

The Importance of food quality in dining at restaurants.

Christine Senami*

Department of Food Science, University of Benin, Main Gate, Benin-Ore Road, Benin City, Nigeria

Accepted on 10 December, 2021

Description

Food quality looks to be accepted as a basic element to satisfy customers in the restaurants. It has been typically unmarked in restaurants service quality and satisfaction studies. The first objective of this study was to research however food quality is perceived in relevancy satisfaction and activity intentions in mid- to upmarket restaurants. This study additionally tried to spot that attributes among food-related qualities square measure crucial in rising satisfaction and intensifying get back intention with a structural equation modeling technique, this study shows that overall food quality considerably affects client satisfaction and activity intentions and additionally discovered that the connection between food quality and client activity intentions is mediate by satisfaction [1]. Later regression analyses incontestable that style and presentation were the two greatest contributors to client satisfaction and activity intentions. Thus, a manager has to concentrate to the key food quality attributes that elicit client satisfaction and enhance come back visits within the eating place business.

The following empirical study examines the results of specific service quality dimensions from the DinEX model on customer's satisfaction and behavioural intentions. The originality of DinEX over different eating place service quality instruments is primarily its specialize in dimensions like social connectedness and homophily, that represent social constructs that portray an indoor sense of happiness and therefore the tendency for folks to affiliate with similar others. Results show that food completely associated with the best food quality has an influence on customer's satisfaction that successively affects their behavioural intentions. The implications for practitioners are mentioned very well [2]. Benefits and drawbacks are well explained in this article. It helps us in trying the new foods. It helps to reduce the time in cooking food and where it results in the increase of quality time with friends and family. The drawbacks of dining the food at restaurants results into memory loss, diabetes, Increase of High Blood Pressure. Food quality, service quality similarly as physical atmosphere quality all plays a district in decisive a teenager's perception and behavior towards drive-through fast-food restaurants. Staring at the

regression lines, there have been no important variations for every issue, however service quality and food quality were found to own the strongest influence on teen behaviour towards drive-thru fast-food restaurants.

The findings of this study incontestable the assorted behaviors teenagers will have towards drive-thru victuals restaurants, specifically relating to food quality, service quality, and quality of the physical atmosphere. However, food quality and repair quality were found to own the best influence on teen behavior amongst alternative examined factors [3]. Hence, selling practitioners ought to take this into thought once making an attempt to make a positive perception and word of mouth relating to fast-food restaurants.

References

1. Namkung Y, Jang S. Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *J Hosp Tour Res.* 2007; 31:387-409.
2. Bufquin D, DiPietro R, Partlow C. The influence of the DinEX service quality dimensions on casual-dining restaurant customer's satisfaction and behavioral intentions. *J Food serv Bus Res.* 2017;20:542-556.
3. Hongsriruang N, Nuangjamnong C, Dowpiset K. Factors influencing teenager's perception on food quality and service quality at drive thru fast food restaurants in bangkok: case study of thai teenager's in bangkok. *J. Food Microbiol.* 2020; 10: 1-5.

*Correspondence to

Dr. Christine Senami
Department of Food Science
University of Benin
Benin City
Nigeria
E-mail: christine@gmail.com