Effects of Service Quality and Customer Satisfaction on Revisit Intention in the Dining Industry

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Abstract

This study investigates the effects of service quality dimensions on customer satisfaction and revisit intention in the dining industry in Saudi Arabia. It further examines the mediating role of customer satisfaction and the moderating role of perceived value in these relationships. Using a quantitative research approach, data were collected through structured questionnaires from 302 dining consumers using a snowball sampling technique. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the proposed research model and hypotheses. The findings reveal that tangibility, reliability, assurance, and empathy have significant positive effects on both customer satisfaction and revisit intention, whereas responsiveness shows no significant influence. Our results reveal that customer satisfaction mediates the relationship between service quality dimensions and revisit intention, except in the case of responsiveness. Additionally, perceived value moderates the relationship between customer satisfaction and revisit intention, highlighting its critical role in strengthening customer retention. These results emphasize the importance of delivering high-quality service experiences and enhancing perceived value to foster customer satisfaction and encourage repeat patronage in the Saudi dining industry. The study provides valuable theoretical contributions to service marketing literature and practical implications for restaurant managers. Future research may extend this model by incorporating additional service quality dimensions such as attentiveness, accessibility, and digital interaction quality, particularly in technology-driven service environments.

Keywords: service quality, customer satisfaction, revisit intention, perceived value, dining industry

1. Introduction

1.1 Introduce the Problem

Business success depends heavily on customer revisit intention because this measure evaluates how likely customers are to come back to a service provider after their first encounter (Nazarian et al., 2024). The behavioural intention arises from different influences that combine service quality dimensions with customer satisfaction and customer revisit intension (George and Sahadevan, 2024). Knowing these determinants remains crucial for Saudi Arabia because its cultural, economic, and social conditions are important in-service industry. Saudi Arabia devotes its attention to enhancing service and tourism industries as the nation advances through economic transformation under Vision 2030 (Moshashai et al., 2020; KSA vision, 2030). In sectors where competition grows fiercer, businesses need to enhance service quality since improved service brings both loyal customers and future revisit intensions (Khoo, 2022; Hussain, 2016).

Customer satisfaction and loyalty depend heavily on the multiple dimensions of service quality (Teeruvengadum, 2022). The SERVQUAL model created by Parasuraman et al. (1988) consists of five fundamental service quality aspects that include: tangibility, reliability, responsiveness, assurance, and empathy. According to Morkunas et al. 2024; Asgeirsson et al. 2024, physical elements that make up a service quality such as: cleanliness, modernity, and infrastructure quality affect directly how customers perceive the service. The consistency of dependable service delivery referred to as reliability represents a fundamental aspect to ensure customers receive the expected outcomes throughout their interactions (Saufi Anas and Wee, 2020; Catherine Njoki, C (2021). Service providers demonstrate responsiveness through their fast and efficient procedures to serve customers at their convenience (Alqahtani et al., 2015; Mmutle and Shonhe, 2017). A business gains customer trust through employee knowledge and kindness which creates assurance (Tseng and Wu, 2014; Ha & Jang, 2022). Empathy represents the customized care and attention service providers give to customers because Saudi Arabia market customers highly value personal attention (Badghish, 2016; Hwang et al., 2021).

The satisfaction level of customers works as a connector between specific characteristics of service quality and their decision to return. Satisfaction among customers rises in response to excellent service quality perceptions and makes customers more likely to return (Ariff et al., 2013; Ryu & Han, 2019). The hospitality sector demonstrates exceptional strength in the connection between service quality and satisfaction because customers care both about practical services and entire experience quality (Nazarian et al., 2024; Shyju et al., 2023). The evaluative performance of customers in Saudi Arabia depends on their expectation of top-tier service and cultural traditional implementation (AbdurRehman et al., 2021; Alqahtani et al., 2015; Mmutle and Shonhe, 2017). The moderation effect of perceived value determines how much customer satisfaction impacts their intentions to revisit. Customers judge service value when they decide if the service benefits match the price (Sun et al., 2013; Groth, 2001). Customers showing high-value perceptions will continue patronizing the establishment even though they encounter minor service problems. Still, customers presenting low-value perceptions might avoid returning

despite receiving good service quality (Morkunas et al. 2024; Asgeirsson et al. 2024). The expectation patterns of customers show differences across Western and Eastern contexts because of cultural elements including collectivism and high-context communication (Mattila and Patterson, 2004).

The dining industry plays a significant role in Saudi Arabia's rapidly evolving economy and social landscape. Over the past decade, fueled by the country's Vision 2030 initiative, the dining sector has experienced remarkable growth, driven by rising disposable incomes, increasing urbanization, and a youthful population eager to explore diverse culinary experiences. Restaurants, cafes, and food delivery services have become central to both social life and tourism, reflecting broader cultural shifts and modernization efforts. Moreover, the dining industry contributes substantially to employment creation, SME development, and foreign investment attraction, making it a vital component of the Kingdom's diversification strategy beyond oil.

Accordingly, the examination of service quality relationships with customer satisfaction alongside perceived value and revisit intention leads to important findings that support Saudi Arabia business operations in the service industry. The enhancement of customer retention benefits businesses both financially and helps Saudi Arabia reach its Vision 2030 ambitions to broaden the economy and develop its service sector (Ghonim and Awad, 2025; Zia, 2023). This research investigates three questions about customer revisit intentions in Saudi Arabia's dining industry:

1. How do service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) influence customer satisfaction?
2. What is the impact of customer satisfaction on customer revisit intention?
3. How does perceived value moderate the relationship between customer satisfaction and revisit intention?

1.2 The Importance of Study

This study is important both theoretically and practically, particularly within the context of the Saudi Arabian dining industry. This research contributes to the service marketing and hospitality literature by examining the combined effects of service quality dimensions, customer satisfaction, perceived value, and revisit intention within a single integrative framework. While prior studies have extensively investigated service quality and customer satisfaction, limited empirical research has simultaneously tested the mediating role of customer satisfaction and the moderating role of perceived value, especially in the dining industry within Saudi Arabia. By applying the SERVQUAL model alongside perceived value as a boundary condition, this study enhances understanding of how and under what conditions service quality translates into revisit intention. Furthermore, the study extends existing literature by providing empirical evidence from a non-Western, culturally distinctive context, thereby enriching cross-cultural service research.

Moreover, the findings of this study offer valuable insights for restaurant owners, managers, and policymakers in Saudi Arabia. As the dining industry plays a vital role in achieving Vision 2030 objectives, understanding the drivers of customer satisfaction and revisit intention is essential for sustaining competitiveness and long-term growth. The results help practitioners identify which service quality dimensions most strongly influence customer satisfaction and retention, enabling more effective allocation of resources toward service improvements. Additionally, recognizing the moderating role of perceived value highlights the importance of aligning service quality with customers' value expectations, including pricing fairness and overall experience quality. This knowledge assists managers in designing customer-centered strategies that enhance retention, profitability, and brand loyalty.

1.3 Describe Relevant Scholarship and Hypotheses Development

1.3.1 Customer Revisit Intention

The probability for customers to return to a business after their first encounter with its products or services constitutes 'revisit intention'. Business sustainability depends heavily on revisit intention because it determines service revenue and sustained customer bonds, particularly in competitive industries (Kusumawait et al., 2020). The successful enhancement of customer revisit intention leads businesses to enhance retention numbers while lowering their marketing expenses and boosting their profitability (Mannan et al. 2019; Yan et al. 2015). The regular customers outspend new clients whereas they act as effective brand advocates which increase business expansion opportunities (Badrinarayanan and Sierra, 2018). As a result, brand reputation and market position improve collectively. The Saudi Arabia market demands business owners focus strategy on enhancing customer experiences because cultural preferences and economic and social factors guide consumer behaviour (Al-Fawzan, 2005; Zygiaris et al. 2022). The delivery of positive customer interactions drives future business visits, yet negative encounters prompt customers to defect and spread unfavorable opinions (Ranieri et al. 2024; Mele et al. 2022).

