

SERVICE QUALITY IN FINE DINING: A REVIEW OF DINESERV LITERATURE

Trisha Moni Talukdar¹, Dr. Uttam Kr. Baruah²

¹Research Scholar, Department of Commerce, Gauhati University

²Principal, Kaliabor College, Nagaon

Abstract

DINESERV is understood as a framework for measuring service quality in fine dine restaurants and it highlights the evolution of the restaurants tracing back its origins to the French Revolution and the emergence of modern dining experiences. A restaurant may turn to fine dine restaurants provided it fulfils some characteristics. A review of existing literature shows that ambience, service quality, menu offerings are most significant contributors towards gaining customer satisfaction and loyalty. This study aims to analyse the application of the DINESERV framework in measuring service quality within fine dining restaurants. Employing a comprehensive literature review methodology, it synthesizes existing research on service quality dimensions, emphasizing the five key factors: tangibles, reliability, responsiveness, assurance, and empathy. Assurance, empathy, and tangibles are regularly found to be the most important factors in determining patron happiness and loyalty in the fine dining industry. The study finds that high service quality leads to increased customer satisfaction, positive in word-of-mouth and repeat patronage. This paper aims to contribute to the understanding of service quality dynamics in the fine dine restaurants and provide useful insights of practical implications for restaurant operators.

Keywords: DINESERV, Service Quality, Fine Dining Restaurants

JEL Classification: M31, L83, D12, D90

Introduction

Dining Restaurant: Restaurants are the part of food and beverage service industry. Usually, food served and consumed in the premises of the restaurant, conversely most of the restaurants provide facility of home delivery and take out services (Arora, 2011). Restaurant industry has gathered full of assessable conditions for its attractiveness because it is known as with four basic needs of human beings as "food-drink-accommodation-travel". Restaurants are one of the major food industries that have played a significant role in serving consumers with already prepared food. A restaurant prepares and serves food, drink and dessert to customers. Meals are generally served and eaten on premises, but many restaurants also offer take-away and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models. The modern-day restaurant was born in Paris, France in 1766 when Mathurin Roze de Chantoiseau started a health food outlet which was effectively an elegantly decorated cafeteria; he sold a special type of bullion and named it "restaurants" (Spang, 2020).

While modern restaurants are believed to be a by-product of the French revolution, food services were available even in ancient times. Public eateries and street vendors were not an uncommon sight in ancient Rome, whereas travelers during medieval times often ate at monasteries, taverns, inns, and hostleries. But it was the French revolution that gave birth to restaurants as we know them today by abolishing the monopolistic cooks' guilds. The enterprising French chefs took advantage of the opportunity to serve a primarily middle-class customer base dishes that were prepared to order.

There are various categories of restaurants like fast food restaurants, casual dining restaurants, fine dining restaurants, take away restaurants etc. Dine-in visits tend to account the most positive guest experiences because the restaurant is able to provide the highest level of service, food and atmosphere.

Fine-dining establishments are those that offer complete table service in addition to an upmarket menu of food and drinks. There is frequently a dress code and appropriate eating etiquette for patrons, and these restaurants typically offer a more upscale atmosphere, high-quality dinnerware, and cutlery, educated wait staff, and more professional staff uniforms (Harr and Ko Lily King, 2008; Tlapa et al., 2011). As for the customers of fine dining, they often anticipate high-quality service, extravagant menus, and unique ambience (Rozekhi et al., 2016; Walker, 2022) and believe that attending fine-dining restaurants has an impact on their social status (Eliwa, 2006) therefore, they are more willing to pay a price premium for exquisite cuisine and flawless service (Harr and Ko Lily King, 2008). Fine dining is frequently related with luxury restaurants that provide upper-class experience including: high-quality food, an elegant atmosphere, and great service and are generally distinguished by their meticulous attention to detail, including multi-course menus emphasizing on high-quality, precise services and an impeccable atmosphere. Creating an experience in fine dining restaurants not only depends on the food quality, even though it plays one of the key roles. The atmosphere, the ambience of the restaurant as well as the high-level service quality is vital to define a fine dining experience (Kellam, 2019).

