

# A Comparative study on Perceived Effects of Food Quality and Service Quality on Customer satisfaction and Repatronage Intention in fast food Restaurants

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## ABSTRACT

**Purpose:** The study aimed to compare customers' perceptions of the effect food and service quality on satisfaction and repatronage intention in Tshwane and Manila. **Methodology:** A quantitative correlational design was employed based on an online survey in which three hundred and twenty-two self-completion questionnaires were successfully completed for data analysis. Results were analysed using the Partial Least Squares Structural Equation Modelling and Multi-Group Analysis. **Findings:** Both food quality and service quality had significant positive effect on customer satisfaction and repatronage intention for both South Africans and the Filipinos. All other associations showed no statistically significant differences, while food quality and customer satisfaction exhibited a statistically significant difference across the two groups, suggesting that most relationships in the structural model operated similarly across both contexts. **Managerial implications:** Restaurant managers are therefore encouraged to inculcate strong values in employees about the criticality of food and service quality as strategic marketing weaponry for satisfaction and repatronage intention. **Originality:** The current study contributes significantly to extant literature on food quality and service quality and their effect on customer satisfaction and repatronage intention within the fast foods restaurant industry. **Further study:** Although this study proffers different insights, more studies could expand its scope on numerous fronts, one of which could be to explore a comparative study on the determinants of satisfaction and revisit intentions in retail, hotel or air transport business in order to ascertain whether customers' perceptions of the effects of food and service quality differ due to different geographic locations or industrial classification.

**Keywords:** *Fast Food Restaurant, Food quality, Repatronage Intention, Satisfaction, Service Quality*

## INTRODUCTION:

The culinary business has witnessed unprecedented growth globally, with a projected annual growth of about 5.1% from 2020 to 2027 (Chum & Nyam-Ochir, 2020). Owour *et al.* (2015) claim that today's customers demand more from the service providers. Contemporary customers have sufficient knowledge and information about current trends in the fast-food sector which implore restaurateurs to adopt effective marketing strategies that can help them better understand customer expectations, and thus achieve competitive advantage (Owour *et al.*, 2015). Current trends show that consumers are increasingly becoming concerned about convenience and time saving, aspects that have necessitated the desire to eat fast foods.

In most families, members are engaged in multiple jobs. Such a scenario makes it difficult to have enough time to enjoy food prepared at home. Braganza (2024) states that aspects such as family demands, longer working hours, and busy work schedules have catapulted the growth in the consumption of fast foods.

The hospitality sector is highly dynamic and competitive. This state of dynamism owes itself to the ever-evolving consumer tastes and preferences (Mmutle & Shonhe, 2017; Braganza, 2024). The ability to effectively manage customer expectations and customer satisfaction becomes the fundamental driver that helps restaurant businesses achieve competitiveness and organizational sustainability (Mmutle & Shonhe, 2017; Braganza, 2024). Given the competitive forces, it is prudent for business practitioners to offer the best fitting combinations of food and excellent service to stimulate customers' perceived values which enhance customer satisfaction and repatronage intention (Hussein, 2018; Braganza, 2024). The study makes a comparative analysis of how fast foods consumers in Tshwane City, South Africa, and those in Manila City, Philippines, perceive food and service quality as instruments of satisfaction and repatronage intention. While numerous studies have explored this research niche, there is no one such study that has pursued a comparative study to establish if customers in different countries or in separate geographic destinations share or have differing perceptions regarding how the quality of food and service affect customers' contentment and their intentions to return to the same fast-food restaurant. This study brings that new dimension and seeks to bridge the gap between earlier and contemporary literature.

## **2. LITERATURE REVIEW**

Quality may be interpreted differently (Rodzi et al., 2016). Quality has been considered a basic evaluative tool for choosing the right food in restaurants. Customers' choices of food quality depend on prior consumption experiences and expectations (Abudullar et al., 2018). Purchase decisions are strongly tied to how customers perceive and assess food quality. Cost, flavour, portion size, menu variety and health-related considerations, nutrient content, consistency, appearance and texture are major food quality indicators (Norazha et al., 2022; Abdullar et al., 2018). Food quality, being the mainstay of a wholesome dining experience, impacts significantly on restaurant perception. Food represents the essential and core product in a restaurant, and its presentation stimulates customer's perceived value.

