**Chapter I**

**THE PROBLEM AND ITS SCOPE**

**Rationale**

People have meals every day, either at home or away from home. When people spend their money on meals outside, they expect to have good quality food with an acceptable food hygiene level, which eliminates food-borne illness. Food service eating facilities and households were found more prone to outbreak occurrences. As food is a primary need for human beings, it should be put into account in terms of nutritional content, pre-requisite of healthy and hygienic food that is safe to consume. Numerous food-borne illness outbreaks in Philippines have been blamed on poor safety standards and lack of enforcement.

Some cases of food-borne illnesses that have happened in Bohol should increase the awareness of people and food service businesses about the importance of food safety and food hygiene practices. Consumers and food service providers have an important role to play in preventing food-borne illness. According to World Health Organization report in 2002, food borne disease caused by microbiological hazards is a large and growing public health problem in Europe and worldwide (Clayton *et al*., 2003). Consumers are not in the position to accurately assess food risk themselves. However, they rely on the food industry and government to minimize the risk for them. Delivering safe and clean food to consumers is the responsibility of operators at all levels of the food production chain. Increasingly, primary producers are being required to guarantee that their products are free from chemical residues, growth hormones, diseases and other health risks such as lead.

Cleanliness, hygiene, and sanitation are the most important aspects in the restaurant business. As dining-out rate has been increased, then issues of restaurant cleanliness and food safety have become increasingly emphasized from both managerial and customer viewpoint. According to the Center for Science in the Public Interest (2008), overall half of all food-borne illnesses happened because restaurants didn’t follow proper food handling steps.

Municipality of Carmen is a 2nd class municipality of Bohol. People disembark and embark at the bus stop. Business like small scale restaurant is thriving in the area where people on the go seek food and drinks to appease their thirst and their empty stomachs. As a result, new restaurants are opening regularly. Therefore, the identification of food service providers in small and medium restaurants with respect to food safety is important as it can inform consumers how safe and hygienic the food they consume at those restaurants is.

The purpose of the study was to assess the level of cleanliness among small scale restaurants in Carmen, Bohol. Some of the key elements that were used to assess the study were customer perception and satisfaction on cleanliness variables such as dining area cleanliness, employee hygiene, outside environment cleanliness and food contact surface cleanliness. The researchers believed that the study is beneficial to customers to increase their knowledge and awareness about the importance of cleanliness. It will also benefit the management and the employees of restaurants in Carmen, Bohol.

**Literature Background**

In food service businesses, risk will always exist and therefore food service operators need to identify preventive measures that can be taken at each level on their premises in order to eliminate or reduce such risks to an acceptable level (Norton, 2002). There are some actions which can be taken by food service operators to reduce food safety risks.

The following served as the legal basis of this study:

This study is supported by the Republic Act No.10611 otherwise known as the “Food Safety Act of 2013” strengthens food safety regulatory system in our country. The law provides protection to consumers so they will have access to local foods and food products that have undergone thorough and rigid inspection. A person will more likely choose to starve to death than eat contaminated food. There have been several complaints about food poisoning and unsafe food handling practices. While some complainants are already well-aware of the steps to take, others still need guidance so their complaints will not end up falling on deaf ears.

The Philippine government adopted Republic Act No. 7394 ([Consumer Act of the Philippines of 1991](https://googleweblight.com/sp?hl=en-GB&geid=NSTN&u=http://philippines.ahrchk.net/news/mainfile.php/leg_sel/25/)) as the legal basis for consumer protection in our country. The law embodies the state policy on the protection of consumers and establishes standards of conduct for business and industry in our country. The Act aims to protect the “interest of the consumer, promote his general welfare and establish standards of conduct for business and industry” by adopting the following measures: protection against hazards to health and safety; protection against deceptive, unfair and unconscionable acts and practices; provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer; provision of adequate rights and means of redress; and involvement of consumer representatives in the formulation of social and economic policies .