Key Characteristics of Fine Dining Restaurants

Fine Dining is distinct for several defining traits, setting it apart from the typical dining experience. Here are some of the defining characteristics:

- **Ambience and decor:** Fine Dining specializes in creating a serene and inviting environment, enhanced by the sophisticated and elegant decor. The effect is one of complete relaxation, comfort, and class.
- **Service:** The essence of a truly luxurious experience lies in the outstanding service provided by both servers and sommeliers, who will attend to every need of the customer with their expert knowledge and polished manner.
- **Menu and cuisine:** Classic cooking methods are employed to create exquisite fare, relying heavily on the freshest and most local seasonal ingredients.
- **Table setting and etiquette:** From the flourish of presentation to the minute attention to detail, the customer is guaranteed an immaculate setting for a truly memorable culinary experience.
- **Dress code:** Fine establishments typically impose a dress code for their guests, requiring them to dress properly.

Three fundamental features in a fine dining restaurant also known as full-service restaurants which will affect the customer's impression are food quality, service of the restaurant and the atmosphere (Namkung and Jang, 2007). These serve the purpose of social gathering offering tempting food from local flavours to continental cuisines. Fine dining restaurant differentiates itself from casual dining in the form of finest food, upscale service and exotic ambience. Fine dining restaurants are known for using high-quality ingredients and have been commended for preparing complex dishes, and paying very close attention to the appearance of the plate. There have been several academic researches that have looked into how chefs and restaurants maintain this level of quality, such as through ingredient sourcing, cooking practices, and

plating methods. Service in the restaurant industry is equally crucial especially in a fine dining setting. Waiters are expected to frequently give every customer personalized attention while carrying various other practical expertise and are required to carry specific emotional elements/behaviour. Fine dining restaurants train their employees, manage customer interactions, and create memorable experiences for their customers. Atmosphere or ambience in fine dining is also extremely important and is intended to provide a luxurious and sophisticated environment which simultaneously matches the high-quality food and service. Fine dining restaurants produce this environment, including various factors such as interior design, lighting, music, and other sensory indications

Today fine dining restaurant can be in any type of setting and feature a wide variety of cuisine, from ethnic to organic and local fare. These are mostly stand-alone outlets but some are attached to star category hotels too. As disposable incomes are rising, dining culture is on the rise indicating fine growth prospects for fine dining sector in India. As a result, this segment is high on competitive aspects attracting many international brands as well as local players. With people travelling more often, ease of internet, larger disposable income, popularity of blogs and tweets, people seek fine dining. Greater awareness of global cuisines combined with ease of availability of ingredients to prepare these dishes, fine dining is the new trend. With Fine dining slowly coming of age in India, restaurants are doing all they can to elevate the dining experience of the consumers by providing them with excellent customer service and a memorable dining experience. A fine dining restaurant can be characterized as a full-service restaurant. It is primarily because of the table service. (Spears and Gregoire, 2007). The expectations of guests toward the restaurant services depend on the type of the restaurant (Kim and Moon, 2009). Fine dining restaurants are expected to be exceptional from the regular restaurants, in terms of everything, i.e., utmost level of prices among restaurants with extraordinary standards, finest ambience, operating procedures and atmosphere and above all excellent service. The restaurant image is recognized as an essential component of the customer satisfaction and therefore it is a cornerstone of the success of the fine dining restaurants. (Downs and Haynes, 1984) pointed out the relationship between the restaurant success and the effectiveness of its image management. A fine dining restaurant, therefore, must focus on its image using increased upgrades and improvements in décor, ambience and interior design to attract customers and to differentiate itself from its competitors (Downs and Haynes, 1984).

Service Quality in Fine Dining Restaurants

The main concern in a service firm is how its performance is judged and perceived by the customer (Abelson, 1989). The service industry is becoming highly competitive and high-quality customer service is essential for a firm's survival. Restaurants are the integral part of food and beverage service industry. Because of inherent diversity, services have traditionally been difficult to define. Complicating matters further is the fact that the way in which services are created and delivered to customers is often hard to grasp because many inputs and outputs are intangible. Quality is an essential and distinctive characteristic of a service that describes its degree of excellence. It has the ability to satisfy and delight the customers through its direct effect on performance. The consumer expects quality to be the basic constituent in the core offering of any services, offered at the market place (Kandampully, 1996). Service quality is in essence a vital ingredient in the services marketing which acts as the core requirement for satisfying customers. To maintain the economic competitiveness, it is essential for the service providers to induce sustainable competitive advantage through distinguishing quality that enables the creation of satisfied customer base (Culiberg et al., 2010). In case of restaurants quality is created during the process of service delivery. This fact requires that an instrument to measure service quality must have an effective means of assessing customer's perception of

