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AN ASSESSMENT OF RELATIONSHIP AMONG SERVICE QUALITY, PRICE PERCEPTION AND CUSTOMER SATISFACTION IN THE FORMATION OF CONSUMER'S PURCHASE INTENTION

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Abstract

This survey examined that "An assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention". In this research we discussed the background, scope, significance, problem statement different operational variables and research methodology etc. This study has many subjects to conduct this survey and deeply observed all the factors relating to this research. The main objective of this survey is to checked that the formation of consumer's purchase intention with 3 major factors. The second objective of research is to test the relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention. In this study for the collection of data developed a questionnaire which consists of 23 questions, also designed the questionnaire in 7 parts and also measure on the 5-point Likert scale 1. Strongly disagree to 5. Strongly agree. For this research we select the sample size based on the previous study by using different methods. Reliability of questionnaire was checked by different researchers and for checking the validity of data used Cronbach's Alpha. There are many other tests which are applied in this study like descriptive statistics, KMO or Bartley's test, regression and correlation. After applying different tests for measurements we analyze that the data and my Finding shows that there is a positive relationship between selected variables. Also my study has some minor recommendations for upcoming researchers.

Keywords: Service quality, Price perception Customer satisfaction and Consumer's purchase intention.

Introduction

Quality is as complicated word as it seems. Various individuals interpret quality in a swift manner. Some of them can define quality in measurable terms which means it is quantifiable term and it can be operationalized. Putting reference of an ancient saying "if you can't quantify your quality then you can't manage it". Term under discussion Quality is well-defined as possessions execution of merchandise and service.According to the reference of product, term quality is every so often elaborate as "to meet the needs of the customers. According to the point of view of service quality is all about to fulfill the need of customer, treat them friendly and feel them good about the place where they are standing, make goods apparently good which makes consumers satisfaction level better and consumers serve with extremely delicious diet and apparently good goods made consumers much pleasing as the taste of product or in other words service quality much appealing as compare to service quality. The up-to-the-minute definition of quality invents from an author which name is Juran, he writes about quality is that quality is an intentional use of fitness. This terminology fundamentally states that it is "over and above or meeting user hopes." So, fulfilling or meeting with the demanded or expected level of clients leads on the way to arise the standard of product quality.

With the passage of time the trend of visiting coffee house and have meal from restaurants are surprisingly increased up to a very high level. There are all age group of customers who come to restaurant and coffee house but the majority of such visitors are from 16-30. These are young consumers of the Pakistan country who attracts more by the environment, taste, sound, and relaxing features of the coffee house and restaurant. Customer is seeking for the quality of the product in economical price this is the attainment level which customer demand and if its demand fulfils then its leads to satisfaction. Customer's achievement level, is when the state of attainment is satisfied or not, and if attainment level achieved then satisfaction level is fulfilled and if they attainment level is not according to the requirement of the consumer then satisfaction level is not meet. If the level of satisfaction is meet, then consumer feel pleasurable and if the desire of the individual is not meet then it leads consumer to dissatisfaction. Purchase intention is a factor which influenced by many other factors like price of the product customer satisfaction and the service quality of the brand.

Background of the study

A few years' reviews explain the situation of service quality, in 13th decay when there was no concept of service quality then a researcher wrote 19 books about service quality and customer satisfaction level. They forced on the relationship of service quality and consumer satisfaction. With the passage of time the management realized that if they focused more on service quality than customer is more pleasing and their satisfaction is higher and then management start doing work on it. They focused on their taste their environment their service quality. Then they come to know that there are two main and important key factors about satisfaction 1) customer value management and 2) satisfaction management. Customer value management explains that consumers wants to get best quality product in the lowest price rate and they want to get maximum utilization of price while availing best quality best taste and prefect satisfaction. Satisfaction management is the ideologies of consumer achieve their perfect attainment level and reaches at that level with that level they come to visit the restaurant and coffee house. With the passage of time the trend of visiting coffee house and have meal from restaurants are surprisingly increased up to a very high level.

