

Food Service Delivery and Consumer Preference of Fast-Food Restaurants in Port Harcourt

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Abstract

Understanding customers' decisions toward preference of a brand such as Fast-Food Restaurant should be fundamental for the growth of any business. Every Customer wants to enjoy value for money and memorable dining experience. The purpose of this study is to find out the relationship between Food Service Delivery and Consumer Preference of Fast-food Restaurants in Port Harcourt. To establish this purpose, six Research Questions, Objectives and Hypotheses were formulated. Quantitative survey method was adopted. The population of the study consisted of customers of Fast Foods operating in Port Harcourt. A total of 10 hotels were selected from a sample size of 323 using Freund and William formula. An infinite sample size was determined. Questionnaire was adopted for the collection of data and Pearson's Product Moment Coefficient was used in testing of hypotheses. The findings of the study revealed a positive Correlation between the dimensions of Food Service Delivery (Food Quality, Servicescape and Price). The measures of Customer Preference (Revisit Intention and Positive Word of Mouth). A significant relationship exists between the Independent Variables (Food Service Delivery and the Dependent Variables (Customer Preference). The study concluded that Managers should look out for elements that could influence Customer Decisions and take advantage by offering better Dining Experience Packages than the competitors. Managers should be innovative in Food Service Delivery; to meet the sophisticated and expectant customers. The study therefore, recommended that Managers should evaluate their Service Delivery Process, Pricing and feedback mechanisms and put them in place to improve and enhance Food Service Delivery.

Keywords: Food Service Delivery, Consumer Preference, Fast-Food, Restaurants, Food Service Experience, Consumer Decisions, Dining Experience.

Introduction

Branding is the most important aspect of marketing which could gain massive attention overtime. Consumer Preference, according to Bitner, (2011) has become popular area of research globally and has created intense competition in the Food Service sectors especially in the Fast-food restaurant businesses globally. Pawaskar and Goel, (2014) specified that because of the increase in knowledge of consumer behavior, many food and beverage establishments faced competitive threats which might replace other similar service providers. For these establishments to maintain competitiveness, it should be essential to understand the core characteristics of Food Service and Consumer Preference of Fast-Food Industry, (Palmer, 2000). Kisang, (2005) defined Preference as the ability to choose from available resources the one that best satisfies one's need. Kotler, (2007) defined Consumer Preference as the ability to choose products that satisfy from numerous options available to them to choose from. The characteristics of these products/services would influence consumer brand decision processes.

Statement of the Problem

Young, Clark & McIntyre, (2007) indicated growing customer decision making difficulties in the face of competitive brands of products and services in the Fast-Food Restaurants. Today Fast-Food Restaurants of different brands clot the landscape of major cities in Port Harcourt which have led to Consumer confusion about the Fast-Food Restaurants to patronize. This Study will find out the relationship between Food Service Delivery and Consumer Preference of Fast-Food Restaurants in Port Harcourt.

Conceptual Framework of the Study

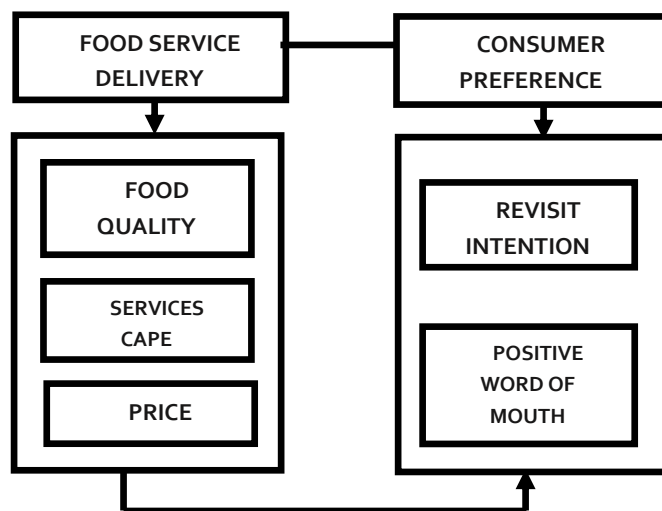


Figure 1: Conceptual Framework, 2021

Source: Dimensions of Food Service Delivery. Adapted from Rowely, (2006); Lin, (2010); Namasivayam and Lin, (2008). Measures of Customer Preference. Adapted from Kotler and Armstrong (2007).