service quality during service rendering (Diab et al., 2002). In spite of finest services, a customer will persistently expect services of still better quality (Fornell, 1992; Oliva et al., 1992). Although delighted, a customer still wants improvement in respect of better services and an endless positive change. While offering services to the customers, a marketer must be exceptionally cautious and deterrent as every augmented service soon becomes an expected service (Nanda and Khandai, 2017). Previous studies in the past have found that Service quality perceptions vary based on consumer attributes. Gender and age were found to be key attributes (Harrington et al., 2011) while (Ganesan-Lim et al., 2008) examined service quality differences based on income groups. Various studies have been conducted in the recent years where different attributes of restaurant service quality have been identified and studied (Bojanic and Rosen, 1994; Gupta et al., 2007; Ha and Jang, 2010; Iglesias and Guillén, 2004; Kivela et al., 2000). Food quality, service quality, atmosphere, convenience, price and value were recognized as six separate attributes of restaurant quality (Kim et al., 2009). Service quality, which may be the most studied restaurant quality attribute (Cronin and Taylor, 1992; Dabholkar et al., 2000; Ha and Jang, 2010; Mattila, 2001), has been defined as the customer’s judgement of the overall excellence or superiority of the service (Zeithaml, 1988). Research on customer expectations and service quality perceptions in the food service industry highlights key attributes driving satisfaction, including affordable prices, high-quality and nutritious food, value for money, excellent service, convenient location, strong brand reputation, and positive image (Johns and Howard, 1998; Tam and Yung, 2003) Specifically, restaurant satisfaction stems from food quality (hygiene, nutrition, and healthiness), ambiance (layout, furnishings, and cleanliness), atmosphere (comfort and emotional experience), and service quality (speed, friendliness, and attentiveness), all contributing to a memorable dining experience (Johns and Pine, 2002).

Meaning of DINESERV

“DINESERV” which is a variation of SERVQUAL designed by Pete Stevens, Bonnie Knutson and Mark Patton in 1995 was proposed as a reliable, relatively simple tool for determining how consumers view a restaurant's service quality. The authors describe the DINESERV as “a tool for measuring Service Quality in restaurants”. Similar to SERVQUAL the number of items in DINESERV was refined to 29 items from the original 40 items in SERVQUAL to increase reliability of the data collected. The 29-item DINESERV questionnaire comprises service-quality standard statements that fall into the same five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance and empathy. The responses were on seven-point scale from Strongly Agree (7) to Strongly Disagree (1). The 29-item questionnaire includes 10 items representing tangibles, 5 representing reliability, 3 for responsiveness, 6 for assurance and 5 for empathy.

Table 1: DINESERV Dimensions and parameters

Dimensions	Parameters
Tangibles	1. Restaurant has visually attractive parking areas and building exteriors.
	2. Restaurant has a visually attractive dining area.
	3. Restaurant has staff members who are clean, neat, and appropriately dressed.
	4. Restaurant has a decor in keeping with its image and price range.
	5. Restaurant has a menu that is easily readable.
	6. Restaurant has a visually attractive menu that reflects the restaurant’s image.

	7. Restaurant has a dining area that is comfortable and easy to move around in.
	8. Restaurant has rest rooms that are thoroughly clean.
	9. Restaurant has dining areas that are thoroughly clean.
	10. Restaurant has comfortable seats in the dining room.
Reliability	11. Restaurant serves you in the time promised.
	12. Restaurant quickly corrects anything that is wrong.
	13. Restaurant is dependable and consistent.
	14. Restaurant provides an accurate guest check.
	15. Restaurant serves your food exactly as you ordered it.
Responsiveness	16. Restaurant during busy times, has employees shift to help each other maintain speed and quality of service.
	17. Restaurant provides prompt and quick service.
	18. Restaurant gives extra effort to handle your special requests.
Assurance	19. Restaurant has employees who can answer your questions completely.
	20. Restaurant makes you feel comfortable and confident in your dealings with them.
	21. Restaurant has personnel who are both able and willing to give you information about menu items, their ingredients, and methods of preparation.
	22. Restaurant makes you feel personally safe.
	23. Restaurant has personnel who seem well trained, competent, and experienced.
	24. Restaurant seems to give employees support so that they can do their jobs well.
Empathy	25. Restaurant has employees who are sensitive to your individual needs and wants, rather than always relying on policies and procedures.
	26. Restaurant makes you feel special.
	27. Restaurant anticipates your individual needs and wants.
	28. Restaurant has employees who are sympathetic and reassuring if something is wrong.
	29. Restaurant seems to have the customers' best interests at heart.