According to Lai (2015) the major role of service quality is to impress the consumers and influence their perceptions of quality. Restaurants, like any other service-oriented businesses, strive to achieve sustainable competitive advantage by providing excellent service quality (Rajput & Gahfoor, 2020). Generally, the quality of a service can be examined based on price, employee care, friendliness, diversity, cleanliness, speed with which the service is delivered, and consistent food menu. The quality of interaction as mooted by Wall and Berry (2007) guarantees customer satisfaction. Excellent service quality yields favorable word of mouth, better restaurant reputation, satisfaction, retention of existing customers, acquisition of new business, repatronage intentions and increased profitability (Sadeghi *et al.*, 2017).

Customer satisfaction is the barometer organizations can use to gauge customers' perceptions of value regarding their products or services. (Zameer *et al.*, 2015). Riva (2025) asserts that across various industries, businesses remain viable by keeping customers happy. Highly satisfied customers remain loyal to a service provider who offers them what they need (Mohd Suki, 2017). Evidence in literature supports the view that satisfied customers are eager to pay more. Thus, when customer needs are met fully, their buying power increases and hence they can spend more, and restaurants are guaranteed of repeat business (Agnihotri *et al.*, 2019; Khoo, 2022). Similarly, Reynolds and Beatty (1999) established that highly satisfied customers speak positively to others about the same restaurant. Customer satisfaction precedes word of mouth (Han & Ryu, 2012).

Hellier *et al.* (2003) mention that repatronage intention entails resolving to revisit the same restaurant or service provider. Abdullar *et al.* (2018) posits that a contented customer has higher chances of revisiting the same service provider. Similarly, Abdullah *et al.* (2016) confirmed that customer feedback triggers customer behavioral intention. Thus, customer satisfaction stimulates positive emotions in the form of positive behavioral intentions, such as willingness by customers to spread positive news about the restaurant and purchase intention (Kamal *et al.*, 2016, Abdullar, *et al.*, 2018).

## 2.1 HYPOTHESES DEVELOPMENT

Figure 1 below is a diagrammatic representation of the relation among the study variables.

