A STUDY ON ANALYZE THE FACTORS INFLUENCING CONSUMER SATISFACTION IN MEXICAN RESTAURANTS IN DUBLIN

ABSTRACT

The study investigated the factors influencing customer satisfaction in Mexican restaurants in Dublin, focusing on four key aspects: tangibles, reliability, assurance, and menu variety and quality. The primary objective was to assess the impact of these dimensions on customer satisfaction, with an emphasis on understanding their relative significance in the context of the restaurant industry. The research employed a deductive approach and data was collected through structured surveys with a sample of 200 respondents. Descriptive statistics, correlation analysis, and multiple regression were used to evaluate the relationships between the independent variables (tangibles, reliability, assurance, and menu variety and quality) and the dependent variable (customer satisfaction). The study also incorporated reliability and validity tests to ensure the robustness of the data. Findings revealed that menu variety and quality had the most substantial positive impact on customer satisfaction, with a Pearson correlation coefficient of 0.919 and a beta coefficient of 0.897, indicating that an extensive and high-quality menu significantly enhances customer contentment. In contrast, tangibles and assurance had less pronounced effects, with tangibles displaying a negative coefficient (-0.228) in the regression analysis, suggesting that improvements in physical aspects such as cleanliness and ambiance alone might not substantially elevate customer satisfaction. Assurance, with a coefficient of 0.019, had a minimal influence on satisfaction, indicating that while important, it was less critical compared to other factors.

Reliability demonstrated a strong positive relationship with customer satisfaction (correlation of 0.788), but the regression analysis showed a non-significant beta coefficient of 0.118, implying that while consistent service delivery is valued, it might not be as influential in isolation. The study's ANOVA results confirmed that the model explained 85.7% of the variance in customer satisfaction, underscoring the comprehensive impact of the four variables collectively. The study's conclusions suggest that for Mexican restaurants in Dublin to optimize customer satisfaction, they should prioritize enhancing menu variety and quality. While tangibles and assurance are essential, their impact is relatively limited compared to the holistic improvement of the dining experience. Further research is recommended to explore the effects of technological advancements and demographic differences on customer satisfaction, as well as to conduct longitudinal studies to track changes over time.

Key Terms: Customer Satisfaction, Service Quality, Tangibles, Reliability, Assurance, Menu Variety

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Focussing on four main areas Tangibles of Service Quality, Reliability, Assurance, and Menu Variability and Quality the study sought to investigate the elements impacting customer satisfaction in Mexican restaurants in Dublin The results exposed some significant new information that advances our knowledge of consumer satisfaction in this particular situation. With a considerable positive effect (B = 0.897, p = 0.001), the study revealed Menu Variety and Quality as the most important indicators of consumer happiness. This outcome implies that improving consumer happiness mostly depends on providing a varied and premium cuisine. The result is consistent with earlier studies by Chen and Li (2022), who also underlined the need for food quality in forming customer experiences in the restaurant sector. A wide and properly chosen menu not only meets various consumer tastes but also enhances the whole eating experience, hence raising or lowering satisfaction levels. Tangibles of Service Quality reduced customer happiness (B = -0.228, p = 0.001), against what was expected. This negative correlation might suggest that, especially in cases of a mismatch between client expectations and actual service delivery, physical components including cleanliness and ambience do not necessarily result in higher satisfaction. The surprising result questions the conventional wisdom that says enhancing the physical features of a restaurant always increases customer happiness. As Barber and Scarcelli (2010) emphasise, although cleanliness is important, its effect on satisfaction may be more

Customer satisfaction was not much affected by dependability (B = 0.118, p = 0.110) or assurance (B = 0.019, p = 0.813) of Service Quality. Although these aspects are usually seen as fundamental in service delivery, their lack of clear influence in this study implies that they might not be as important as other elements, including menu diversity, in influencing customer happiness in Mexican restaurants. This result is consistent with the research of Cho and Hyun (2016), who discovered depending on the particular environment and consumer expectations some characteristics of service quality might not always immediately transfer to customer satisfaction. With an R2 value of 0.857, the general model showed great explanatory power, meaning that the mix of predictors helps to significantly reduce the variation in customer satisfaction. Although the negative correlation with tangibles calls for more research, this strong model shows the important function of menu diversity and tangibles. Knowing the fundamental reasons for this unfavourable link would enable the management of restaurants to modify their plans to fit consumer expectations. Ahmad, S. et al. (2023) underlined the need for cultural impacts on service quality judgements, which can help to explain the variable impact of physical features in several cultural settings. Ahmad, S. et al. (2023) underlined the need for cultural impacts on service quality judgements, which can help to explain the variable impact of physical features in several cultural settings. Chen & Li (2022) looked at how meal quality could moderate the link between customer happiness and service quality. Cho & Hyun (2016) noted the varying influence of service quality parameters and customer satisfaction based on context and investigated their interactions.

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The results underline the complexity of consumer satisfaction and the requirement for a sophisticated strategy for controlling service quality in the restaurant sector. Although menu diversity and quality are most important, other considerations including tangibles and dependability call for more context-specific techniques. Restaurant management should take into account the cultural and environmental elements influencing consumer expectations and modify their offers of services. Future research should explore the subtleties of these

interactions and take into account other variables, like cultural influences, that c the elements influencing consumer happiness in restaurants. Comparative studkinds of restaurants or cultural environments might offer a more complete under how these factors interact to define consumer experiences	ies of several standing of
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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The very competitive nature of the restaurant sector forces companies to constantly develop and enhance their products to draw and keep patrons. Among the several elements influencing consumer choices, service quality is a major influencer of consumer impressions and degrees of satisfaction. Essential for the long-term survival of a restaurant, high service quality may result in improved client experiences, loyalty, positive word-of-mouth, and repeat business. Renowned for its great cultural variety, Dublin has become more and more famous for foreign cuisines like Mexican food. This trend captures the changing gastronomic scene of the city, as both locals and guests are looking for different eating experiences more and more. The spread of Mexican restaurants in Dublin emphasizes the necessity of these businesses to stand out not only with their cuisine but also with great service quality. This will help them to be unique. The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in 1988, provides a comprehensive framework for evaluating service quality across five dimensions: responsiveness, reliability, assurance, empathy, and tangibles.

- Responsiveness refers to the willingness and ability of the staff to assist customers promptly.
- Reliability involves delivering promised services dependably and accurately.
- Assurance encompasses the knowledge and courtesy of employees, and their ability to convey trust and confidence.
- Empathy pertains to the provision of caring, individualized attention to customers.
- Tangibles include the physical facilities, equipment, and appearance of personnel.

This study aims to thoroughly understand using the SERVQUAL technique how consumers see and evaluate service quality in Mexican restaurants in Dublin.

The study will add to the body of knowledge already in use on service quality in the restaurant sector by offering a special analysis of the impressions of Mexican cuisine amid a diversified urban setting in Dublin. It will include empirical data and analysis that might be referenced in the next research, so aiding the development of theoretical frameworks and models concerning service quality in the context of ethnic restaurants.

The findings can enable restaurant owners and managers to identify areas for improvement in their service delivery as well as areas of strength. Knowing consumer expectations and perceptions will enable one to use targeted strategies to raise the quality of services, hence increasing customer satisfaction and loyalty. The information gained from this study could guide training programs for restaurant staff, therefore ensuring their preparedness to meet and beyond consumer expectations. The results of the research might also help to develop marketing strategies emphasizing outstanding service quality as the major differentiator in the competitive restaurant industry.

The study aims to provide restaurant management with useful guidance and contribute intelligent analysis to the academic community using the SERVQUAL paradigm. This twin focus highlights the importance of connecting theoretical research with practical uses to drive improvements in the restaurant industry, therefore enhancing customer experiences and promoting business success.

1.2 Research Problem Justification

The study is motivated by the need to address several critical challenges and gaps in the current understanding of consumer experiences within the context of Mexican restaurants in Dublin. The rationale for undertaking this research is underscored by the following justifications:

Limited Research in the Specific Context: Previous studies on service quality in the restaurant sector can provide general conclusions that do not include the particular traits and cultural components special to different culinary niches. Regarding Mexican restaurants in Dublin, empirical research concentrating on consumer impressions in this setting is conspicuously lacking. Mintel (2022) claims that although the overall restaurant sector has a lot of study on service quality, the particular qualities of Mexican cuisine such as its cultural relevance, traditional tastes, and presentation styles are not sufficiently addressed. This study seeks to close this gap by investigating how these several elements affect consumer experiences and satisfaction at Mexican restaurants in Dublin.

Diverse Consumer Preferences: Dublin is a cosmopolitan metropolis home to people from many different ethnic origins. This variety results in a great spectrum of consumer tastes and preferences, which can greatly affect expectations of service quality.

Restaurant owners should be aware of and able to accommodate these different tastes since, as Solomon (2019) points out, cultural standards and personal experiences typically define consumer expectations. This study aims to shed light on how various cultural backgrounds affect service quality impressions in Mexican restaurants, therefore enabling restaurateurs to customize their offerings to fit a varied customer base.

Impact of Service Quality on Consumer Loyalty: In the restaurant business, client happiness and loyalty are highly influenced by the quality of the services. Still, the precise effect of service quality on customer loyalty in the framework of Mexican restaurants in Dublin is mostly unknown. Yeh (2020) underlines that excellent customer loyalty resulting from strong service quality is essential for the survival of a company. This study looks at the link between consumer loyalty and service quality in Mexican restaurants, therefore offering useful information to enable managers of these establishments to improve client retention and promote long-term loyalty.