Source: *The 29 Dimension scale of DINESERV were developed by Pete Stevens, Bonnie Knutson and Mark Patton and originally published in Dineserv: A tool for measuring service quality in restaurants. Journal of Restaurant & Foodservice Marketing, 1(2), 53-65*

Review of Literature

Kukanja et al., (2016) highlighted the marketing quality dimensions (7P) really matter in assessing the quality of the dining experience and influencing the development of guests' loyalty. In this study researchers designed to develop an understanding of the relationships among these variables. An integrative marketing-oriented model was developed and tested using data collected from guests in the restaurant industry. The finding of their study that guests perceive restaurant quality according to three marketing quality dimensions – (1) people, (2)

placement, and (3) product (food) and physical evidences – while only the ‘people’ dimension significantly influences post-purchase behaviour. Research results show that no other marketing dimensions are statistically significant in determining restaurant quality perception and guests’ loyalty development.

Petzer Daniel and Mackay Nedra (2014) studied how dining atmospherics, food quality and service quality can be enhanced to improve customer satisfaction at sit-down restaurants. The study is quantitative and descriptive in nature. Data was collected through self-administered questionnaires from 250 sit-down restaurant diners in urban areas of South Africa’s North-West Province. The results indicate that respondents’ perceptions of food and service quality are significant predictors of customer satisfaction at sit-down restaurants. The study therefore measures these constructs and determines the extent to which they predict customer satisfaction.

Harr and Ko Lily King (2008) did an exploratory study of customer satisfaction of fine dining restaurants in Singapore. This paper seeks to find out the service dimensions of service quality, which lead to higher levels of customer satisfaction. This study suggested that the service dimensions of assurance, empathy and tangibles are the most important to customers’ evaluation of service quality, and thus, may have a positive influence customer satisfaction. The service aspects of each of these dimensions were discussed and recommendations were made for restaurateurs to improve their service to ensure higher levels of customer satisfaction.

Tinakhat and Pooripakdee (2022), aimed to study ways to increase service quality of fine-dining restaurants in Phitsanulok by using the Performance-Priority Analysis (IPA) as a tool to assess service quality. Purposive sampling was conducted by distributing surveys to 200 Thai customers of fine-dining restaurant in Phitsanulok from October 2019 to November 2019. The result of the research shown that consumers place the most importance on Assurance, followed by Empathy, Reliability which was in Quadrant 2, Responsiveness was in Quadrant 4, and Tangibility was in Quadrant 1.

In another study by Vanniarajan and Meharajan (2012) the important DINESERV factors in the restaurant industry were identified along with measuring the impact of various DINESERV variables in each factor on the overall service quality in the restaurant industry. They concluded that confirmatory factor analysis confirmed the existence of six DINESERV factor in restaurant industry namely; Relationship benefits, Empathy, Communication, Food quality, Price fairness and Tangibles. Moreover, further analysis showed that food quality had the strongest influence on the overall service quality.

Kim et al., (2009) examined the reliability and validity of a modified DINESERV instrument fit specific establishments. The results of this study strongly suggest that the service quality of foodservice operations has a positive impact on customer satisfaction and ultimately contributes to positive word of mouth recommendations of the establishments. Overall, the results indicated that this instrument can be used in casual dining restaurants to measure the foodservice quality not only in the US, but also in Asian operations. In addition, the positive parameters provide evidence that better quality of products and service yield higher level of customer satisfaction.

Polyorat and Sophonsiri (2010) have reached similar conclusions when they examined how each dimension of service quality may exhibit different impacts on customer satisfaction and customer loyalty in the chain restaurant context. They surveyed 395 Thai undergraduate students. They found that the service quality dimensions of tangibles and empathy have significant influences on customer satisfaction and customer loyalty while the other three

dimensions (reliabilities, responsiveness and assurance) do not. In addition, customer satisfaction appears to mediate the influence of service quality dimensions on customer loyalty.