The [Presidential Decree No. 856 Promulgating the Code on Sanitation of the Philippines.](http://faolex.fao.org/docs/pdf/phi201040.pdf) The objective of this Code on Sanitation is the improvement of the way of the Filipinos by directing public health services towards the protection and promotion of the health of the people. Whereas, the health of the people, being of paramount importance, all efforts of public services should be directed towards the protection and promotion of health; and whereas, with the advance in the field of sanitation in recent years, there arises the need for updating and codifying our scattered sanitary laws to ensure that they are in keeping with modern standards of sanitation and provide a handy reference and guide for their enforcement.

The following served as the theories of this study:

Hygiene and Sanitation Theory (Wasike, 2010) the requirement for hygiene and sanitation is core to any hospitality industry world over. Any lapses in the theory and practice will always witness hundreds of thousands of people suffer from food poisoning, water borne infections and other health threats to both staff and guests at the hospitality industries.

Sanitation Theory (Wasike, 2010) emphasizes the importance of cleanliness and absence of germs and provision of facilities to achieve such absence. According to (Wall, Genthe,Steyn and Nortje 2012), sanitation theory states that microorganisms are responsible for infectious disease.

Environmental Sanitation Theory (Mosler, Mosch, & Harter, 2018; WHO/UNICEF, 2019), environmental sanitation refers broadly to human excreta control, solid and liquid waste management, as well as pest and vector control. However, as used in this paper, environmental sanitation refers to management of defecation and waste disposal practices in a given settlement or location. This paper focuses on environmental sanitation, which per the paper’s operational definition, embodies sanitation (toilet or latrine management), apart from waste disposal practices.

This study is anchored on Nightingale‘s environmental theory of sanitation. This theory stresses that good sanitation has a great impact on a person‘s health. One of the fine essential elements according to Nightingale is good sanitation. The theory also emphasizes that the main cause of any disease is the poor environment condition, and, to be able to improve the environment, the people must learn to practice good sanitation in every part of the globe. Likewise, proper health planning and environmental strategies must be implemented in order to live a healthy and blissful life (Pescadera, 2013).

Environmental sanitation has been a topical issue drawing different views on ways to improve and maintain proper sanitation in communities. The need for improving sanitation has been necessitated by population increase, industrialization, urbanization, the alteration of urban consumption pattern towards packaging and economic growth, resulting in an increase in solid waste (SW) generation in developing countries (Dhokhikah, Trihadiningrum, & Sunaryo, [2015](https://www.tandfonline.com/doi/full/10.1080/23311843.2017.1405888); Wahabu, Oduro-Kwarteng, Monney, & Kotoka, [2014](https://www.tandfonline.com/doi/full/10.1080/23311843.2017.1405888); Zhu, Asnani, Zurbrügg, Anapolsky, & Mani, [2008](https://www.tandfonline.com/doi/full/10.1080/23311843.2017.1405888); Zurbrügg, [2002](https://www.tandfonline.com/doi/full/10.1080/23311843.2017.1405888)).

**LEGAL BASES**

**Republic Act No.10611**

(Food Safety Act of 2013)

The law provides protection to consumers so they will have access to local foods and food products that have undergone thorough and rigid inspection.

**Republic Act No. 7394** ([Consumer Act of the Philippines of 1991](https://googleweblight.com/sp?hl=en-GB&geid=NSTN&u=http://philippines.ahrchk.net/news/mainfile.php/leg_sel/25/))

The law embodies the state policy on the protection of consumers and establishes standards of conduct for business and industry in our country.

**Presidential Decree No. 856**

(Code on Sanitation of the Philippines)

The objective of this Code on Sanitation is the improvement of the way of the Filipinos by directing public health services towards the protection and promotion of the health of the people.

**THEORIES**

**Hygiene and Sanitation Theory**

(Wasike, 2010)

The theory and practice will always witness hundreds of thousands of people suffer from food poisoning, water borne infections and other health threats to both staff and guests at the hospitality industries.

**Sanitation Theory**

(Wasike, 2010)

Emphasizes the importance of cleanliness and absence of germs and provision of facilities to achieve such absence.

