SERVICE DESIGN AND QUALITY: RESTAURANTS IN BAHRAIN

FATEMA SEDDIQ, KHADIJA HASSOUNA, HANA AL JOWDER & FATEMA QAED
Department of Architecture and Interior Design, College of Engineering, University of Bahrain, Bahrain

ABSTRACT

The purpose of this paper is to investigate service design and quality of restaurants in Bahrain and an understanding of its importance in the growing restaurant industry in Bahrain. This paper investigates the service design and restaurant design of restaurants in the Seef District, Bahrain using the DINESERV scale. A questionnaire was used to rate seven restaurants in the Seef District and the ratings are tabulated and a total mean out of 7 is calculated. The ratings for all of the seven restaurants were 5 and higher with minor differences between the participants ratings. This signifies that the level of service design and restaurant design quality in the Seef District is relatively high which subsequently leads to high customer satisfaction and high visiting rates. This brings to attention that there is a high level of awareness of the importance of service design and restaurant design in that area. Moreover, the final data brought to attention the gender, age and working status of the visiting participants. The data showed that most of the visitors were mid-20s, female students.
Keywords: service design, tools, restaurant design, service quality.

1 INTRODUCTION

The concept of service design has been utilized for decades before its realization to describe a service and its delivery [1]. Service design is a term that relates to a collection of physical and non-physical goods that involve multidisciplinary design in order for customers to be able to access and utilize them successfully and delightfully [2]. In the field of restaurants' service design, many elements impact the efficiency and the experience of restaurant quality like food quality, the physical atmosphere and restaurant's design, and the most important is the services quality [3], [4]. The services provided in the restaurants and the way they are designed is what pushes the consumer to revisit the place and develop a connection with it.

Bahrain, according to a 2013 Economy Freedom Index, has an increased demand for dining out and is considered an ideal spot in the Middle East to invest in the restaurant industry. Despite this, there is insufficient data about its restaurants' design and service design quality. This paper investigates the service design and quality of restaurants in Bahrain using the DINESERV scale.

2 SERVICE DESIGN AND RESTAURANT DESIGN

2.1 Service design in restaurants

With vast varieties of restaurants to serve 7.9 billion people around the world many restaurants are in competition with each other to provide the best to please and win customers which is a vital aspect for the business's success [5]. To stand out from the rest of the restaurant businesses restaurants have opted different service design-based thoughts that deal with combining both tangible and intangible aspects to provide a complete experience for the user and attract customers, this gave rise to the notion of service quality in restaurants [6].

Some researchers define service qualities in restaurants as the actions that can be translated to values [7]. Conversely, according to Grönroos [8], service quality is considered similar to customer's satisfaction, which is the perception of the customer of the service

provided in a restaurant when compared to his expectation. In an attempt to better understand the notion, Grönroos [9] and Lehtinen and Lehtinen [10] agreed on identifying three aspects of service quality which are the technical quality of the result like products/services, the functional quality of the experience which is considered as the interaction between the provider and the consumer, and the business company identity. Sasser et al. [11] had different views about the idea they came up with seven qualities that sufficiently cover the idea of service quality which include: Security, attitude, completeness, condition, consistency, availability, and training.

As stated above various researchers had various definitions for the word service quality which makes it difficult to define [12]. These issues stem mostly from the way services were created, used, and assessed thus, service quality, according to Grönroos [8] and Parasuraman et al. [12], is more challenging than quality of product. The physical characteristics of goods, problems in production can be quickly detected, and alternatives can be implemented right away to fix the flaws before they are sold to customers. Service quality is even harder to measure physically when compared to product quality since services are abstract things with qualities such as intangible, impermanent, diverse, and instantaneous [13].

To assess service quality, Parasuraman et al. [12] developed a 22-item SERVQUAL scale which stands for (SERVICE QUALITY) with five dimensions: tangible which includes physical aspects and materials, reliable which includes efficiency consistency, ability to respond which is the readiness of the employees to assist the customers, assurance which is the employee's knowledge in dealing with the customers, and empathy which relates to the personalized, attentive care that each consumer receives. Service quality, according to the SERVQUAL instrument, it is defined as the gap between customers' expectations and their presumed impressions of the actual service, also known as the expectations method. Customers' expectations and views are measured after service is given using this technique.