Purpose of the Study

The Purpose of this Study is to find out the relationship between Food Service Delivery and Customers Preference of Fast-Food Restaurants in Port Harcourt. The Objectives include:

1. To determine the relationship between Food Quality and Revisit Intention.
2. To determine the relationship between Food Quality and Positive Word of Mouth.
3. To determine the relationship between Servicescape and Revisit Intention.

Research Questions

1. What is the relationship between Food Quality and Revisit Intention of Consumer Preference of Fast-Food Restaurants in Port Harcourt?
2. How does Food Quality influence Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt?
3. What is the relationship between Servicescape and Revisit Intention in Consumer Preference of Fast-Food Restaurants in Port Harcourt?
4. Does Servicescape influence Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt?

5. How does Price affect Revisit Intention in Consumer Preference of Fast-Food Restaurants in Port Harcourt?
6. What is the relationship between Price and Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt?

Research Hypotheses

1. There is no significant relationship between Food Quality and Revisit Intention in Consumer Preference of Fast-Food Restaurants in Port Harcourt
2. There is no significant relationship between Food Quality and Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt
3. There is no significant relationship between Servicescape and Revisit Intention in Consumer Preference of Fast-Food Restaurants in Port Harcourt
4. There is no significant relationship between Servicescape and Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt
5. There is no significant relationship between Price and Revisit Intention in Consumer Preference of Fast-Food Restaurants in Port Harcourt
6. There is no significant relationship between Price and Positive Word of Mouth in Consumer Preference of Fast-Food Restaurants in Port Harcourt.

Review of Empirical Evidence

Food Quality and Revisit Intention

Food quality is an essential factor when determining the choice of a fast food to visit; which implies that customers seek to visit places where their expectations would be met, (Edward and Sahadev, 2011). This was in line with Leon and Lestlie, (2000) whose findings in the Republic of Ireland in their study, discovered Dining Experience and Customer Behavior. The findings of the study revealed that customer perception of Food Quality in the Food Service Delivery in many Dublin Restaurants was what majority of customers consider in their decision of a restaurant to dine in. The finding further entrenched in the works of Dutta *et al.*, (2014) and Ryu *et al.*, (2012). These researchers agreed that customers only come back to restaurants when they are satisfied with the Quality of Food they get from initial visit. Ariffin, Bibon & Abdullah (2011) stressed that Fast-Food Service in Kuwait asserted Quality Food Delivery as a tool to efficiently and effectively attract Repeat Patronage.

Food Quality and Positive Word of Mouth

Customer's Loyalty towards any sector could be the outcome of the Quality of Services and the product or the Quality of the tangible aspect of service. For Fast Food, it is Food Quality. Food is the important tangible element of Dining Experience and it is easily evaluated by the customers. Food Quality could be defined as a combination of a product features that would lead in determining the degree of acceptability by the consumer. Study by, Sulek and Hensley, (2004) on Dining Experience of hotels in Kuala Lumpur, Turkey revealed that food quality is one of the most important attributes of Customer Satisfaction. Hence, Customers' desire to refer Friends and Families. An earlier study by Santouridis and Trivellas, (2010) on Service Quality and Customer Behavior of selected Super Stores in Pretoria, South Africa revealed that positive Word of Mouth could be a function of Good Product Quality. The study adopted Freund and William sampling technique to determine a total number of 450 respondents and revealed that positive Word of Mouth could be a function of Good Product Quality.

Servicescape and Revisit Intention

Ambience is an important part of the Servicescape, especially in those situations in which customers must spend several hours in the leisure service setting. Many consumers implicitly associate with the quality of Servicescape and how it could influence choice to revisit. A study by Young, Clark & McIntyre, (2007), explored and compared the casual Dining Experience between Chain and Independent Restaurants. The findings revealed that dimensions of service were the most important reasons people patronize Fast Food Restaurants in the Asian part of the world. A study by Douglas, (2015) showed the impact of ambience condition on Customer Satisfaction in Fast Food Restaurants in Bostwana and revealed significant relationship between ambience condition and Customer Satisfaction. Hence, they resolved to revisit.