**Environmental Sanitation Theory**

(Mosler, Mosch, & Harter, 2018 WHO/UNICEF,2019)

Refers broadly to human excreta control, solid and liquid waste management, as well as pest and vector control.;

**LEVEL OF CLEANLINESS OF RESTAURANTS IN CARMEN BOHOL**

Action Plan

**Figure 1 . Conceptual and Theoretical Framework**

The following served as the related literature and studies of this research:

Cleanliness is an essential aspect of the restaurant industry. As dining-out rate has been increased, the issues of restaurant cleanliness and food safety have become increasingly emphasized from both managerial and customer viewpoint. According to the Center for Science in the Public Interest (2008), overall half of all food-borne illnesses were contracted from dining on food prepared outside the home and many of the food-borne illnesses happened because restaurants didn’t follow proper food handling steps.

In the past sanitation was taken to be influenced by miasma theory which stated that occurrence of diseases was caused by inhaling bad air. Up to the mid of 19th century cholera, a water borne disease, which claimed many lives in Europe was believed to spread through polluted air (Pathak1995;Wall, Genthe, Steyn and Nortje 2012). It was latter on that researchers of their time, to mention just few of them such as Louis Pasteur (1822 –1895) a French chemist and microbiologist, who discovered the principles of vaccination, microbial fermentation and pasteurization and Joseph Lister (1827–1912) British surgeon who discovered antiseptic surgery; came with the theory that germs transmit diseases (Smith 1920; Pathak1995; Wall, Genthe, Steyn and Nortje 2012). In 1854, John Snow a medicine doctor proclaimed that cholera was a water-borne disease. He made the claim after his study carried at unplanned part of London urban area. He found out that water from a borehole in the area had infected by germs which caused spread of cholera disease. However people did not believe the result, so they took it for granted and with great doubt (Wall, Genthe, Steyn and Nortje 2012).

Sanitation is one of the most important aspects of community well-being because it protects human health, extends life spans, and is documented to provide benefits to the economy. Sanitation (e.g. toilets, latrines, mechanized wastewater treatment) is currently deployed as a way to contain and/or treat human excreta (and in some cases grey water) to protect human health and the environment. “Improved” (now referred to as “basic” since 2015) access to sanitation is defined by the Joint Monitoring Programme (JMP) as one that separates “human excreta from human contact” in a hygienic manner (e.g. flush toilet, ventilated improved pit latrine (VIP), piped sewer systems, composting toilets, and septic systems) ([WHO/UNICEF JMP, 2017](https://googleweblight.com/i?u=https%3A%2F%2Fwww.waterpathogens.org%2Fbook%2Fintroduction&geid=NSTN&hl=en-US#a.ref8372)).

The study of “Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioural Intention in Quick-Casual Restaurants” revealed that perceived quality of physical environment was an important factor affecting customer satisfaction (Ryu, K. and Han, H. 2009). Restaurant enhances its competitiveness when it relies on the customer perception of its overall service quality in comparison to other competitors (Min, H. and Min, H. 2011).

Customer perception about a service or product is an important dimension which is under consideration nowadays in the eyes of consumers (Bagram, M.M.M. and Khan, S. 2012). This means that consumers will consider the cleanliness in the restaurant as an important factor. Customer satisfaction is due to changes in perceived value, customer expectation and service quality (Zhang, Z., Zhang, Z. and Law, R. 2012). This therefore suggests that satisfaction by customers will lead to their retention. They also found out that there is high relationship between customers’ perceived value and customer satisfaction. Steven et al. (1995) as cited in (Shaikh, A.A.U. and Khan, R.U.N. 2011 Impact of Service Quality on Customer Satisfaction: Evidences from the Restaurant Industry in Pakistan. Journal of Management and Marketing), added that the greater the perception of service quality, the greater the intention to return and to recommend.

Food quality is perhaps the most important of all the components in a full-service restaurant in terms of satisfying customers (Zhang, Z., Zhang, Z. and Law, R. 2012). Customer satisfaction is often used by managers to predict repeat patronage, which leads to brand loyalty and new customers (Yuksel, A. and Yuksel, F. 2002). A large body of literature reports on relationships among service quality, customer satisfaction, and purchase behaviour (Meyer, M.K. and Conklin, M.T. 1998). It is believed that customers should be satisfied with cleanliness in a restaurant premises to promote loyalty.

