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Restaurant Service Quality Dimensions And Measurement: A Systematic Literature Review

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ABSTRACT

This study provides a comprehensive analysis of research related to restaurant service quality. From 2008 to mid-2023, a total of 57 articles were collected following the specific inclusion and exclusion criteria to carry out a systematic literature review by analyzing and synthesizing to meet the research purpose. Eight parameters were extracted from the existing literature review, namely *food quality*, *physical environment*, *ambiance*, *employee quality*, *price*, *cleanliness*, *safety*, and *speed of service*, which play a vital role in assessing restaurant service quality. These dimensions were found to be more specific than the five parameters of the general service quality scale. The findings also indicated that there is a notable absence of studies on restaurant service quality beyond the customer's perspective, suggesting a potential source for future research. Additionally, the paper also emphasizes the significance of examining varied restaurant types to better understand the service quality. Overall, this paper provides valuable knowledge for both academic and industry experts to augment restaurant service quality, shedding light on the specific criteria in this sector.

Keywords: systematic literature review, restaurant service quality measurement, service quality dimensions, DINESERV

INTRODUCTION

Over the past decades, the topic of service quality has gained significant attention due to its profound impact on customer loyalty (Abdullah et al., 2022; Bihamta et al., 2017; Chun & Nyam-Ochir, 2020; H. J. Kim, 2011; W. G. Kim et al., 2009a; Namin, 2017), customer satisfaction (Abdullah et al., 2022; H. J. Kim, 2011; Qin & Prybutok, 2009; Shahzadi et al., 2018; Stranjancevic & Bulatovic, 2015), and overall business outcomes (Akhil & Suresh, 2021; Marković et al., 2010a). Various industries, including hotels, retail, airports, and restaurants, have witnessed an influx of research in the realm of service quality to enhance the existing information base and address the evolving customers' perceived service quality.

The global restaurant sector has faced tremendous setbacks and an unemployment crisis due to the pandemic (Gomes et al., 2022). According to the National Restaurant Association, the industry witnessed a staggering \$240 billion by the end of 2021 due to the epidemic. The substantial influence of the pandemic is evident with the unemployment of 8 million restaurant staff (Riehle et al., 2021). Nevertheless, in spite of the setbacks, the resilience of the restaurant domain remains significant, with the fact that the global food service market was valued at 2.52 trillion USD in 2021, with projections increasing to 4.43 trillion USD by 2023 (Statista, 2023). This prominence underscores the increase in studies on restaurant service quality. While numerous papers have been studied on the parameters of studies on restaurant service quality (Abdullah et al., 2022; Ha & Jang, 2010b; Marko Kukanja & Tanja Planinc, 2019; Marković et al., 2013; Qin et al., 2010; Qin & Prybutok, 2009) there is a void in studying existing research given the diversity of service quality evaluation scale.

Systematically reviewing the literature on restaurant service quality can provide objective and comprehensive insights into the existing knowledge of service quality measurement as well as identify research gaps in the literature, and emphasize the ideal approaches to improve service quality in restaurants.

The purpose of this study is to systematically review the restaurant service quality literature during the period 2008-mid 2023 with the aims to (1) gain insight into the evolution of the literature on the restaurant service quality measurement; (2) discover the specific restaurant service quality parameters that researchers have built in addition to the DINESERV scales; (3) determine research gaps in the existing restaurant service quality scales.

The structure of this paper consists of five sections. The introduction discusses the justification for the study of this research. A review of the literature on service quality and restaurant service quality is explained in the second section. The methodology explaining the selection criteria in the context of this study is discussed in the third section. The findings of the analysis are shown in the fourth section, and the last section describes the conclusion of the research, discussing implications and recommendations for future research.

LITERATURE REVIEW

Service Quality (SQ)

Several academics highlighted the lack of service quality studies in the 1980s and 1990s. In 1984, Gronroos acknowledged the lack of service quality concept and tried to develop the service quality model to explore how customers perceive service quality. According to Gronroos, service quality refers to the “outcome of an evaluation process in which customers compare their expectations with service they have received”. Agreeing with this standpoint, Parasuraman et al. (1988) also defined service quality as a “result of a comparison of consumer expectations with actual service performance”. The definition of Parasuraman emphasizes the importance of the process of how service is delivered compared to the outcome of the service. The most popular and widely adopted service quality measurement scale is the SERVQUAL model, established by Parasuraman and colleagues first in 1985 and then updated in 1988. SERVQUAL is a service quality measurement comprising a 22-item scale across five dimensions, namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. This model is based on Oliver's expectancy disconfirmation theory, which argues that the extent to which the actual service delivered surpasses or falls short of the customer's expectations determines whether or not a customer is satisfied. Nevertheless, the vast implication of SERVQUAL has faced controversies in which it was criticized for its overarching application, which prevents researchers or practitioners from addressing the service quality in specific industries such as restaurants, hotels, and airports (Buttle, 1996).

Restaurant Service Quality Dimensions

Despite the difficulties involved in assessing service quality, especially in restaurant service, where it depends not only on the quality of the “delivered product but also on the service itself” (Mendocilla et al., 2021a), many attempts have been made to build scales to evaluate the quality of restaurant service over the years. (Table 1). Using SERVQUAL as a fundamental, DINESERV was developed with 29-item questionnaires, which were adopted to examine how customers perceive service quality in three distinct types of restaurants (fast-food service, casual, and fine dining located in the USA). However, DINESERV failed to evaluate the “food quality” which is an integral indicator of the dining experience. In contrast to DINESERV, TANGSERV was created to exclusively measure tangible aspects by using 13 items to evaluate the ambiance, product or service, and design in the establishments in the food service industry. However, this scale was found to ignore the significance of intangible elements, such as the behavior of employees, which play a critical part in enhancing customer satisfaction. DINESCAPE was next to be established to evaluate the service quality exclusively in upscale establishments or fine dining restaurants. Sharing the same drawbacks as DINESERV, DINESCAPE also failed to assess the food quality factor, which makes it difficult for academic researchers or practitioners to have thorough insights into how customers evaluate and perceive the delivered services. Taking into account the distinct differences in restaurant settings between general establishments and university dining facilities, Kim et al. (2009) developed an institutional DINESERV scale, which uses 18 items to investigate the dining experience of customers at the cafeteria inside campus. Another scale is DinEx, which was established to verify the performance of service in the restaurant. It was the first scale used to measure restaurant service quality while considering health and social factors apart from food and physical environment.