Customer revisits intention describes the measure of consumer probability to come back to a business right after their first encounter. Psychological and behavioral components together with satisfaction ratings and perceived value assessment and past experiences affect this phenomenon (Han et al. 2009). The retention behaviours of customers result primarily from psychological elements that combine elements of trust with brand attachment and emotional bonds (Shoukat and Ramkissoon, 2022). The willingness of customers to return depends on three behavioural aspects which are service consistency, the recommendations they receive from others, and the promotional incentives they receive. Service reliability builds trust between customers and businesses which leads to repeat business because they develop brand loyalty (Zhang et al. 2023; Chang et al. 2013). Organizations that provide substandard service will lose customers to opponents with better service experiences (Lin et al. 2023; Al-Gharaibah, 2020).

1.3.2 Customer Satisfaction

The main factor that shapes customer revisit decisions is service quality alongside various other key elements (Lai et al., 2020). High-quality services help customers trust the offering which together with satisfaction creates an increased preference to come back (Sann et al., 2024). Poor service quality causes a satisfaction decline that decreases the odds of returning customers (Osman et al., 2024). Customer satisfaction serves as a middle mechanism through which service quality influences customer intention to revisit (George and Sahadevan, 2024). The existence of satisfied customers leads to increased loyalty behaviours which include repeat use of their chosen service provider and word-of-mouth promotion (Rane et al., 2023). The Saudi Arabian service experiences require customers to evaluate service benefits before costs which determines their revisit intentions.

1.3.3 SERVQUAL Model

The SERVQUAL model created by Parasuraman et al. (1988) represents one of the most used frameworks to assess service quality performance in different industries. The model documents five essential service quality dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Tangibility refers to the physical aspects of service, such as infrastructure and employee appearance. A service company must demonstrate consistent performance and accurate delivery to customers through reliability measures. The analysis of service provider readiness to serve promptly is termed responsiveness, yet assurance represents the combination of employee knowledge and courtesy which enhances consumer faith. The delivery of personalized attention with care to individual customers through empathy results in greater overall satisfaction for them (Bahadur et al., 2018).

Studies of customer behaviour routinely use the SERVQUAL model for measuring differences between customer service expectations and the delivery of actual services. A research analysis confirms that superior service quality enhances customer satisfaction together with behavioural intentions, particularly loyalty and revisit intention (Khoo, 2022; Mohd Suki, 2017). Alzaydi (2024); Al-Borie and Sheikh Damanhouri (2013) by using SERVQUAL model prove an essential for the Saudi Arabia market because customers highly value both hospitality treatment and individualized services. Knowing customer expectations, both frictionless service delivery and cultural understanding is important for companies to retain their customers (Fleming and Kowalsky, 2024). Based on Saudi Banks, SERVQUAL model provides service providers with a framework to discover service quality deficiencies so that they can develop strategies that strengthen customer interactions and achieve better satisfaction and revisit behaviour (Al-Fawzan, 2005).

1.3.4 Effects of Service Quality Dimensions

Tangibility describes all the physical elements that customers experience in their business interactions including equipment, physical objects, appearance of staff, and the presence of users (Maric et al., 2015; Morishita, 2023). The physical aspects strongly impact customer expectations while shaping their entire perception experience because they play an essential part

in meeting customer requirements within hospitality businesses (Mohbach, 2013). Studies establish different factors that create better customer perceptions: maintenance of facilities, pleasing dining aesthetics, and integrating technology features (Nguyen et al., 2018; Santos, 2002). The initial positive impression formed by customers in a restaurant's environment leads to increased revisit behaviour since they find it appealing (Kohijoki and Koisitinen, 2018; Chang, 2000).

Reliability, another fundamental service quality dimension, pertains to Ability to perform the promised service dependably and accurately (Parasuraman et al., 1988). Organizations that deliver timely along with defect-free services to their customers develop customer trust and enhanced customer loyalty (Zia, 2023). Delays and inaccuracies in services create customer dissatisfaction which drives them to spread negative feedback that stunts future customer returns (Au and Tse, 2019; Casado Diaz and Mas Ruiz, 2002). Customers tend to select venues that deliver consistent service because unpredictable encounters with service produce frustration together with decreased chances of customer return which reflect to what extent the reliability factor directly influences customer decisions to re-visit an establishment (Rajput and Gahfoor, 2020; Skinner et al., 2005).

Responsiveness defines a business's Willingness to help customers and provide prompt service (Parasuraman et al., 1988; Murray et al., 2019). The service process speed together with worker service willingness and complaint management efficiency determine the quality of responsiveness (Pakurár et al., 2019). Trained staff members who quickly resolve customer issues professionally enhance dining satisfaction in restaurants and cafes (Victor, 2024). According to Chou et al (2014; Meesala and Paul (2018), research shows that timely high-quality service directly contributes to customer loyalty because it generates a feeling of worth as well as enhances customer value.

Assurance represents the combination of employee knowledge and courtesy of employees and their ability to inspire trust and confidence within customers (Parasuraman et al., 1988). The demonstration of able employees who treat customers with respect and demonstrate specialized knowledge enhances customer loyalty when they handle questions (De Waal and Van Der Heijden, 2016). Measures of assurance stand vital in Saudi Arabian hospitality establishments due to their cultural emphasis on trust-based business transactions (Alsharari, 2020). Effective team communication along with detailed menu explanations and professional demeanor from employees directly enhances the credibility perception of customers towards the establishment (Bucata and Rizescu, 2017; Shannon et al., 2018).

The last service quality dimension called empathy involves the ability of a business to give customized attention while showing genuine care towards specific customer requirements (Parasuraman et al. 1988). Empathy stands as a vital factor for brand engagement because customers value specific greetings coupled with accommodating service as well as staff who remember their personal preferences and businesses that focus on customer well-being through

caring service tend to retain their customers at higher levels (Alzaid and Dukhaykh, 2023; Eshaghi et al., 2022).

Based on the above literature, it is hypothesized that:
H1. (1) Tangibility, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy is positively related to Customers' Revisit Intention.
H2. (1) Tangibility, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy is positively related to Customer Satisfaction.

1.3.5 Mediating Variable: Customer Satisfaction

Customer satisfaction acts as the essential connecting link that explains how service quality affects customers who intend to visit again (Rita et al., 2019). Service quality attributes consisting of tangibility, reliability, responsiveness, and empathy directly influence customer satisfaction thus determining their business re-visitation patterns (Noviarita et al., 2024; Al-Borie and Sheikh Damanhouri, 2013). High service quality perceptions among customers lead to improved satisfaction, therefore strengthening brand image along with increased customer loyalty. The Saudi Arabia market requires businesses to emphasize service quality excellence because customer expectations continue changing during the economic diversification and intensifying service sector competition (Al-Fawzan, 2005; Zygiaris et al., 2022).

The effect of customer satisfaction upon revisiting preferences has been thoroughly investigated within hospitality and retail literature. Customer satisfaction creates two essential benefits for businesses: it boosts both customer loyalty and recommendation rates to others leading to increased retention rates and brand loyalty (Keiningham et al., 2007; Moura and Cunha, 2019). When customers experience satisfaction, it creates a strong bond with the business which enables them to overlook occasional service failures because satisfied customers grant additional opportunities to the business (Alkraiji and Ameen, 2022). The Saudi Arabian hospitality industry achieves high satisfaction levels through personalized service along with cultural sensitivity and customer need responsiveness which in turn determines customer revisit intentions (Al-Borie et al., 2013). Continuous service quality evaluation serves businesses in their goal to maintain superior client satisfaction levels since this directly promotes customer loyalty, future customer returns, sustainability, and long-term success (Alghamdi, 2014).
Based on the above literature, it is hypothesized that:

H3. The relationships between (1) Tangibility, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy and Customers' Revisit Intention are mediated by Customer Satisfaction.