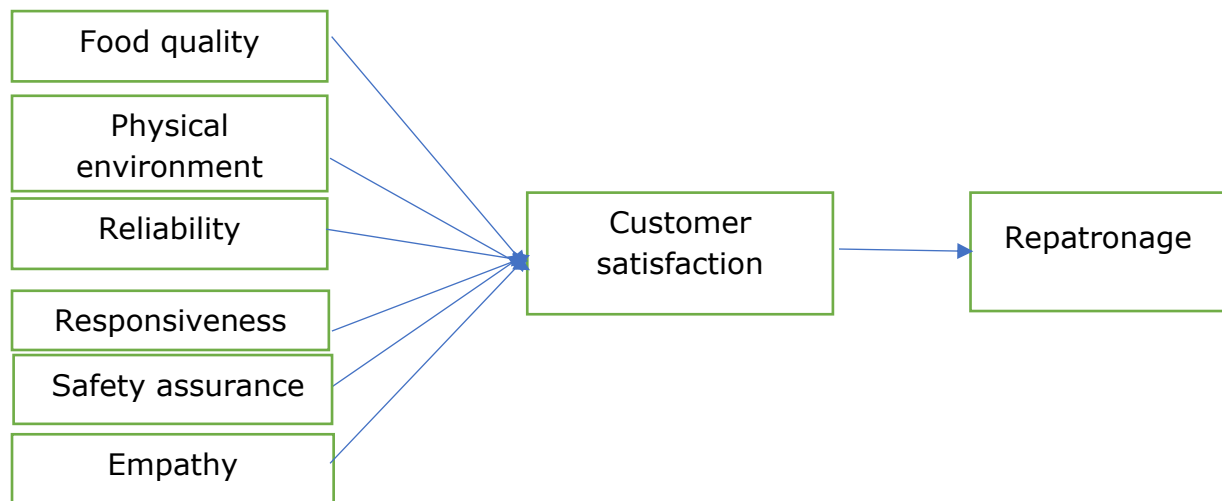


Figure 1. Research model

*Adapted from putta (2023:1393)*

### 2.1.1 Food quality, satisfaction and repatronage intention

Abdullah et al. (2018) observed that food, service and fair price were key quality drivers of satisfaction and repatronage intentions. In Bangladesh, Mannan et al. (2019) confirmed food, service, perceived price, other customers and atmospherics as preeminent in prediction of customer satisfaction. Moreover, customer contentment and the restaurant's reputation collectively influenced repatronage. In Sri Lanka, Sriyalatha and Kumarasinghe (2021) found that food quality, particularly, its taste and perceived price predicted customer satisfaction. Consequently, satisfaction led to repatronage intention. Equally, Tager and Zaki (2021)'s investigation established that the quality of food and service were major antecedents of customer gratification, which helped to generate behavioral intentions

**H<sub>2a</sub>:** *Dimensions of restaurant service quality have a collective positive effect on customer satisfaction.*

**H<sub>2b</sub>:** *Customer satisfaction intermediates the effect of restaurant service quality on repatronage intention.*

### 2.1.3 Customer satisfaction and repatronage intention

Yuliantoro *et al.* (2023) states that satisfaction is a state of gratification felt by consumers when an acquisition's performance matches anticipated utility value. Gholipour and Einolahzadeh (2018) claim that customer satisfaction positively encourages customer revisit intention in restaurants. Happy customers are likely to call again while dissatisfied customers may avoid repatronage (Prayag *et al.*, 2017). Huang *et al.* (2014) posit that customer pleasure can be measured precisely using consumer feelings and their performance expectations. As described by Chun and Nyam-Ochir (2020: 04), "revisit intention is customer's intention to revisit the same restaurant and recommend it to members of their circle".

Thus, a memorable dining experience influences customers to spread positive news about the restaurant, make recommendations and show allegiance to the restaurant (Chun & Nyam-Ochir, 2020; Yuliantoro *et al.*, 2023). Repatronage intention can be measured by customers' expressions of positive sentiments, frequency of visits, and consistent preference of the establishment over others and recommending the restaurant to others (Agustimas *et al.*, 2018). Yuliantoro *et al.* (2023) reveal that at theme restaurants in Jakarta, Indonesia customer happiness strongly affects revisit intention. Pun (2022) also investigated the causal influence of customer satisfaction on repatronage intent and WOM and settled that the three were positively linked in restaurant business. Based on evidence from extant literature, this study posits that:

**H<sub>6</sub>:** *Customer satisfaction inflicts a direct positive predictive effect on customer repatronage intention.*

### 3. RESEARCH METHODOLOGY

The study adopted a quantitative correlational strategy that employed a survey method to collect the pertinent data regarding how food and the service features affected satisfaction and repatronage intention in two cities, namely, Tshwane and Manila cities of South Africa and Philippines (Kundi *et al.*, 2014) respectively. Fieldwork was administered using a self-completion questionnaire, disseminated to participants conveniently through a link to their online platforms such as WhatsApp, Facebook, email addresses and others. A three-month period was dedicated to data gathering. (June to September 2025). Selection of the sample elements was purely random as this gave all targeted members an equal opportunity for selection to contribute during the study. More so, this technique produces unbiased estimates of the population's attributes (Hair *et al.*, 2024).

Three hundred and forty participants took part in the survey (i.e., 190 from Tshwane City, South Africa and 150 from Manila, Philippines but after data cleaning three hundred and twenty-two (322) were considered suitable for data analysis. A non-comparative experimental study was used for this study and sought to establish whether two sets of data from responses of consumers from two cities could yield similar or differentiated results about how customers conceived food and service quality's effect on satisfaction and revisit intentions.