There are all age group of customers who come to restaurant and coffee house but the majority of such visitors are from 16-30. These are young consumers of the Pakistan country who attracts more by the environment, taste, sound, and relaxing features of the coffee house and restaurant. The past study of (Schaefli & Gupta, 2007) service quality is all about to fulfill the need of customer, treat them friendly and feel them good about the place where they are standing, make goods apparently good which makes consumers satisfaction level better and consumers serve with extremely delicious diet and apparently good goods made consumers much pleasing as the taste of product or in other words service quality much appealing as compare to service quality. Since the thought of SERQUAL recognized every service segment commenced succeeding this idea. It was introduced in 1988 for very first time and at that time it was consisted on 23 item gapes. These five elements were developed by the theory of the experience of post purchase and pre-purchase experience and intention of the consumer in post purchase and pre-purchase situations in any area which rendered its services.

Customer is the best source of advertisement of any place and if the service quality is best and atmosphere is satisfied. Clients always wish to visit again that offers its finest facilities to its regulars. Service quality extensively analyzed inside service publicity ground or advertisement. It is regularly understood by two different points of opinions: the customer's intellectual assessment of rendered service which developed and gives multidimensional view to do calculation of property implementation. Other point of view about Service quality is subjective dimension which formed by the modification of predictable and real performance. Both these concepts are established to estimate the intellectual and subjective measures which explain the gap between predicated and actual outcomes.

Objective of the study

The objective of the study is to analysis an assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention. In this subjective of topic independent variable are service quality, price perception and customer satisfaction and these all variable depend upon the independent variable which is purchase intention. So, the objective of the study is to examine the relationship between them. Here is the objective of the study.

➢ To analyze the relationship between service quality and purchase intention.
➢ To analyze the relationship between price perception and purchase intention.

➢ To analyze the relationship between customer satisfaction and purchase intention.

Research question of the study

Research question of the study is to analysis that is there any an assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention? In this subjective of topic independent variable are service quality, price perception and customer satisfaction and these all variable depend upon the independent variable which is purchase intention. So, the Research question of the study is to examine the relationship between them. Here is the Research question of the study

➢ Is there any positive relationship between service quality and purchase intention?
➢ Is there any positive relationship between price perception and purchase intention?
➢ Is there any positive relationship between customer satisfaction and purchase intention?

Problem statement

With the fast growing trend to visit and arrange parties in restaurant and coffee house, the management of restaurant and coffee house also get conscious about their pleasing environment, service quality, and there are two more important features who attract the young consumers more are price and their satisfaction level. So here is the primary problem statement of the study.Is there any an assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention?

Hypothesis of the study

Here is the generated hypothesis by the research:
H1: service quality has positive influence on purchase intention.
H2: Price perception has positive influence on purchase intention.
H3: Customer satisfaction has positive influence on purchase intention.

Significance of the study

Idea or conception to evaluate consumer satisfaction, broadly practice in modern studies, and this study involves the overall satisfaction of the customer. Customer is seeking for the quality of the product in economical price this is the attainment level which customer demand and if its demand fulfils then its leads to satisfaction. customer's achievement level, is when the state of attainment is satisfied or not, and if attainment level achieved then satisfaction level is fulfilled and if they attainment level is not according to the requirement of the consumer then satisfaction level is not meet in other words, this theory is also known as relation-specific. In collective or overall theory, the level of satisfaction can be measured with the level of loyalty of the customers. If the customer is loyal or do not change the brand after some fluctuation in price it means customer is satisfied by brand. So, to satisfied the consumer is the significance of the study.

Literature review

This is the second chapter of the study in which literature review is discussed. In this part of the study we will discuss the variable of the research and the relationship among them. Various individuals interpret quality in a swift manner. Some of them can define quality in measurable terms which means it is quantifiable term and it can be operationalized. Putting reference of an ancient saying "if you can't quantify your quality then you can't manage it". Term under discussion Quality is well-defined as possessions execution of merchandise and service. According to the reference of product, term quality is every so often elaborate as "to meet the needs of the customers". According to the point of view of service quality is all about to fulfill the need of customer, treat them friendly and feel them good about the place where they are standing, make goods apparently good which makes consumers satisfaction level better and consumers serve with extremely delicious diet and apparently good goods made consumers much pleasing as the taste of product or in other words service quality much appealing as compare to service quality.