All of the studies that were mentioned reinforce both the significance of this research as well as its research questions. This study shall have the potential not only to reveal the level of cleanliness among small scale restaurants in Carmen, Bohol but also its relative strengths and weaknesses from the same data and results. After this research the owners and entrepreneurs that are stakeholders of the target setting shall be able to learn the critical aspects that can attract customer to their restaurant and fix things that are making the customers unsatisfied of the cleanliness on the restaurant.

Therefore, cleanliness in restaurants is a major factor to guarantee customer retention which is very important for repeat patronage. This research shall not only be helpful to the owners and entrepreneurs of the restaurants but also to the customers who will also benefit greatly from the potential improvements that can be produced from the results.

**THE PROBLEM**

**Statement of the Problem**

The main purpose of the study was to assess the level of cleanliness among small scale restaurants in Carmen, Bohol.

Specifically, It would endeavour to answer the following questions;

1. What is the demographic profile of the respondents in terms of:

1.1 age;

1.2 gender;

1.3 occupation;

1.4 educational; and

1.5 civil status?

2. What is the profile of the restaurants in terms of:

2.1 length of operation

2.2 length of staff

2.3 capacity of the restaurants

2.4 status of registration

2.5 type of owner

3. What are the level of cleanliness among small scale restaurants in terms of:

3.1 cleanliness of restaurant

3.1.1 surroundings / area

3.1.2 utensils

3.1.3 food

3.1.4 personal hygiene

4. What are the reasons why diners come to the restaurants?

5. What are problems meet by management with the customers?

6. What recommendations use on the output of the study?

**Significance of the Study**

**The Consumers/Customers.** May be useful to the customers to give the knowledge and awareness in choosing restaurants considering the factors of a customer in dining clean restaurant that will prevent them from danger.

**The Carmen Restaurants owners.**  May consider these findings in study have a deeper understanding that sanitation management are necessary increasing a business especially in a restaurant. This study will further benefit the owners in making income and strengthening their relationships with the customers.

**The Local Government Unit** **of Carmen.** May find that sanitation management is necessary on making developments and improvements to the implementations of sanitation and food safety in their restaurants and their surrounding areas.

**The Researchers.** May use this study to give them greater knowledge and deeper understanding about the importance of good sanitation and hygiene. May this study will give them awareness not only with the income of the owners but also the needs of sanitation as a consumer.

**The Future Researchers.** May use the results and findings of the study would like to pursue topics that are closely related to our study.

**RESEARCH METHODOLOGY**

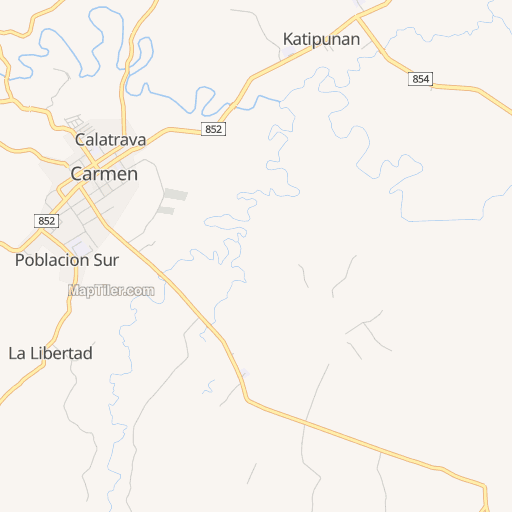
**Design**

The researchers will use a descriptive survey method in gathering a collecting data through a survey questionnaire given to the respondents. This employed the use of frequency, percentages, to analyze the responses given by the various respondents regarding the impact of hygiene of food servers, hygiene of waiters, unclean serving area, unclean outside environment, customer perception of restaurants cleanliness and many other variables and the way they influence or relate to customer retention or repurchase intent. This method is appropriate to determine the level of sanitation on customer retention of restaurants in Carmen, Bohol. The researchers will observe the data from the respondents through survey that tabulated, analyze, and evaluate.