Continuous Evolution of Consumer Expectations: The restaurant business is dynamic; consumer expectations are always changing because of several elements including worldwide events like the COVID-19 epidemic, changing societal standards, and technology developments. Wang et al. (2021) underline how these advancements have changed consumer impressions and expectations of service quality in past years. To properly depict these modern dynamics and investigate how they particularly influence the impressions of service quality in Mexican restaurants in Dublin. This study will present current and pertinent information reflecting the most recent developments and customer attitudes, therefore giving a timely view of industry service quality.

Strategic Implications for Business Success: The success of Mexican restaurants in Dublin depends much on knowing consumer impressions of service quality in terms of strategy. In a competitive market, long-term success depends on strong brand loyalty and positive word-of-mouth, both of which Han (2018) observes are more likely to be produced by restaurants that succeed in fulfilling and surpassing consumer expectations. This study intends to offer useful advice for managers and owners of restaurants by spotting the main elements influencing service quality impressions and their effects on consumer satisfaction and loyalty. These realizations can direct

strategic choices on staff development, client interaction, and service improvement, thus helping Mexican restaurants in Dublin to be generally successful.

Thus, the study fills in numerous important voids in the present knowledge of customer experiences within Mexican restaurants in Dublin. This study intends to offer insightful analysis that can help academics and professionals by concentrating on the particular context of Mexican cuisine and analyzing the various customer preferences, therefore influencing the changing character of consumer expectations and the strategic relevance of service quality. The main objective is to improve the services provided by Mexican restaurants so raising customer happiness, loyalty, and general corporate performance.

1.3 Research Objectives and Questions

Research Questions:

- Analyze the factors influencing consumer satisfaction in Mexican restaurants in Dublin.
- 2. Provide recommendations for Mexican restaurants to enhance consumer satisfaction in Dublin.

Research Objectives:

- To Assess the Impact of Tangibles on Consumer Satisfaction in Mexican restaurants in Dublin
- 2. To Evaluate the Influence of Reliability on Consumer Satisfaction in Mexican restaurants in Dublin
- 3. To Examine the Relationship between Assurance and Consumer Satisfaction in Mexican restaurants in Dublin
- 4. To Explore the Contribution of Menu Variety and Quality to Consumer Satisfaction in Mexican restaurants in Dublin

1.4 Significance of the Study

This study is important as it seeks to close the knowledge gap in the body of current research by offering a targeted analysis of service quality impressions within Mexican restaurants in Dublin, a specialized but rapidly growing gastronomic scene in the city. Using the SERVQUAL paradigm, the study will break down the elements of service quality responsiveness, dependability, assurance, empathy, and tangibles and how

they particularly affect customer satisfaction and loyalty in this setting. The results will not only add to the body of knowledge on service quality in ethnic restaurants but therefore benefit academics as well as managers and owners of other restaurants. Understanding the complex expectations of a multicultural clientele helps restaurant managers improve their service tactics so that they can better satisfy consumer wants, enhance eating experiences, and build closer customer loyalty. In the end, this study will offer practical information that may guide the strategic development of service quality, therefore guaranteeing the long-term viability and competitiveness of Mexican restaurants in Dublin.

LITERATURE REVIEW

2.1 Introduction

Extensive research on service quality in the restaurant sector reflects the important part that it performs in determining customer experiences and business results. Within this large subject, the SERVQUAL model created by Parasuraman, Zeithaml, and Berry (1988) remains a basic framework, frequently employed to evaluate service quality across many environments. But especially in ethnically varied places like Dublin, there is a clear dearth of studies concentrating on certain culinary niches, notably Mexican food. Many times, existing research offers broad insights that leave a knowledge vacuum on the particular service quality expectations and views in this given setting. Emphasizing the characteristics described in the SERVQUAL model, this literature review attempts to integrate current information on service quality and emphasize the particular elements affecting customer satisfaction and loyalty in Mexican restaurants. This prepares the ground for a closer investigation of how these theoretical ideas fit the dynamic and changing scene of Dublin's restaurant business. Research on the several elements of service quality in the restaurant sector has been conducted in great volume. Established by Parasuraman, Zeithaml, and Berry in 1988, the SERVQUAL model is a tool regularly used for assessing the quality of service providers. This paradigm allows one to assess the quality of the service in five distinct dimensions: dependability, responsiveness, certainty, empathy, and tangibles. Considering these elements helps one to better understand how consumers see the quality of services provided by restaurants.

Recent developments in service quality research have built on the SERVQUAL model by adding other variables vital in the modern restaurant sector. Technical elements, cleanliness, and menu variation were first highlighted by Chowdhury et al. (2021) and Kim et al. (2022) as improving service quality. In the present digital era, when technology is so important for enhancing service delivery, these components especially apply. Customers want restaurants to use current payment systems, smartphone apps, and online reservation systems, according to Li et al. (2023). These technology improvements greatly increase convenience and efficiency, which then improve consumer happiness and general experience by itself. Cultural elements greatly affect how well one views service quality. Ahmad et al. (2023) underlined that restaurants have to take the ethnic variety of their clientele into account if they are to properly satisfy different tastes and preferences. In locations like Dublin, where Mexican restaurants attract a varied customer base, this is especially crucial in ethnic settings. Restaurants may increase customer loyalty and happiness by customizing services to fit the cultural expectations of various clientele. This culturally aware strategy guarantees that more clients feel appreciated and understood, therefore improving their eating experiences.

2.2 Relationship between the Quality of Service and the Satisfaction of Customers

Customer happiness and service quality have a recorded beneficial relationship. Choi et al. (2023) underlined how directly the degree of customer satisfaction is influenced by better or worse perceived service quality. Long-term success depends on good word-of-mouth created by satisfied consumers who are more inclined to return and suggest the restaurant to others. Therefore, developing client loyalty and a strong, favorable reputation in the very competitive restaurant industry depends on constant, high-quality service. Maintaining good service quality in the restaurant sector is difficult because of elements like significant worker turnover, fierce rivalry, and changing client tastes. Investing in staff training and sustainable methods, according to Zhang et al. (2022), may improve service quality. Reliable and consistent service is more likely given by well-trained staff, which Yeh (2019) found to be necessary for customer happiness. Using strategic investments and a sustainability emphasis, addressing these issues will enable restaurants to keep excellent service standards and regularly satisfy consumer expectations.

Customer impressions are highly influenced by tangibles such as the physical surroundings and restaurant hygiene. Noting their significance in forming customer experiences, Parasuraman, Zeithaml, and Berry (1988) added tangibles as a basic component of the SERVQUAL model. Higher customer satisfaction is correlated, according to Wang and Li (2020), with a nice atmosphere and high degrees of cleanliness. Therefore, improving general client impressions and happiness depends much on the enticing and well-maintaining state of the restaurant surroundings. Crucially important components of general service quality are dependability and assurance. Yeh (2019) underlined how consistently good service influences client perceptions. As Wang et al. (2021) point out, this entails making sure Mexican restaurants provide correct order fulfillment and quick service. Customer satisfaction is very much influenced by assurance about worker competency and politeness. Higher customer satisfaction corresponds with higher degrees of professionalism among employees, so Han (2020) emphasizes the requirement of well-trained and polite staff in Mexican restaurants in Dublin. Customer happiness in restaurants is significantly influenced by the variety and quality of the menu. Solomon (2021) underlined that important determinants of customer perceptions include the authenticity of Mexican cuisine, the range of menu items, and general meal quality. To satisfy a broad spectrum of consumer tastes, Mexican restaurants must strike a mix between conventional tastes and creative menu items. Chen and Li (2022) underlined the need to keep high standards in menu offers to guarantee continuous customer pleasure and loyalty by finding that good menu quality and diversity are connected to positive word-of-mouth and repeat customer base.

2.3 Overview of the Restaurant Industry in Mexico

Reflecting its rich cultural legacy and gastronomic diversity, Mexico's restaurant business is a dynamic and vital component of its economy. Rooted in traditional Mexican cuisine, the sector has a great spectrum of tastes and cooking methods handed down through the years. Though the business now includes an increasing number of modern and fusion restaurants that suit current preferences, traditional Mexican meals including tacos, enchiladas, and mole remain staples (Food and Agriculture Organization, 2020). Mexico is now a major participant in the world gastronomic scene because of this mix of history and creativity. Driven by both domestic and foreign demand, the Mexican restaurant sector has grown significantly

in recent years. Supported by tourism and a growing middle class with more discretionary means, data from the National Institute of Statistics and Geography (INEGI, 2021) shows the industry has had a consistent rise in the number of businesses and revenues. The popularity of Mexican food overseas has also driven the expansion of Mexican-themed restaurants in other nations, therefore improving the worldwide reach of Mexican culinary traditions (World Tourism Organization, 2021).

Several elements have helped the sector flourish, including government projects aiming at the worldwide promotion of Mexican food and gastronomic travel supporting it. Culinary aficionados from all across have been drawn to events such as the annual Mexico Gastronomic Forum and other food festivals, therefore underscoring the variety and richness of Mexican cuisine (Secretaría de Turismo, 2022). Furthermore enhancing the industry's attractiveness and reputation is UNESCO's identification of traditional Mexican food as an Intangible Cultural Heritage of Humanity (UNESCO, 2021). Still, the sector must contend with several difficulties including economic swings, rivalry, and the need for environmentally friendly living. The COVID-19 epidemic affected the restaurant industry greatly, causing temporary closures and lower income. Nevertheless, the sector recovered customer trust by employing delivery services, digital platforms, and health and safety policies, displaying resilience (National Chamber of the Restaurant and Seasoned Food Industry, 2021). Sustainable practices are becoming more and more important as the sector recovers; projects aimed at lowering food waste, procuring local goods, and so supporting environmentally friendly behavior.