H4. Customer Satisfaction is positively related to Customers' Revisit Intention.

1.3.6 Moderating Variable: Perceived Value

The service industry depends heavily on perceived value because it determines how customers evaluate their experience and how they intend to behave. The assessment process of product or service worth is measured through a comparison between received benefits versus given-up costs. The Saudi Arabia market now bases service quality assessments on perceived value through three key elements that include price fairness, customer expectations, and the overall service experience (Saeed and Kadasah, 2016; Jnnadi and Al-Saggaf. 2000). Customers who view their received benefits as highly worth what they pay tend to develop enhanced visit intention from positive satisfaction experiences because this mirrors positive perceptions that lead to increased return visits (Yum & Kim, 2024; Keiningham et al. 2018). Satisfied customers will choose to become faithful patrons when they feel their value is high. The Saudi hospitality along with retail sectors need to consider how their customers balance cultural expectations against service personalization and economic factors before making repeated purchases (Alqasa and Afaneh, 2022). Cakici et al. (2019) found that price justice and satisfaction positively influence their revisit intention of restaurant customers, and revisit intention positively influences loyalty of restaurant customers. Accordingly, it could be hypothesized that businesses that offer competitive prices alongside personalized service combined with exceptional delivery will make customer satisfaction produce a greater impact on revisit intentions leading to long-term business success.

Based on the above literature, it is hypothesized that:

H5. Perceived Value moderates the relationship between Customer Satisfaction and Customers' Revisit Intention.

1.4 Theoretical Framework

The relationships between service quality dimensions, customer satisfaction, perceived value and revisit intention derive their core understanding from the SERVQUAL model and Consumer Experience Theory (CET). Parasuraman et al. (1988) established the five building blocks through which they measure service quality in the SERVQUAL model namely: tangibility, reliability, responsiveness, assurance, and empathy. The model serves as a primary research tool in customer behaviour studies to measure how service attributes impact the perceptions and satisfaction of customers (Gupta et al., 2023). Service excellence and hospitality take on critical significance for Saudi Arabia consumers so that the identified dimensions create essential experiences for them (Mahfooz, 2014).

Consumer Experience Theory works together with SERVQUAL as it offers emotional and psychological insights into customer interactions with service providers. The Consumer Experience Theory demonstrates that buyer experiences result from both service quality standards and the mental and emotional reactions customers have when using the service (Waqas et al., 2021). Multiple service elements like upkeep in the restaurant environment (tangibility) along with rapid service delivery (responsiveness) and staff conduct that matches customer

culture (assurance) create cumulative benefits for satisfaction levels and perceived value and drive clients to return (Al-Fawzan, 2005; Zygiaris et al., 2022). A unified theoretical approach that connects these frameworks becomes necessary for understanding service quality elements' effects on customer satisfaction and their link to repeat visit decisions through satisfaction and value perceptions' impact on this chain of events. The Saudi Arabian market requires service providers to preserve superior service quality because it creates sustained customer loyalty (Zia, 2022).

1.5 Research Conceptual Model

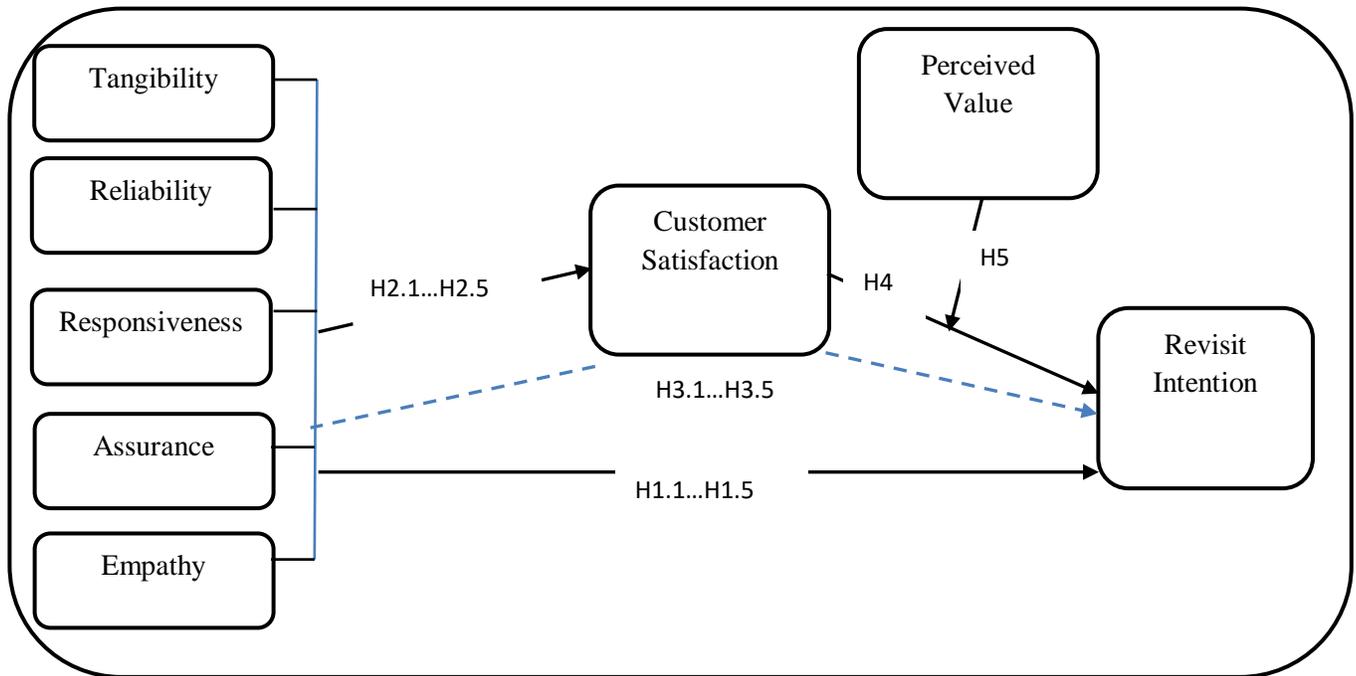Figure (1) displays the study's constructs along with their hypothesized relationships.

Figure (1) The Research Conceptual Model

2. Method

This study adopts a systematic literature review and a quantitative research approach to make the study more exhaustive, structured, robust, and significant. A survey was administered to collect quantitative data for statistical testing of the hypotheses. A link-based questionnaire was used to conduct this survey, enabling broad geographical coverage while minimizing time and cost (Roopa and Rani, 2012). The study targeted the dining industry by sampling restaurant customers in Riyadh, Saudi Arabia. Respondents to the questionnaire were customers from several regions. To reach a wider and more relevant audience, a snowball sampling technique was employed, where initial participants referred to other potential respondents, ensuring a broader and more diverse sample pool within the dining industry context.

2.1 Data Collection Instrument

A questionnaire survey was used to collect the primary data as it was deemed an effective process to gather data directly from participants, particularly when the researcher has a clear understanding of the requirements and the techniques to assess the observed variables. The questionnaire used in this study was developed based on the review of various previous studies, with adjustments made to the wording to better align with the study context. All of the items including the constructs and variables were adapted from previous literature studies as in the appendix. The survey is structured using a five-point Likert scale from strongly disagree to strongly agree to effectively measure responses and support the research objectives. Appendix (1) shows the questionnaire items and their sources.

2.2 Data Collection

Restaurant customers were selected as key respondents because they are directly involved in restaurant services. 300 surveys were collected digitally through social media platforms. The survey was designed using a five-point Likert scale. A study briefing, including the background and purpose of the study, estimated duration of the survey, confidentiality conditions, and contact information for the researcher, was emailed to all respondents to get well-informed.