The instrument had 37 question items grouped in four autonomous sections. The sections included the participant's socio-economic data, with 5 items and the second section covering 6 question items on food quality adapted from Anwar *et al.* (2023) and service quality [(physical environment quality (6) adapted from Slack *et al.* (2020), reliability (3), safety assurance (3) responsiveness (3) and empathy (4)], all of which were revised from Habib *et al.* (2025) and Yang *et al.* (2021). The third section contained question items regarding customer satisfaction (3) borrowed from Slack *et al.* (2020), and the fourth section covered repatronage intention items (4), modified from Lin (2024). Participant responses were based on a non-comparative five-point Likert scale (i.e., 1= "Not important at all to 5= Very important") for the antecedent variables and 1= "Strongly disagree to 5 = Strongly agree" for the effect variables. Ideally, a Likert scale was considered because it can measure the strength of participant's perceptions. To analyse results, the Partial Least Squares Structural Equation Modelling (PLS-SEM) and Multi-Group Analysis (MGA) were used.

### 4. RESULTS

#### 4.1 Model assessment using confirmatory composite analysis (CCA)

The analysis was conducted using Smart PLS 4 to examine the structural associations among service quality (SQ), food quality (FQ), customer satisfaction (CS), and repatronage intention (RI). The model was tested across three datasets — full sample, South Africa (Tshwane, City), and the Philippines (Manila); to identify cross-country similarities and differences. Results are presented under four sections: the measurement and structural model assessment, multi-group analysis, and summary of findings.

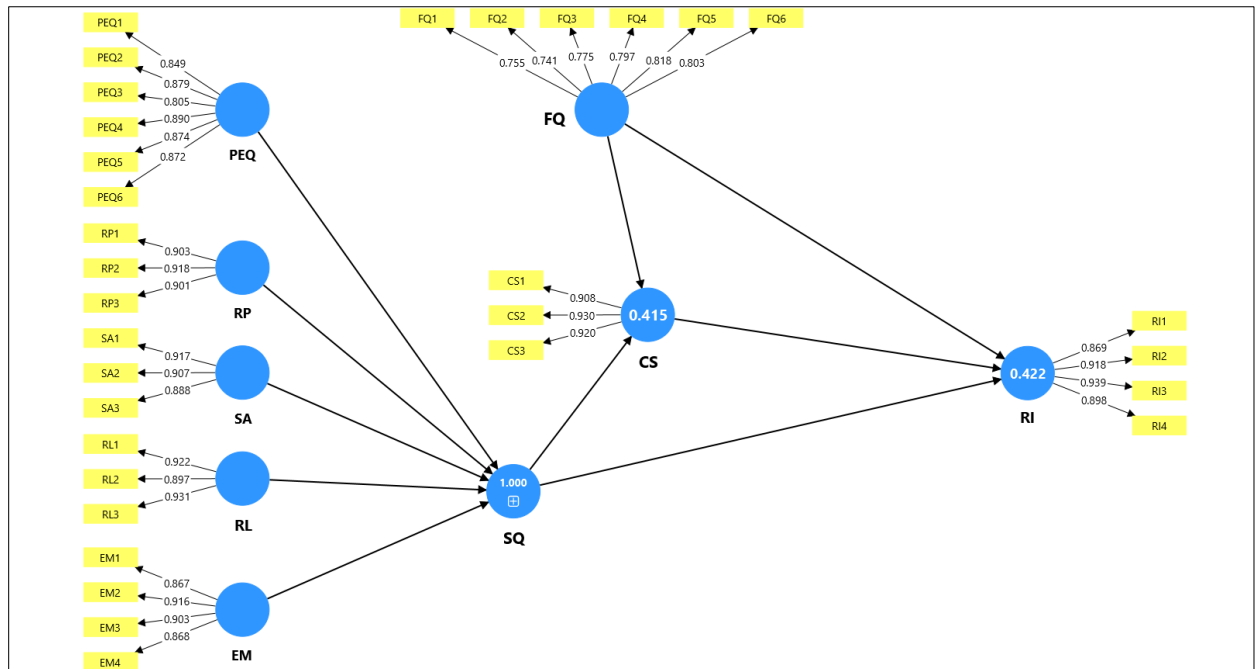


Figure 2. Full structural model

Before commenting on the structural model path coefficients, it was worthwhile to evaluate VIF values for the inner model.