The emergence of CFFRSERV, GRSERV, and QUICKSERV scales was the response to the continuous research of restaurant service quality measurement. CFFRSERV, which comprised 28 items distributed into six dimensions, was created with the purpose of measuring the service quality in the Chinese fast-food business. The fact that cleanliness was added as a new measurement factor in the CFFRSERV scale when examining service quality indicates the importance of cleanliness to customers who visit Chinese fast-food restaurants. Recently, customers have become more aware of the environment and sustainable tourism; they are prone to have the intention to purchase products or use environmentally friendly services (Heo & Muralidharan, 2019). Therefore, green restaurants have been developed to satisfy customers' demands regarding environmental sustainability. The aim of the GRSERV scale was to grasp an insight into how customers perceived service quality in green restaurants. Environmental-oriented service and food quality were the new two parameters that were added to the model in comparison with the original DINESERV scale to study sustainable performance and green practices of green restaurants. Due to the rapid expansion of the quick-service restaurant sector, the QUICKSERV scale was developed to measure the customer experience in these establishments. QUICKSERV served as a control guide to guarantee the standard of service quality in global franchise management as quick-service restaurants' operations follow the rapid pace and large-scale serving in a short period of time. Nevertheless, the absence of COVID-19 factors from all the aforementioned service quality models suggests a research gap in the measurement of restaurant service quality amid the pandemic outbreak. As a result, the effects of the pandemic led to the creation of the REP-SERV scale, which comprises 28 items in six parameters, namely *empathy, flexibility, hygiene, body temperature, seating arrangement, support service, and personnel management*.

Table 1: The evolution of restaurant service quality measurement scale

Scale	Author (Year)	Items	Dimensions	Restaurant setting
DINESERV	(Steven et al., 1995)	29	Reliability, Assurance, Empathy, Tangibles, Responsiveness,	General restaurant
TANGSERV	(Raajpoot, 2002)	13	Design, Product/Service, Ambiance,	Foodservice industry
DINESCAPE	(Ryu & Shawn Jang, 2008)	21	Staff, Table setting, Facility aesthetics, Layout, Lighting	Upscale restaurant (Fine dining)
Institutional DINESERV	(W. G. Kim et al., 2009)	18	Service quality, Price, Atmosphere, Food quality, Convenience,	University restaurant
DinEx	(Antun et al., 2010)	20	Social, Atmosphere, Health, Food, Service	Foodservice industry
CFFRSERV	(Tan et al., 2014)	28	Tangibles, Responsiveness, Food, Assurance & Empathy, Reliability, Cleanliness,	Fast-food restaurant (Chinese)
GRSERV	(Chen et al., 2015)	28	Food quality, Empathy, Responsiveness, Environmental-oriented services, Assurance, Tangibles, Reliability,	Green restaurant

QUICKSERV	(Mendocilla et al., 2021b)	21	Personnel service environment, performance,	Physical Operation Food quality	Quick-service restaurant
REP-SERV	(Y. Y. Chang & Cheng, 2022)	28	Empathy, Flexible, Hygiene, Body temperature, seating arrangement, service, Management	Support Personnel	General restaurants (emphasizing pandemic prevention service)

METHODOLOGY

The purpose of this study is to provide a comprehensive review focusing on the dimensions of restaurant service quality by analyzing articles published within the timeframe of 2008 to mid-2023. Adopting a narrative approach, this research integrates systematic literature review (SLR) and meta-analysis techniques (Harris et al., 2014). This research follows the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) instructions with a total of 27-item checklist to verify the structure and reliability of the reviewing analysis. Abiding by PRISMA standards assures that the systematic review maintains transparency, consistency, and repeatability, offering the readers a credible approach to evaluating the integrity and reliability of the reported outcomes.

Eligibility Criteria

Table 2 describes the sample of articles selected for systematic literature review, which should satisfy the conditions based on the inclusion and exclusion criteria. The articles aligned with the predefined requirements were chosen for the next step of the analysis procedure. In the context of this study, papers published during the period 2008-2023 were collected, and all the articles published before 2008 were excluded. The research only accepted academic journals with the Scopus Index and included the keywords related to service quality. In this study, articles not written in English and from conference proceedings were excluded from the sample size for analysis. **Figure 1** illustrates the screening process for selecting the final articles for analysis.

Sources of Information

This section describes the process of identifying and selecting related articles for the systematic literature review. This paper used three main sources, Google Scholar, Emerald Insight, and Science Direct, to collect data for further analysis. A combination of keywords, justified in **Table 2**, is applied to the search procedure.