Servicescape and Positive Word of Mouth

Satisfaction with factors of Servicescape could also have positive impact on Consumer Preference as this might affect the length of time customers might desire to stay. A study by Han and Rye (2009) on consumer brand motivation and Restaurant Choice in Gambia stated that in order to motivate customers to stay for longer periods of time, and increase Positive Word-of-Mouth, restaurant service operators would need to create and maintain interesting and high-quality imagery capable of interesting consumers. A study by, Khan et al. (2012) found cleanliness to have a strong influence on consumer's perceptions and revisit intention.

Price and Revisit Intention

It has been established empirically that Service Quality could be the bedrock for organizational survival. Acknowledging the forgoing, Ko and Su (2015) posited that Service Quality should not be at the expense of affordability and therefore, suggested that prices should be pocket friendly for customers to patronize. Mathila and O'Neil, (2003) evaluated Price and its relationship to the Behavior of Customers and revealed that, as much as people relate to quality, the Prices on quality should either motivate or discourage purchases and advised that producers of goods and services to endeavor to make things affordable to encourage Repeat Visits.

Price and Positive Word of Mouth

According to, Nygun and Leblanc, (2002) customers are motivated to remain where they get quality at a good price. Managers have been advised by the scholars not to compromise quality but should make it affordable to get loyal customers who would in turn advertise them for free in both business performance and survival.

Methodology

Research Design

Population of the Study

The population of this study consisted of customers of Fast-Food Restaurants operating in Port Harcourt and other environs sourced from the internet (Tripadvisor.com). These customers formed the Primary Respondents for this study as stated below in Table 1.

Table 1: Primary Respondents of the Study

S/N	Names of Restaurants	Address/Location	Distribution of Questionnaire
1	Jevinik	No. 57 Tombia Street, GRA phase 1, Port Harcourt	21
2	Red Coralspice Route	No 17 Peter Odili Road, Port Harcourt	20
3	Sky Bar	No. 57 Tombia Street, Oromeru Ezi-gbu Port Harcourt	19
4	Blue Elephant	No. 59 King Perkule road, GRA, Phase 2, Port Harcourt	21
5	Asian Town	No. 38 forces avenue, old GRA, Port Harcourt	29
6	Wood House	No. 3 Louis drive, Sani Abacha Road, Port Harcourt	24
7	Genesis	No. 39, Tombia Street, GRA, Port Harcourt	31
8	Buns & Batter	No 45, Perekule Street, New GRA, Port Harcourt	20
9	South 66	No. 66, Evo Road, GRA Phase 3, Port Harcourt	15
10	Kilimanjaro	YKC junction, Woji road, Trans Amadi, Port Harcourt	24
11	Ororo Restaurants and Bar	No 45, Tombia Street, G.R.A Port Harcourt	19
12	Sundry Foods	No 1, Agip Road, Rumueme, Port Harcourt	19
13	Pepperoni Foods	No 36a, Ada-George Road, Rumuefrikom, Port Harcourt	23
14	Veroz Restaurant	212 Port Harcourt-Aba express way by Rumuola junction, Port Harcourt	20
15	De Essence Restaurants	Rumuolumeni, Port Harcourt	20
	TOTAL		325

SOURCE: Retrieved from Tripadvisor.com, 2021

Sampling Procedure/Sample Size Determination

Sampling refers to the process of selecting units of observation from the population (Igbokwe, 2009). To determine the exact sample size for the study, the suggestion in Freund and William (1994) for determining infinite population was upheld. The formula is as shown below:

$$n = \frac{(Z_{\alpha/2})^2 PQ}{e^2}$$

Where:

P = Probability for positive response.

Q = Probability for negative response.

e = Tolerable error (0.05).

$Z_{\alpha/2} = 1.96$ from the critical table Z of 0.05 under infinity $^{\infty}$.

$\alpha = 0.05$, the significant level

n = Sample size

Applying this formula to this study, the sample size n is obtained as follows:

$$n = \frac{(Z_{\alpha/2})^2 PQ}{e^2}$$

$$n = \frac{(1.96)^2 (0.7)(0.3)}{(0.05)^2}$$

$$n = \frac{(3.8416)(0.7)(0.3)}{(0.0025)}$$

$$n = \frac{0.806746}{0.0025}$$

$$n = 322.69 \approx 323$$

Data Collection Method

Data for this study was collected from two sources namely; Primary and Secondary Sources.