**Environment and Participants**

The study will be conducted in restaurants of Carmen, Bohol, specifically on the hygiene and sanitation of employees and surroundings of the restaurants. Moreover, the restaurants situated in Carmen(6319) Bohol a 2nd class municipality in the province of Bohol, Philippines.

In addition, the participants of the study will be the customers who dine in at the restaurants in Carmen. The researchers selected through convenience sampling of customers to provide questionnaires as respondents in the survey.



**Instrument**

A self-made questionnaire is use in collecting the data for the study. Since the questionnaire is self-made, pilot testing will conduct its validity. The first part of the questionnaire contains the respondents profile in terms of age, gender, and source of information.

The questionnaire will be distributed to the respondents to gather the information. It contains several questions, part I or the demographic profile of the respondents, which include age, gender, civil status educational attainment and occupation. Part II is in form of rating scale with the corresponding legends: 4 Strongly Agree, 3- Agree, 2- Disagree, 1- Strongly Disagree. The respondent rated the question with regards to the level of sanitation of customer retention of restaurants in Carmen, Bohol.

**Procedure**

Asking of permit from the Campus Director, recommended by the Dean of the College and notification of the Thesis adviser. Another letter in send to the municipal mayor of Carmen for the conduct of such study.

In order to obtain an accurate data that will aid the achievement of the objectives of this study, structured questionnaire was being administered to the respondents face-to-face interview came as a result of the fact that some of the customers may be way farers that may make them difficult to be traced to collect the questionnaire.

Customers we approached for interview session when we are dining in or when they had finished eating. The questions were at times read out for respondents to choose the options and at times when they were in hurry to leave they read and choose the options themselves.

**Statistical Treatment**

In interpreting the data, the researchers emphasize the following statistical formula: Frequency and percentage will be used to organize and summarize the demographic profile of the respondents using the formula:

f

P(%)= n x100

Where:

P= Percentage

f= frequency of the respondents

n= total number of respondents

The weighted mean is use to determine the level of cleanliness of restaurants in Carmen, Bohol.

WM= 4(f4)+3(f3)+2(f2)+1(f1)

n

Where:

WM- Weighted Mean

F4- frequency for SA

F3- frequency for A

F2- frequency for DA

F1– frequency for SD

n - no. of respondents

|  |  |  |  |
| --- | --- | --- | --- |
| SCORE | RANGE | DESCRIPTION | DESCREPTIVE |
| 4 | 3.26-4.00 | SA | observed with high degree of cleanliness |
| 3 | 2.51-3.25 | A | Observed  average type of cleanliness |
| 2 | 1.76-2.50 | D | Observed lack of cleanliness |
| 1 | 1.00-1.75 | SD | Observed poor of cleanliness |

**OPERATIONAL DEFINITION OF TERMS**

The following terms were defined operationally for common understanding of the term user;

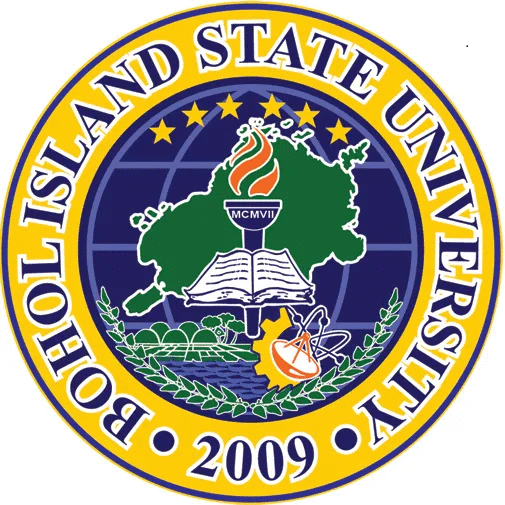
**Cleanliness-** the quality or state of being clean: the practice of keeping oneself or one’s surroundings clean Though a stale remark, it can hardly be said too often, that personal cleanliness is one of the necessary agents to health.