Figure 1: Screening process

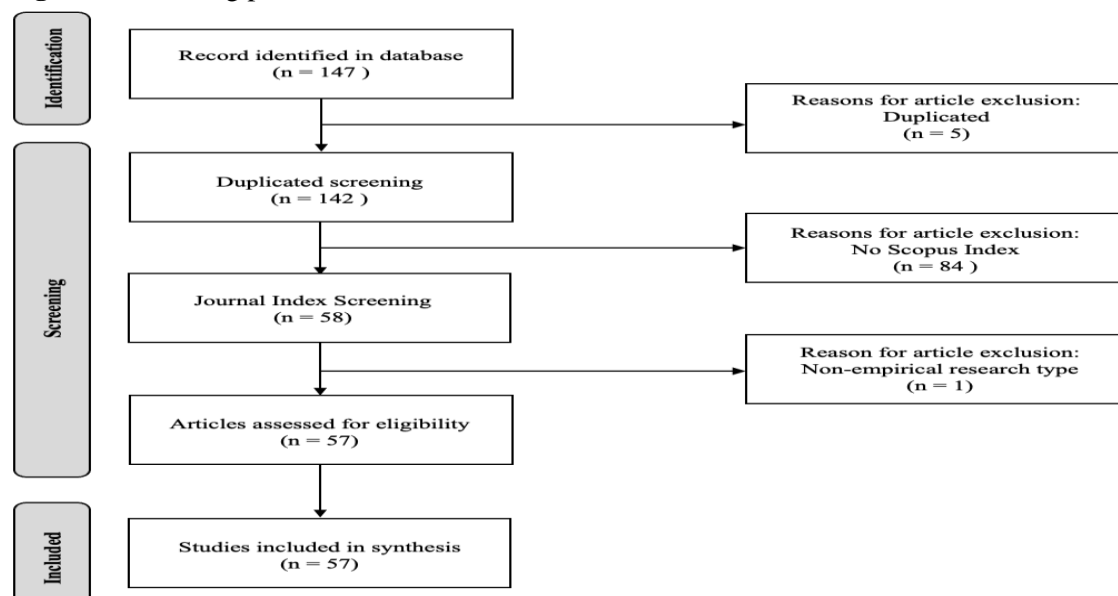


Table 2: Inclusion and exclusion criteria

Inclusion criteria	Exclusion criteria
Articles published in 2008-mid 2023	Articles published before 2008
Academic journals with Scopus index	Academic journals without Scopus index
The title has the following keywords “DINESERV”, “DINESCAPE”, “DinEx”, “TANGSERV”, “QUICKSERV”, “CFFRSERV”, “GRSERV,” “Restaurant service quality”, “service quality in the restaurant”, “restaurant services”	Title does not have keywords “DINESERV”, “DINESCAPE”, “DinEx”, “TANGSERV”, “QUICKSERV”, “CFFRSERV”, “GRSERV”, “restaurant service quality”, “service quality in the restaurant”, “restaurant services”,
Articles discuss restaurant service quality	Non-English articles

147 articles were collected following the predetermined inclusion and exclusion criteria stated in **Table 2**. Of the 147 articles, a duplication of 5 articles was extracted, which led to the remaining 142 articles. Of the 142 articles, only journals with Scopus index ranking from Q1 to Q3 were chosen; thus, 84 articles were deleted from the database, and the remaining 57 articles were processed through the next step. Of the 57 articles, 1 article was found to be a non-empirical research type, which was then excluded from the sample because non-empirical research contains theoretical papers, opinion writing, and other sorts of literature that fail to provide original empirical evidence or research findings. Although this type of research may help establish a theoretical framework or explore research questions, it is unsuitable for providing information that can be combined and analyzed in a systematic review. The systematic analysis of the database can focus on high-quality empirical studies that provide pertinent and trustworthy evidence to address the research issue by removing non-empirical research. Therefore, the review is more likely to be supported by reliable empirical data and provide valuable information to practitioners, policymakers, and academics. In conclusion, 57 sample articles were taken into consideration for the analysis.

Analysis and Synthesis

The analysis section describes a study conducted by an individual, which is then categorized into distinct components and establishes the relationships among these components (Denyer&Tranfield, 2009). In a synthesis that comes after the analysis phase, an attempt was made to connect the factors discovered in the numerous research. To update the present service quality dimensions that are predominantly adopted to measure service quality in restaurants, this study focuses on factors, dimensions, and indicators of restaurant service quality. First, a descriptive analysis was done to summarize the included research thoroughly. Descriptive analysis identifies research gaps or areas of little existing research in the literature, in addition to similar themes, trends, and patterns found across the articles, to influence future research directions. Second, frequency analysis was used to explore the crucial factors of measuring service quality in restaurants. This step involved extracting the most commonly used service quality dimensions from the literature review across studies.

In the entire sample population of the literature review, only the empirical study type was identified. An empirical research method is frequently used in studies on restaurant service quality because it allows researchers to gather systematic data on customer perception, satisfaction, and expectation to find patterns, trends, and correlations between factors relevant to service quality. According to the analysis of the literature review, the main objective of this research is to examine restaurant service quality in light of patron perceptions with the purpose of comprehending the interrelationship of service quality and patron behavior or satisfaction. Additionally, the most popular restaurant setting for conducting the research is a local restaurant, and fast-food restaurant comes in second. The third most popular restaurant setting is an upscale establishment or fine dining. **Table 3 describes** the restaurant types that were used in the sample articles. On the other hand, despite the fact that green restaurant setting was only adopted twice and smart restaurant was only adopted once, these two types of establishments can serve as potential restaurant settings for future research because they reflect the current trend in the restaurant service industry.

Table 3: Articles by restaurant types

Restaurant Types	Number of Research adopted
Local restaurant	19
Fast-food restaurant	11
Fine dining	7
Casual Dining	6
Green restaurant	2
Quick-service restaurant	2
Franchise restaurant	2
Buffet	1
Smart restaurant	1
University restaurant	1
Others (family-owned restaurants, restaurants in casino complex, and rural areas)	5
Total	57

Descriptive Analysis

The final sample consists of 57 articles chosen from 27 different journals. The distribution of articles by journals is shown in **Table 4**, with a focus on the disciplinary range of each journal as indicated by Scimago Journal and Rank (SJR) (SJR, 2022). With seven papers each, accounting for 12% of the entire sample, The Sustainability Journal and Journal of Foodservice Business Research have the most papers. The Journal of Foodservice Business Research is distinguished for publishing research relevant to the food service business, in contrast to the Sustainability Journal, which is well-known for publishing research that promotes sustainable development across all industries. In total, the top journals account for 52% of publications (Q1), followed by Q2 and Q3 with 30% and 18% of articles, respectively.