Instrument Design

The Questionnaire was divided into two sections. Section A: Dealt with the demographic characteristics of the respondent, and Section B: Answered the questions raised in the study. A 5-point Likert Scale was used with 5 as Strongly Agree; 4 as Agree; 3 as Undecided; 2 as Disagree and 1 as Strongly Disagree.

Reliability and Validity of the Instrument

Reliability ensures that items measured the construct, while the Validity confirmed how accurate the instrument measured. The most common reliability Coefficient was Cronbach's Alpha; estimated internal consistency based on average inter-item Correlation. A reliability of 0.07 or higher is considered acceptable in most social science researcher situations.

Table 2: Composite Reliability of Individual Variables

Constructs	Number of Items	Cronbach's Alpha
Food Quality	4	
Servicescape	4	
Price	4	
Revisit Intention	4	
Positive Word of Mouth	4	

Source: Authors Computation, 2021

Data Analysis Techniques

Descriptive Statistics was used to analyze Questionnaire distribution and Respondents' demographic characteristics. Pearson's Correlation was used to decide the degree of linear relationship Variables. Pearson's Correlation was used in calculating between all summation scores to explore the simple bivariate relationships. According to James Lani, (2013), if the Correlation Coefficient value is (+1), it shows that the relationship is positive and strong, and if it is (-1) the relationship is strong but inverse; therefore, the Correlation Coefficient should not be more than (+1) and should not be less than (-1). While (0), indicates weak relationships, and it's either positive or negative.

Data Analysis and Discussion of Findings

Table 3: Questionnaire Administration and Response Rate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Copies Retrieved	310	95.9	95.9	95.9
	Copies Unrecovered	13	4.1	4.1	100.0
	Total	323	100	100	

Source: Survey Data (2021)

From the Table 3 above, a total of 323 copies of Questionnaire were administered, out of which 310 copies were dully completed and returned to the researchers, indicating about 95.9% of the total Questionnaire administered. 13 copies of the Questionnaire were not returned which represents 4.1%. So, 310 copies of the returned Questionnaire were used for data analysis.

Respondents' Demographic Profile

Table 4: Demographic Characteristics of Respondents

Variable	Category	Frequencies	Percentage (%)
Gender	Male	121	39.0
	Female	189	61.0
Age	From 20-29	82	26.5
	From 30-39	102	32.9
	From 40-49	78	25.2
	More Than 50 years	48	15.5
Educational Qualification	O'Level Certificate	101	32.6
	OND	77	24.8
	HND/ B.Sc	79	25.5
	PGD/ M.Sc	47	15.2
	Ph. D	6	1.9
Marital Status	Single	108	34.8
	Married	172	55.5

	Other	30	9.7
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Source: Researchers Computation (2021)

Gender Distribution of Respondents

From Table 4 above, gender distribution of the respondents were 61.0% females, and 39.0% males. This implied that majority of the participants in this study are females, followed by the males.

Marital Status Distribution of Respondents

From Table 4 above, with marital status, 34.8% were single, 55.5% were married, and others were 9.7%. Which means that majority of the respondents were single, followed by the married.

Age Group Distribution of Respondents

From Table 4 above, the age distributions of respondents were divided into four groups. The lowest age groups were between 20 to 29 years; representing 26.5% of the population. The analysis further showed that 32.9% of the respondents were within the ages of 30 to 39 years; while, those within the ages of 40 to 49 were 25.2%. While, 15.5% were above 50 years. This showed that majority of respondents were between the age range of 36 to 41 years; followed by those between 30 to 35 ages. Those above 50 years were of the least percentages.

Respondents' Distribution by Educational Qualification

Concerning Educational Qualification, O' Level were 32.6%; 24.8% OND; 25.5% HND/B.SC; 15.2% PGD/M.SC; and 1.9% Ph.D. This implies that majority of participants used in the study were holders of o'level qualification holders (32.6%), followed by those with HND and B. SC certificate (25.5%).

Analysis of Research Questions

Table 5: Frequency Distribution of the Research Questions on Food Quality

	Items	MEAN	SD	Decision
1.	I like the taste of this restaurant's food	3.67	1.33	Accepted
2.	The appearance of their food is appealing	3.79	1.33	Accepted
3.	The food I get here is healthy	3.57	1.34	Accepted
4.	The size of the food served here is satisfactory	3.96	1.24	Accepted

Source: Field survey, 2021

From the Data in Table 5 above, respondents subscribed to items 1 -4. Items in these areas were accepted since their mean value were above the criterion mean of 3.0.