2.4 Factors Influence Consumer Satisfaction in Restaurant Industry

2.4.1 Tangibles

In the restaurant business, client pleasure is much shaped by tangibles—that is, the physical features of a service setting. These tangibles include signs of cleanliness, atmosphere, layout, personnel appearance, and the caliber of the physical facilities. Restaurant managers hoping to raise customer happiness and loyalty must first understand the influence of these elements. Cleanliness was found by Parasuraman, Zeithaml, and Berry (1988) as a fundamental component of tangibles within the SERVQUAL paradigm, therefore directly impacting consumer impressions of quality. Barber and Scarcelli's (2010) research highlights how much consumers value

clean surroundings affect not just their chances of returning to the business but also their current level of customer happiness. On the other hand, uncleanliness could damage the restaurant's reputation and cause bad word-of-mouth. Emphasizing that client experiences in a service environment are greatly shaped by its sensory components, Kotler (1973) developed the idea of "atmospherics." Wakefield and Blodgett (1996) built on this by showing how a pleasing environment may improve consumer impressions of value and pleasure. Though ambiance is crucial, some detractors contend that it might not make up for shortcomings in other service areas, thus their influence should be taken into account in line with other elements (Bitner, 1992).

Good layout design may increase customer flow and comfort, therefore improving the eating experience, claims Baker (1986). Research by Voon (2012) shows that by increasing the accessibility and comfort of the surroundings, a well-organized layout helps to raise consumer happiness. Conversely, a badly planned layout could cause pain and discontent, therefore compromising the whole experience of the client (Bitner, 1992). Reflecting its relevance in service quality assessments, the SERVQUAL model incorporates staff appearance as a physical aspect (Parasuraman, Zeithaml, and Berry, 1988). According to studies by Tsai and Lu (2012), well-presented employees improve clients' impressions of professionalism and quality. They contend that staff appearance might provide a good first impression and help to make eating more enjoyable. On the other hand, messy or badly presented employees may compromise the general caliber of the services.

According to Zeithaml, Berry, and Parasuraman (1996), first-rate physical facilities add to the perceived worth of the service. Customers are more likely to be happy and return to a restaurant that makes investments in premium, well-kept facilities, according to Kim and Moon (2009). Wakefield and Blodgett (1996) who observed that the general perceived quality of the eating experience depends on the quality of the physical surroundings supports this point of view. Customer satisfaction in the restaurant business is much shaped by tangibles such as cleanliness, atmosphere, layout, personnel appearance, and quality of physical facilities. Although every one of these elements adds to the eating experience, taken as a whole they define the general perceived quality and client pleasure. Future studies should keep investigating the

interactions among these tangibles and other characteristics of service quality to offer a more complete knowledge of their influence.

2.4.2 Reliability

Customer satisfaction in the restaurant business is much influenced by dependability that is, the capacity to consistently and precisely deliver the promised service. Consistency in the context of restaurants is the capacity of them to consistently provide the same degree of service quality. Consistent service quality improves customer trust and happiness, according to Zhang et al. (2022), as consumers know they will always experience the same thing. This dependability motivates repeat business and client loyalty. On the other hand, uneven treatment can cause discontent and bad word-of-mouth as consumers could doubt the caliber of their next encounters (Liat et al., 2022). Accurate order fulfillment guarantees that consumers get exactly what they asked for, therefore fulfilling their expectations. According to a 2019 Jang and Namkung study, customer happiness and the chance of returning to a restaurant are much influenced by order accuracy. Order mistakes not only annoy consumers but can compromise the restaurant's dependability. Maintaining high degrees of client satisfaction depends on thereby guaranteeing order accuracy.

Another vital sign of dependability is timeliness that is, the timely delivery of service. Choi et al. (2023) conducted research showing that in the restaurant business punctuality is a major determinant of customer satisfaction. While timely service improves the eating experience and supports the impression of a trustworthy business, delays and extended wait periods can cause irritation and unhappiness (Kim et al., 2022). The restaurant's capacity to promptly and satisfactorily address problems shows dependability and customer service when they develop. Effective issue-solving, according to Lee and Lambert (2020), improves customer satisfaction and loyalty as it displays the restaurant's will to keep the quality of services. Conversely, inadequate problem-solving may aggravate client discontent and damage the restaurant's brand (Nguyen et al., 2021). One important measure of general service dependability is staff members' dependability, including their competency and dependability. Research by Tsai and Lu (2022) shows that consumer impressions of dependability and service quality are favorably impacted by worker dependability. Dependable employees who do jobs quickly and respectfully help to strengthen the restaurant's reputation as a dependable supplier of services. In the restaurant business, dependability in many

different spheres including consistency in service delivery, accuracy of orders, punctuality, food quality, and personnel dependability determines client pleasure in great part. As Parasuraman, Zeithaml, and Berry (1988) define, dependability is precisely and consistently delivering services. Studies by Kang and Hyun (2012) confirm this point of view as constant service guarantees consumers know what to anticipate, thereby improving their satisfaction. On the other hand, inconsistency could cause dissatisfaction and bad impressions, hence restaurants have to have consistent service criteria. Research by Chen et al. (2015) highlights how much consumer unhappiness stems from wrong orders. Customers' confidence in the restaurant's dependability is strengthened when they get exactly what they want, therefore increasing their degree of pleasure. On the other hand, regular errors in order accuracy could harm the restaurant's standing and discourage returning customers.

A 2016 Cho and Hyun study finds that consumer impressions of dependability are much influenced by the speed of service delivery. Consumers want their food delivered within a fair period, hence delays could cause irritation and discontent. Fast-casual and quick-service restaurants, where speed is a fundamental component of the service promise, depend especially on timely service. As Hwang and Ok (2013) contend, constant food quality guarantees that every time a patron visits the restaurant their expectations are satisfied. Consistency like this fosters repeat business and trust. On the other side, differences in food quality highlight the need to keep high standards since they could cause consumer discontent and bad word-of-mouth. The reliability of staff depends mostly on their capacity to consistently satisfy client demands and manage requests. Studies by Lee and Lambert (2019) show that trustworthy employees who are regularly accessible and responsive greatly raise customer satisfaction. Customers who view staff members as dependable are more likely to trust the restaurant and be happy with their whole experience. On the other hand, bad staff behavior could irritate customers and lower the supposed caliber of the service. Customer satisfaction in the restaurant sector is much influenced by dependability defined by characteristics including consistency in service delivery, accuracy of orders, punctuality, food quality, and personnel dependability. Every one of these elements influences the whole impression of dependability, which influences consumer loyalty and restaurant performance as well. Future studies should keep investigating the

interaction among these indicators and other aspects of service quality to offer a more complete knowledge of their influence.

2.4.3 Assurance

Customer satisfaction in the restaurant business is much influenced by assurance that is, the expertise, politeness, and capacity of staff members to inspire confidence and trust. Knowledgeable staff members, according to Lee and Lambert (2019), can efficiently answer consumer questions, provide thorough menu item information, and provide recommendations, therefore improving the eating experience. Studies by Kim et al. (2020) confirm this, showing that consumers are more content when they believe staff members to be competent and knowledgeable. On the other hand, ignorance could result in false information and discontent, therefore erasing client confidence in the business. Courtesy conduct improves consumer impressions of service quality and satisfaction, according to a 2017 Han and Hyun study. Polite employees produce a friendly environment that invites return business and good word-of-mouth. Conversely, rudeness might cause bad experiences and discourage consumers from coming back (Mattila and Enz, 2002).

Professionalism in service delivery, according to Tsaur and Lin's 2019 research, builds client confidence and trust two fundamental aspects of assurance. Professional conduct tells patrons the restaurant respects their business and is dedicated to high standards of quality for services. Unprofessional behavior, on the other hand, could damage consumer confidence and compromise their whole eating experience. According to a 2012 Heung and Gu study, consumers' general contentment and loyalty are quite correlated with their faith in the dependability of the services. Building longterm client connections depends on ensuring that patrons believe the restaurant can provide continuous, high-quality service. Particularly in light of worldwide health issues like the COVID-19 epidemic, patrons give restaurants that follow safety procedures and preserve safe surroundings top priority (Gursoy et al., 2020). Customers who feel comfortable and secure are more likely to be happy with their eating experience, according to 2019 Jung and Yoon research. Ignoring safety precautions could cause consumer discontent and concern, therefore compromising the reputation and patronage of the business. Ultimately, customer satisfaction in the restaurant sector is much shaped by assurance in the sector, characterized by indicators such as staff knowledge, civility, professionalism, trust in service, safety and security, and so on.

Every one of these elements helps to develop confidence and trust, which are prerequisites for customer loyalty and guarantee the long-term viability of a restaurant. Future studies should keep investigating the interaction among these indicators and other aspects of service quality to offer a more complete knowledge of their influence.

2.4.4 Menu Variety and Quality

The restaurant industry's consumer satisfaction is significantly influenced by the quality and variety of its menu. McCall and Lynn (2008) assert that a diverse menu can be tailored to meet the dietary needs and preferences of a wide range of customers, thereby improving the dining experience. This is corroborated by the research conducted by Ozdemir and Caliskan (2014), which suggests that consumers are more content when they have a diverse selection of options. In contrast, a restricted menu may result in customer dissatisfaction, particularly if it fails to satisfy the diverse requirements of the clientele. Kim and Jang (2016) conducted a study that revealed that authentic cuisine improves the culinary experience by offering a genuine cultural experience, which is highly regarded by consumers. Authenticity is a critical factor in determining consumer satisfaction and loyalty, as it guarantees that the food adheres to the traditional standards and expectations of the cuisine.