Table 4: Articles distributed journals (including SJR value)

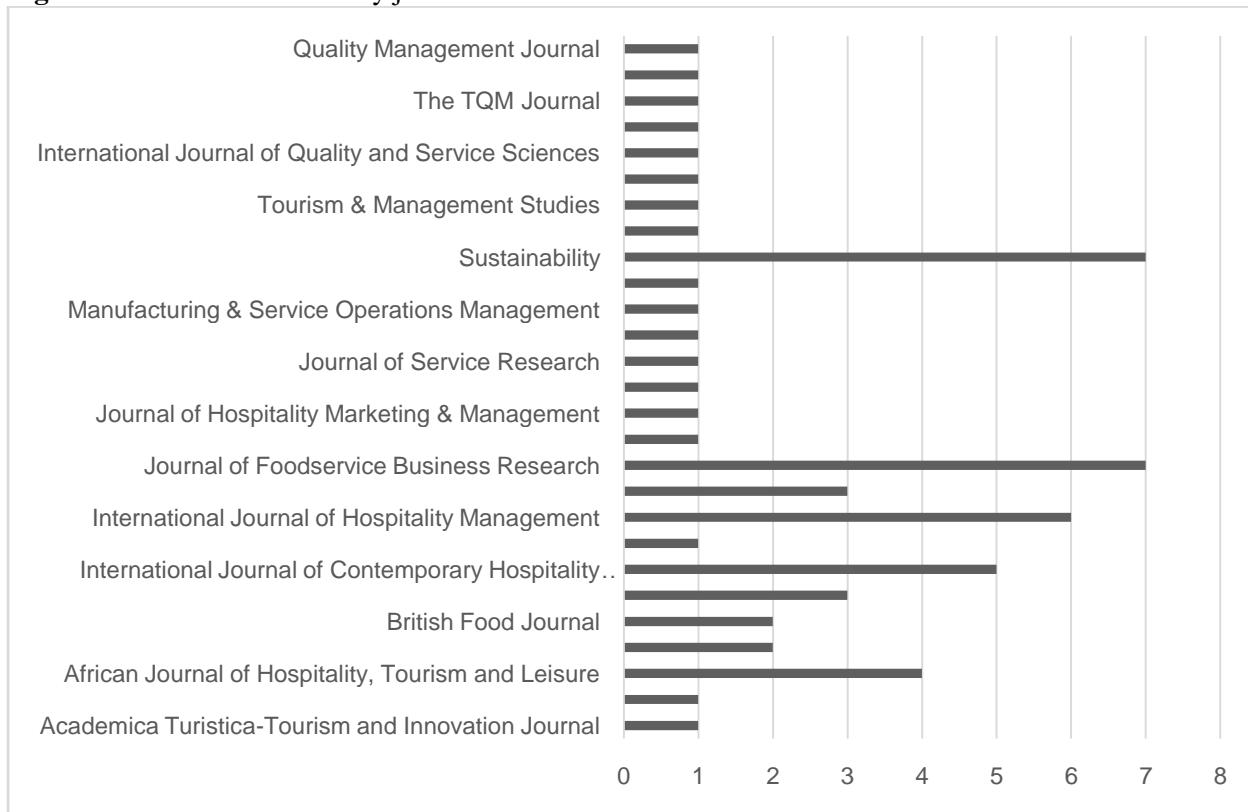
Journal	SJR (2022)	SJR Best Quartile	References
Technology in Society	1,49	Q1	(Zibarzani et al., 2022)
The TQM Journal	0,73	Q1	(Ahmed et al., 2023)
Total Quality Management & Business Excellence	0,912	Q1	(Chen et al., 2015a)
Sustainability	0,664	Q1	(K. J. Kim & Choi, 2019; Chun & Nyam-Ochir, 2020; Pan & Ha, 2021; Xia & Ha, 2021; Ong et al., 2022; Pai et al., 2022; Eren et al., 2023)
Manufacturing & Service Operations Management	7,126	Q1	(Mejia et al., 2021)
Journal of Service Research	4,981	Q1	(Wang, 2011)
Journal of Hospitality & Tourism Research	1,357	Q1	(Gazzoli et al., 2010)