2.2.1 Data Analysis

Structural equation Modelling (PLS-SEM) was used to examine the proposed research model. PLS-SEM assists in testing multi-item constructs and relationships between independent, dependent, and mediation factors (Cheah et al., 2018). PLS-SEM was employed as the analytical approach for this investigation because it has been demonstrated to be an effective tool for examining complex multilevel data structures (Hair et al., 2018). The initial step involved validating the measurement model wherein the reliability and validity of the measures were assessed. Once the reliability and validity of the measurement model were established, the structural model was tested by gauging the significance of the relationships within the model and the model's capacity to explain and predict outcomes.

3. Results

3.1 Descriptive Analysis

This section presents a detailed descriptive analysis of the participants who took part in the study. Table (1) summarizes the results.

Table (1): Sample characteristics

No.	Variables	Categorization	Frequency	Percent
.1	**Gender**	Male	163	54.0
		Female	139	46.0
.2	**Age**	Less than 29 years	135	44.7
		Years 39 – 30	44	14.6
		years 49 –40	56	18.5
		years and 50 above	67	22.2
.3	**Education Level**	High school and Diploma	29	9.6
		Bachelors	199	65.9
		Master	47	15.6
		Doctorate	27	8.9
.4	**Nationality**	Saudi	287	95.0
		Non- Saudi	15	5.0
.5	**Salary**	Less than 10,000	75	24.8
		10,000 to 20,000	112	37.1
		21,000 to 30,000	56	18.5
		31,000 to 40,000	37	12.3
		Above 40,000	22	7.3
Total			**302**	**100%**

The study included a total of 302 respondents. In terms of gender distribution, 54.0% of the participants were male (163 individuals), while 46.0% were female (139 individuals), indicating a slightly higher representation of males. Regarding age, the largest age group consisted of individuals under 29 years old, accounting for 44.7% (135 respondents). This was followed by participants aged 50 years and above at 22.2% (67 respondents), those aged 40–49 years at 18.5% (56 respondents), and those aged 30–39 years at 14.6% (44 respondents), suggesting a relatively youthful sample overall.

In terms of education level, most respondents held a bachelor's degree, representing 65.9% (199 individuals) of the sample. Participants with a master's degree accounted for 15.6% (47 individuals), while those with a doctorate comprised 8.9% (27 individuals). Only 9.6% (29 individuals) had completed high school or diploma education, highlighting a highly educated population among the respondents. With respect to nationality, an overwhelming majority of respondents were Saudi nationals, making up 95.0% (287 individuals), while only 5.0% (15 individuals) were non-Saudis.

Finally, the salary distribution revealed that the most common income range was between 10,000 and 20,000 SAR per month, reported by 37.1% (112 respondents). This was followed by those earning less than 10,000 SAR (24.8%, 75 respondents), 21,000–30,000 SAR (18.5%, 56 respondents), 31,000–40,000 SAR (12.3%, 37 respondents), and above 40,000 SAR (7.3%, 22 respondents). Overall, the descriptive profile indicates a relatively young, well-educated, and predominantly Saudi sample with a moderate-income distribution.

3.2 The Measurement Model Analysis

The measurement model analysis is a critical preliminary step in SEM to ensure the reliability and validity of the constructs before proceeding to structural relationships. This section evaluates the measurement properties of the constructs by assessing convergent validity, internal consistency reliability, and discriminant validity using established criteria. First, convergent validity is examined to verify that the indicators of each construct adequately converge to measure the same underlying concept. Factor loadings are assessed, with a threshold of 0.70 recommended for each item (Hair et al., 2018). Indicators with loadings below this value may be considered for removal to improve the model fit and the overall validity of the construct. Accordingly, the results presented in Table (2) and figure (2), demonstrate that most items exceeded the threshold, confirming good convergent validity across the constructs.
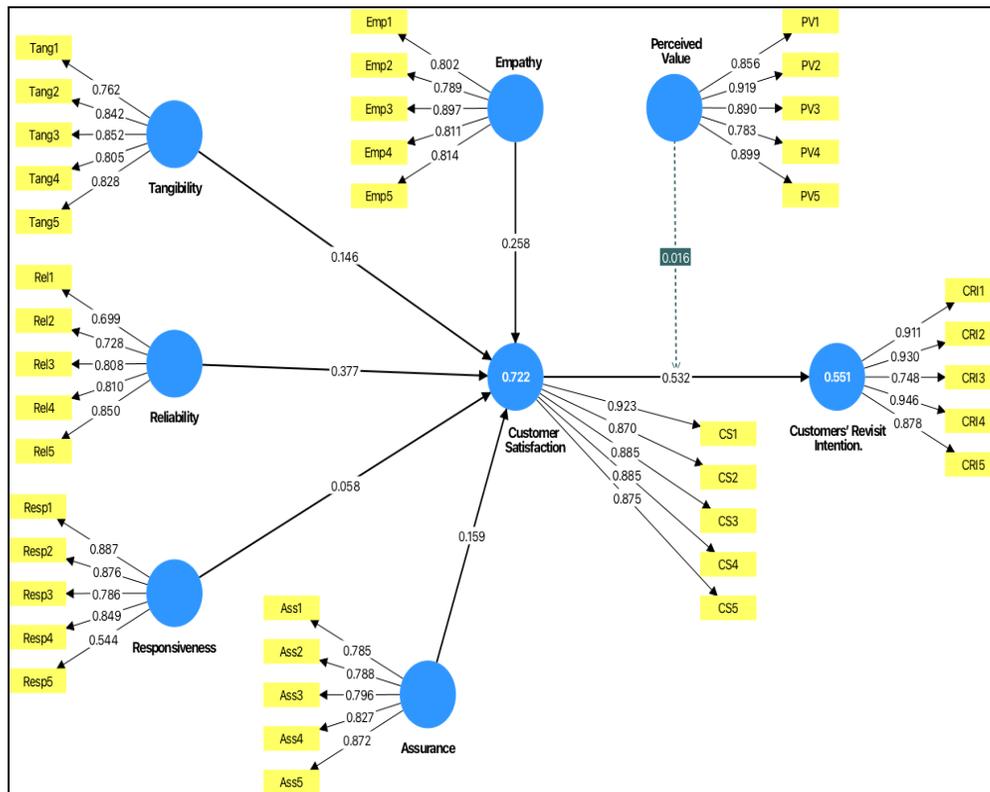

Figure (2): The Measurement Model Results

The measurement model included eight constructs, each assessed through five observed items with reported factor loadings. Tangibility was measured using five items (Tang1 to Tang5) with loadings ranging from 0.762 to 0.852, indicating strong and consistent representation of the construct. Reliability was also evaluated with five items (Rel1 to Rel5), showing factor loadings between 0.699 and 0.850, reflecting moderate to high reliability indicators. For Responsiveness, the loadings ranged from 0.544 to 0.887 across five items (Resp1 to Resp5). While most items demonstrated strong loadings, Resp5 showed a relatively lower loading of 0.544, suggesting that it may be a weaker indicator compared to the others. Empathy was assessed using five items (Emp1 to Emp5), with factor loadings ranging between 0.789 and 0.897, supporting the consistency and strength of the construct's measurement. Similarly, Assurance was measured through five items (Ass1 to Ass5), with loadings from 0.785 to 0.872, indicating a stable and strong measurement of the assurance dimension.

Regarding outcome variables, Customer Satisfaction was measured with five items (CS1 to CS5), all showing very high factor loadings between 0.870 and 0.923, highlighting excellent construct validity. Perceived Value was also robustly measured with five items (PV1 to PV5), where the factor loadings ranged from 0.783 to 0.919. Finally, Customers' Revisit Intention was measured using five items (CRI1 to CRI5), with strong factor loadings between 0.748 and 0.946, indicating a very good representation of the underlying construct.