The up-to-the-minute definition of quality invents from an author which name is Juran, he writes about quality is that quality is an intentional use of fitness. This terminology fundamentally states that it is "over and above or meeting user hopes." So, fulfilling or meeting with the demanded or expected level of clients leads on the way to arise the standard of

product quality. Price perception is another variable of the study. Price perception is defined by many authors; it can be sated that consumer is willing to pay amount for fulfilling its needs or customer is willing to pay the cost at which its demand is meets its requirement. Price perception is also defined as that who much a customer is willing to pay for the goods or services they have bought. If the services provided or goods sold to the consumers is up to the standard, then individual is willing to pay the cost of service or product.in other words Price perception is a cost which consumer is always mentally satisfied to pay.

Service Quality

The most important and influencing aspect of quality is service quality. As like other product or those goods which are part of tangible items, the intangible items are service quality which are as much important as tangible products. Smooth good and effective way of communications leads the business another level of success. Through proper communication an easy and smooth path built between the service provider and consumer. Greetings in cheerful manners by service staff made environment much pleasing and relaxing for the visitor and consumers. Pleasing and comfortable environment and such place which provide their best services to consumer appall them to come again and again. Customer gets emotionally attach by the place where he feels relax and its demand meets according to its wish and on time. Clients always wish to visit again that offers its finest facilities to its regulars. Consumers also got attach by the staff who provide them services and deal with them. Customer often prefer to visit such place where rendered its services according to their demand.

Price Perception

Price perception is another variable of the study. Price perception is defined by many authors; it can be sated that consumer is willing to pay amount for fulfilling its needs or customer is willing to pay the cost at which its demand is meets its requirement. Price perception is also defined as that who much a customer is willing to pay for the goods or services they have bought. If the services provided or goods sold to the consumers is up to the standard, then individual is willing to pay the cost of service or product.in other words Price perception is a cost which consumer is always mentally satisfied to pay. When purchaser is always prepared to pay additional cost, which was charged by the officials in the terms of confidence and style.to charge the cost of the price consist of many features but here we have two basic purpose to charge high cost first one is to charge the cost of the product on collective or overall practice and second element is ambiance to charge the maximum price of the product. Sometimes, taste of the product is not only the main concern to charge maximum cost there are many elements who influence the consumer to pay high value of the product. (MacKenzie, 2008).
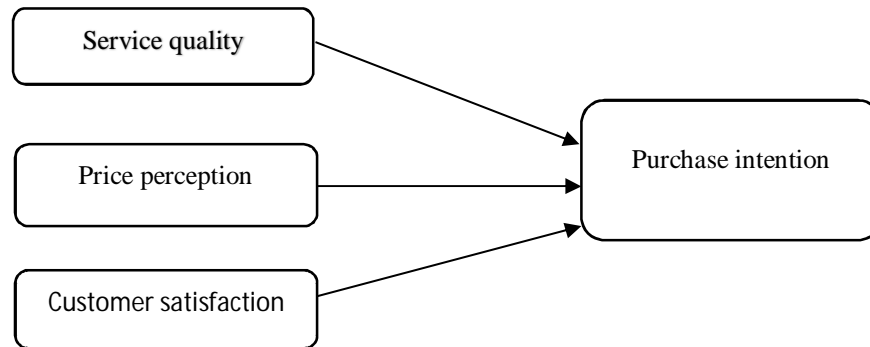
Customer Satisfaction

Marketing defined customer satisfaction in several traditions, (Oliver et al., 1997), explained consumer fulfilment as, the customer's achievement level, is when the state of attainment is satisfied or not, and if attainment level achieved then satisfaction level is fulfilled and if they attainment level is not according to the requirement of the consumer then satisfaction level is not meet. If the level of satisfaction is meet, then consumer feel pleasurable and if the desire of the individual is not meet then it leads consumer to dissatisfaction. Customer is seeking for the quality of the product in economical price this is the attainment level which customer demand and if its demand fulfils then its leads to satisfaction.

Purchase Intention

Purchase intention is a factor which influenced by many other factors like price of the product customer satisfaction and the service quality of the brand. On the base of these three factors customer may retain with the brand may be switch the brand or may be become the source of advertisement for your brand. In other or simple word, the dimension of purchase intention is categories as the name of consumer loyalty, switching brand and repeat buying behavior. These three dimensions direct or show the emotional attachment of the customer towards its brand, if brand is able to satisfy the required level of satisfaction of the consumer then customer made his mind to come again which means he decided and prefer to buy again from this brand which known as repeat purchase and if consumers again attain the same level of satisfaction then it will become loyal and it refers the brand to other persons who he knows and he became the source of advertisement of the product and if you don't satisfy the consumers' needs or demand than consumer prefer to switch the brand (Bolton & Lemon, 1999). Like this study there are also many investigations or studies which is in favor of this theory.