According to research conducted by Wansink, Shimizu, and Brumberg (2013), the perceived content of the meal and the overall dining experience can be improved by an aesthetically pleasing culinary presentation. Not only does an appealing presentation enhance the allure of the cuisine, but it also demonstrates the restaurant's dedication to quality and meticulous attention to detail. As per a study conducted by DiPietro, Roseman, and Ashley (2017), consumers are increasingly health-conscious and favor menu options that are consistent with their dietary objectives. The satisfaction levels of restaurants that offer nutritious and healthful menu items are likely to increase, as these options are designed to meet the increasing demand for health-oriented dining experiences. According to research conducted by Parsa et al. (2011), consumers anticipate a consistent culinary experience at each restaurant they visit. Inconsistency in food quality can result in dissatisfaction and negative word-of-mouth, while consistency in food quality fosters trust and encourages recurrent patronage. In the restaurant industry, consumer satisfaction is significantly influenced by the quality and variety of the menu, which are determined by factors such as the range of menu options, the authenticity of cuisine, presentation, and allure

of dishes, nutritional value, and consistency in quality. The ultimate dining experience is influenced by each of these factors, which in turn affects consumer perceptions and loyalty. Future research should continue to investigate the interaction between these indicators and other aspects of service quality to offer a more thorough comprehension of their influence.

2.4.5 Customer Satisfaction

The culinary experience is collectively shaped by a multiplicity of factors that influence customer satisfaction in the restaurant industry. Service quality is defined by reliability, responsiveness, assurance, empathy, and tangibles, as per Parasuraman, Zeithaml, and Berry (1988). Han and Hyun (2017) have conducted recent research that underscores the direct correlation between high-quality service and increased customer satisfaction. A positive dining experience is fostered by efficient and courteous service, which in turn encourages recurrent patronage and positive word-of-mouth. Taste, presentation, freshness, and adherence to dietary preferences are all components of high-quality cuisine. Research conducted by Namkung and Jang (2007) indicates that customer satisfaction and loyalty are significantly influenced by food quality. The flavor and freshness of food are the most important factors for customers, and any compromise in these areas can result in dissatisfaction and a decrease in return visits.

According to a study conducted by Ryu and Jang (2008), a welcoming ambiance improves the dining experience by fostering a sense of comfort and appreciation among consumers. A memorable experience that motivates consumers to return can be generated by a well-designed environment. Customer satisfaction and loyalty are substantially affected by perceived price fairness, as per Martin-Consuegra, Molina, and Esteban (2007). Customers are considerably more inclined to be content and frequent the restaurant when they perceive that they are receiving value for their money. Marketing, word-of-mouth, and prior experiences all contribute to the formation of customer expectations. According to Liu and Jang's (2009) research, satisfaction levels are elevated when restaurant experiences meet or exceed consumer expectations. Conversely, dissatisfaction and unfavorable evaluations may result from unmet expectations. Service quality, cuisine quality, ambiance, price fairness, and customer expectations all contribute to customer satisfaction in the restaurant industry. The overall dining experience is significantly influenced by each of these factors.

Restaurant managers can ensure long-term success, nurture loyalty, and enhance customer satisfaction by comprehending and optimizing these indicators.

2.5 Conclusion

Upon examining the vast body of literature on the factors that influence consumer satisfaction in the restaurant industry, several key insights are revealed that emphasize the multifaceted nature of the culinary experience. Each element including cuisine quality, service quality, ambiance, price parity, and customer expectations—is essential in determining customer satisfaction and perceptions. The intricate interplay between these elements and their collective impact on consumer behavior and loyalty is underscored by this comprehensive analysis. Service quality is a critical determinant of consumer satisfaction. A positive dining experience and recurrent patronage are fostered by effective service delivery, which is defined by reliability, responsiveness, assurance, empathy, and tangible elements. High service quality is essential for the long-term success of a restaurant and the maintenance of consumer satisfaction, as evidenced by the work of Parasuraman, Zeithaml, and Berry (1988) and subsequent studies. Food quality is another critical factor that has a substantial impact on customer fulfillment. The quality of food is significantly influenced by the flavor, presentation, freshness, and adherence to dietary preferences, as emphasized by Namkung and Jang (2007). Dissatisfaction and a decrease in return visits can result from any deviation from the consistent delivery of high-quality cuisine, which is essential for establishing consumer trust and loyalty.

A restaurant's ambiance, which encompasses interior design, lighting, music, and overall ambiance, is essential to the dining experience. Ryu and Jang (2008) conducted research that indicates that a cheerful atmosphere can increase consumer satisfaction by fostering a sense of comfort and appreciation. A memorable experience is fostered by a well-designed and inviting environment, which in turn encourages consumers to return and recommend the restaurant to others. Customer perceptions of value for money are significantly influenced by price fairness. Customer satisfaction and loyalty are substantially influenced by perceived price fairness, as evidenced by research conducted by Martin-Consuegra, Molina, and Esteban (2007). Customers who believe they are receiving a decent value for their money are more likely to be satisfied and to manifest repeat patronage. Lastly, satisfaction levels are significantly influenced by customer expectations. To guarantee a positive dining experience, it is

imperative to manage and meet consumer expectations, as recommended by Liu and Jang (2009). When restaurants surpass customer expectations, they cultivate high levels of satisfaction, whereas unmet expectations can result in dissatisfaction and negative reviews.

The literature indicates that consumer satisfaction in the restaurant industry is a multifaceted and intricate phenomenon that is influenced by a variety of interrelated factors. Restaurant managers can ensure the long-term success of their establishments, cultivate loyalty, and enhance customer satisfaction by comprehending and optimizing service quality, cuisine quality, ambiance, price fairness, and customer expectations. In light of the dynamic character of the restaurant industry and the evolving preferences of consumers, future research should continue to investigate these dimensions and their evolving impact on customer behavior.

CHAPTER THREE: METHODOLOGY

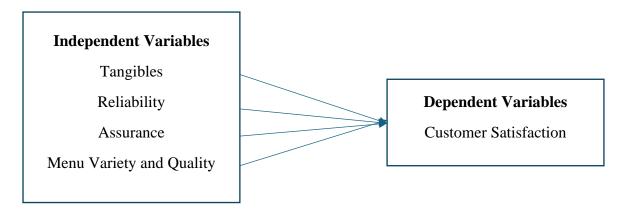
3.1 Introduction

This chapter presents the methodological framework used in this research, which follows a quantitative approach to probe the elements affecting consumer satisfaction in Mexican restaurants in Dublin. With a structured survey, this study intends to methodically gather and evaluate numerical data to measure consumer impressions and expectations of service quality. The main theoretical foundation is the SERVQUAL model, which directs the creation of survey instruments used to assess the degrees of dependability, responsiveness, assurance, empathy, and tangibles. This work aims to find important links and patterns in the data by use of statistical approaches like descriptive statistics, correlation analysis, and regression analysis. The quantitative approach guarantees impartiality and repeatability, therefore offering strong insights into the factors influencing customer satisfaction and allowing the development of data-driven suggestions for managers of restaurants.

3.2 Conceptual Framework of the Study

The conceptual framework and research hypotheses can be stated below.

Figure 1: Conceptual Framework



Source: Developed by Author, 2024

H₁: Tangibles of service quality do have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₁: Tangibles of service quality do not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₂: Reliability of service quality does have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₂: Reliability of service quality does not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₃: Assurance of service quality does have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₃: Assurance of service quality does not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₄: Menu Variety and Quality do have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₄: Menu Variety and Quality do not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

3.3 Research Philosophy

The utilization of a positivist research philosophy in the investigation necessitates a commitment to the scientific process, empirical observation, and measurement. The researcher would utilize structured questionnaire instruments to collect quantitative data to evaluate characteristics such as tangibles, reliability, assurance, menu variety and quality, and customer satisfaction, following the positivist approach. The philosophy underscores the importance of objectivity and impartiality to reduce subjective biases and personal interpretations during the collection and analysis of data. The positivist perspective is consistent with the emphasis on visible and quantifiable phenomena, which enables the development of precise and generalizable insights into the factors that influence consumer perceptions of service quality in Mexican restaurants. The research findings are expected to enhance the comprehension of the dynamics in this distinctive environment by providing a more systematic and evidence-based approach, which will be advantageous to both academic scholarship and the practical decision-making of restaurant managers.

3.4 Research Approach

The application of a logical method in the study reveals a methodical, theoretically motivated research process. Starting with a well-known theory or set of assumptions, a deductive framework is evaluated experimentally using observation and data collecting. Based on a deductive approach perhaps derived from the SERVQUAL model the study will be motivated by current ideas about service quality. The study technique entails formulating particular hypotheses about the interactions among factors including tangibles, dependability, assurance, menu variety and quality, and consumer satisfaction. Using quantitative data collecting techniques, these presumptions will be examined, therefore enabling the researcher to either confirm or refute the theoretical projections. The deductive method offers a methodical and strict framework for analyzing customer impressions in Mexican restaurants, therefore strengthening current theories and generating ideas that may be used both theoretically and practically in Dublin's restaurant sector.

3.5 Research Strategy

Using a survey method for the research has numerous connotations. A survey method methodically gathers information about consumers' views of service quality from a large and varied sample. This method measures factors like tangibles, dependability,

assurance, menu variety and quality, and customer satisfaction using consistent equipment. By use of statistical generalizations and pattern identification, the survey technique helps to facilitate the quantitative analysis of replies, therefore enabling statistical generalizations in consumer views. Furthermore, affordable and quick surveys allow researchers to contact a large population and systematically and replicably compile data. To guarantee the validity and dependability of the survey instrument, although, rigorous questionnaire design, pre-testing, and consideration of possible biases are vital. All things considered, a survey approach is a great instrument for thoroughly investigating and comprehending customer opinions in the framework of Mexican restaurants in Dublin, therefore supporting academic study as well as useful decision-making for the sector of restaurants.