A modified version of SERVQUAL was created in response to the critiques [14]. Cronin and Taylor [15] suggest SERVPERF (SERVICE PERFORMANCE), an efficiency gap assessment instrument that eliminates the expectation part of the SERVQUAL model. In terms of an overall measure of service quality, the SERVPERF instrument outperforms the SERVQUAL scale [15]. SERVPERF is able to explain most of the variation in an overall measure of service quality across different types of restaurant industries: fast food, causal and fancy when compared to the SERVQUAL scale [15]. Moreover, SERVPERF is has proven to be more valid and reliable [12].

A third scale was later developed by Stevens et al. [16], because SERVQUAL also proved to be an inappropriate model for the specific context of restaurant services. DINESERV (DINE SERVICE) was put to the test in three restaurant divisions fine, casual, and fast service dining, and it proved to be quite reliable. Although SERVQUAL, SERVPREF, and DINESERV have been utilized in the food sector, they have limitations where they do not include food quality as it relates to the product itself, which has shown to be an essential dimension in the food industry [17].

2.2 Restaurant design

Part of the service design for a restaurant includes the restaurant's design, which hugely impacts the customer's satisfaction and the quality of the services provided by the restaurant [18]. Many academics have agreed that the restaurant design provides certain ambience to the customer that deals with how they perceive their surrounding environment. This in return affects the customer's satisfaction level, recommendation to others and their rate of visiting.

The elements that create the ambience include: ventilation, colour, lighting, exterior/interior layout and music [19]–[22].

The use of adequate colours in a restaurant's design may make the space functional and appealing to customers, which can have an influence on visitor numbers [23]. While deep, warm, and informal light tones seem to promote relaxation, bright colours typically attract and provoke emotions [24]. Red, orange, and yellow are hot colours, whereas green, blue, and violet are cool hues. These colours are divided into warm and pale hues. People can see the impression of pleasant, comfortable settings through warm colours [25]. Additionally, cool hues create welcoming spaces that increase consumer satisfaction [26].

Many researchers agreed that light affects the customer emotions [27]. The consumer needs proper lighting in a restaurant so they can see the cuisine at its finest. As a result, the restaurant needed to manually illuminate each table in order to provide its unique ambiance [28]. For the purpose of enjoying the services and experience, light may create the environment cool and tranquil. When the lighting is dark, customers talk more politely [29]. One of the physical elements with the most effect on restaurants might be light [30]. A restaurant owner also wishes to convey a sense of light [31]. The location of light will also provide the customer with a unique experience.

3 RESEARCH QUESTION

According to a 2013 Economy Freedom Index, Bahrain has a restaurant business in line with increased demand for dining out and is considered as one of the perfect spots in the Middle East to invest in the restaurant industry, yet there is insufficient data about the restaurants' design and service design quality which include the physical and non-physical customer experience in Bahrain. This paper investigates the service design and quality of restaurants in Bahrain using the DINESERV scale.

4 RESEARCH METHODOLOGY

This research is descriptive research as it uses a structured process (the DINESERV scale), and the main research methodology used was the quantitative methodology, as the DINESERV scale uses a questionnaire with scalable answers. There are seven different restaurants in the Seef District, Bahrain that were evaluated for their service design and restaurant design using the DINESERV scale. The seven restaurants chosen are Le Chocolat, Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, Nu Asia, and Fatto. The restaurants chosen have been limited to one region in Bahrain (Seef District) to maintain a fair comparison, and the Seef District was chosen because of the high density of restaurants present in the area.