Journal of Retailing and Consumer Services	2,543	Q1	(Namin, 2017)
Journal of Hospitality Marketing & Management	2,52	Q1	(H. J. Kim, 2011)
International Journal of Culture, Tourism, and Hospitality Research	0,682	Q1	(Ngan Truong et al., 2017)
International Journal of Contemporary Hospitality Management	2,5	Q1	(Bouranta et al., 2009; Ryu & Lee, 2012; Bujisic et al., 2014; Y. Y. Chang & Cheng, 2022; Wong et al., 2022)
International Journal of Hospitality Management	2,928	Q1	(Kim et al., 2009a; K. C. Chang et al., 2010; Ha & Jang, 2010b; Barber et al., 2011; Hanks et al., 2017; W. G.; Luoh&Tsaur, 2011)
Benchmarking: An International Journal	1,185	Q1	(Min & Min, 2011c, 2011a)
British Food Journal	0,645	Q1	(Bihamta et al., 2017; Mendocilla et al., 2021b)
International Journal of Quality & Reliability Management	0,61	Q2	(Qin et al., 2010; Shahzadi et al., 2018; Ghosh et al., 2023;)
Journal of Foodservice Business Research	0,527	Q2	(Ryu & Shawn Jang, 2008; Bufquin et al., 2015, 2017; Arroyo-López et al., 2017; Sirimongkol, 2021; Biswas & Verma, 2023; Antun et al., 2010)
International Journal of Quality and Service Sciences	0,545	Q2	(Qin & Prybutok, 2009)
Journal of Hospitality & Tourism Insights	0,64	Q2	(Amoako et al., 2023)
Tourism and Hospitality Management	0,34	Q2	(Marković et al., 2010b)
Quality Management Journal	0,55	Q2	(Ponnaiyan et al., 2021)
Services Marketing Quarterly	0,445	Q2	(Bougoure & Neu, 2010)
Journal of Tourism, Heritage & Services Marketing	0,434	Q2	(Mensah & Mensah, 2018)
Academica Turistica-Tourism and Innovation Journal	0,205	Q3	(Marko Kukanja & Tanja Planinc, 2019)
African Journal of Hospitality, Tourism and Leisure	0,216	Q3	(Mhlanga, 2018; Petzer & Mackay, 2014; Abdullah et al., 2022; Nicolaidis, 2012)
Advances in Hospitality and Tourism Research (AHTR)	0,323	Q3	(Tan et al., 2014)
Tourism & Management Studies	0,371	Q3	(Uslu, 2020)
International Journal for Quality Research	0,296	Q3	(Stranjancevic & Bulatovic, 2015; Adeinat, 2019; Kukanja et al., 2019)

The distribution of the articles varies among several journals. The Sustainability Journal and Journal of Foodservice Business Research, which rank highest in publishing frequency, were found to have each published seven articles. The International Journal of Hospitality Management published six articles, the International Journal of Contemporary Hospitality Management published five, the African Journal of Hospitality,

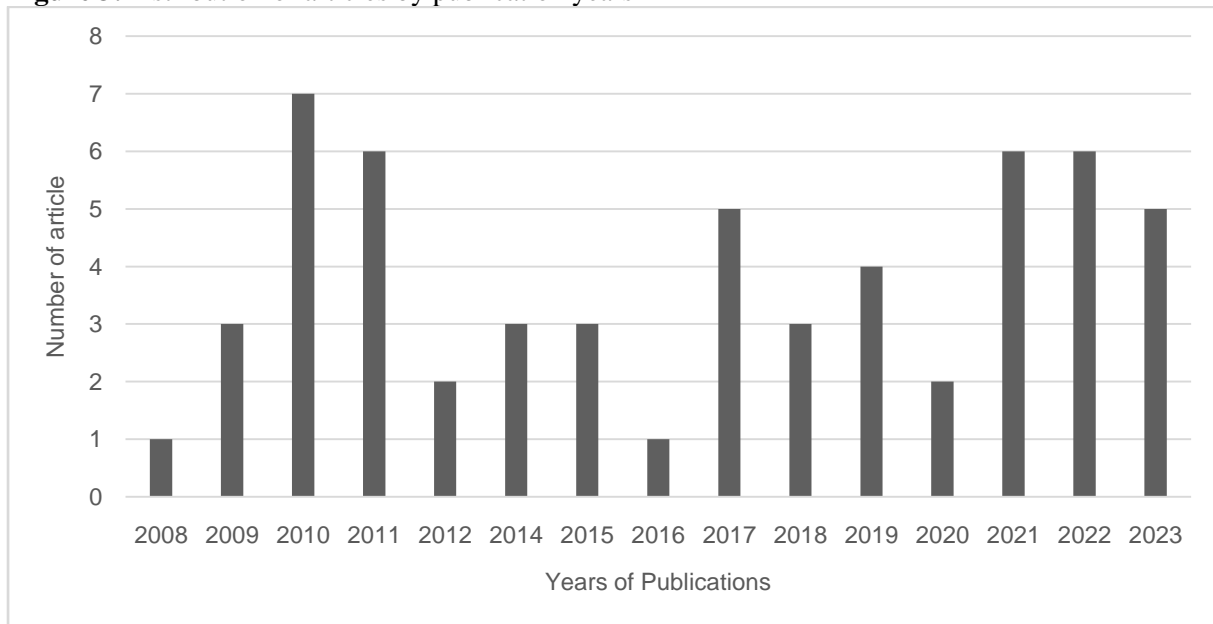
Tourism and Leisure published four, the International Journal of Quality & Reliability Management published three, the British Food Journal published three, and Benchmarking: An International Journal evenly distributed two publications. The remaining papers are evenly distributed across the remaining 18 journals, each with one paper (Figure 2).

Figure 2: Number of articles by journal



The number of scholarly papers published on the subject of restaurant service quality has changed throughout time, with 2010 being the highest number, with seven studies (**Figure 3**). There were found to be six publications published in each of the years 2011, 2021, and 2022. Five papers have already been published in the first half of 2023, and more are anticipated to be published in the second half of 2023. Since research frequently reflects the trends and interests of the research community, the variation in publications on restaurant service quality may be related to such trends. Research on restaurant service quality has attracted greater attention in recent years, which shows that academics are paying more attention to how well the dining business provides services, especially in light of the pandemic. Given that the presence of the pandemic has significantly altered the way restaurant services are operated, the majority of articles produced between 2020 and 2022 have been shown to have a strong connection to the influence of the pandemic on the service industry. Papers published in 2023, on the other hand, mainly focus on the smart restaurant where technology is utilized, which also suggests trends in the post-pandemic era.