Table (2): Factor Loadings

Constructs	Items	Factor Loadings
Tangibility	Tang1	0.762
	Tang2	0.842
	Tang3	0.852
	Tang4	0.805
	Tang5	0.828
Reliability	Rel1	0.699
	Rel2	0.728
	Rel3	0.808
	Rel4	0.810
	Rel5	0.850
Responsiveness	Resp1	0.887
	Resp2	0.876
	Resp3	0.786
	Resp4	0.849
	Resp5	0.544
Empathy	Emp1	0.802
	Emp2	0.789

	Emp3	0.897
	Emp4	0.811
	Emp5	0.814
Assurance	Ass1	0.785
	Ass2	0.788
	Ass3	0.796
	Ass4	0.827
	Ass5	0.872
Customer Satisfaction	CS1	0.923
	CS2	0.870
	CS3	0.885
	CS4	0.885
	CS5	0.875
Perceived value	PV1	0.856
	PV2	0.919
	PV3	0.890
	PV4	0.783
	PV5	0.899
Customers' Revisit Intention	CRI1	0.911
	CRI2	0.930
	CRI3	0.748
	CRI4	0.946
	CRI5	0.878

Overall, the factor loading results demonstrate that the measurement items reliably represent their respective constructs, with most items exceeding the common threshold of 0.7, except for Resp5, which may require further examination. As shown in Table (3), internal consistency reliability was evaluated using Cronbach's alpha and Composite Reliability (CR) values. According to Hair et al. (2018), Cronbach's alpha values greater than 0.70 indicate acceptable reliability, while CR values greater than 0.70 are considered satisfactory, especially in the context of PLS-SEM. Specifically, Tangibility scored 0.877, Reliability 0.840, Responsiveness 0.852, Empathy 0.881, Assurance 0.873, Customer Satisfaction 0.933, Perceived Value 0.920, and Customers' Revisit Intention 0.930, all indicating excellent reliability. Similarly, the CR values for all constructs are above the 0.60 threshold (Hair et al., 2018; Peterson & Kim, 2013) ranging from 0.854 (Reliability) to 0.950 (Customers' Revisit Intention), confirming the constructs' strong reliability and the adequacy of the measurement model. Regarding AVE, all constructs exceeded the recommended threshold of 0.50 (Fornell & Larcker, 1981), ranged from 0.886 (Reliability) to 0.949 (Customer Satisfaction) confirming good convergent validity.

Table (3): Construct validity and reliability

Constructs	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Tangibility	0.877	0.886	0.910
Reliability	0.840	0.854	0.886
Responsiveness	0.852	0.885	0.895
Empathy	0.881	0.887	0.913
Assurance	0.873	0.875	0.908
Customer Satisfaction	0.933	0.933	0.949
Perceived Value	0.920	0.941	0.940
Customers' Revisit Intention	0.930	0.950	0.947

Subsequently, discriminant validity was assessed using the Fornell-Larcker criterion. According to Fornell and Larcker (1981), discriminant validity is established when the square root of each construct's Average Variance Extracted (AVE) exceeds the highest correlation it has with any other construct. Table (4) shows that the diagonal elements (the square roots of the AVEs). The square roots of AVE for the constructs was: Assurance (0.814), Customer Satisfaction (0.888), Customers' Revisit Intention (0.885), Empathy (0.824), Perceived Value (0.871), Reliability (0.781), Responsiveness (0.798), and Tangibility (0.818). Each construct's diagonal value was greater than its off-diagonal correlations with other constructs, indicating clear discriminant validity. Thus, the results affirm that all constructs meet the discriminant validity criteria as per Fornell-Larcker standards, ensuring that each latent variable is unique and empirically different from the others.

Table (4): Discriminant validity (Fornell-Larcker criterion)

	1	2	3	4	5	6	7	8
1. Assurance	0.814							
2. Customer Satisfaction	0.744	0.888						
3. Customers' Revisit Intention.	0.572	0.702	0.885					
4.Empathy	0.772	0.717	0.409	0.824				
5. Perceived Value	0.587	0.584	0.605	0.594	0.871			
6. Reliability	0.666	0.759	0.630	0.580	0.528	0.781		
7. Responsiveness	0.783	0.696	0.512	0.668	0.459	0.704	0.798	
8. Tangibility	0.616	0.636	0.414	0.542	0.404	0.590	0.520	0.818

3.3 Structural Model Analysis

Following the establishment of the measurement model's reliability and validity, the next step involves assessing the structural model to examine the hypothesized relationships among the latent constructs. The structural model analysis evaluates the predictive capabilities and the explanatory power of the model, ensuring that the proposed theoretical relationships are statistically supported. The structural model analysis focuses on examining the model's

explanatory and predictive power through several key indicators, including coefficient of determination (R^2) and standardized root mean square residual (SRMR).

The results in Table (5) show that the R-square value for Customer Satisfaction was 0.722, indicating that approximately 72.2% of the variance in Customer Satisfaction can be explained by the independent variables included in the model. The adjusted R-square for Customer Satisfaction was slightly lower at 0.718, accounting for model complexity and confirming strong explanatory power. For Customers' Revisit Intention, the R-square value was 0.551, suggesting that 55.1% of the variance in revisit intention is explained by the model. The adjusted R-square value for Customers' Revisit Intention was 0.546, again slightly lower but still indicating a moderate-to-strong level of predictive accuracy. These results support the model's adequacy for further hypothesis of testing and interpretation.

Table (5): The coefficient of determination (R^2)

	R-square	R-square adjusted
Customer Satisfaction	0.722	0.718
Customers' Revisit Intention.	0.551	0.546

Table 6) shows that the Standardized Root Mean Square Residual (SRMR) assesses the model's overall goodness of fit. The SRMR value for the saturated model was 0.075, which is below the recommended threshold of 0.08 (Jaisel et al., 2022), indicating an acceptable model fit. Additionally, the Chi-square value was reported as 4291.493, though in PLS-SEM, SRMR is generally prioritized over Chi-square for model fit evaluation.