Mena et al., (2021) did a research work entitled, “Assessing the effect of Service Quality on Consumer Satisfaction a case of Selected Hotels and Resorts in Ethiopia”. The specific objectives of this study were to assess the attitude of consumers and the level of consumers' satisfaction on selected resort and hotel service quality in Ethiopia. A sample size of 368 respondents was taken for the study. Purposive sampling technique was used to select Hotel and Resort. Convenience sampling method was used to select Hotel and Resort consumers. The results of research show that consumer satisfaction depends on all dimensions of service quality. It was also found that consumers of hotels and resorts are satisfied irrespective of their age group, gender, profession and marital status. As per the study findings, three most important contributors to overall service quality (in order of importance) include: tangibility, responsiveness, and assurance.

Objectives of the Study

1. To analyze existing research on DINESERV, a framework for measuring service quality in fine dining.
2. To determine the most important aspects of service quality dimensions in fine dining, as measured by DINESERV.

Significance of the Study

The restaurant industry, mainly the fine dining segment, plays a vital role in shaping a nation's hospitality and tourism industry. With increasing consumer expectations, competitive markets and the shift in customer priorities, service quality has become a decisive factor in influencing customer satisfaction, loyalty, and restaurant success and ensuring repeat patronage.

This study is significant as it helps in examining the applicability and relevance of the DINESERV model within the fine dining segment. The findings will assist restaurant managers in formulating targeted strategies to enhance service delivery and overall dining experience.

Methodology

This study examines how the DINESERV framework is used to measure service quality in fine dining restaurants by reviewing and summarizing prior research done in the same field.

Research Design

The present study adopts a descriptive and analytical research design aimed at exploring existing literature on service quality measurement in fine dining restaurants using the DINESERV model. The purpose is to understand the dimensions that most significantly influence customer satisfaction and loyalty in the fine dining sector.

Nature of the Study

This study is primarily qualitative in nature. The research involves collecting, reviewing, and analyzing previously published academic works that have utilized or discussed the DINESERV model in restaurant settings. Emphasis has been placed on identifying the applicability and adaptability of the model in the fine dining context.

Data Sources

The secondary data for this study were collected from reputable academic journals, books and chapters, conference proceedings, dissertations and hospitality management reports.

Findings and Discussion

Objective 1: Analysis of Existing Research on the DINESERV Framework in Fine Dining

One of the best-known methods for evaluating restaurant service quality is the DINESERV framework, which was created by Stevens, Knutson, and Patton in 1995. Tangibles, Reliability, Responsiveness, Assurance, and Empathy are the five essential SERVQUAL model dimensions that are modified for the dining environment. DINESERV has been utilized by researchers over the years to evaluate customer satisfaction and service quality in a variety of restaurant categories, such as full-service, fine dining, and casual dining.

Research has shown that DINESERV offers a trustworthy framework for assessing how patrons view the quality of restaurant service (Kim et al., 2009; Vanniarajan and Meharajan, 2012; Diab et al., 2022). According to these research, fine dining frequently necessitates extra elements including food quality, pricing fairness, and restaurant ambience in order to completely capture the luxury dining experience, even though the original five dimensions are still strong. The DINESERV paradigm, for example, can be modified to better reflect fine dining realities. Vanniarajan and Meharajan (2012) found six important aspects influencing service quality: relationship benefits, empathy, communication, food quality, price justice, and tangibles.

Additionally, research by Kukanja et al. (2016) and Petzer and Mackay (2014) shows that aspects of service quality are strongly related to marketing factors and customer loyalty. Particularly in the context of luxury restaurants, excellent service quality not only affects customer satisfaction but also encourages favorable word-of-mouth and repeat business. Even with this worldwide validation, DINESERV is still only used sparingly in Indian fine dining, especially in the northeast, which indicates a research need that has to be filled in subsequent studies.

Although fine dining necessitates a more comprehensive assessment that include emotional, sensory, and experiencing components beyond basic service delivery, the DINESERV framework is nevertheless a good starting point for evaluating restaurant service quality overall.

Objective 2: To determine the most important aspects of service quality dimensions in fine dining, as measured by DINESERV

The second objective is to ascertain which aspects of service quality, as determined by DINESERV, have the greatest bearing on exquisite dining. Although all five aspects are significant, their relative importance varies according on cultural context and client expectations, according to a review of previous research.