Out of the three scales mentioned in the literature review, the DINESERV scale has been used to evaluate the service design of the restaurants because of its reliability and validity. Since the SERVQUAL scale has been criticized for criterion related validity issues, overlap among the different dimensions, and unstable dimensionality, the DINESERV was chosen [30], [31]. The DINESERV scale works by considering 29 statements in a questionnaire which are indicative of a restaurant with a good service design and quality, and each statement is rated from a scale of one (strongly disagree) to seven (strongly agree). Statements 1–10 are related to tangibles, statements 11–15 are related to reliability, statements 16–18 are related to responsiveness, statements 19–24 are related to assurance, and statements 25–29 are related to empathy. The 29 statements are as follows:

1. Visually attractive parking areas and building exteriors
2. Visually attractive dining area
3. Clean, neat, and appropriately dressed staff

4. Restaurant's décor typical of its image and price range
5. Easily readable menu
6. Visually attractive menu that reflects the restaurant's image
7. Comfortable and easy to move around in dining room
8. Clean rest rooms
9. Clean dining areas
10. Comfortable seats in the dining room
11. Service in the promised time
12. Quick correction of wrong service
13. Dependable and consistent restaurant
14. Accurate bill
15. Error-free served order
16. Maintaining speed and quality of service during busy times
17. Provision of prompt service
18. Extra effort for handling special requests
19. Employees can answer questions completely
20. Comfortable and confident in dealings with the restaurant
21. Staff provide information about menu items, their ingredients, and methods of preparation
22. Feeling personally safe
23. Staff are well trained, competent, and experienced
24. Restaurant supports the employees so that they can do their jobs well
25. Employees are sensitive to individual needs and wants, rather than always relying on policies and procedures
26. Makes customers feel special
27. Anticipates customers' individual needs and wants
28. Employees are sympathetic and reassuring if something is wrong
29. Having the customers' best interests at heart

In the marketing field, the DINESERV questionnaire is a gap theory model and it compares a service quality expectation index to a service quality perception index. However, for this research the focus was on the existing surface quality perception by the customers so the gap theory model was not used. The questionnaire was carried out online using Google Forms, and the population for this study are individuals residing in Bahrain over the age of 18 who have visited one or more of the aforementioned seven restaurants.

The sampling technique used for this research was the voluntary response sample as the questionnaire link is available online and individuals can choose whether to participate or not. The strength of this technique is that it can be shared easily amongst participants as it is widely available online. The weaknesses of this technique are that it is limited to people who have the link, which can be biased towards certain gender or age group. This sampling technique was chosen as it is the easiest to share and get participants' responses within a short span of time.

The questionnaire was created on 28 April 2022 and gathered 243 responses. Considering that the population of individuals over 18 in Bahrain is over 1,000,000 according to the Ministry of Information Affairs, carrying out the research with a confidence level of 95% and obtaining 243 responses means that the margin of error is 6%. The answers from the questionnaire were entered into the Microsoft Excel program in order to get the mean rating out of 7 for each of the 29 statements for each restaurant.

5 DATA COLLECTION

The total mean value of the ratings is calculated separately for each of the seven restaurants, as well as the percentages related to the variables of the population.

Table 1: Ratings of the restaurants in the Seef District.

Le Chocolat	
Dimension	Total mean rating out of 7
Tangibles	5
Reliability	5
Responsiveness	5
Assurance	5
Empathy	5
La Chocolat total mean rating out of 7	5
Café Lilou	
Dimension	Total mean rating out of 7
Tangibles	6
Reliability	6
Responsiveness	6
Assurance	6
Empathy	6
Café Lilou total mean rating out of 7	6
Paul Bakery and Restaurant	
Dimension	Total mean rating out of 7
Tangibles	6
Reliability	6
Responsiveness	6
Assurance	6
Empathy	6
Paul Bakery and Restaurant total mean rating out of 7	6
Mado Café and Restaurant	
Dimension	Total mean rating out of 7
Tangibles	6
Reliability	5
Responsiveness	6
Assurance	6
Empathy	6
Mado Café and Restaurant total mean rating out of 7	6
Nino	
Dimension	Total mean rating out of 7
Tangibles	6
Reliability	6
Responsiveness	6
Assurance	6
Empathy	6
Nino total mean rating out of 7	6

Table 1: Continued.

Nu Asia	
Dimension	Total mean rating out of 7
Tangibles	5
Reliability	5
Responsiveness	6
Assurance	5
Empathy	5
Nu Asia total mean rating out of 7	5
Fatto	
Dimension	Total mean rating out of 7
Tangibles	6
Reliability	6
Responsiveness	5
Assurance	6
Empathy	6
Fatto total mean rating out of 7	6

Table 2: Variables' characteristics.