3.6 Sample, Population, and Sampling Technique

3.6.1 Population

Customers who frequent Mexican restaurants in Dublin are the focus of this investigation. The population of Dublin is diverse, encompassing individuals of all ages, genders, cultural backgrounds, and dining preferences, as a result of the city's multicultural nature and the diversity of its consumers. The objective is to compile a representative sample of consumers who frequent Mexican restaurants in the city.

3.6.2 Sample

The sample for the research will be a subset of the broader community of consumers who frequent Mexican restaurants in Dublin. Primary data will be collected from 200 consumers by the researcher. To obtain a comprehensive understanding of consumer perceptions, the sample should be diverse, encompassing individuals of varying ages, cultural backgrounds, and dining preferences. Purposive sampling can be employed to target specific groups, including habitual customers, occasional consumers, and individuals from diverse cultural backgrounds, thereby ensuring a comprehensive representation of the community.

3.6.3 Sampling Technique

This investigation would be most appropriate for a stratified random sampling strategy. Age, cultural heritage, and feasting frequency are all essential criteria that can be employed to stratify the population. A random sample is selected from each stratum following stratification. This method guarantees that the sample is representative of

each subset of the population, which leads to more precise and nuanced insights into consumer perspectives. It assists in the prevention of any biases that may arise when specific minorities are underrepresented in the sample. It also facilitates the application of the results to a broader sample of Mexican restaurant patrons in Dublin.

3.7 Research Ethics

Research ethics include;

Informed Consent: Before participants enter the study, the researcher has to have informed and voluntary permission from them. This gives participants clear, intelligible information about the study goal, methods, hazards, and rewards so enabling them to decide on their involvement with knowledge.

Confidentiality: The researcher must respect participant anonymity. Any identifying data gathered during the research should be kept private; so, measures should be implemented to guarantee that no person may be directly recognized from any published or shared outcome.

Privacy: **Beneficence**: Participants have privacy rights. Minimizing invasions into participants' personal lives and guarantees that data collecting techniques and storage uphold the confidentiality of delicate information should help the researcher.

Justice: The researcher should aim to increase advantages while lowering possible participant injury. The findings should be favorable, hence any possible risk should be carefully assessed and taken care of.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

Crucially important for this study, the chapter on data analysis and presentation links the gathered data with the research conclusions. To fulfill the study objectives and questions, this chapter methodically arranges, analyzes, and evaluates the data acquired via several approaches. Using both quantitative analytical approaches, this chapter seeks to expose trends, connections, and insights that advance a better knowledge of the elements affecting consumer satisfaction in the restaurant sector. This chapter not only supports the study hypotheses but also offers practical insights and recommendations for restaurant industry practitioners by presenting the data through thorough statistical analysis, graphic representations, and extensive

narratives. The careful presentation of data guarantees clarity and helps the reader to understand the research results, therefore strengthening the general contributions of the study to both academic knowledge and pragmatic uses in improving customer satisfaction.

4.2 Data Analysis and Findings

4.2.1 Reliability Analysis

An often used and well-known statistic for evaluating the internal consistency, or dependability, of a collection of scale or test items is Cronbach's Alpha. Using Cronbach's Alpha to evaluate dependability in the framework of this study is warranted as it helps to ascertain how closely linked a set of items is, thereby ensuring the validity of our data-collecting tools. Calculating Cronbach's Alpha helps us to determine whether the questions on the questionnaire or survey regularly reflect the same underlying construct of customer satisfaction in the sector of restaurants. When dealing with subjective impressions and experiences, this dependability criterion is very important as it helps confirm that the instrument yields consistent and stable findings across many respondents. Generally, over 0.70, a high Cronbach's Alpha score implies that the items have good internal consistency and that the data obtained from them is dependable, which is basic for the credibility and correctness of the next data analysis and study conclusions.

Table 1: Reliability Analysis

Variable	Dimension	Cronbach's	Number of
		Alpha	items
	Tangibles (T)	0.697	05
	Reliability (R)	0.812	05
Independent	Assurance (A)	0.861	05
	Menu Variety and Quality (MVQ)	0.890	05
Dependent	Customer Satisfaction (CS)	0.810	05

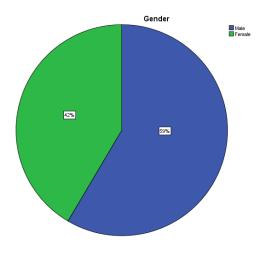
Source: Developed by Author, 2024

The reliability analysis conducted using Cronbach's Alpha for the various dimensions of customer satisfaction in the restaurant industry indicates varying levels of internal consistency. The tangibles dimension (T) yielded a Cronbach's Alpha of 0.697, which is slightly below the commonly accepted threshold of 0.70, suggesting moderate reliability. This indicates that while the items related to tangibles are reasonably consistent, there may be room for improvement in their measurement precision. The reliability dimension (R) demonstrated a Cronbach's Alpha of 0.812, indicating good reliability and suggesting that the items consistently measure the construct of reliability. The assurance dimension (A) showed an even higher reliability with a Cronbach's Alpha of 0.861, reflecting strong internal consistency among the items. Menu variety and quality (MVQ) exhibited the highest reliability with a Cronbach's Alpha of 0.890, signifying excellent internal consistency and suggesting that the items are highly consistent in measuring this dimension. Lastly, the dependent variable, customer satisfaction (CS), also displayed good reliability with a Cronbach's Alpha of 0.810, indicating that the items consistently capture the construct of customer satisfaction. Overall, these results support the reliability of the survey instrument, particularly for the dimensions of reliability, assurance, menu variety, and quality, and customer satisfaction, while suggesting a need for potential refinement of the tangibles dimension.

4.2.2 Demographic Factor Analysis

Gender

Figure 2: Gender

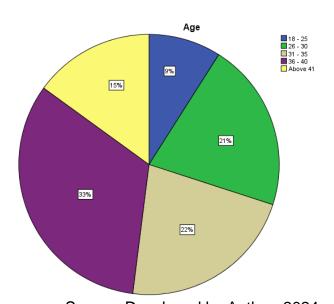


Source: Developed by Author, 2024

The gender distribution data reveals that out of the 200 respondents, 117 are male, accounting for 59% of the sample, while 83 are female, representing 42% of the sample. This distribution indicates a higher representation of males compared to females in the survey.

Age

Figure 3: Age



Source: Developed by Author, 2024

The age distribution of the respondents shows a diverse sample across different age groups. The largest proportion of respondents falls into the 36-40 age bracket, comprising 33% of the sample, indicating a significant representation of individuals in this age range. The 31-35 age group follows closely with 22%, while the 26-30 group makes up 21% of the sample. The 18-25 age group represents the smallest proportion at 9%, and the age group above 41 accounts for 15% of the respondents. This distribution suggests that the majority of the respondents are in their late 30s to early 40s, which could influence their perspectives and experiences reported in the study. The relative underrepresentation of younger individuals (18-25) and those over 41 may affect the comprehensiveness of the findings across all age demographics.

Education Qualifications

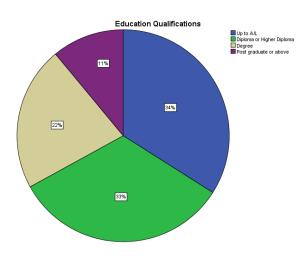


Figure 4: Education Qualifications

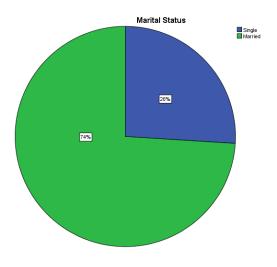
Source: Developed by Author, 2024

The distribution of education qualifications among the respondents reveals a varied educational background within the sample. The largest group, representing 34% of the respondents, has education up to Advanced Level (A/L). Close behind, 33% of the respondents hold a Diploma or Higher Diploma. Those with a Degree constitute 22% of the sample, while 11% of the respondents have attained postgraduate education or higher. This distribution indicates that the majority of respondents have at least a diploma-level education, with a significant portion having completed higher education degrees. The diverse educational qualifications can provide a broad perspective on customer satisfaction, reflecting views from individuals with varying levels of academic

achievement. However, the relatively lower representation of individuals with postgraduate education might slightly skew the insights towards those with lower educational attainments.

Marital Status

Figure 5: Marital Status



Source: Developed by Author, 2024

The distribution of marital status among the respondents shows a predominance of married individuals, with 148 respondents, or 74% of the sample, being married. In contrast, 52 respondents, making up 26% of the sample, are single. This substantial majority of married respondents could influence the overall findings and perceptions reported in the study, potentially reflecting the experiences and preferences typical of married individuals.