Table (6): SRMR and Chi-square

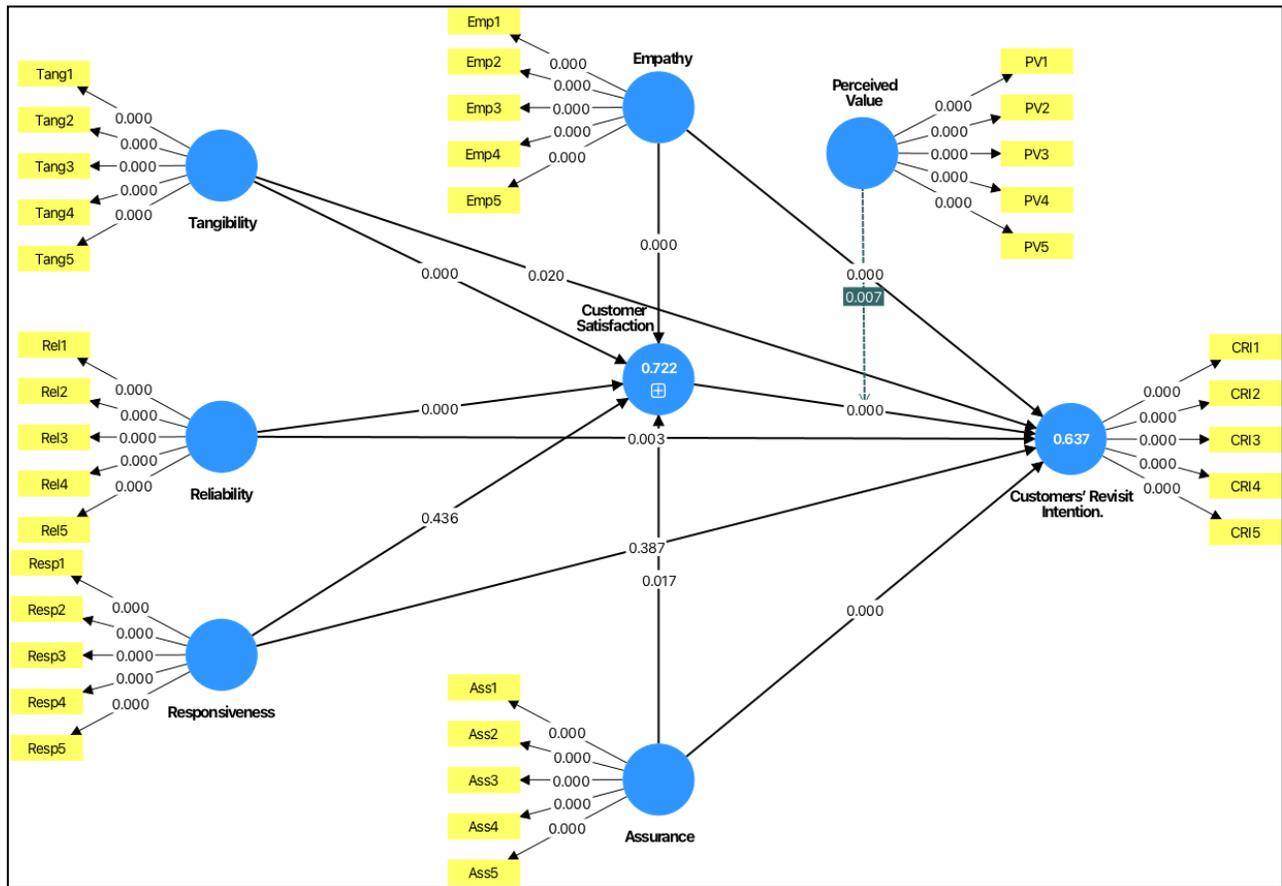|	Saturated model
SRMR	0.075
Chi-square	4291.493

Figure (3): The Path model results

Figure (3): The Path model results

3.4 Hypotheses Testing

To evaluate the proposed hypotheses, a bootstrapping procedure with 1000 resamples was conducted using SmartPLS. Bootstrapping is a non-parametric resampling technique that enables the estimation of the statistical significance of the path coefficients by generating t-values, p-values, and confidence intervals (Hair et al., 2018). The strength and direction of the relationships between constructs were assessed through path analysis, while the significance of these relationships was determined by examining the resulting t-statistics and p-values.

Following standard guidelines, a path relationship is considered statistically significant if the t-value exceeds 1.96 and the p-value is less than 0.05 (Hair et al., 2018). In the following section, the results of the hypothesis testing are presented, indicating whether each proposed relationship is supported or rejected based on these criteria.

1.4.1 H.$_{1.1}$ – H$_{1.5}$: Tangibility, Reliability, Responsiveness, Assurance, and Empathy are positively related to Customers' Revisit Intention.

Table (7): Hypothesis H1 results

		Original sample	Sample mean	Standard deviation	T statistics	P values
H.$_{1.1}$	Tangibility -> Customers' Revisit Intention.	-0.110	-0.108	0.047	2.320	**0.020**
H.$_{1.2}$	Reliability -> Customers' Revisit Intention.	0.212	0.211	0.071	2.966	**0.003**
H.$_{1.3}$	Responsiveness -> Customers' Revisit Intention.	-0.056	-0.053	0.065	0.866	**0.387**
H.$_{1.4}$	Assurance -> Customers' Revisit Intention.	0.262	0.262	0.068	3.845	**0.000**
H.$_{1.5}$	Empathy -> Customers' Revisit Intention.	-0.453	-0.450	0.069	6.600	**0.000**

The structural model results in Table (7) indicate that all service quality dimensions positively influence Customers' Revisit Intention except for responsiveness. H.1.1 predicted that tangibility has a positive and statistically significant effect on Customers' Revisit Intention. The results confirm this prediction ($\beta = 0.110$, $t = 2.320$, $p = 0.020$), suggesting that better tangible aspects of service encourage repeat visits. Additionally, reliability showed a positive and significant relationship ($\beta = 0.212$, $t = 2.966$, $p = 0.003$), highlighting that reliable service enhances customer intention. Thus H.1.1 and H.1.2 are supported. In contrast, the results fail to confirm the relationship between responsiveness and Customers' Revisit Intention ($\beta = 0.056$, $t = 0.866$, $p = 0.387$), implying that while prompt service delivery is appreciated, it does not strongly drive revisit intention. On the otherhand, assurance had a strong positive and significant impact ($\beta = 0.262$, $t = 3.845$, $p = 0.000$), emphasizing the role of customer confidence and trust in service providers. Finally, the results confirm the relationship between empathy and Customers' Revisit Intention ($\beta = 0.453$, $t = 6.600$, $p = 0.000$), indicating that personalized attention and care significantly boost customers' intention to revisit.

1.4.2 H.2.1 – H2.5: Tangibility, Reliability, Responsiveness, Assurance, and Empathy are positively related to Customer Satisfaction.

Table (8): Hypothesis H2 results

		Original sample	Sample mean	Standard deviation	T statistics	P values
H.$_{2.1}$	Tangibility -> Customer _Satisfaction.	0.146	0.147	0.040	3.660	**0.000**
H.$_{2.2}$	Reliability -> Customer _Satisfaction.	0.372	0.370	0.042	8.950	**0.000**
H.$_{2.3}$	Responsiveness >Customer _Satisfaction.	0.060	0.061	0.078	0.779	**0.436**
H.$_{2.4}$	Assurance -> Customer Satisfaction.	0.158	0.158	0.066	2.383	**0.017**
H.$_{2.5}$	Empathy -> Customer Satisfaction.	0.260	0.263	0.065	4.023	**0.000**

As shown in Table (8), H.2.1 predicted that Tangibility has a positive and statistically significant effect on Customers Satisfaction. The results confirm this prediction (β = 0.146, t = 3.660, p = 0.000), indicating strong support for the hypothesis. H.2.2 predicted that Reliability has a positive and statistically significant effect on Customer Satisfaction. The findings support this prediction (β = 0.372, t = 8.950, p = 0.000), demonstrating a highly significant relationship. H.2.3 predicted that Responsiveness has a positive and statistically significant effect on Customer Satisfaction. However, the results do not confirm this prediction (β = 0.060, t = 0.779, p = 0.436), as the relationship was found to be statistically non-significant. H.2.4 predicted that Assurance has a positive and statistically significant effect on Customer Satisfaction. The results confirm this prediction (β = 0.158, t = 2.383, p = 0.017), indicating a significant positive effect. Finally, H.2.5 predicted that Empathy has a positive and statistically significant effect on Customer Satisfaction. This prediction is also confirmed (β = 0.260, t = 4.023, p = 0.000), reflecting a strong and significant relationship.

1.4.3   H.3.1 – H3.5: Customer satisfaction mediates the relationship between Tangibility, Reliability, Responsiveness, Assurance, and Empathy, and Customers' Revisit Intention.

Table (9): Hypothesis H3 results

		Original sample	Sample mean	Standard deviation	T statistics	P values
H.3.1	Tangibility -> Customer Satisfaction -> Customers' Revisit Intention.	0.088	0.086	0.023	3.798	0.000
H.3.2	Reliability -> Customer _Satisfaction -> Customers' Revisit Intention.	0.222	0.220	0.038	5.780	0.000
H.3.3	Responsiveness >Customer _Satisfaction -> Customers' Revisit Intention.	0.036	0.038	0.048	0.746	**0.456**
H.3.4	Assurance -> Customer Satisfaction -> Customers' Revisit Intention.	0.095	0.092	0.039	2.456	0.014
H.3.5	Empathy -> Customer Satisfaction-> Customers' Revisit Intention.	0.156	0.156	0.045	3.438	**0.001**

As shown in Table (9), H.3.1 predicted that Tangibility has a positive and statistically significant effect on Customers' Revisit Intention through Customer Satisfaction. The results confirm this prediction (β = 0.088, t = 3.798, p = 0.000), indicating strong support for the hypothesis. H.3.2 predicted that Reliability has a positive and statistically significant effect on Customers' Revisit Intention through Customer Satisfaction. The findings support this prediction (β = 0.222, t = 5.780, p = 0.000), demonstrating a highly significant relationship. Furthermore, H.3.3 predicted that Responsiveness has a positive and statistically significant effect on Customers' Revisit Intention through Customer Satisfaction. However, the results do not confirm this prediction (β = 0.036, t = 0.746, p = 0.456), as the relationship was found to be statistically non-significant.