Assurance, empathy, and tangibles are regularly found to be the most important factors in determining patron happiness and loyalty in the fine dining industry. Customers of fine dining place the highest value on certainty, which is demonstrated by staff professionalism, competence, and confidence (Harr and Ko, 2008; Tinakhat & Pooripakdee, 2022). Customers demand personalized service in high-end settings, so empathy which is defined as personalized attention and understanding of consumer needs ranks highly as well. The opulent dining ambience that characterizes fine dining experiences is largely created by tangibles, which include ambience, décor, cleanliness, and the actual presentation of the meal.

In contrast to casual or fast-food restaurants, fine dining places less emphasis on aspects like responsiveness and reliability, even if they are still important. According to Polyorat and Sophonsiri (2010), patrons of fine dining places a higher value on ambiance and interpersonal relationships than on speed of service. Further supporting the experience-driven character of fine dining, Vanniarajan and Meharajan (2012) and Mena et al. (2021) discovered that tangibles and food quality have the biggest effects on perceived service quality.

Table 2: Synthesized findings from major studies

Studies	Most Important Dimensions
Harr & Ko (2008)	Assurance, Empathy, Tangibles
Tinakhat & Pooripakdee (2022)	Assurance, Empathy, Tangibles
Vanniarajan & Meharajan (2012)	Food Quality, Empathy, Tangibles
Mena et al. (2021)	Tangibility, Responsiveness, Assurance
Polyorat & Sophonsiri (2010)	Tangibles, Empathy

Source: Summary made from above studies

According to the pattern, the most important aspects of service quality in fine dining are assurance, empathy, and tangibles. This implies that, in addition to operational effectiveness, staff conduct, atmosphere, and emotional ties to patrons are critical factors in the success of fine dining.

Summary of Discussion

This review achieves both goals by (1) examining how the DINESERV framework is used to gauge the quality of service in fine dining and (2) finding the most important aspects of service quality dimensions in fine dining, as measured by DINESERV. The paper also emphasizes the necessity of conducting context-specific research in India, especially in the Northeast, in order to gain a deeper understanding of dynamic fine dining industry.

Conclusion and Implications

The paper is an attempt to study the how DINESERV was used as a tool for measuring Service Quality in Fine Dine restaurants by various researchers over the years. DINESERV emerged as a novel perspective in the study of restaurant service quality. Several researchers made substantial contributions to this progressive line of research. Their valuable insights and findings greatly enriched the understanding of service quality in the context of dining experiences. Studies have shown that these five dimensions of DINESERV have a strong impact on customer satisfaction and customer loyalty. In today's highly competitive environment the restaurant services no longer sell exotic and tasty dishes. They sell experience to the customers. Customers simply don't come to eat food in a restaurant. They visit their favorite restaurants to enjoy and experience their typical urban lifestyle. Customers always reflect high expectations from service especially in restaurants' settings because they expect to get better quality of services in order to become a satisfied and build their revisit intentions. The results suggest that in fine dining restaurant, better quality of services helps in creating satisfied customers and build their post-dining behavioural intentions which create a positive word-of-mouth. In a restaurant employee's behaviour has a great effect on customer's satisfaction regardless of customer's gender, nationality and purpose of visit, number of visit and length of stay. Marketing quality dimensions (7P) also really matter in assessing the quality

of the dining experience and influencing the development of guests' loyalty. Dining atmospherics, food quality and service quality can be enhanced to improve customer satisfaction at sit-down restaurants. One such study has found that service dimensions of assurance, empathy and tangibles are the most important to customers' evaluation of service quality, and thus, may have a positive influence customer satisfaction while the result of another research shows that consumers place the most importance on assurance, followed by empathy and reliability. In another study the most important DINESERV factors in the restaurant industry were identified along with measuring the impact of various DINESERV variables and found that food quality had the strongest influence on the overall service quality. In another study it was found that the service quality dimensions of tangibles and empathy have significant influences on customer satisfaction and customer loyalty while the other three dimensions (reliabilities, responsiveness and assurance) do not. In one such study it was found that, "Food Quality Reliability", "Responsiveness-Assurance-Empathy" and "Tangibles" are the dimensions that are likely to influence customers' restaurant service evaluations. All these factors impact customer satisfaction and loyalty, offering insights for restaurant operators and researchers to improve and innovate.

This paper tried to shed light on existing research on DINESERV, identify key service quality dimensions, and determine the most important aspects of service quality in fine dining but scholars feel that more detailed studies need to be conducted in this regard.

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