Variables	Characteristics	Percentage
Gender	Male	36%
	Female	64%
Age group	18–25	46%
	25–35	36%
	35–45	18%
	Above 45	0%
Job status	Unemployed	9%
	Student	46%
	Full employed	36%
	Part employed	9%

6 RESEARCH FINDINGS AND DISCUSSION

The DINESERV questionnaire was used to rate the service design and restaurant design of seven restaurants in the Seef District and the ratings are tabulated and a total mean was calculated. The questionnaire was carried out online using Google Forms, and the population of the study was Bahraini residents over the age of 18, who have visited one or more of the seven restaurants. The questionnaire gathered 243 responses.

6.1 Findings and discussion for the five dimensions

Based on the findings from the seven restaurants, the restaurants in the Seef District, Bahrain generally scored well based on the DINESERV scale. The restaurants got an overall rating between 5 and 6 out of 7, generally indicating satisfaction about the service design and quality of the restaurants. Out of the seven restaurants, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, and Fatto scored the highest, with a mean rating of 6 out of 7. Le Chocolat, Café Lilou, and Nu Asia scored the lowest, with a mean rating of 5 out of 7. Overall, almost

all restaurants got a similar mean rating for the five dimensions, indicating that the performance is similar in these dimensions per restaurant.

6.1.1 The dimension of tangibles

The dimension of tangibles relates to the visual appearance of the restaurant's exterior and interior (including WCs), the appearance and presentation of staff, the menu design, the comfort of restaurant circulation, and comfortable furniture. Although all restaurants scored similarly in this dimension, the restaurants of Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, and Fatto scored slightly higher (6 out of 7), while Le Chocolat and Nu Asia scored slightly lower (5 out of 7). Overall, the restaurants scored a satisfactory rating, indicating good visual appearance of the restaurant, cleanliness and good maintenance, good menu design, and physical and visual comfort. This is likely due to the restaurants chosen leaning towards being categorized as expensive, so the presentation of the restaurant is important in creating an attractive, professional, and reliable image that reflects the price range of the restaurant.

On average, the restaurants scored the lowest in the statements related to the appearance of staff (the lowest being 4 out of 7, neutral), and highest in the statements related to the restaurant design and decor (the highest being 7 out of 7, extremely satisfied). This reflects that most restaurants put a lot of consideration while hiring interior designers and architects, possibly because the design of the restaurant can be a marketable aspect especially in the digital age. For example, customers taking photos of the interior and posting it online, indirectly promoting the restaurant; or the restaurant posting photos on its social media platforms for direct promotion.

Regarding the restaurant design in the Seef District, the restaurants use various materials depending on the atmosphere intended to be created, typically linked to the type of food served. For example, the restaurant Paul Bakery and Restaurants uses materials and decor reminiscent of 19th century restaurants in Europe (such as the plaster mouldings in the walls) due to the restaurant sticking to the same atmosphere and décor since it was founded in the late 19th century. Another example is the restaurant of Nu Asia using décor and materials reminiscent of traditional East Asian architecture (such as the patterns and style of the partitions used and the prominence of the maroon colour) as it serves food from that region. The restaurants of Le Chocolat and Café Lilou use décor and materials reminiscent of a Parisian café (such as the use of elaborate décor and attention to details in picture frames, furniture etc.) as they serve French patisserie and food.

Regardless of the variety of the atmospheres of the restaurants, the restaurant design shares some common elements. One example is the common use of natural materials, such as the common use of the wood parquet flooring in the restaurants. The most common colour scheme used is the natural colour scheme as well, with shades of brown being the most prominent. Moreover, the restaurants commonly use wall and floor finishings that are contrasting, such as the use of glossy porcelain flooring and matte gypsum walls in Le Chocolat, and the use of brick walls and wood parquet flooring in the restaurant of Fatto. In addition, most of the restaurants are located within malls or part of a larger building complex as standalone restaurants are not very ideal in Bahrain due to most areas not being very walkable due to the extreme heat of Bahrain, especially during the summer months. As a result, most of the commercial activities are located within malls and shopping complexes. Moreover, most of the restaurants utilize the outdoor areas during specific months of the year, usually during the colder months as the weather can be too hot during the summer for outdoor dining.