4.2.3 Descriptive Data Analysis

Descriptive Data Analysis - Tangibles (T)

Table 2: Descriptive Data Analysis - Tangibles (T)

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std.	
					Deviation	
Cleanliness	200	1	5	4.02	1.143	
Ambiance	200	1	5	3.90	.924	
Layout	200	1	5	3.44	1.255	
Staff Appearance	200	1	5	3.30	1.319	
Quality of Physical Amenities	200	1	5	3.16	1.123	
Valid N (listwise)	200					

Source: Developed by Author, 2024

The descriptive statistics for the Tangibles (T) dimension in the restaurant industry survey provide insights into various aspects such as cleanliness, ambiance, layout, staff appearance, and the quality of physical amenities. The highest mean score is observed for Cleanliness (4.02), indicating that respondents generally perceive the cleanliness of the restaurants positively. This is followed by Ambiance (3.90), suggesting a favorable perception of the restaurant environment. The mean scores for Layout (3.44), Staff Appearance (3.30), and Quality of Physical Amenities (3.16) are comparatively lower, indicating more neutral or mixed perceptions in these areas. The standard deviations range from 0.924 to 1.319, showing varying degrees of agreement among respondents. The highest standard deviation is seen in Staff Appearance (1.319), suggesting more diverse opinions about the appearance of the staff, while Ambiance has the lowest standard deviation (0.924), indicating relatively consistent views on the restaurant's ambiance. The data suggests that while cleanliness and ambiance are generally rated positively, there are opportunities for improvement in the layout, staff appearance, and quality of physical amenities to enhance overall customer satisfaction.

Descriptive Data Analysis - Reliability (R)

Table 3: Descriptive Data Analysis - Reliability (R)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.
					Deviation
Consistency in Service	200	1	5	3.50	1.224
Delivery					
Accuracy of Orders	200	1	5	3.72	1.062
Timeliness	200	1	5	3.84	.905
Food Quality	200	1	5	3.56	1.155
Staff Dependability	200	1	5	3.94	1.243
Valid N (listwise)	200				

Source: Developed by Author, 2024

The highest mean score is for Staff Dependability (3.94), indicating that respondents generally perceive the dependability of the staff positively. Timeliness also has a relatively high mean score (3.84), suggesting that respondents are generally satisfied with the timeliness of the service. Accuracy of Orders follows closely with a mean score of 3.72, showing that accuracy is also a strong aspect of perceived reliability. Consistency in Service Delivery (3.50) and Food Quality (3.56) have slightly lower mean scores, indicating more neutral perceptions. These areas may require more attention to improve overall reliability. The standard deviations range from 0.905 to 1.243, reflecting varying levels of agreement among respondents. The highest standard deviation is for Staff Dependability (1.243), indicating diverse opinions about the dependability of the staff, while Timeliness has the lowest standard deviation (0.905), showing relatively consistent views on the timeliness of service. The data suggests that while staff dependability, timeliness, and accuracy of orders are generally rated positively, there are opportunities for enhancing consistency in service delivery and food quality to improve overall perceptions of reliability in the restaurant industry.

Descriptive Data Analysis - Assurance (A)

Table 4: Descriptive Data Analysis - Assurance (A)

Descriptive Statistics						
	N	Minimu	Maximu	Mean	Std.	
		m	m		Deviation	
Staff Knowledge	200	1	5	4.02	.992	
Courtesy	200	1	5	3.74	1.113	
Professionalism	200	1	5	3.82	1.074	
Confidence in	200	1	5	3.50	1.008	
Service						
Safety and	200	1	5	3.22	1.085	
Security						
Valid N (listwise)	200					

Source: Developed by Author, 2024

The highest mean score is for Staff Knowledge (4.02), indicating that respondents perceive the knowledgeability of the staff very positively. Professionalism also scores relatively high with a mean of 3.82, suggesting that respondents generally have a positive perception of the professionalism of the restaurant staff. Courtesy follows with a mean of 3.74, showing that respondents appreciate the courteousness of the staff. Confidence in Service (3.50) has a more neutral mean score, indicating mixed perceptions about the confidence respondents have in the service provided. Safety and Security have the lowest mean score (3.22), suggesting that this is an area where respondents feel less assured, and it may need improvement. The standard deviations range from 0.992 to 1.113, indicating varying levels of agreement among respondents. The lowest standard deviation is for Staff Knowledge (0.992), reflecting relatively consistent views on staff knowledge, while the highest standard deviation is for Courtesy (1.113), showing more diverse opinions on the courtesy of the staff. The data suggests that while staff knowledge, professionalism, and courtesy are generally rated positively, there are opportunities for improving confidence in service and safety and security to enhance overall perceptions of assurance in the restaurant industry.

Descriptive Data Analysis - Menu Variety and Quality (MVQ)

Table 5: Descriptive Data Analysis - Menu Variety and Quality (MVQ)

Descriptive Statistics					
	N	Minimu	Maximu	Mean	Std.
		m	m		Deviation
Range of Menu	200	1	5	3.54	.987
Options					
Authenticity of	200	1	5	3.98	.951
Cuisine					
Presentation and	200	1	5	3.34	1.180
Appeal of Dishes					
Nutritional Value and	200	1	5	3.38	1.132
Healthiness					
Consistency in	200	1	5	3.66	1.091
Quality					
Valid N (listwise)	200				

Source: Developed by Author, 2024

The highest mean score is for Authenticity of Cuisine (3.98), indicating that respondents generally perceive the authenticity of the cuisine positively. Consistency in Quality follows with a mean score of 3.66, suggesting that respondents are fairly satisfied with the consistent quality of the food. The Range of Menu Options has a mean score of 3.54, reflecting a generally positive perception of the variety of menu options available. Presentation and Appeal of Dishes (3.34) and Nutritional Value and Healthiness (3.38) have slightly lower mean scores, indicating more neutral perceptions. These areas might benefit from attention and improvement to enhance overall customer satisfaction. The standard deviations range from 0.951 to 1.180, reflecting varying levels of agreement among respondents. The lowest standard deviation is for Authenticity of Cuisine (0.951), indicating relatively consistent views on the authenticity of the cuisine, while the highest standard deviation is for Presentation and Appeal of Dishes (1.180), suggesting more diverse opinions in this area. The data suggests that while the authenticity of the cuisine, consistency in quality, and range of menu options are generally rated positively, there are opportunities for improving the

presentation and appeal of dishes, as well as the nutritional value and healthiness, to enhance overall perceptions of menu variety and quality in the restaurant industry.

Descriptive Data Analysis - Customer Satisfaction (CS)

Table 6: Descriptive Data Analysis - Customer Satisfaction (CS)

Descriptive Statistics							
	N	Minimu	Maximu	Mean	Std.		
		m	m		Deviation		
Service Quality	200	1	5	3.38	1.132		
Food Quality	200	1	5	3.66	1.091		
Ambiance	200	1	5	3.90	1.207		
Price Fairness	200	1	5	4.02	.992		
Customer	200	1	5	4.21	1.073		
Expectations							
Valid N (listwise)	200						

Source: Developed by Author, 2024

The highest mean score is for Customer Expectations (4.21), indicating that respondents generally feel that their expectations are met or exceeded, which is a strong indicator of satisfaction. Price Fairness follows closely with a mean score of 4.02, suggesting that respondents perceive the pricing as fair, contributing positively to their overall satisfaction. Ambiance has a relatively high mean score (3.90), reflecting positive perceptions of the restaurant's atmosphere. Food Quality also has a positive mean score (3.66), showing that respondents are generally satisfied with the quality of the food. Service Quality has the lowest mean score (3.38), indicating more neutral perceptions in this area. This suggests that there may be room for improvement in the quality of service to enhance overall customer satisfaction. The standard deviations range from 0.992 to 1.207, reflecting varying levels of agreement among respondents. The lowest standard deviation is for Price Fairness (0.992), indicating relatively consistent views on pricing, while the highest standard deviation is for Ambiance (1.207), suggesting more diverse opinions about the restaurant's atmosphere. The data suggests that while customer expectations, price fairness, and

ambiance are generally rated positively, there is an opportunity to improve service quality to further enhance overall customer satisfaction in the restaurant industry.

4.2.4 Inferential Data Analysis

4.2.4.1 Pearson Correlation and Simple Regression Analysis

Testing Hypothesis 01

H₁: Tangibles of service quality do have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₁: Tangibles of service quality do not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

Table 7: Testing Hypothesis 01

Correlations						
		Customer	Tangibles of			
		Satisfaction	Service Quality			
	Pearson Correlation	1	.654**			
Customer Satisfaction	Sig. (2-tailed)		.000			
	N	200	200			
Tangibles of Service	Pearson Correlation	.654**	1			
Quality	Sig. (2-tailed)	.000				
Quality	N	200	200			
**. Correlation is significant at the 0.01 level (2-tailed).						

Model Summary								
Mode	de R R Adjusted R Square Std. Error of the Es							
I		Square						
1	.654a	.428	.425	.62946				
a. Pred	a. Predictors: (Constant), Tangibles of Service Quality							

Coefficients				
Model	Unstandardized	Standardize	t	Sig.
	Coefficients	d		
		Coefficients		

		В	Std. Error	Beta			
	(Constant)	1.354	.209		6.491	.000	
1	Tangibles of Service	.696	.057	.654	12.170	.000	
	Quality						
a. Dependent Variable: Customer Satisfaction							

Source: Developed by Author, 2024

The Pearson correlation coefficient between Tangibles of Service Quality and Customer Satisfaction is 0.654, with a significance level of 0.000. This indicates a strong positive correlation between tangibles of service quality and customer satisfaction, which is statistically significant at the 0.01 level (2-tailed). This means that as the tangibles of service quality improve, customer satisfaction tends to increase. The R-value is 0.654, indicating a strong correlation between the independent variable (Tangibles of Service Quality) and the dependent variable (Customer Satisfaction). The R Square value is 0.428, suggesting that approximately 42.8% of the variance in customer satisfaction can be explained by the tangibles of service quality. The adjusted R Square value of 0.425 confirms the model's robustness. The unstandardized coefficient (B) for Tangibles of Service Quality is 0.696 with a standard error of 0.057. The statistical analyses strongly support the alternative hypothesis (H1). The results indicate that tangibles of service quality have a significant positive relationship with customer satisfaction in Mexican Restaurants in Dublin. The Pearson correlation coefficient shows a strong positive relationship, and the regression analysis confirms that tangibles of service quality are a significant predictor of customer satisfaction. The high t-value and low significance level (p-value = 0.000) further reinforce the robustness of this relationship. Therefore, the null hypothesis (H01) is rejected, and the alternative hypothesis (H1) is accepted. This suggests that improving the tangibles of service quality can lead to higher customer satisfaction in Mexican restaurants in Dublin.