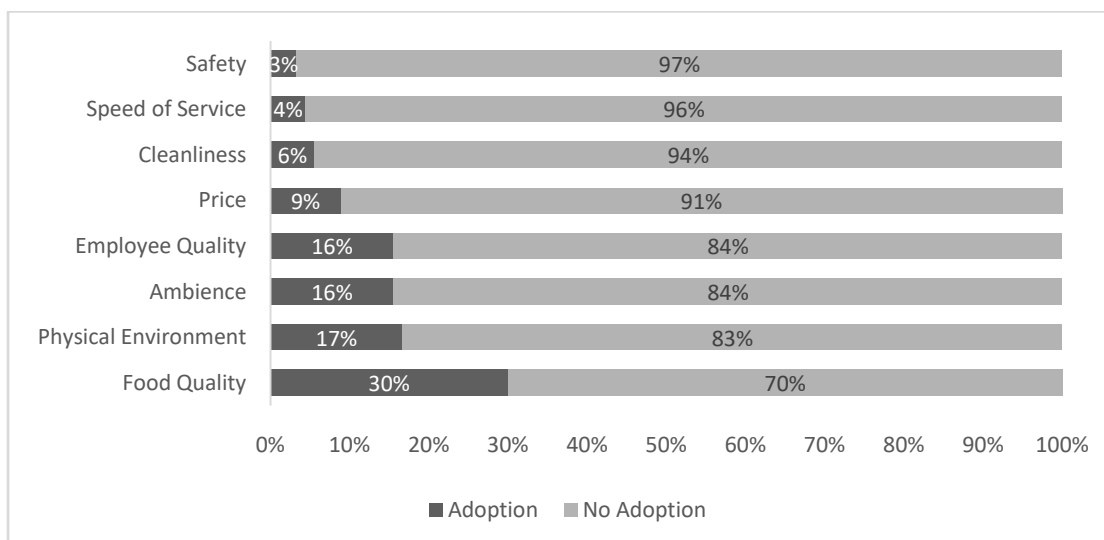
Figure 3: Distribution of articles by publication years



Frequency Analysis

The frequency analysis of applied dimensions, with the exception of the five dimensions in the DINESERV scale, is undertaken on the basis of 57 articles chosen as the sample since these five dimensions were created using the SERVQUAL model as a fundamental, designed for a general service industry. The objective of this paper is to identify specific parameters developed in the literature review; thus, five dimensions designed for general service quality, which are Reliability, Responsiveness, Tangible, Assurance, and Empathy, were excluded from the analysis. Eight parameters have been constructed as research instruments in line with the findings of the analysis. To be concise, the quality of food is the most frequently used of the eight dimensions, with 30%. Researchers employ 17% of the physical environment. 16% of researchers embrace employee quality and ambience quality in their studies (**Figure 4**). This demonstrates that the measurements of the restaurants that are employed in the study are varied.

Figure 4: The most frequently adopted dimensions



FINDINGS

It is challenging to evaluate the quality of service in the service sector, especially the restaurant business sector, due to its dynamic nature, where the business environment is constantly evolving. Many measurement scales have been constructed as a result of numerous attempts to produce a standard scale to measure the quality of restaurant service.

Restaurant service quality dimensions. The formation of a proper model to assess restaurant service quality has always been a captivating research topic. Restaurant managers must react quickly due to the dynamic nature of the service industry and the frequent changes in the business environment to preserve and improve customer perceptions of restaurant service quality and the competitive advantage of the company. DINESERV (Steven et al., 1995) was created with a 29-item scale to measure service quality in restaurants in order to address the inadequacies of SERVQUAL, which was established by Parasuraman et al. (1988). The DINESERV assessment approach is frequently used in research on the food and beverage sector to assess service quality across five dimensions: Reliability, Responsiveness, Tangible, Assurance, and Empathy. Several researchers have studied the connections between service quality parameters and other variables like customer satisfaction, loyalty, and customer behaviors using a modified version of DINESERV. (Chun & Nyam-Ochir, 2020; K. J. Kim & Choi, 2019; W. G. Kim et al., 2009a; Mensah & Mensah, 2018). The most frequently added factor to the original DINESERV model is food quality, which represents the fact that food quality is an indispensable measurement to evaluate service quality in restaurant settings. Additionally, some researchers even built a new set of dimensions, such as QUICKSERV, which represents the assessment of the restaurants providing quick service (Mendocilla et al., 2021b) to study the service quality in particular types of restaurants due to the variations in restaurants, CFFRSERV (Tan et al., 2014) was commonly adopted to evaluate the Chinese fast-food restaurant's service quality which significantly contributes to identifying the distinctive features of how China operates fast-food establishments. Furthermore, TANGSERV (Kausar et al., 2014) was developed to exclusively study the tangible quality in the food and service industry without omitting intangible factors. This scale was not widely used since none of the selected papers applied it to their research to investigate service quality empirically. The scale successfully defined an assessment of physical features but neglected the fact that the nature of the restaurant industry is providing dining service to the customers, which implies the fact that only a tangible factor itself is unable to measure the service quality. DinEx (Uslu & Eren, 2020) was the first and only model that mentioned social and health factors when capturing restaurant service quality, which emphasizes the significance of a sense of belonging and a nutritional balance of the served food. Although DINESCAPE (Ryu & Shawn Jang, 2008) was created to measure the service quality in upscale restaurants, none of the selected articles adopted this scale, which highlighted the fact that either the upscale restaurant setting was not widely researched or the measurement scale was not suitable to assess the service quality in the fine dining establishments. This is also applied to the Institutional DINESERV scale, which none of the selected articles used to conduct empirical research in university campus restaurant settings. The green restaurant concept emerged in response to the increasing concern about the environment and sustainable tourism among customers, and GRSERV was created to verify the service quality in those establishments. After the creation, only one article was adopted to measure the green restaurant service quality in Turkey, which indicates the shortage of empirical research to validate the effectiveness of the scale. The most recent model is REP-SERV, which includes social-distant factors with the aim of measuring service quality in terms of preventing epidemics.