Table 4. Structural model fit indices

Path	FULL-VIF	PHIL-VIF	SA-VIF
CS -> RI	1.72	1.86	1.62
FQ -> CS	1.69	1.87	1.49
FQ -> RI	1.71	2.00	1.49
SQ -> CS	1.69	1.87	1.49
SQ -> RI	2.27	2.26	2.12

Hair et al (2019) advise that for collinearity to be evaluated correctly, researchers examine variance inflation factors (VIFs) and as a norm VIF values for determinants should fall below 5, and preferably under 3, to weaken collinearity's effect on the model estimates. In this study, the VIF values for paths revealed the irrelevance of collinearity in the model. For the three paths, the values were less than 3, indicating the non-prevalence of major collinearity handicaps.

Table 5. Model R-Square and Adjusted R-Square Results

	FULL		Manila [PHIL]		Tshwane [SA]	
Path	R-square	Adj R-square	R-square	Adj R-square	R-square	Adj R-square
CS	0.415	0.412	0.460	0.453	0.382	0.375
RI	0.422	0.417	0.470	0.459	0.403	0.393

For the full sample, the model accounted for 41.5% of the variance in CI ( $R^2 = 0.415$ , Adj.  $R^2 = 0.412$ ) and 42.2% of the variance in RI ( $R^2 = 0.422$ , Adj.  $R^2 = 0.417$ ). When analysed separately by country, the Philippine sample demonstrated slightly higher predictive power, with  $R^2 = 0.460$ , and Adj.  $R^2 = 0.453$  for CI and  $R^2 = 0.470$ , and Adj.  $R^2 = 0.459$  for RI. In contrast, the South African sample showed  $R^2 = 0.382$ ,

and Adj.  $R^2 = 0.375$  for CI and  $R^2 = 0.403$ , and Adj.  $R^2 = 0.393$  for RI. For PLS-SEM, these results confirm that the model performed well across both contexts, but its predictive strength was higher in the Philippines than in South Africa.

#### 4.4 REPORTING ON STANDARDIZED REGRESSION COEFFICIENTS RESULTS

Ringle et al. (2022) suggest the performance of bootstrapping with 5000 sub samples in Smart PLS4 to get standardised regression coefficients. The suggestion was affected to enable estimation of the slope coefficients together with the levels of significance. After the PLS-SEM algorithm was affected, the analysis produced approximations for the linkages of the model. These coefficients reflect the expected relationships among constructs as obtainable in Table 4 below.

**Table 6. Standardized PLS-SEM Coefficients**

Path	FULL			Manila [PHIL]			Tshwane [SA]		
	$\beta$	t-statistic	sig	B	t-statistic	Sig	B	t-statistic	Sig
FQ -> CS	0.10	1.51	0.07	0.28	2.52	0.01	-0.02	0.16	0.44
FQ -> RI	0.09	1.23	0.11	-0.02	0.15	0.45	0.15	1.54	0.07
SQ -> CS	0.59	9.28	0.00	0.47	4.32	0.00	0.63	8.82	0.00
SQ -> RI	0.25	2.69	0.01	0.23	1.94	0.03	0.24	1.77	0.04
CS -> RI	0.42	5.89	0.00	0.54	6.22	0.00	0.38	4.07	0.00

##### 4.4.1 The effect of FQ on CS

The analysis revealed that food quality exerted positive but mixed effects on customer satisfaction across the groups. Despite food quality's positive effect on satisfaction, the impact is statistically insignificant ( $\beta = 0.10$ ,  $t = 1.51$ ,  $p > .05$ ). In the Manila sample, the effect of FQ on CS was positive and significant ( $\beta = 0.28$ ,  $t = 2.52$ ,  $p = .01$ ), indicating that food quality substantially increases satisfaction among Filipino consumers. However, for the Tshwane group, the relationship was negative and insignificant ( $\beta = -0.02$ ,  $t = 0.16$ ,  $p > .05$ ). The implication of this outcome is that food quality may not exert the same effect on customer satisfaction in different countries as is the case with the Filipinos and South Africans.