H.3.4 predicted that Assurance has a positive and statistically significant effect on Customers' Revisit Intention through Customer Satisfaction.

The results confirm this prediction (β = 0.095, t = 2.456, p = 0.014), indicating a significant positive effect. Finally, H.3.5 predicted that Empathy has a positive and statistically significant effect on Customers' Revisit Intention through Customer Satisfaction. This prediction is also confirmed (β = 0.156, t = 3.438, p = 0.001), reflecting a strong and significant relationship.

1.4.4   H.4: Customer Satisfaction is positively related to Customers' Revisit Intention.

Table (10): Hypothesis H4 results

		Original sample	Sample mean	Standard deviation	T statistics	P values
H.4	Customer Satisfaction -> Customers' Revisit Intention.	0.598	0.594	0.081	7.401	**0.000**

Table (10) shows that the relationship between Customer Satisfaction and Customers' Revisit Intention revealed a strong, positive, and statistically significant association. Customer Satisfaction was found to have a direct effect on Customers' Revisit Intention (β = 0.598, t = 7.401, p < 0.001). The high t-value and very low p-value provide robust evidence supporting the hypothesis, indicating that as customer satisfaction increases, the likelihood of customers' intention to revisit significantly improves. This finding emphasizes the critical role of customer satisfaction as a key driver of customers' revisit intention.

1.4.5   H.5: Perceived value moderates the relationship between customer satisfaction and customers' revisit intention.

Table (11): Hypothesis H5 results

		Original sample	Sample mean	Standard deviation	T statistics	P values
H.5	Customer Satisfaction * Perceived value -> Customers' Revisit Intention.	0.102	0.101	0.038	2.690	0.007

The moderating effect of Perceived Value on the relationship between Customer Satisfaction and Customers' Revisit Intention was examined. The analysis shows that Perceived Value significantly strengthens the positive relationship between Customer Satisfaction and Customers' Revisit Intention (β = 0.102, t = 2.690, p = 0.007). The statistically significant interaction term indicates that when perceived value is higher, the impact of customer satisfaction on revisit intention becomes stronger.

4. Discussion

The findings demonstrate that four dimensions of service quality: tangibility, reliability, assurance, and empathy have a direct impact on customers' revisit intentions. Practically, tangibility encompasses the physical attributes of a service, such as facilities and equipment. This is supported by previous research (Maric et al. 2015; Morishita, 2023; Nguyen et al. 2018) which pointed out that tangible elements significantly influence revisit intentions through customer satisfaction, aligning with findings in studies examining service environments. Rajput and Gahfoor, 2020 further emphasize that the quality of the physical environment in fast food restaurants correlates positively with customer satisfaction and, consequently, revisit intentions. Reliability enhances the ability of a service provider to deliver consistent and accurate services. This finding is supported by (Lai et al. 2020), demonstrating that reliability directly correlates with increased revisit intentions. Assurance is another critical factor that reflect the willingness of a service provider to assist customers. Rihi et al. (2024) highlight the significance of assurance in fostering loyalty, thereby affecting revisit intentions. This is also supported by (Seo & Lee, 2021; Alsharari, 2020; Bucata and Rizescu, 2017; Shannon et al. 2018) positing that enhanced assurance leads to heightened satisfaction, positively impacting revisit intentions. Empathy, which denotes the personalized attention provided to customers, has been identified as impactful in shaping revisit intentions. Juliana et al. (2021) figured out that empathy's role in bridging perceived value and revisit intentions among tourists, showcasing that customized service experiences encourage repeating the visit. On the contrary, responsiveness revealed an insignificant effect on customer's revisit intention. This result is supported by Negassa and Japee (2023) who found an insignificant relationship between responsiveness and customer retention.

Further findings related to the relationship between service quality dimensions: tangibility, reliability, assurance, and empathy and customer satisfaction have been proven. Firstly, the dimension of reliability has been highlighted as a significant contributor to customer satisfaction across various contexts. Woldemichael (2024) indicates that reliability in service quality positively affects customer satisfaction, corroborating findings in previous studies such as Nurjannah et al., 2023; Zia, 2023; Au and Tse, 2019 emphasizes the crucial role of reliability in satisfaction outcomes within diverse service sectors. In addition to reliability, tangibility also plays a vital role in shaping customer perceptions. The tangible aspects of service—such as the physical environment and the presentation of services—have been shown to significantly relate to customer satisfaction. Iskandar et al. (2021) and Nguyen et al. (2018) pointed out that tangible service quality factors, such as comfortable settings, are acknowledged as essential for creating a positive customer experience in the massage sector, reinforcing the argument that tangible dimensions are crucial. In contrast, the results fail to confirm the relationship between responsiveness and Customer Satisfaction and Revisit Intention. These insignificant relationships between responsiveness and both customer satisfaction and revisit intention could be attributed to the entertainment nature of customer dining in Saudi Arabia. Customers dine not only to satisfy their need for food, but mainly because of mingling and cheerfulness. Thus, time and quick service is not a core. Assurance support service providers to help customers and provide prompt service, emerges as another critical component influencing satisfaction. Crucially, empathy, which refers to the provision of caring and individualized attention to customers, while sometimes considered less impactful compared to other dimensions, still significantly influences

customer satisfaction. Yusmardi et al. (2019; Alzaid and Dukhaykh (2023); Eshaghi et al. (2022) confirm the positive influence of empathy on satisfaction, drawing attention to its mediating role in enhancing the customer's overall experience.

The relationship between service quality dimensions: tangibility, reliability, Assurance, and empathy—and customer revisit intention is significantly mediated by customer satisfaction. These results are supported by (Chayomchai, 2021), that highlights improvements in service quality directly influencing customer satisfaction, which in turn impacts the likelihood of customers returning. Furthermore, Kusumawait et al (2020) illustrates that customers who perceive high service quality report greater satisfaction, thereby customer loyalty. Also, Jandavath & Byram (2016) found that effective service quality correlates strongly with patient satisfaction, indicating that both reliability and empathy drive satisfied patients to return to healthcare facilities. This mediating relationship is further illustrated by Ridwan et al. (2024) who figured out that consistent service quality in healthcare settings leads to heightened patient satisfaction and encourages patients to return for future services.

Additionally, customer satisfaction plays a pivotal role in influencing customers' intentions to revisit various service sectors, including restaurants and tourism. Research indicates that high service quality, which includes factors like food quality, responsiveness, and the physical environment, is essential for enhancing customer satisfaction. This improvement in satisfaction subsequently increases the likelihood of customers choosing to return. Liu & Tse (2018) emphasize that service-related qualities are critical for enhancing satisfaction and thus boosting revisit intentions, stating that customers are more likely to return when their service expectations are met or exceeded. Furthermore, (Rajput and Gahfoor, 2020) confirm the positive correlation between customer satisfaction and revisit intention in the context of fast-food restaurants, suggesting that attributes such as food quality, service quality, and physical environment are important precursors to revisit intentions, mediated by customer satisfaction (Rajput and Gahfoor, 2020). Additionally, Polas et al (2020) highlights the direct influence of service quality on customer satisfaction, which, in turn, significantly affects revisit intention, especially within halal restaurants. This relationship is further reinforced by (Morishita, 2023; Nguyen et al., 2018), who detail how both service and environmental quality significantly impact customer satisfaction and revisit intentions, underscoring the need for optimal service conditions to foster customer loyalty. Overall, these studies illustrate the critical function of customer satisfaction as a mediating factor linking service quality to customers' intentions to return.