In summary, the respondents agreed that the Quality of Food in Food Service Delivery Establishments were the key factors for the Preference. Though enquiry on size of food as a yardstick for Food Quality did not deter the Customers from patronizing Preferred Food Vendor; but, taste, color and mode of presentation ranked high in Food Quality.

Table 6: Frequency Distribution of the Research Questions on Servicescape

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	Items	MEAN	SD	Decision
5.	The ambience of this restaurant is of standard	3.86	1.20	Accepted
6.	The service area and tables of this restaurants are very clean	3.69	1.36	Accepted
7.	The spatial layout is very pleasing	3.69	1.35	Accepted
8.	Aesthetics is very important in a restaurant setting	3.63	1.37	Accepted

Source: Field Survey, 2021.

The Data in Table 6 above, indicated that respondents subscribed to items 5 -8. Items were accepted as the mean values were above the Criterion Mean of 3.0.

In summary, respondents agreed that restaurants' spacious Food Outlets were conducive which encouraged Dining Experience. The effect of Pull and Push factors were basic for a well-planned Servicescape. Customers agreed that cleanliness and Equipment Layout stood out and influenced the Preference for Food Vendor. Customers also agreed that space was a needed factor in Crowd Control. Seat Layouts and conveniences were good. Car parks, though adequate; but, were not considered a factor to influence Preference.

Table 7: Frequency Distribution of the Research Questions on Price

	Items	MEAN	SD	Decision
9.	I get value for my money in this restaurant	3.69	1.49	Accepted
10.	Affordability is the reason I am patronizing this restaurant	3.90	1.27	Accepted
11	The food here is too expensive	3.71	1.32	Accepted
12	The price does not match the quality of food they serve here	3.71	1.27	Accepted

Source: Field Survey, 2021.

The Data in Table 7 above, showed that respondents subscribed to items 9 -12. The items were accepted since Mean Value were above Criterion Mean of 3.0.

In summary, Customers Preferred places which give Value for Money. Customers encountered agreed that, as long as service equates charges, they will pay; but, would have issues paying when the Value would not measure up to what to pay for. Some Customers paid more attention to affordability and would go to a place they could afford and get what they want. The above data showed the importance of Price in Food Service Delivery Dimensions.

Table 8: Frequency Distribution of the Research Questions on Revisit Intention

	Items	MEAN	SD	Decision
13	I will like to patronize this hotel because of the dining experience I got from here	3.61	1.31	Accepted
14.	I am loyal to this restaurant to this hotel because of their food service attributes and qualities	3.73	1.25	Accepted
15	The quality service I received will make me choose this hotel again	3.73	1.35	Accepted

16	Customers are most likely to return to a place their demands are met and satisfied	3.53	1.29	Accepted
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Source: Field Survey, 2021.

The Data in Table 8 above, indicated that respondents subscribed to items 13-16. The Mean Values were above the Criterion Mean of 3.0.

In summary, Respondents agreed to return to the restaurant. This was arrived at when Customers were satisfied with the Food Service offered based on Service Quality and Customer Satisfaction. Customers agreed with the findings of the scholars who see Service Quality and Customer Satisfaction as bedrock for gaining Revisit Intention.

Table 9: Frequency Distribution of the Research Questions on Positive Word of Mouth

	Items	MEAN	SD	Decision
17	This restaurant is a good one in terms of service delivery	3.66	1.27	Accepted
18.	I will recommend this restaurant to my friends and family	3.53	1.35	Accepted
19	The cleanliness of this restaurant is top notch	3.77	1.30	Accepted
20	Customer satisfaction is key in getting positive word of mouth	3.64	1.41	Accepted

Source: Field Survey, 2020

The Data in Table 9 above, indicated that respondents subscribed to items 17 -20. The items were accepted; the Mean Value were above the Criterion Mean of 3.0.

In summary, the respondents agreed that they will promote and refer friends and families to Preferred Food Service Providers who not only meant expectations; but, exceeded them.

Test of Hypotheses

Test of Hypothesis One:

H₀₁ There is no significant relationship between Food Quality and Revisit Intention.