##### 4.4.2 The effect of FQ on RI

Although the relationship between food quality and repatronage intention proved to be positive, it was statistically insignificant for either group. The effect was small and non-significant for the total sample ( $\beta = 0.09$ ,  $t = 1.23$ ,  $p > .05$ ). Among Philippine respondents, the effect was negligible and non-significant ( $\beta = -0.02$ ,  $t = 0.15$ ,  $p > .05$ ). However, for the South African respondents, the effect was marginally stronger although not meaningful ( $\beta = 0.15$ ,  $t = 1.54$ ,  $p > .05$ ). These findings denote that despite food quality contributing positively towards repatronage behaviour, its effect is insufficient to reach statistical significance when service quality and satisfaction are considered simultaneously.

##### 4.4.3 The effect of SQ on CS

The effect of SQ on CS was substantial for the whole sample ( $\beta = 0.59$ ,  $t = 9.28$ ,  $p < .05$ ), signifying that higher perceptions of service quality were correlated with higher customer satisfaction across respondents. In Manila, Philippines, the link also remained significant ( $\beta = 0.47$ ,  $t = 4.32$ ,  $p < .05$ ), implying that improvements in service quality meaningfully enhanced satisfaction among Filipino customers. Among Tshwane customers in South Africa, the effect was even stronger ( $\beta = 0.63$ ,  $t = 8.82$ ,  $p < .05$ ), stressing that service quality exerted dominant influence on satisfaction in that group. Service quality was thus confirmed as a fundamental precursor to customer satisfaction, with a relatively stronger impact in the South African context.

##### 4.4.4 The effect of SQ on RI

Results signalled that service quality immensely affected repatronage intention across all groups. Based on samples, SQ positively affected RI ( $\beta = 0.25$ ,  $t = 2.69$ ,  $p < .05$ ). In the Philippines, the effect remained significant ( $\beta = 0.23$ ,  $t = 1.94$ ,  $p = .03$ ), implying that service quality determined customers' willingness to



revisit or repurchase. Similarly, in South Africa, the path coefficient was also significant ( $\beta = 0.24$ ,  $t = 1.77$ ,  $p < .05$ ). Although the magnitudes were modest, these results established that higher perceived service quality encouraged stronger repatronage intentions in both countries.

#### 4.4.5 The effect of CS on RI

Customer satisfaction demonstrated a strong and significant positive impact on repatronage intention across all analyses. In the full sample, CS had a substantial effect on RI ( $\beta = 0.42$ ,  $t = 5.89$ ,  $p < .05$ ), confirming its central mediating role. The relationship was even stronger in Manila (Philippines) ( $\beta = 0.54$ ,  $t = 6.22$ ,  $p < .05$ ), suggesting that satisfied Filipinos were highly likely to return or repatronise the restaurant that served them. In Tshwane, South Africa, the effect was also positive and significant ( $\beta = 0.38$ ,  $t = 4.07$ ,  $p < .05$ ). These results reinforce the perception that customer satisfaction is a critical driver of repeat patronage in both markets.

### 4.5 INTERPRETATION OF MGA RESULTS

The multi-group analysis (MGA) was conducted to determine whether the structural relationships among service quality (SQ), food quality (FQ), customer satisfaction (CS), and repatronage intention (RI) differed significantly between respondents from the Philippines and South Africa. The results, as presented in Table 7, indicate that only one relationship, particularly that between food quality and customer satisfaction, exhibited a statistically significant difference across the two groups ( $\Delta\beta = 0.29$ ,  $p = .02$ ). All other path differences were statistically non-significant ( $p > .05$ ), suggesting that most relationships in the structural model operated similarly in both contexts.