**Customer.** Is someone who receives or uses services. They could be elders, young people, or students of various ages.

**Hygiene.** Conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness.

**Respondents.** Customers who dine in the restaurants of Carmen Bohol.

**Satisfaction.** The favorable bodily and psychological reaction to service.

 Republic of the Philippines

Bohol Island State University

Bilar Campus

Zamora Bilar Bohol

**LEVEL OF CLEANLINESS OF RESTAURANTS IN CARMEN BOHOL**

**SURVEY QUESTIONNAIRE**

**Dear Respondents,**

Good day! We are Bachelor of Science in Hospitality Management (BSHM) Students from Bohol Island State University Bilar Campus (BISU-BILAR) currently conducting a research study entitled “LEVEL OF CLEANLINESS ON RESTAURANTS IN CARMEN BOHOL”. In connection to this, we would like to ask for your cooperation in answering the questionnaires. Kindly answer each item honestly. Rest assured that your answers will be kept confidential.

**Part I**

Part I. Demographic Profile of the customers in restaurants

**Direction:** Please answer the following questions by placing it in the space provided.

Participant’s no.: \_\_\_\_\_\_\_\_\_

Age

Gender ( ) Male

( ) Female

Civil Status : ( ) Single ( ) Widow

( ) Married ( ) Separated

Educational Attainment : ( ) Elementary Level ( ) High School Graduate

( ) Elementary Graduate ( ) College Level

( ) High School Level ( ) College Graduate

( ) With post graduate studies

Occupation:

**Part II**

2. What is the profile of the restaurants in terms of:

2.1 length of operation

2.2 length of staff

2.3 capacity of the restaurants

2.4 status of registration

2.5 type of owner

**Part III**

**Instruction:**

Please indicate how far you agree or disagree with each statement by putting a check to the space provided.

**Legend:**

**Rating Weight Equivalent Descriptive Interpretation**

SA – Strongly Agree 4 Observed with high degree of cleanliness

A – Agree 3 Observed average type of cleanliness

D – Disagree 2 Observed lack of cleanliness

SD – Strongly Disagree 1 Observed poor of cleanliness

**Level of cleanliness of restaurants in Carmen, Bohol in terms of:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **3.1 Cleanliness of Restaurant** | | | | |
| **3.1.1 Surroundings / Area** | 4  SA | 3  A | 2  D | 1  SD |
| The external area of the restaurant is clean and well maintained. |  |  |  |  |
| The internal area is clean. |  |  |  |  |
| Comfort room is clean and well maintained. |  |  |  |  |
| Pests, cockroaches, flies, or rats are seen. |  |  |  |  |
| **3.1.2 Utensils** | | | | |
| Contact surfaces and utensils are visibly clean. |  |  |  |  |
| Spoon and forks are visibly clean. |  |  |  |  |
| All utensils are cleaned and stored properly after each meal. |  |  |  |  |
| **3.1.3 Food** | | | | |
| Food looks clean and no visible contaminants. |  |  |  |  |
| The foods are served fresh. |  |  |  |  |
| Keep hot foods hot and cold foods cold as served. |  |  |  |  |
| The food is well covered. |  |  |  |  |
| **3.1.4 Personal Hygiene** | | | | |
| Food handlers appear in full attires (apron, head covers, face mask, and gloves) |  |  |  |  |
| Food service employees wear clean clothing |  |  |  |  |
| Hand washing soaps are available. |  |  |  |  |
| Tablecloths and napkins are available. |  |  |  |  |

**4.**

|  |  |  |
| --- | --- | --- |
| **Retention Level** | YES | NO |
| Would you like to return to this restaurant? |  |  |

If yes, please check the factors provided below why you would like to return;

|  |  |
| --- | --- |
| Food prices |  |
| Quality of food |  |
| Quality of service |  |
| Ambiance of the restaurants |  |
| Cleanliness of restaurants |  |

If no, please check the factors provided below why you would not like to return;

|  |  |
| --- | --- |
| Poor quality of service |  |
| Poor quality of food |  |
| Polluted environment |  |
| Poor level of sanitation |  |
| High-priced of food |  |

**5.**

What are problems meet by management with the customers?

Comments/ Suggestions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**“Thank you for answering our questionnaire. God bless”**

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