Light plays a crucial role in providing the users with desirable ambiances and can aid in providing them with the required atmosphere for a good dining experience. The seven restaurants shown in Fig. 1 have mixed types of lightings like: spot lights, indirect cove lights, pendent lights, chandeliers and table lamps. The use of these types of lights provided consistency in the distribution of lighting within the restaurants, it also aids in defining different spaces in the dining area. The use of chandeliers has provided aesthetic appearance that goes along with the desired interior style chosen for that particular restaurant, it also gave the space sense of luxury resembling fine dining experience. The table lamps and pendent lights in restaurants directed light towards the tables to provide more quality to the food dishes placed on the tables, this plays an important role in making the dishes look more vivid and visually appealing.

Figure 1:   Restaurants in the Seef District, Bahrain. Top row, from left to right: Le Chocolat, Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant. Bottom row, from left to right: Nino, Nu Asia, Fatto. *(Source: Mohammad, 2021; Alzahrani, 2022; Kooheji, 2022; Alzahrani, 2021; Alghasra, 2020; Yafai, 2018; Almahrous, 2022.)*

The furniture used in the restaurants are of different styles: Le Chocolat, Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant have used classical dining individual chairs with round or square tables, the chairs have cushioned support to ensure comfortable dining experience and allow visitors to spend long hours in the place. Nu Asia restaurant have used Asian inspired furniture to provide a certain atmosphere to the customers that match the dishes provided in order to deliver a complete dining experience. On the other hand, Nino and Fatto have opted a more modern approach of using a more contemporary furniture design making the space more efficient by ensuring fitting the maximum number of visitors at the same time. The furniture used mostly is semi fixed or fixed to control the customer behaviour and maintain the space organization.

6.1.2 The dimension of reliability

The dimension of reliability relates to the accuracy, punctuality, and reliability of the restaurant in preparing and delivering its dishes. Most restaurants scored similarly in this dimension, with the restaurants of Café Lilou, Paul Bakery and Restaurant, Nino, and Fatto scoring slightly higher (6 out of 7), while Le Chocolat, Mado Café and Restaurant, and Nu Asia scoring slightly lower (5 out of 7). This indicates overall satisfaction with the reliability of the restaurant.

6.1.3 The dimension of responsiveness

The dimension of responsiveness, similarly to reliability, relates to the punctuality and good time management of the restaurant, particularly during busy periods. Even though the restaurants scored similarly in this dimension, the restaurants of Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, and Nu Asia scored slightly higher (6 out of 7), while Le Chocolat and Fatto scored slightly lower (5 out of 7). This indicates overall satisfaction with the punctuality and time taken to provide the restaurant's services.

Considering that the previous dimension also had a similar score (5–6 out of 7, indicating satisfaction), this shows the attention paid to the punctuality and time management of restaurants in the Seef District, Bahrain. This indicates that it is important to the customers, and could be a huge negative aspect for a lot of customers if the service is not timely and prompt.

6.1.4 The dimension of assurance

The dimension of assurance relates to the restaurant's services and staff in terms of competence, knowledgeability about the dishes and services, and experience. Although the seven restaurants all scored similarly in this dimension, the restaurants of Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, and Fatto scored slightly higher (6 out of 7), while Le Chocolat and Nu Asia scored slightly lower (5 out of 7). This indicates overall satisfaction with the staff's experience, competency, and knowledgeability, as well as feeling safe and confident in the restaurant's services. Considering the relatively expensive nature of these restaurants, it is important to be able to stand out and provide very adequately trained and experienced staff so the customers are confident in dealing with the restaurant.

6.1.5 The dimension of empathy

The dimension of empathy relates to how empathetic the restaurant's services and staff are towards the individual needs of the customers, and having the customers' best interests at heart. The restaurants all scored similarly in this dimension, but the restaurants of Café Lilou, Paul Bakery and Restaurant, Mado Café and Restaurant, Nino, and Fatto scored slightly higher (6 out of 7), while Le Chocolat and Nu Asia scored slightly lower (5 out of 7). This indicates overall satisfaction with how empathetic and understanding the restaurant's staff are. The dimension of empathy is an important dimension in deciding the customer's satisfaction with the restaurant, since it is more personal and helps the customers create a more personal connection with the restaurant, so scoring strongly in this dimension could help overlook some of the other flaws in the service of the restaurant.