In terms of moderation impact, perceived value serves as a significant moderator in the relationship between customer satisfaction and customers' revisit intentions, amplifying the effects of satisfaction on future patronage across various sectors. For instance, Kusumawati and Sri Rahayu (2020) illustrates that customer satisfaction positively correlates with revisit intentions; however, this relationship is considerably strengthened when perceived value is accounted for, suggesting that customers who find greater value in their dining experience tend to exhibit higher satisfaction and, therefore, a greater intention to return. The study by Juliana et al. (2021) emphasizes that perceived value significantly affects customer satisfaction among

Muslim tourists and that this satisfaction mediates their intention to revisit a destination, affirming that satisfaction is critical but contingent upon the perceived value of their experience. Lastly, Han et al. (2016) highlight that social value, as a component of perceived value, correlates with customer satisfaction and intentions to revisit, reinforcing the moderating role of perceived.

5. Implications

Theoretically, the study significantly enriches the existing body of knowledge on service quality by validating the impact of its four core dimensions: tangibility, reliability, assurance, and empathy—on customers' revisit intentions. It strengthens the SERVQUAL framework, confirming its relevance across diverse service sectors such as fast food, healthcare, and tourism. Notably, the findings support the conceptualization of customer satisfaction as a key mediating variable, emphasizing its central role in transforming service quality into behavioural loyalty. This mediating effect underscores the indirect pathway through which service attributes influence customer behaviour, thereby advancing the theoretical discourse on customer experience and relationship marketing. Furthermore, the study introduces perceived value as a moderating construct, providing nuanced insight into how the customer's perception of value enhances the satisfaction-revisit intention linkage. This moderating role offers an important theoretical extension by integrating value-based perspectives into service quality models, which have traditionally focused on quality and satisfaction as linear determinants of customer behaviour.

From a practical standpoint, the results offer actionable strategies for service managers. First, the critical influence of tangibility suggests that firms must invest in the physical aspects of their service delivery such as cleanliness, ambiance, equipment, and design—to create a compelling first impression that fosters satisfaction and encourages return visits. Secondly, the strong effect of reliability and responsiveness on revisit intention calls for the development of robust service processes and intensive employee training to ensure consistent and timely service delivery. These elements are essential not only for meeting customer expectations but also for building trust and operational dependability. Empathy, although often understated, emerges as a powerful driver of customer loyalty, particularly in emotionally charged or personalized service contexts such as tourism and healthcare. Organizations should therefore empower frontline staff to deliver individualized and caring interactions, which can profoundly enhance the customer experience.

Moreover, customer satisfaction should be adopted as a core performance metric across service industries. Continuous measurement and improvement of satisfaction levels can provide early signals for managerial intervention and align operations with strategic objectives such as customer retention and brand loyalty. Finally, enhancing the perceived value of the service—through loyalty programs, promotional offers, or social value communication—can magnify the positive effects of satisfaction on revisit intention. Managers must thus look beyond transactional quality and focus on the holistic value perceived by customers. This study ultimately highlights the strategic importance of managing service quality not just as an operational issue but as a critical factor in sustaining competitive advantage through customer loyalty.

6. Conclusion, Limitations and Future Research

This study underscores the significant role that core service quality dimensions play in shaping customer satisfaction and revisit intentions across various service industries. The findings confirm that customer satisfaction not only acts as a mediator between service quality and behavioural intention but is further influenced by perceived value, which moderates the strength of this relationship. These insights provide a comprehensive understanding of the customer decision-making process, reaffirming that service quality must be holistically managed to cultivate customer loyalty and repeat patronage. The study contributes to both theory and practice by integrating SERVQUAL dimensions with satisfaction and value perception frameworks, thereby offering a robust model for improving service outcomes and sustaining competitive advantage in customer-centric sectors like dining industry.

The research is limited to selected service contexts (dining industry), which may constrain the generalizability of the findings across all industries. Second, the data were collected using self-reported measures, which may introduce social desirability bias or response fatigue. Third, the cross-sectional nature of the data restricts the ability to infer causality between constructs. Moreover, the study primarily focuses on four dimensions of service quality, excluding other potentially relevant dimensions such as customization, which could also impact satisfaction and revisit behavior. Finally, cultural and regional factors were not explicitly examined, despite their potential influence on service expectations and perceptions. Future research can address these limitations by employing longitudinal or experimental designs to explore causal relationships between service quality, satisfaction, and loyalty over time. Researchers should also consider expanding the model by incorporating additional dimensions of service quality such as assurance, accessibility, or digital interaction quality, especially in tech-driven service environments. Finally, future studies may investigate the role of technology-mediated service innovations (e.g., AI in customer service, mobile ordering apps) and how they interact with traditional service quality dimensions to influence consumer behaviour.

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Appendix (1)

Variable	Questions	Reference
Tangible Factors	1. The physical facilities of the service provider are visually appealing. 2. The equipment and infrastructure used in the service are modern. 3. Employees have a neat and professional appearance. 4. The cleanliness and hygiene levels meet my expectations. 5. The design of the service facility makes me feel comfortable.	Parasuraman et al. (1988) – Al-Fawzan (2005). SERVQUAL Model
Reliability	6. The service provider consistently delivers what is promised. 7. I can rely on the service provider to handle my concerns professionally. 8. Employees provide accurate and consistent service. 9. The service provider meets my expectations every time I visit. 10. I feel confident that the business will fulfill my requests.	Parasuraman et al. (1988) – Al-Fawzan (2005). Service Quality Dimensions
Responsiveness	11. Employees promptly respond to my requests. 12. The service provider is quick in addressing customer needs. 13. The business offers timely service without unnecessary delays. 14. Employees are always willing to help customers. 15. I feel valued when employees acknowledge and respond to my inquiries quickly.	Al-Fawzan (2005); Zygiaris et al (2022) Parasuraman et al. (1988) – Service Interaction & Responsiveness
Assurance	16. Employees are knowledgeable and competent. 17. I feel safe when receiving services from this provider. 18. The service provider inspires confidence in customers. 19. Employees are polite and courteous in their interactions. 20. The business follows ethical practices in service delivery.	AbdelHamid and Fawzy (2023)– Al-Fawzan (2005). Business Reputation & Trust
Empathy	21. Employees give me personal attention during service.	Hwang et al. (2021) –

	22. The service provider understands my specific needs. 23. I feel that the service staff genuinely care about my concerns. 24. Employees make efforts to provide tailored services. 25. The service provider treats me as a valued customer.	Customer- Al-Fawzan (2005). Centered Approach
Customer Satisfaction	26. I am satisfied with the overall service experience. 27. My expectations were met during my visit. 28. I had a pleasant experience at this service establishment. 29. I would rate my satisfaction level as high. 30. I am happy with the way the service provider treats customers.	Ryu & Han (2019) – Customer Satisfaction Model
Perceived Value	31. The price I paid matches the quality of the service. 32. I received great service compared to the cost. 33. I believe this service offers good value for money. 34. I feel that I benefit beyond my payment. 35. I am willing to pay the same price for this service again.	Ranieri et al (2024)– Customer Value & Revisit Intention
Customer Revisit Intention	36. I plan to revisit this business in the future. 37. I will recommend this service to friends and family. 38. I consider this my preferred service provider. 39. I have a strong intention to return to this business. 40. I am likely to visit this business more frequently in the future.	Kusumawait et al., 2020 – Consumer Behavior & Loyalty