Table 7. MGA Results

Path	Difference (PHIL - SA)	2-tailed (PHIL vs SA) p-value	Difference Sig?
FQ → CS	0.290	0.020	Yes
FQ → RI	-0.170	0.140	No
SQ → CS	-0.170	0.110	No
CS → RI	0.170	0.110	No
SQ → RI	-0.020	0.470	No

#### 4.5.1 Differences in perceived effect of food and service quality on customer satisfaction

The MGA results reveal a significant difference in the FQ → CS path ( $\Delta\beta = 0.29$ ,  $p = .02$ ), indicating that the impact of food quality on customer satisfaction was significantly stronger among Filipino respondents than among South African respondents. This suggests that Filipino consumers placed greater emphasis on the sensory and experiential aspects of food such as taste, presentation, and freshness, when evaluating their overall satisfaction with restaurant services. This finding aligns with the cultural orientation of collectivist societies like the Philippines, where dining experiences often involved family and social gatherings, making food quality a critical determinant of satisfaction. Conversely, in South Africa, customers perceived service quality and interactional aspects such as staff friendliness, promptness, and professionalism as more central to their satisfaction judgments than food attributes. The result highlights a cultural divergence in evaluative priorities, reflecting how environmental and social contexts shape consumer expectations in service encounters.

#### 4.5.2 non-significant differences in other relationships

The differences in the remaining structural paths were statistically non-significant, implying cross-country similarity in how customers perceived the effects of service quality, food quality, and satisfaction on repatronage intentions. For instance, the relationship between customer satisfaction and repatronage intention (CS → RI) did not differ significantly between the two groups ( $\Delta\beta = 0.17$ ,  $p = .11$ ). This suggests that satisfied customers in both countries were equally likely to revisit or recommend the restaurant, consistent with the universal applicability of satisfaction–loyalty models across service contexts. Regardless of cultural background, customer satisfaction remains a robust predictor of behavioural loyalty, echoing prior findings in cross-cultural service marketing research.

Similarly, the path from service quality to customer satisfaction ( $SQ \rightarrow CS$ ) exhibited no significant difference ( $\Delta\beta = -0.17$ ,  $p = .11$ ), indicating that perceptions of service efficiency, reliability, and empathy had comparable effects on satisfaction across both countries. This result reflected the global standardisation of service expectations, particularly in modern restaurant chains and hospitality outlets that adhered to consistent quality benchmarks. Moreover, both countries' consumers shared similar exposure to digital review platforms and international food brands, narrowing perceptual gaps regarding what constitutes good service.

#### 4.5.3 Homogeneity in the effects on repatronage intention

The non-significant differences in the  $SQ \rightarrow RI$  ( $\Delta\beta = -0.02$ ,  $p = .47$ ) and  $FQ \rightarrow RI$  ( $\Delta\beta = -0.17$ ,  $p = .14$ ) paths indicate that the direct influences of service and food quality on customers' repatronage intentions were similar across groups. This consistency arose because repatronage decisions were primarily mediated by satisfaction rather than driven directly by service or food evaluations. In both markets, customers appeared to translate positive experiences into loyalty only after perceiving a satisfactory overall experience, a pattern consistent with the expectancy–confirmation framework. Additionally, modern globalisation and social media exposure may have harmonised customers' decision-making patterns, reducing the magnitude of cultural effects on repatronage behaviours.

### 5. DISCUSSION

Food quality and customer satisfaction produced mixed results with the overall outcome revealing a weak positive and statistically insignificant effect. For Tshwane, food quality exerted negative and insignificant causal effects on satisfaction while for the Filipinos food considerably increased satisfaction. Norazha et al. (2022) affirms that food insignificantly affects satisfaction. However, most studies have found that attributes of food such as price, freshness, flavour, healthiness, temperature, variety, size of serving and nutrition content among others impacted satisfaction (Tager & Zaki, 2021; Han & Ryu, 2012; Abudullar, et al., 2018). The results basically reflect that cultural differences among customers may influence their perceptions of food quality and its significance as a determinant of satisfaction. Regarding food quality's effect on repatronage for the combined samples, it emerged that effect was negligibly positive and highly insignificant. This is true considering that food wields an indirect positive predictive effect on revisit intention. The result is buttressed by Rajput and Gahfoor (2020)'s claim that revisit intention is positively associated with service, physical environment, food quality and satisfaction in accordance with the Mehrabian (stimulus-organism-response) theory. Similarly, Kumarasinghe (2021) established that food quality has a secondary effect on repatronage. Generally, food is not a direct measure for assessing restaurant repatronage intention as its impact can be observed through the mediation of satisfaction. Service quality's effect on satisfaction proved to be significant for the entire sample, implying that the higher the customer perceived the quality of service received the greater the level of satisfaction, regardless of differing social backgrounds. However, it is evident that the South Africans' sensitivity to service quality as an inducement for satisfaction was higher than that of their Philippine counterparts and that variation could be attributed to differing utilitarian and hedonistic values between the two countries. Most studies support that service quality constructs are positive predictors of customer satisfaction (Braganza, 2024; Riva, 2025). Khoo (2022) established that satisfaction was a direct result of restaurant service quality. Chi and Nyam-Ochir (2020) resolved that a restaurant's food, price, service and atmosphere positively affected satisfaction, repatronage and restaurant recommendations. Although the magnitude of service quality's influence on repatronage is significant despite being weak on customer satisfaction, this fact explains that service quality is a first order predictor of intention whose effect can only be ascertained through mediation.