Table 10: Statistical Analysis for Hypothesis One.

Correlations			
		Food Quality	Revisit Intention
Food Quality	Pearson Correlation	1	.279**
	Sig. (2-tailed)		.000
	N	323	323
Revisit Intention	Pearson Correlation	.279**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 10 above, Pearson Correlation Co-efficient is 0.279 while P-value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we therefore reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Food Quality and Revisit Intention.

Ho₂: There is no significant relationship between Food Quality and Positive Word of Mouth.

Table 11: Statistical Analysis for Hypothesis Two

Correlations			
		Food Quality	Positive Word of Mouth
Food Quality	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.000
	N	323	323
Positive Word of Mouth	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 11 above, Pearson Correlation Co-efficient is 0.293 while P- value (2 tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Food Quality and Positive Word of Mouth.

Ho₃ There is no significant relationship between Servicescape and Revisit Intention

Table 12: Statistical Analysis for Hypothesis Three

Correlations			
		Servicescape	Revisit Intention
Servicescape	Pearson Correlation	1	.301**
	Sig. (2-tailed)		.000
	N	323	323
Revisit Intention	Pearson Correlation	.301**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 12 above, Pearson Correlation Co-efficient is 0.301; while, P- Value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Servicescape and Revisit Intention.

Ho₄ There is no significant relationship between Servicescape and Positive Word of Mouth.

Table 13: Statistical Analysis for Hypothesis Four:

Correlations			
		Servicescape	Positive Word of Mouth
Servicescape	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.000
	N	323	323
Positive Word of Mouth	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 13 above, Pearson Correlation Co-efficient is 0.293 while P- value (2 tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Servicescape and Positive Word of Mouth.

Correlations			
		Servicescape	Positive Word of Mouth
Servicescape	Pearson Correlation	1	.272**
	Sig. (2-tailed)		.000
	N	323	323
Positive Word of Mouth	Pearson Correlation	.272**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 13 above, Pearson Correlation Co-efficient is 0.272 while P- value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Servicescape and Positive Word of Month.

Ho₅ There is no significant relationship between Price and Revisit Intention.

Table 14: Statistical Analysis for Hypothesis Five

Correlations			
		Price	Revisit Intention
Price	Pearson Correlation	1	.301**
	Sig. (2-tailed)		.000
	N	323	323
Revisit Intention	Pearson Correlation	.301**	1
	Sig. (2-tailed)	.000	
	N	323	323

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

From the result in Table 14 above, Pearson Correlation Co-efficient is 0.301 while P- value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Price and Revisit Intention.

Ho₆ There is no significant relationship between Price and Positive Word of Mouth.

Table 15: Statistical Analysis for Hypothesis Six

Correlations			
		Price	Positive Word of Mouth
Price	Pearson Correlation	1	.272**
	Sig. (2-tailed)		.000

	N	323	323
Positive Word of Mouth	Pearson Correlation	.272**	1
	Sig. (2-tailed)	.000	
	N	323	323
**. Correlation is significant at the 0.01 level (2-tailed).			

From the result in Table 15 above, Pearson Correlation Co-efficient is 0.272 while P. value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we reject the Null Hypothesis and accept the alternative hypothesis. This implies that there is significant relationship between Price and Positive Word of Mouth.

Discussion of Findings

The First Hypothesis (H_{01}) stated that there is no significant relationship between Food Quality and Revisit Intention. This was tested at 5% significance level using Pearson Correlation. The result from our analysis showed a p-value of 0.000 while the alpha value was 0.05, therefore, following the decision rule, the Null Hypothesis was rejected and the alternate hypothesis accepted. Which means that there is a significant relationship between Food Quality and Revisit Intention. Our analysis showed Pearson Correlation of 0.279 and Co-efficient of determination of 84%. Which implies that there is a strong positive relationship between Food Quality and Revisit Intention. These findings are in line with the study of Ciana, (2010) which posited that food quality improves one's desire to revisit a place for a pleasant dining experience and also relates to Quality Food Service Delivery.