6.2 Findings and discussion for the characteristics of the respondents

Despite efforts to balance the sample in terms of gender and age, there is a predominance of 18–25 years old female students. The sampling was biased towards this group due to being the most common recipient of the survey shared online.

6.2.1 Gender

According to the data collected, more female participants have visited the restaurants and showed more positive ratings than male participants to the listed restaurants. Women tend to be more social and require more time with friends and gatherings. Moreover, according to Ryabova [32], women spend more time in restaurants than men. Women have also shown more interest and are more attracted to the services and aesthetics of the place than the food [33]. Based on observations of the selected restaurants during visits more female visitors were present at the restaurants during various hours of the day.

6.2.2 Age and job status

Based on the gathered responses, students aged 18–25 were most likely to visit the restaurants. This behaviour of dining at restaurants for these age groups is due to social and psychological reasons. Restaurant dining has become a social symbol, it stands as a social event, according to Knutson and Patton [34], which acts as a motive for dining out. According to Lillicrap and Cousins [35], and Hitti [36], social connection is a desire to enjoy the company of professional colleagues as well as leisure, when individuals choose to dine with family and friends at a restaurant. Students and full job timers also tend to eat more in restaurants due to convenience to save time and effort in the kitchen [37].

7 CONCLUSION

The number of restaurants in Bahrain have increased to 660,755, according to the US Department of Agriculture [38]. In the most recent quarter, this statistic climbed by more than 2% over the preceding quarter. With the restaurant sector rapidly expanding, many academics are interested in studying the influence of service design on consumer satisfaction. In this research the service design of the Seef District restaurants has been investigated in order to find out the quality of service design and restaurant design, and the level of customer satisfaction. The results indicate that restaurants' design, presentation, quickness of service, competence, and empathy have the most impact.

With these findings, it is clear that the restaurants management and designers should focus on those criteria in order to strengthen efforts to achieve the maximum level of customer satisfaction to gain more loyal customers which will in turn thrive the restaurant industry [39]. This study emphasizes the importance of restaurant service design, and the outcomes of this study bring fresh knowledge to the literature about restaurants design in Bahrain from a theoretical standpoint.

REFERENCES

[1]   Holopainen, M., Exploring service design in the context of architecture. *The Service Industries Journal*, **30**(4), pp. 597–608, 2010.
[2]   Gloppen, J., Perspectives on design leadership and design thinking and how they relate to European service industries. *Design Management Journal*, **4**(1), pp. 33–47, 2009.
[3]   Dulen, J., Quality control. *Restaurant and Institutions*, **109**(5), pp. 38–52, 1999.

[4] Susskind, A.M. & Chan, E.K., How restaurant features affect check averages: A study of the Toronto restaurant market. *The Cornell Hotel and Restaurant Administration Quarterly*, **41**(6), pp. 56–63, 2000.

[5] Gilbert, G.R., Veloutsou, C., Goode, M.M. & Moutinho, L., Measuring customer satisfaction in the fast food industry: A cross-national approach. *Journal of Services Marketing*, **18**(5), pp. 371–383, 2004.

[6] Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D. & Bjelic, M., The antecedents of satisfaction and revisit intentions for full-service restaurants. *Mark. Intell. Plan*, 2014.

[7] O'Sullivan, J., Edmond, D. & Ter Hofstede, A., What's in a service? *Distributed and Parallel Databases*, **12**(2), pp. 117–133, 2002.

[8] Grönroos, C., A service quality model and its marketing implications. *European Journal of Marketing*, 1984.

[9] Grönroos, C., Strategic management and marketing in the service sector. Student literature, Chartwell-Bratt, Sweden, 1991.

[10] Lehtinen, U. & Lehtinen, J.R., Service quality: A study of quality dimensions. Unpublished working paper, Service Management Institute: Helsinki, Finland, 1982.

[11] Sasser, W.E., Olsen, R.P. & Wyckoff, D.D., *Management of Service Operations*, Allyn & Bacon: Boston, MA, 1978.

[12] Parasuraman, A., Zeithaml, V. & Berry, L.L., Delivering quality service. *Quarterly*, **41**(6), pp. 56–63, 1990.