Testing Hypothesis 02

H₂: Reliability of service quality does have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₂: Reliability of service quality does not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

Table 8: Testing Hypothesis 02

Correlations						
		Customer	Reliability	of		
		Satisfaction	Service Quality			
Customer	Pearson Correlation	1	.788**			
Satisfaction	Sig. (2-tailed)		.000			
Gatisiaction	N	200	200			
Reliability of Service	Pearson Correlation	.788**	1			
Quality	Sig. (2-tailed)	.000				
Quality	N	200	200			
**. Correlation is significant at the 0.01 level (2-tailed).						

Model	Model Summary						
Mode	R	R	Adjusted R Square	Std. Error of the Estimate			
I		Square					
1	.788a	.622	.620	.51199			
a. Pred	a. Predictors: (Constant), Reliability of Service Quality						

Coefficients								
Model		Unstan	dardized	Standardize	t	Sig.		
		Coefficients		d				
				Coefficients				
		В	Std. Error	Beta				
	(Constant)	.976	.163		6.000	.000		
1	Reliability of Service	.770	.043	.788	18.031	.000		
	Quality							
a. Dependent Variable: Customer Satisfaction								

Source: Developed by Author, 2024

The Pearson correlation coefficient between Reliability of Service Quality and Customer Satisfaction is 0.788, with a significance level of 0.000. This indicates a very strong positive correlation between the reliability of service quality and customer satisfaction, which is statistically significant at the 0.01 level (2-tailed). This suggests

that as the reliability of service quality increases, customer satisfaction also tends to increase. The R-value is 0.788, indicating a very strong correlation between the independent variable (Reliability of Service Quality) and the dependent variable (Customer Satisfaction). The R Square value is 0.622, suggesting that approximately 62.2% of the variance in customer satisfaction can be explained by the reliability of service quality. The adjusted R Square value of 0.620 further confirms the model's robustness. The unstandardized coefficient (B) for Reliability of Service Quality is 0.770 with a standard error of 0.043. The standardized coefficient (Beta) is 0.788, with a t-value of 18.031 and a significance level of 0.000. The statistical analyses strongly support the alternative hypothesis (H2). The results indicate that the reliability of service quality has a significant positive relationship with customer satisfaction in Mexican Restaurants in Dublin. The Pearson correlation coefficient shows a very strong positive relationship, and the regression analysis confirms that the reliability of service quality is a significant predictor of customer satisfaction. The high t-value and low significance level (p-value = 0.000) further reinforce the robustness of this relationship. Therefore, the null hypothesis (H02) is rejected, and the alternative hypothesis (H2) is accepted. This suggests that improving the reliability of service quality can lead to higher customer satisfaction in Mexican restaurants in Dublin.

Testing Hypothesis 03

H₃: Assurance of service quality does have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₃: Assurance of service quality does not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

Table 9: Testing Hypothesis 03

Correlations						
		Customer	Assurance of Service			
		Satisfaction	Quality			
	Pearson Correlation	1	.797**			
Customer Satisfaction	Sig. (2-tailed)		.000			
	N	200	200			
	Pearson Correlation	.797**	1			

Assurance	of	Service	Sig. (2-tailed)	.000		
Quality			N	200	200	
**. Correlation is significant at the 0.01 level (2-tailed).						

Model Summary						
Mode	R	R	Adjusted R	Std. Error of the Estimate		
I		Square	Square			
1	.797a	.636	.634	.50241		
a. Predictors: (Constant), Assurance of Service Quality						

Coefficients								
Model		Unstandardized		Standardize	t	Sig.		
		Coefficients		d				
				Coefficients				
		В	Std. Error	Beta				
	(Constant)	.972	.158		6.145	.000		
1	Assurance of Service	.782	.042	.797	18.581	.000		
	Quality							
a. Dependent Variable: Customer Satisfaction								

Source: Developed by Author, 2024

The Pearson correlation coefficient between Assurance of Service Quality and Customer Satisfaction is 0.797, with a significance level of 0.000. This indicates a very strong positive correlation between assurance of service quality and customer satisfaction, which is statistically significant at the 0.01 level (2-tailed). This suggests that as the assurance of service quality increases, customer satisfaction also tends to increase. The R-value is 0.797, indicating a very strong correlation between the independent variable (Assurance of Service Quality) and the dependent variable (Customer Satisfaction). The R Square value is 0.636, suggesting that approximately 63.6% of the variance in customer satisfaction can be explained by the assurance of service quality. The adjusted R Square value of 0.634 further confirms the model's robustness. The unstandardized coefficient (B) for Assurance of Service Quality is 0.782 with a standard error of 0.042. The statistical analyses strongly support the alternative hypothesis (H3). The results indicate that the assurance of service quality

has a significant positive relationship with customer satisfaction in Mexican Restaurants in Dublin. The Pearson correlation coefficient shows a very strong positive relationship, and the regression analysis confirms that assurance of service quality is a significant predictor of customer satisfaction. The high t-value and low significance level (p-value = 0.000) further reinforce the robustness of this relationship. Therefore, the null hypothesis (H03) is rejected, and the alternative hypothesis (H3) is accepted. This suggests that enhancing the assurance of service quality can lead to higher customer satisfaction in Mexican restaurants in Dublin.

Testing Hypothesis 04

H₄: Menu Variety and Quality do have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

H₀₄: Menu Variety and Quality do not have a significant relationship with customer satisfaction in Mexican Restaurants in Dublin

Table 10: Testing Hypothesis 04

Correlations							
		Customer	Menu Variety				
	Satisfaction	and Quality					
	Pearson Correlation	1	.919**				
Customer Satisfaction	Sig. (2-tailed)		.000				
	N	200	200				
	Pearson Correlation	.919**	1				
Menu Variety and Quality	Sig. (2-tailed)	.000					
	N	200	200				
**. Correlation is significant at the 0.01 level (2-tailed).							

Model Summary						
Mode	R	R	Adjusted R Square	Std. Error of the Estimate		
I		Square				
1	.919a	.845	.844	.32786		
a. Predictors: (Constant), Menu Variety and Quality						

Coefficients								
Model		Unstandard	ized	Standardize	t	Sig.		
		Coefficients		d				
				Coefficients				
				В	Std. Error	Beta		
	(Consta	nt)		.773	.096		8.048	.000
1	Menu	Variety	and	.855	.026	.919	32.828	.000
	Quality							
a. Dep	endent \	√ariable:	Custo	mer Satisfac	ction		<u> </u>	

Source: Developed by Author, 2024

The Pearson correlation coefficient between Menu Variety and Quality and Customer Satisfaction is 0.919, with a significance level of 0.000. This indicates a very strong positive correlation between menu variety and quality and customer satisfaction, and the relationship is statistically significant at the 0.01 level (2-tailed). This suggests that as the variety and quality of the menu increase, customer satisfaction also increases

significantly. The R-value is 0.919, demonstrating an extremely strong relationship between the independent variable (Menu Variety and Quality) and the dependent variable (Customer Satisfaction). The R Square value is 0.845, which means that approximately 84.5% of the variance in customer satisfaction can be explained by the menu variety and quality. The adjusted R Square value of 0.844 indicates a high level of fit for the model, adjusting for the number of predictors. The statistical analyses strongly support the alternative hypothesis (H4). The results indicate that menu variety and quality have a significant positive relationship with customer satisfaction in Mexican restaurants in Dublin. The Pearson correlation coefficient demonstrates an extremely strong positive relationship, and the regression analysis confirms that menu variety and quality a significant predictors of customer satisfaction. The high t-value and low significance level (p-value = 0.000) underscore the robustness of this relationship. Therefore, the null hypothesis (H04) is rejected, and the alternative hypothesis (H4) is accepted. This suggests that improving menu variety and quality significantly enhances customer satisfaction in Mexican restaurants in Dublin.

4.2.4.2 Multiple Regression Analysis

Table 11: Model Summary

Model Summary							
Mode	R	R	Adjusted R Square	Std. Error of the Estimate			
I		Square					
1	.926a	.857	.854	.31714			
a. Predictors: (Constant), Assurance of Service Quality, Tangibles of							
Service Quality, Menu Variety and Quality, Reliability of Service Quality							

Source: Developed by Author, 2024

The provided Model Summary includes key statistics from a multiple regression analysis where the predictors are Assurance of Service Quality, Tangibles of Service Quality, Menu Variety and Quality, and Reliability of Service Quality. The dependent variable is Customer Satisfaction. R Square of 0.857 is that approximately 85.7% of the variance in customer satisfaction can be explained by the four predictors. This is a high proportion, indicating that the model does an excellent job of explaining the variability in customer satisfaction based on the predictors used. The Model Summary

shows that the regression model, which includes Assurance of Service Quality, Tangibles of Service Quality, Menu Variety and Quality, and Reliability of Service Quality as predictors, provides a strong explanation of customer satisfaction in Mexican restaurants in Dublin. The high R and R Square values, coupled with a relatively low standard error of the estimate, indicate that the model is effective in capturing the relationships between these predictors and customer satisfaction. This suggests that all four predictors significantly contribute to explaining variations in customer satisfaction.

