Z. (2015). Product and price influence on cars purchase intention in Malaysia. *Res. J. Interdiscip. Multidiscip. Stud. A Peer-Reviewed Mon. Res. J*, 7969(108), 108-119.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, 6(1), 1-4.
- Shao, C. Y., Baker, J. A., & Wagner, J. (2004). The effects of appropriateness of service contact personnel dress on customer expectations of service quality and purchase intention: The moderating influences of involvement and gender. *Journal of Business Research*, 57(10), 1164-1176.
- Subba, D., & Rao, M. K. (2016). Measuring the Effects of CSR on Compassion at Workplace: An Empirical Study in North East Region of India. *Purushartha: A Journal of Management Ethics and Spirituality*, 9(1).
- Tax, S. S., Brown, S. W., & Chandrashekar, M. (1998). Customer evaluations of service complaint experiences: implications for relationship marketing. *The journal of marketing*, 60-76.

- Turney, P. D., & Littman, M. L. (2003). Measuring praise and criticism: Inference of semantic orientation from association. *ACM Transactions on Information Systems (TOIS)*, 21(4), 315-346.
- Van Iwaarden, J., van der Wiele, T., Ball, L., & Millen, R. (2003). Applying SERVQUAL to web sites: An exploratory study. *International Journal of Quality & Reliability Management*, 20(8), 919-935.
- Wang, C. C., Chen, C. A., & Jiang, J. C. (2009). The Impact of Knowledge and Trust on E-Consumers' Online Shopping Activities: An Empirical Study. *JCP*, 4(1), 11-18.
- Wieseke, J., Geigenmüller, A., & Kraus, F. (2012). On the role of empathy in customer-employee interactions. *Journal of Service Research*, 15(3), 316-331.
- Wong, J., Wu, H. C., & Cheng, C. C. (2015). An empirical analysis of synthesizing the effects of festival quality, emotion, festival image and festival satisfaction on festival loyalty: A case study of Macau Food Festival. *International Journal of Tourism Research*, 17(6), 521-536.
- Wong, J., Wu, H. C., & Cheng, C. C. (2015). An empirical analysis of synthesizing the effects of festival quality, emotion, festival image and festival satisfaction on festival loyalty: A case study of Macau Food Festival. *International Journal of Tourism Research*, 17(6), 521-536.
- Yadav, A., Kon, K., Kratosova, G., Duran, N., Ingle, A. P., & Rai, M. (2015). Fungi as an efficient mycosystem for the synthesis of metal nanoparticles: progress and key aspects of research. *Biotechnology letters*, 37(11), 2099-2120.
- Yang, Z. Y., & He, L. Y. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, 5(16), 6738.
- Yang, Z., & Fang, X. (2004). Online service quality dimensions and their relationships with satisfaction: A content analysis of customer reviews of securities brokerage services. *International Journal of Service Industry Management*, 15(3), 302-326.
- Yarimoglu, E. K. (2014). A review on dimensions of service quality models. *Journal of Marketing Management*, 2(2), 79-93.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management And Business Research*.
- Zahid, M. M., Ali, B., Ahmad, M. S., Thurasamy, R., & Amin, N. (2017). Factors Affecting Purchase Intention and Social Media Publicity of Green Products: The Mediating Role of Concern for Consequences. *Corporate Social Responsibility and Environmental Management*.
- Zeithaml, V. A. & Bitner, M. J. (2003) *Service Marketing: Integrating Customer Focus Across the Firm*. USA: McGraw-Hill, 3, 1-2.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). Delivering quality service: Balancing customer perceptions and expectations. Simon and Schuster.
- Zheng, X., Lee, M., & Cheung, C. M. (2017). Examining e-loyalty towards online shopping platforms: The role of coupon proneness and value consciousness. *Internet Research*, 27(3), 709-726.
- Zhou et al. (2007), "Online shopping acceptance model-A critical survey of consumer factors in online shopping", *Journal of Electronic Commerce Research*, Vol. 8, No.1 |