Research model

Here is the research model of the study which explain the variables and the relationship among the variables.

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┌─────────────────────┐
│   Service quality   │ ─────────┐
└─────────────────────┘          │
                                 ↓
┌─────────────────────┐   ┌─────────────────────┐
│  Price perception   │ ──→│  Purchase intention │
└─────────────────────┘   └─────────────────────┘
                                 ↑
┌─────────────────────┐          │
│ Customer satisfaction│ ────────┘
└─────────────────────┘
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Methodology

This the third section of study where methodology portion will have discussed. Methodology is the way of postulate the rule and principles which are assumed by the under discussed study. It explains the whole method by which the rules and principles are applied. Methodology includes the different methods through which the research will going to conduct or the way by which the study will conduct.it will analysis the whole principles and disciples of conduction of research. The research either will be exploratory or explanatory. It depends upon the time horizon or time frame. It also explains the unit of analysis of the research. It will show the theoretical frame work of the study and generating hypothesis. The way of how reliability will conduct and at what level the validity will acceptable. It also explains the correlation of the variables and the regression will also have computed. Data will be gathered through random sampling technique.

Research method

If we talk about research method psychology, then there is a wide range of the elements which are include in the way of conduction research. When we want to conduct the research then there first element is theory. After selecting the theory, a need of establishment of theoretical frame work and then hypotheses generated. Next step leads toward research design and instrument design which refers to data collection after collecting data the analysis will apply on the collected data the analysis is reliability, correlation, regression, validity, standard mean and deviation. Various results will apply on the collected data to find out the reliability or validity of the data or even to check that either dependent variable regress on other independent variable or not. These test apply through the use of SPSS 16.0. Then findings and results are discussed. An instrument is used to gather the data which contains different questions and these questions belongs to different variables. In this research an assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention. In this subjective of topic independent variable are service quality, price perception and customer satisfaction and these all variable depend upon the independent variable which is purchase intention.

Research approaches

When we talk about the research approaches then first thing which come to in our mind that either it is deductive approach or inductive approach. These two are basically different approaches. When a researcher wants to test his theory then he used deductive approach and when a researcher wants to do something new which is not till the part of literature or in simple word when he wants to generate some new theories then he used inductive approach. The inductive approach is used in qualitative nature of study like when study will have conducted by the way of interviews. But deductive approach is used in quantitative nature of study when researcher gather data through sharing his instrument with random public.

Data collection method

For the collection of data there are two ways. First is to collect data by the sharing of questionnaire with the individuals and id the study needs to collect data in quantities nature then an instrument is prepared which consist of different types of questions which belongs to different variables and then these questionnaires are shared with specific targeted public or even

data is gathered through e mail. Questionnaire is always designed to keep this thing in mind that it was easy for them with whom we are going to share and it is in the language who popular in the targeted area. The area is firstly decided from where the data will have gathered and the age group of the people with we are going to share and in our study the primary data collection method will going to use because we will share the instrument with the individuals and gather data.

Sampling techniques

For the collection of data, we select the random sampling technique. This technique is suitable because this study is conducted for the study purpose and in this technique the questionnaire is shared by the any person how have knowledge about the studied topic. So, being a student it is very convenient for data collection and the targeted population is the public of Lahore, Pakistan how love to visit different restaurants and coffee houses and those how prefer to arrange different parties in hotels and restaurants. The area is firstly decided from where the data will have gathered and the age group of the people with we are going to share and in our study the random sampling technique will going to use because we will share the instrument with the individuals and gather data.

Sample size and respond rate

In this research we take the sample size of 400 respondents. We distribute 400 questionnaires to different people who belong to different age group and different gender. The respond rate was 378 which is 90.6% out of which 35 was not properly filled and 4 not had reliable data the remaining questionnaire was 339 so, the respond rate of the public was 82%.