[13] Lovelock, C., The dot-com meltdown: What does it mean for teaching and research in services? *Managing Service Quality: An International Journal*, 2001.

[14] Ladhari, R., Alternative measures of service quality: A review. *Managing Service Quality: An International Journal*, 2008.

[15] Cronin, J.J. & Taylor, S.A., Measuring service quality: A re-examination and extension. *Journal of Marketing*, **56**(3), pp. 55–68, 1992.

[16] Stevens, P., Knutson, B. & Patton, M., DINESERV: A tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, **36**(2), pp. 5–60, 1995.

[17] Cao, Y., Comparison of customers' perceptions of service quality between different management forms in fast food restaurants, Doctoral dissertation, 2011.

[18] Chiguvi, D., Impact of ambience conditions on customer satisfaction in the restaurant industry: Case study of Debonairs Pizza outlets in Botswana. *International Journal of Science and Research*, **6**(2), pp. 1825–1833, 2017.

[19] Oliver, R.L., *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill: New York, 1997.

[20] Jordaan, Y. & Prinsloo, M., Grasping service markets, 2001.

[21] Kivela, J., Bakaran, R. & Reece, J., Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, **11**(5), pp. 205–222, 1999.

[22] Choi, T.Y. & Chu, R., Determinants of hotel guests satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, **3**(20), pp. 234–244, 2001.

[23] Kurtz, D.L. & Clow, K.E., *Services Marketing*, Wiley, 1998.

[24] Stroebele, N. & De Castro, J., Effect of ambience on food intake and food choice. *Nutrition*, **20**(9), pp. 821–838, 2004.

[25] Kivela, J., Inbakaran, R. & Reece, J., Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, **11**(5), pp. 205–222, 1999.

[26] Motoki, K., Saito, T., Nouchi, R., Kawashima, M. & Sugiura, M., Light colors and comfortable warmth: Cross modal correspondences between thermal sensations and color lightness influence consumer behaviour. *Food Quality and Preference*, **72**, pp. 45–55, 2019.

[27] Sharifi, S., When more pain is better: Role of need for uniqueness on service evaluations of observable service recovery. *International Journal of Hospitality Management*, 2019.

[28] Ciani, A.E., Thesis and dissertation. Digital Repository at Lawa State University, 2014.

[29] Yuksel, A. & Yusel, F., Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of Vacation Marketing*, **9**(1), pp. 52–68, 2002.

[30] Steffy, G.R., *Architectural Lighting Design*, 3rd ed., Wiley: New York, 2008.

[31] Flynn, J.E., A study of subjective responses to low energy and nonuniform lighting systems. *Lighting Design and Application*, **7**(2), pp. 6–15, 1977.

[32] Ryabova, T.B., Stereotypes and stereotyping as a problem of gender studies. *Personality. The Culture. Society*, **1–2**(15–16), pp. 120–139, 2003.

[33] Driskell, J.A., Meckna, B.R. & Scales, N.E., Differences exist in the eating habits of university men and women at fast-food restaurants. *Nutrition Research*, **26**(10), pp. 524–530, 2006.

[34] Knutson, B.J. & Patton, M.E., Restaurants can find gold among silver hair. *Journal of Hospitality and Leisure Marketing*, **1**(3), pp. 79–90, 1993.

[35] Lillicrap, D.R. & Cousins, J.A., *Food and Beverage Service*, 7th ed., Hodder and Stoughton: London, 2006.

[36] Hitti, M., Top 11 reasons for fast food popularity. *Journal of the American Dietetic Association*, **108**(12), pp. 2066–2070, 2008.

[37] Davis, B., Lockwood, A., Alcott, P. & Pantelidis, L., *Food and Beverage Management*, 5th ed., Routledge: London, 2012.

[38] Santorini Chicago. How many restaurants in Bahrain? https://www.santorinichicago.com/how-many-restaurants-in-bahrain/. Accessed on: 3 May 2022.

[39] Skogland, I. & Siguaw, J.A., Are your satisfied customers loyal? *Cornell Hotel and Restaurant Administration Quarterly*, **45**(3), pp. 221–234, 2004.