The findings of the literature analysis imply that each restaurant setting employed specific measurement scales, demonstrating the fact that no standard measurement has yet been established to measure service quality in restaurants. DINESERV was the most used scale, making up 15% of all articles. In addition, seven new scales for evaluating service quality in various restaurant types have been created from 2008 to 2023. This demonstrates a research gap where existing service quality dimensions are not sufficiently comprehensive to assess restaurant service quality, thus necessitating a regularly updated measurement to reflect the industry's quick change and dynamic aspect. The measurement concept for restaurant services is distinct due to its diverse nature, which prevents a solid scale from being able to fully assess the service quality, in contrast to other services like hotels, hospitals, and banks that primarily adopt SERVQUAL as their standard service quality measurement.

New construct restaurant service quality parameters. To address the business difficulties of today, particular dimensions for measuring restaurant service quality must be defined compared to the conventional DINESERV model's five dimensions (Assurance, Empathy, Responsiveness, Tangible, and Reliability). Eight new dimensions are formed as new measurements, excluding the aforementioned five dimensions (**Table 5**). These dimensions were taken from the frequency analysis of the applied dimensions in the chosen articles.

Table 5: New construct dimensions of restaurant service quality

Dimensions	Definition	Authors
Food Quality	An evaluation of the inherent qualities of food served by a restaurant with a focus on its sensory qualities, nutritional value, and overall satisfaction it brings to the patrons. It consists of several components determining the quality, flavor, freshness, safety, and presentation of the offered food items.	Abdullah et al. (2022); Antun et al. (2010); Biswas & Verma (2023); Bufquin et al. (2017); Bufquin et al. (2015); Bujisic et al. (2014); Chen et al. (2015); Chun & Nyam-Ochir (2020); Eren et al. (2023); Ghosh et al. (2023); Ha & Jang (2010); Kim & Choi (2019); Kim et al. (2009); Mejia et al. (2021); Mendocilla et al. (2021); Mensah and Mensah (2018); Namin (2017); Ngan Truong et al. (2017); Petzer& Mackay (2014); Qin &Prybutok (2009); Qin et al. (2010); Ryu & Lee (2012); Shahzadi et al. (2018); Stranjancevic&Bulatovic (2015); Tan et al. (2014); Zibarzani et al. (2022)
Physical Environment	The evaluation of the tangible aspects of the restaurant's physical environment that influence the whole dining experience. It consists of the physical space in which the restaurant operates and includes its design, layout, cleanliness, comfort, and functionality.	Barber et al. (2011); Bihamta et al. (2017); Ghosh et al. (2023); K. J. Kim & Choi (2019); Mendocilla et al. (2021); Pai et al. (2022); Ryu & Lee (2012); Ryu & Shawn Jang (2008); Xia & Ha (2021)
Ambiance	The general tone, ambiance, and sensory experience that the restaurant generates. It impacts how customers feel and how much they enjoy their meals.	Abdullah et al. (2022); Antun et al. (2010); Arroyo-López et al. (2017); Bufquin et al. (2015), (2017); Bujisic et al. (2014); Chun & Nyam-Ochir (2020); W. G. Kim et al. (2009); Mejia et al. (2021); Ngan Truong et al. (2017); Ryu & Shawn Jang (2008); Stranjancevic&Bulatovic (2015); Zibarzani et al. (2022)
Employee Quality	The evaluation of the staff members' professionalism, competency, behavior, and overall performance underlines the staff's knowledge, capabilities, and personality traits directly affecting the quality of services offered to the customers.	Arroyo-López et al. (2017); Barber et al. (2011); Bihamta et al. (2017); Ngan Truong et al. (2017); Ryu & Shawn Jang (2008); Stranjancevic&Bulatovic (2015)
Price	An assessment of the monetary value customers assigns to the cost of dining at a certain restaurant. It comprises determining if the prices charged for the food, beverages, and overall dining experience provided by the restaurant are reasonable, affordable, and appropriate.	Ahmed et al. (2023); Arroyo-López et al. (2017); Chun & Nyam-Ochir (2020); Kim & Choi (2019); Kim et al. (2009); Namin (2017); Qin et al. (2010); Stranjancevic&Bulatovic (2015)
Cleanliness	An evaluation of the restaurant's adherence to the standards of hygienic	Barber et al. (2011); Chang & Cheng (2022); Ngan Truong et al. (2017); Sirimongkol (2021); Tan et al. (2014)

	practices and sanitation. It covers every space that interacts with clients or influences how they dine, including the dining room, kitchen, restrooms, and utensils.	
Safety	An evaluation and procedures a restaurant uses to ensure the health, safety, and well-being of its patrons and staff.	Bouranta et al. (2009); Zibarzani et al. (2022)
Speed of Service	An assessment of the speed and efficiency a restaurant provides its customers with its goods and services. It emphasizes how quickly orders are taken, meals are prepared, services are provided, and bills are settled.	Abdullah et al. (2022); Gazzoli et al. (2010); Stranjancevic&Bulatovic (2015)