Table 1. Demographical Analysis:

Variable	Frequency	Percent (%)
Gender (N=339)		
Male	231	68.1
Female	108	31.9
Age		
16-20	187	55.2
21-24	54	15.9
25-29	30	8.8
above 30	68	20.1
Recently Visited Coffees House/Restaurants		
Café forest	56	16.5
Gloria jeans	123	36.3
Food street Lahore	18	5.3
Monal	46	13.6
Bandu khan	96	28.3
Total	**339**	**100.0**

This part based on the demographic section. In this section demographic consist of different age group of people and gender and the coffee house of where individuals visit and where the visit frequently. Here is the targeted respondent in which the major part of the female who share their views with us the number of 108 and the male are of 231 who share their precious time to fill our questionnaire. Here we have been the age of different peoples who were our targeted population. The sample size was taken randomly. There are 55.2% people who belong to age group pf 16 years to 20. There are 15.9% people who belong to age group pf 21years to 24. There are 8.8% people who belong to age group pf 25 years to 29. There are 20.1% people who belong to age group above 30 years. In this table, there are so many respondents who visited different restaurant and coffee house due to their loyalty and satisfaction level over there. The most visited place is Gloria jeans and the least visited place is Monal the famous restaurant of Lahore.

Reliability of Instrument

Table.2 Reliability Analysis

Variable	Item Scale	Value of Alpha
Services Quality	7	.621
Price perception	5	.662
Customer Satisfaction	3	.597
Purchase Intention	4	.663

Most of the researchers are of the opinion that the lower limit of Cronbach Alpha is 0.7. However, in exploratory research it may fall to 0.6 (Robinson et al., 1991). The Cronbach Alpha value of near to 1 is considered more reliable by the researchers. The Cronbach Alpha for this research study is presented in following table. All the variables show good reliability which is presented in the following table. **Services Quality** (0.621), **Price perception** (0.662) **Customer Satisfaction** (0.597), **Purchase Intention** (0.663) and **Overall reliability of instrument** (0. .906).

Table.3 Validity of instruments

Constructs	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity	Bartlett's Test of Sphericity sig.
Food & beverages quality	.578	95.976	.000
Service quality	.603	67.328	.000
Physical atmosphere quality	.633	504.457	.000
Price perception	.741	214.282	.000
Customer satisfaction	.629	105.598	.000
Purchase intension	.690	199.663	.000

After calculation of KMO factor analysis we conclude that the values of variables are good or not. So, the value of food and beverages is 0.578, service quality is 0.603, physical atmosphere quality is 0.633, price perception is 0.741, customer satisfaction 0.629 and purchase intension is 0.690. After focusing on above mentioned results we found that the values of KMO lies between 0.6 to 0.7 and it is acceptable according to the (Hutcheson & Sofroniou, 1999).

Table.4 Regression Analysis

Service quality to Purchase Intention:	
R	.000a
R Square	.000
Adjusted R square	-.003
Standard error of the estimate	0.54
F	0.00
Sig.	0.000
Price perception to Purchase Intention:	
R	.000a
R Square	.000
Adjusted R square	-.003
Standard error of the estimate	0.54
F	0.00
Sig.	.000a
Customer Satisfaction to Purchase	
R	.000a
R Square	.000
Adjusted R square	-.003
Standard error of the estimate	0.45
F	0.00
Sig.	.000a
Independent variable	**Beta** **Sig.**

(Constant)		.000
Service quality	.000	.000
Price perception	.000	.000
Customer Satisfaction	.000	.000

Regression Analysis

Regression is the most important way to compute and analysis the best estimated line. Here we can discuss it in different ways of models. This table presents the value coefficient of correlation (R), coefficient of determination (R^2), value of adjusted R^2 and the value of Durbin Watson test. Firstly we compute the regression among Service quality and Purchase Intention. So after regressing service quality on Purchase Intention we find out this table. which include the value of R square which explains us that how much dependent variable depend upon the independent variable and adjusted R square is the eliminate which is unexplained by various means of variables.so here we have the R square .000 it means that the Purchase Intention dependent variable is up to this .000 is explained by this service quality variable. And when we subtract the adjusted R square from 100 then the remaining part is unexplained by other sort of variables. If we consider the independent variables are absent then dependent variable will be 100%.