Nyoman and Utami (2021)'s study confirms the outcome in this study, that service quality significantly affected customer satisfaction, which in turn strongly caused repatronage intention. Multi-Group Analysis was computed to establish if there were significant differences among the variables from the two cities' data sets. All other relationships showed no significant statistical distinctions except for food quality and satisfaction. In a nutshell, perceptions of customers from different countries do not generally differ regarding the quality of food and services provided by restaurants and how this effect customer satisfaction and triggers their intentions to revisit. The notable similarities across countries could be attributed to globalisation. The world is fast becoming a global village with no cultural, ethnic and perceptual boundaries, thereby making customers behave in similar ways across the world.



## 6. MANAGERIAL IMPLICATIONS

The results challenge management in the fast foods businesses to prioritise the quality of both food and service in the face of other highly competitive fast foods restaurant operators. Operators should ensure customer satisfaction to directly elicit revisit intention, which is a strategic source of competitiveness. Striving to satisfy and delight customers has become the pivot upon which to effectively compete in market structures such as the fast-food restaurants. From an executive perspective, this study calls for restaurant managers to instill in their employees' strong values on the centrality of restaurant food and service quality as strategic marketing tools.

## CONCLUSION AND FURTHER STUDY

Based on the overall results it can be concluded that the effect of food quality on customer satisfaction may vary across different groups of customers. Customers in Manila were more inclined to rely on food quality as a barometer to gauge their level of satisfaction, while those in Tshwane considered service quality as a more reliable measure to appraise satisfaction. The effect of food quality on customer repatronage was positive and statistically significant for both subgroups. Service quality was indirectly linked to repatronage intention, and this resulted in modest and statistically significant results. Customer satisfaction proved to be a fundamental predictor of revisit intention, and respondents from both countries showed that if they were satisfied during a service encounter at a restaurant their intentions to revisit the same would be higher. The study also concluded that customers generally held similar perceptions towards food quality and service satisfaction which determined their intentions to repatronise the same fast-food establishment.

Although this study proffers different insights, more studies could expand its scope on numerous fronts. Firstly, future research could investigate a comparative study on the determinants of satisfaction and revisit intentions in other service industries such as air transport, retail and hotel business to establish whether customers' perceptions of the effects of these two determinants differed according to different geographic settings or service sectoral domains. Also, a comparative study including cities from developing and developed nations could enable generalisation of the results. A more profound qualitative study in the same research area could also complement the current quantitative results, thereby contributing to a more universal understanding of food quality and service as major antecedents of satisfaction and repatronage intentions in the eatery business.

## Author contributions

The three authors contributed jointly and severally: Conceptualisation: Prof JW de Jager and Dr A. Drotsky, Article writing (Literature review, Methodology, Findings and Conclusions): Dr C.H Baseera and Editing: Prof JW de Jager and Dr A Drotsky.

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## Conflict of interest

There is no conflict of interest from the co authors

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in a manner that sustains the society's diverse cultural particularisms and digital democracy.? Following from this question emerges from this research and responds to the tension in the global-local nature of digital cultural communication.

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