The most critical element that affects the whole eating experience concerning restaurant service quality is the food quality. Customers have the intention to seek delicious and well-prepared dishes; the food's taste and flavor are essential. The aesthetic appeal and presentation of the food also influence how people evaluate the quality of the food. Since customers value having a range of choices to match their preferences and dietary requirements, the variety and diversity of menu options are crucial factors to consider. The second most frequently adopted factor is the physical environment, which includes interior, building exterior, layout, and facility aesthetics. A pleasant building exterior can shape a positive first impression that potential customers have of the establishment or layout, including seating arrangement, which can affect the comfort and intimacy of the dining experience. It has been said that one of the most essential factors in determining service quality is the physical environment since it influences both the customers' first impression of the restaurants and their whole dining experience, which directly affects customer satisfaction. The third most widely used element when measuring restaurant service quality is ambiance. Ambiance comprises the surrounding atmosphere and lighting in the restaurant, which plays an integral part in establishing an emotional connection with customers. Employee quality, including staff behavior, personal service, and competence, was identified as the fourth frequently used element. The staff represents the business and serves as the main point of contact with customers. Having knowledgeable employees can enhance the quality of service since they can provide valuable information, answer questions, and offer recommendations to their customers. Price and cleanliness are also included in the new construct of service quality dimension due to their significance in determining the quality of service. Of all eight parameters, safety and speed of service are the two new dimensions that have never been integrated into the current service quality measurements. These two dimensions were developed by the researcher while conducting the systematic review of restaurant service quality literature. The safety factor was only used once as one of the factors to evaluate service quality during the COVID-19 outbreak (Zibarzani et al., 2022). The pandemic has set a new standard for service quality since customers are now more concerned about sanitization when visiting restaurants. Therefore, safety is of paramount importance in the dimensions of service quality, especially in the era of post-epidemic. The speed of service refers to timely service, and waiting time is another new dimension to be added to the service quality scale. Speed of service is not only about how quickly staff delivers the food or services to the customers but also about the whole waiting time of customers out of their overall dining experience in restaurants. The inclusion of the speed of service factor in determining service quality contributes to enhancing the efficiency and validation of measurement since customers these days tend to have high expectations of efficient and timely service. Therefore, these two parameters would support practitioners managing restaurants if they are developed as part of a broader context.

Research gap. According to the literature review, most articles examined the service quality from the perspective of the customers. Only Kukanja et al., (2019) examined the service quality from the perspective of the restaurant managers and their perceptions of the restaurant's size and seating capacity. Accordingly, no studies have been done to determine the effect of service quality attributes on improving revenue and profits. This represents the research gap that needs to be addressed to better grasp the connection between service quality aspects and restaurant revenues. Moreover, the absence of research on service quality from the restaurant business industry's perspective also presents another research gap.

Research on restaurant service heavily relies on customer viewpoints as opposed to the airport service sector, where Airport Council International (ACI) conducts research on evaluating airport service quality. As a result, it is challenging to monitor how restaurant service quality scales are applied in the industry.

CONCLUSION

This paper aims to present a comprehensive summary of the studies relevant to service quality in the restaurant sector by tracking its progress over the past 15 years. After examining the selected papers, three significant conclusions can be drawn from this study. First, customer satisfaction, loyalty, and behavioral intentions concerning restaurant service quality are frequently researched. Customer satisfaction, which refers to customers' subjective assessments of their entire experience at the restaurant, is a key indicator of service quality. Customers who are satisfied with the service are prone to become loyal to a restaurant, resulting in repeated visits and positive word-of-mouth recommendations. A restaurant's long-term success and profitability are also influenced by customer loyalty. Additionally, customer satisfaction and service quality are found to have a vital effect on consumer behavior intentions, including intentions for revisiting, positive reviews, and recommendations. Accordingly, the efficiency of service delivery can be determined by considering the relationship between service quality and certain customer-related variables. Likewise, this research helps to inform strategies for enhancing customer experiences and building customer loyalty.

Second, the DINESERV model, which is a prominently adopted measurement in the restaurant setting, was mainly developed in accordance with the SERVQUAL model. However, it has been discovered that the DINESERV model's five dimensions are limited in assessing the dining experience since it faces the possibility of oversimplifying the complexity of customer experiences. In addition, it might not include all elements that affect service quality in a restaurant setting, such as food quality, employee quality, ambiance quality, price, cleanliness, safety, and speed of service. As a result, eight dimensions were extracted from this study to contribute to forming a new measurement instrument for service quality in restaurants. Besides, future research should focus on the new parameters, namely safety and speed of services, which have never been applied in the existing model to ensure secure and prompt service in the restaurant.

Third, several service quality measures, such as CFFRSERV, GRSERV, and QUICKSERV, have been developed to assess the level of customer service in particular restaurant contexts. These scales take into consideration the unique characteristics of each type of restaurant context. Each model has a distinctive set of parameters that are tailored to examine the service quality in different kinds of restaurants. These scales are crucial in offering an organized method for analyzing and addressing essential elements of the dining experience, which aids researchers and practitioners in assessing and enhancing restaurant service quality.

As part of the future research agenda, it is first suggested that the dimensions of measuring restaurant service quality be examined in different types of restaurants to discover new dimensions. For example, given that customers are now becoming more concerned about sustainability and environmentally friendly services and products, future research should consider sustainable practices such as green restaurants when conducting research. In the context of this paper, only one paper applying the GRSERV model researched green restaurants to test the effectiveness of this scale (Chen et al., 2015). Additionally, as the existing dimensions explored by (Wong et al., 2022) are primarily based on the SERVQUAL model, the smart restaurant is also a prospective environment where researchers can study and design a new measurement scale. Second, future research should also consider the interrelationship between restaurant profits and service quality and conduct the research from the perspective of restaurant managers. Last but not least, since the lack of studies from a restaurant industry perspective represents a drawback that prevents both researchers and practitioners from comprehensively understanding restaurant service, the necessity of research on restaurant service quality from an industry perspective is paramount, indicating prospective future research guidance.

In summary, researchers and practitioners who are interested in service quality, especially restaurant service quality, may find it beneficial with the findings of this study. It provides a thorough overview of the current situation and potential research guidance for future studies relevant to restaurant service quality measurement. The proposed dimensions could be a valuable instrument for those searching for an updated approach to examine service quality in a restaurant context.

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