Secondly we compute the regression among price perception and Purchase Intention. So here we have the R square .000 it means that the Purchase Intention dependent variable is up to this .000 is explained by this price perception variable. And when we subtract the adjusted R square from 100 then the remaining part is unexplained by other sort of variables. If we consider the independent variables are absent then dependent variable will be 100%.Finally and third we compute the regression among Customer Satisfaction and Purchase Intention. So after regressing Customer Satisfaction on Purchase Intention we find out this table. So here we have the R square .000 it means that the Purchase Intention dependent variable is up to this .000 is explained by this Customer Satisfaction variable. And when we subtract the adjusted R square from 100 then the remaining part is unexplained by other sort of variables. If we consider the independent variables are absent then dependent variable will be 100%.

Table.5 Correlation

		SQ	PP	CS	PI
SQ	**Pearson Correlation**	1	.468[**]	.399[**]	.303[**]
	Sig. (2-tailed)		.000	.000	.000
	N	339	338	339	339
PP	**Pearson Correlation**	.468[**]	1	.454[**]	.375[**]
	Sig. (2-tailed)	.000		.000	.000
	N	338	338	338	338
CS	**Pearson Correlation**	.399[**]	.454[**]	1	.444[**]
	Sig. (2-tailed)	.000	.000		.000
	N	339	338	339	339
PI	**Pearson Correlation**	.303[**]	.375[**]	.444[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	339	338	339	339

It explains that how much the variables are correlated with each other or significantly they are correlate with each other.it means if one of the variable in the study is vary then other will also vary with the same proportion. In the given table there is a satisfied and significant relationship among all the variables which are under study in this research.in this table there is a (p-value) which should be positive or less then the value of 0.05 it will show the strongest positive relation among the variable. Correlation matrix of Service Quality indicates the influenced positive significance level of all the variables which are part of the study because (p-value) or tailed value is smaller than 0.05. Correlation matrix of Price Perception indicates the influenced positive significance level of all the variables which are part of the study because (p-value) or tailed

value is smaller than 0.05. Correlation matrix of Purchase Intention indicates the influenced positive significance level of all the variables which are part of the study because (p-value) or tailed value is smaller than 0.05.

Conclusion

Topic which is under study is an assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention. In this subjective of topic independent variable are service quality, price perception and customer satisfaction and these all variable depend upon the independent variable which is purchase intention. In this studied topic the word quality has been focused. Quality is as complicated word as it seems. Various individuals interpret quality in a swift manner. Some of them can define quality in measurable terms which means it is quantifiable term and it can be operationalized. Putting reference of an ancient saying "if you can't quantify your quality then you can't manage it". Term under discussion Quality is well-defined as possessions execution of merchandise and service. Then they come to know that there are two main and important key factors about satisfaction 1) customer value management and 2) satisfaction management. Customer value management explains that consumers wants to get best quality product in the lowest price rate and they want to get maximum utilization of price while availing best quality best taste and prefect satisfaction

. Young consumers which is the targeted population of brands are used to follow such brand that imitates their self-image. Targeted generation of brands like Young generation, they have much to spend for their favorite brand and they are willing to spend on their favorite brand because their satisfaction level is high. They frequently go and visit their favorite place because they rely on the brand and they know the brand will meet their satisfaction level or if the brand is succeeding to meet their expectations than they become loyal.The main integration and interpretation of our gathered data which we collect through different means and through different individuals and from all those who are our targeted population. In the chapter of analysis findings and result we conclude either our study is according to our generated hypothesis or it converse with our generated hypothesis. Various results will apply on the collected data to find out the reliability or validity of the data or even to check that either dependent variable regress on other independent variable or not. The interlinked connection of all the variables are also measured by applying the correlation and Anova and other test are also applied on the gathered data. These various test are the part of descriptive test. In this chapter the data was gathered by different people of age group and different genders so descriptive statistics test is applied to analysis the list of the individuals with whom questionnaire was shared. Different test will apply on the collected data to find out the reliability or validity of the data or even to check that either dependent variable regress on other independent variable or not.