The Second Hypothesis (H_{02}) stated that there is no significant relationship between Food Quality and Positive Word of Mouth. This was tested at 5% significance level using Pearson Correlation. The result showed a p-value of 0.000 while the alpha value was 0.05. Therefore, following the decision rule, the Null Hypothesis was rejected and the alternate hypothesis accepted. Which means that there is a significant relationship between Food Quality and Positive Word of Mouth. The Correlation Co-efficient showed 0.293 with Co-efficient of determination of 87%. Which implies a strong positive relationship between Food Quality and Positive Word of Mouth. This finding is in line with the findings of (Croning *et al*, 2000). The authors argued that Quality Service Delivery should be a priority for a Food Service Delivery Establishment.

The Third Hypothesis (H_{03}) stated that there is no significant relationship between Servicescape and Revisit intention. This was tested at 5% significance level using Pearson Correlation Co-efficient. The result showed a p-value of 0.000 while the alpha value was 0.05. Following the decision rule, the Null Hypothesis was rejected and the alternate hypothesis accepted. This means that there is a significant relationship between Servicescape and Revisit intention. The Correlation Co-efficient showed 0.272 with Co-efficient of determination of 82%. This implies that there is a strong positive relationship between Servicescape and Revisit Intention. This finding agrees with the findings of Tombs and McColl-Kennedy, (2003). The authors posited that Servicescape has a strong influence on Customer perception on decision making about Products or Services.

The Fourth Hypothesis (H_{04}) stated that there is no significant relationship between Servicescape and Word of Mouth. This was tested at 5% significance level using Pearson Correlation Coefficient. The result showed a p-value of 0.000 while the alpha value was 0.05. Following the decision rule, Null Hypothesis was rejected and the alternate hypothesis accepted. Which means that there is a significant relationship between Servicescape and Positive Word of Mouth. The Correlation Coefficient showed 0.272 with Co-efficient of Determination of 82%. This implies that there is a

strong positive relationship between Servicescape and Positive Word of Mouth. This could be traced to Pine and Gilmore, (2001) in their works on Service Economy.

The Fifth Hypothesis (Ho₅) stated that there is no significant relationship between Price and Revisit Intention. This was tested at 5% significance level using Pearson Correlation Co-efficient. The result showed a p-value of 0.000 while the alpha value was 0.05. Following the decision rule, the Null Hypothesis was rejected and the alternate hypothesis accepted; indicating that there is a significant relationship between Price and Revisit Intention. The Correlation Coefficient showed 0.301 with Coefficient of Determination of 95%. This implies a strong positive relationship between Price and Revisit Intention. In the works of Ko and Su (2015), Service Quality should not be at the expense of affordability and therefore, suggested that prices should be Pocket Friendly for Customers to Patronize. Therefore, Price attached to any Service should equate the Value in Return.

The Sixth Hypothesis (Ho₆) stated that there is no significant relationship between Price and Positive Word of Mouth. This was tested at 5% significance level using Pearson Correlation Co-efficient. The result showed a p-value of 0.000; while the alpha value was 0.05. Following the decision rule, the Null Hypothesis was rejected and the alternate hypothesis accepted. Which means that there is a significant relationship between Price and Positive Word of Mouth. The Correlation Co-efficient showed 0.272 with Co-efficient of Determination of 82%. This implies that there is a strong positive relationship between Price and Positive Word of Mouth. This is in line with Nygun and Leblanc, (2002) who stated that Customers are motivated to remain where they get Quality at a good Price. The authors advised Managers not to compromise Quality; but, should make it affordable to get Loyal Customers who would in turn advertise them for free in both Business Performance and Survival.

Conclusion

Based on the findings, the researchers concluded that Quality Food Service Delivery is vital in influencing Customers' Restaurant Preference, the level at which the dimensions influenced Customers' decision were at high-level extent. The implication is that, Quality Food Service Delivered are both vital determinant and influencer when Customers make preference list of where to dine. Managers are to look out for the elements that influence customers decision and take advantage of them by offering better dining experience packages than their competitors and be innovative when it comes to Food Service Delivery. This will help meet the sophisticated and expectant Customers.

Recommendations

Based on the findings of this study, the researchers made the following recommendations:

- 1) The managers of Restaurants should critically evaluate their Service Delivery process and align with global best practices such as putting hygienic measures in place, train staff on current Food Service Delivery Techniques and improve on the Servicescape of the dining area
- 2) Prices should be affordable as was discovered to be a hindrance from patronage.
- 3) Feedback mechanisms should be put in place so as to gather information that will improve customer satisfaction.

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