To measure or to check the inter consistency among the variables and the items including in questionnaire we use Cronbach Alpha. This test shows the reliability range between 0 to 1. Here 0 shows no inter consistency when it goes closer to 1 it shows more inter consistency. So, here in this section of the chapter we will find out the reliability of data. The interlinked connection of all the variables are also measured by applying the correlation and Anova and other test are also applied on the gathered data. Word correlation defines as the relationship among different variable which are the part of study. It explains that how much the variables are correlated with each other or significantly they are correlate with each other.it means if one of the variable in the study is vary then other will also vary with the same proportion. Regression is the most important way to compute and analysis the best estimated line. Regression for caste the best estimated line between variables. It is computed through using software SPSS. The results indicate that there is a positive relationship among all the variables and all the hypotheses has positive relationship with each other.

Recommendations

There are few recommendations regarding this study that the further should be followed

- For the upcoming researcher it is very necessary for them to consider the other factor of quality other than service quality. Because there are so many features of quality which may also be influence the effect on satisfaction and the intention of purchase of the consumers.
- When we talk about the service quality then there are also a factor of environmental satisfaction. Mostly people visit again and again such places which are more comfortable and relaxing for them. Where they can easily sit and relax their self. So, environmental factor is also very pleasing and important for the further research.

- Here majority of the respondent is young consumers who visit such places which is affordable for them and light to pocket. So, they don't visit again such places which are expensive and not affordable for them. So, the factor of loyalty is purely based on the price perception and their intention is also mainly concerned with price.
- Purchase intention based on the main factors but few of them are not consider as the taste of food and beverages. Many people prefer to go there where the quality and the taste of the food is up to their expectations. So, in this study this important factor is not considered, this for the new research that they should next time also consider the effect of taste on the purchase intention.

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Appendix 1

Table.6 Academic research survey

I am a research scholar at Superior University Lahore. I am conducting a research on **"An assessment of relationship among service quality, price perception and customer satisfaction in the formation of consumer's purchase intention"**. This questionnaire is designed to elicit your response. You are requested to spare your precious time to complete this survey as it will not take more than 10 minutes of yours to complete it. Your specific answers will be completely anonymous & confidential, but your views, in combination with those of others, are extremely important. Your cooperation is highly appreciated. Thanks once again for your time and cooperation.
Thanking you in Anticipation!

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree				
1	2	3	4	5				
	Food & Beverage Quality (Ha & Jang, 2010)							
1	The food I had was tasty, so I enjoyed it				1	2	3	4	5
2	Food portion was enough, satisfying my hunger.				1	2	3	4	5
3	I liked a variety of menu choices.				1	2	3	4	5
4	I liked healthy food options in this coffee house.				1	2	3	4	5
	Service Quality (Ha & Jang, 2010)							
5	The coffee house serves food exactly as I ordered it.				1	2	3	4	5
6	The coffee house provides prompt and quick service.				1	2	3	4	5
7	The coffee house has employees who can answer my questions well.				1	2	3	4	5
	Physical Atmospheric Quality (Ha & Jang, 2010)							
8	Interior design of the coffee house made me feel good.				1	2	3	4	5
9	Music played in the coffee house entertained me.				1	2	3	4	5
10	Mood of the coffee house was great.				1	2	3	4	5
11	Layout and facilities aesthetics of the coffee house were fun and unique to me.				1	2	3	4	5
	Price Perception (John, Leng, Lyn, & Kevin, 2011)							
12	I'm satisfied with the price of food and beverages.				1	2	3	4	5
13	I'm willing to pay additional price for service.				1	2	3	4	5
14	I'm willing to pay additional price for atmosphere of the coffee house.				1	2	3	4	5
15	I'm willing to spend more if price is increase.				1	2	3	4	5
16	I switch the brand if price increases.				1	2	3	4	5
	Customer Satisfaction (Ha & Jang, 2010)							
17	I was happy with the dining experience.				1	2	3	4	5
18	I was contented with the dining experience.				1	2	3	4	5
19	Overall, I was satisfied with the dining experience.				1	2	3	4	5
	Behavior Intention (John et al., 2011)							
20	I would like to come back to this coffee house in the future.				1	2	3	4	5
21	I would recommend this coffee house to my friends or others.				1	2	3	4	5
22	I would say positive things about this coffee house to others.				1	2	3	4	5
23	I am willing to spend more than I planned at this coffee house.				1	2	3	4	5

Table.7 Demographical Information

Age		
Gender	Male	Female
Favorite Restaurant/coffee house		
Recently visited Restaurant /coffee house		