Table 12: ANOVA

ANOVAa							
Model		Sum	of	df	Mean Square	F	Sig.
		Squares					
	Regressio	117.516		4	29.379	292.097	.000b
1	n						
'	Residual	19.613		195	.101		
	Total	137.129		199			

a. Dependent Variable: Customer Satisfaction

Source: Developed by Author, 2024

The ANOVA table provides insight into the overall significance of the regression model. It helps determine whether the predictors collectively have a statistically significant effect on the dependent variable, Customer Satisfaction. The p-value indicates the probability of observing the given F-statistic, or something more extreme if the null hypothesis (that the model has no explanatory power) were true. A p-value less than 0.05 suggests that the model is statistically significant. The ANOVA results indicate that the regression model, which includes Assurance of Service Quality, Tangibles of Service Quality, Menu Variety and Quality, and Reliability of Service Quality as predictors, is statistically significant (p < 0.001). The high F-statistic (292.097) and low p-value (0.000) suggest that the predictors collectively have a significant effect on Customer Satisfaction. This means that the model is effective in

b. Predictors: (Constant), Assurance of Service Quality, Tangibles of Service Quality, Menu Variety and Quality, Reliability of Service Quality

explaining variations in Customer Satisfaction and that the predictors included in the model contribute meaningfully to understanding customer satisfaction in Mexican restaurants in Dublin.

Table 13: Coefficients

Coeffi	cientsa							
Model		Unstandard	lized	Standardize	t	Sig.		
			Coefficients	3	d			
						Coefficients		
				В	Std. Error	Beta		
	(Constant)			.927	.107		8.638	.000
	Menu Variety and Quality			.897	.055	.964	16.170	.000
	Tangibles	of	Service	228	.059	214	-3.883	.000
1	Quality							
'	Reliability	of	Service	.118	.073	.121	1.605	.110
	Quality							
	Assurance	of	Service	.019	.082	.020	.237	.813
	Quality							
a. Dep	endent Varia	ble: C	ustomer S	Satisfaction	<u> </u>	•		•

Source: Developed by Author, 2024

The coefficients table provides details about the impact of each predictor on the dependent variable, Customer Satisfaction. This includes the strength and direction of the relationship as well as the statistical significance of each predictor. The constant term represents the baseline level of Customer Satisfaction when all predictors are zero. The value of 0.927 indicates that when all predictors are at their baseline values, the expected level of Customer Satisfaction is 0.927. A p-value of 0.000 indicates that this constant is statistically significant, affirming its role in the model.

Menu Variety and Quality (B = 0.897, Sig. = 0.000):

- B: This positive coefficient suggests that an increase in Menu Variety and Quality is associated with an increase in Customer Satisfaction. The value of 0.897 indicates a strong positive relationship.
- Sig.: The p-value of 0.000 shows that this effect is statistically significant, confirming that Menu Variety and Quality significantly influence Customer Satisfaction.

Tangibles of Service Quality (B = -0.228, Sig. = 0.000):

- B: The negative coefficient indicates that an increase in Tangibles of Service
 Quality is associated with a decrease in Customer Satisfaction. The magnitude
 of -0.228 suggests a moderate negative impact.
- Sig.: A p-value of 0.000 indicates that this effect is statistically significant. This
 result implies that Tangibles of Service Quality, contrary to the usual
 expectation, might be negatively impacting Customer Satisfaction in this
 specific context.

Reliability of Service Quality (B = 0.118, Sig. = 0.110):

- B: The positive coefficient implies a slight increase in Customer Satisfaction with an increase in Reliability of Service Quality. However, the effect size is relatively small at 0.118.
- Sig.: The p-value of 0.110 is greater than the conventional threshold of 0.05, suggesting that this relationship is not statistically significant. This means that, in this model, Reliability of Service Quality does not have a significant impact on Customer Satisfaction.

Assurance of Service Quality (B = 0.019, Sig. = 0.813):

- B: This coefficient is very close to zero, indicating a negligible effect of Assurance of Service Quality on Customer Satisfaction. The value of 0.019 suggests that changes in Assurance have minimal impact on Customer Satisfaction.
- Sig.: The p-value of 0.813 is well above the 0.05 threshold, showing that this
 effect is not statistically significant. This implies that Assurance of Service
 Quality does not significantly influence Customer Satisfaction in this context.

The analysis reveals that Menu Variety and Quality has a significant and positive impact on Customer Satisfaction, making it a critical factor in enhancing customer experiences in Mexican restaurants. On the other hand, Tangibles of Service Quality have a significant but negative impact, suggesting that improvements in this area might not align with customer satisfaction expectations in this specific setting. Reliability of Service Quality and Assurance of Service Quality do not show significant

effects on Customer Satisfaction, indicating that these aspects may not be as crucial in this model or that their impact might be overshadowed by other factors.

4.3 Discussion

Focussing on four main areas Tangibles of Service Quality, Reliability, Assurance, and Menu Variability and Quality the study sought to investigate the elements impacting customer satisfaction in Mexican restaurants in Dublin The results exposed some significant new information that advances our knowledge of consumer satisfaction in this particular situation. With a considerable positive effect (B = 0.897, p = 0.001), the study revealed Menu Variety and Quality as the most important indicators of consumer happiness. This outcome implies that improving consumer happiness mostly depends on providing a varied and premium cuisine. The result is consistent with earlier studies by Chen and Li (2022), who also underlined the need for food quality in forming customer experiences in the restaurant sector. A wide and properly chosen menu not only meets various consumer tastes but also enhances the whole eating experience, hence raising or lowering satisfaction levels. Tangibles of Service Quality reduced customer happiness (B = -0.228, p = 0.001), against what was expected. This negative correlation might suggest that, especially in cases of a mismatch between client expectations and actual service delivery, physical components including cleanliness and ambience do not necessarily result in higher satisfaction. The surprising result questions the conventional wisdom that says enhancing the physical features of a restaurant always increases customer happiness. As Barber and Scarcelli (2010) emphasise, although cleanliness is important, its effect on satisfaction may be more complicated and context-dependent than first believed.

Customer satisfaction was not much affected by dependability (B = 0.118, p = 0.110) or assurance (B = 0.019, p = 0.813) of Service Quality. Although these aspects are usually seen as fundamental in service delivery, their lack of clear influence in this study implies that they might not be as important as other elements, including menu diversity, in influencing customer happiness in Mexican restaurants. This result is consistent with the research of Cho and Hyun (2016), who discovered depending on the particular environment and consumer expectations some characteristics of service quality might not always immediately transfer to customer satisfaction. With an R2 value of 0.857, the general model showed great explanatory power, meaning that the mix of predictors helps to significantly reduce the variation in customer satisfaction. Although the negative correlation with tangibles calls for more research, this strong model shows the important function of menu diversity and tangibles. Knowing the fundamental reasons for this unfavourable link would enable the management of restaurants to modify their plans to fit consumer expectations. Ahmad, S. et al. (2023) underlined the need for cultural impacts on service quality judgements, which can help to explain the variable impact of physical features in several cultural settings. Ahmad, S. et al. (2023) underlined the need for cultural impacts on service quality judgements, which can help to explain the variable impact of physical features in several cultural settings. Chen & Li (2022) looked at how meal quality could moderate the link between customer happiness and service quality. Cho & Hyun (2016) noted the varying influence of service quality parameters and customer satisfaction based on context and investigated their interactions.

The results underline the complexity of consumer satisfaction and the requirement for a sophisticated strategy for controlling service quality in the restaurant sector. Although menu diversity and quality are most important, other considerations including tangibles and dependability call for more context-specific techniques. Restaurant management should take into account the cultural and environmental elements influencing consumer expectations and modify their offers of services. Future research should explore the subtleties of these interactions and take into account other variables, like cultural influences, that can highlight the elements influencing consumer happiness in restaurants. Comparative studies of several kinds of restaurants or cultural environments might offer a more complete understanding of how these factors interact to define consumer experiences.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research examines Dublin Mexican restaurant customer satisfaction based on Tangibles such as Service Quality, Reliability, Assurance, Menu Variety, and Quality. A significant positive connection shows that diversified and high-quality menu items are essential for a pleasurable eating experience. Menu options influence consumer views and loyalty, as shown by previous research. The study finds that Tangibles of Service Quality negatively affect customer satisfaction. This shows that consumer expectations may not match actual service factors like cleanliness and atmosphere. It raises issues about whether these enhancements match what customers value or if focusing simply on tangibles may have decreasing results. Even though reliability and assurance of service quality were crucial, they did not directly affect consumer pleasure. This suggests that while these variables are necessary for service quality, they may not be as important for consumer pleasure as menu variety. The model's high explanatory power ($R^2 = 0.857$) indicates that the tested factors significantly contribute to customer satisfaction variance. This highlights the complexity of customer satisfaction and the necessity for a balanced strategy that incorporates numerous service quality characteristics. Menu Variety and Quality are the main determinants of consumer happiness, although the study suggests further research into Tangibles' startling negative association and Reliability and Assurance's insignificance. Further study should examine these dynamics and other elements that affect customer satisfaction to provide restaurant management with more nuanced insights for improving customer satisfaction.

5.2 Review Research Objectives

 To Assess the Impact of Tangibles on Consumer Satisfaction in Mexican Restaurants in Dublin

The analysis reveals a significant positive correlation between Tangibles of Service Quality and customer satisfaction (r = 0.654, p < 0.01). However, the regression analysis shows a negative coefficient for Tangibles of Service Quality (B = -0.228), indicating that while tangibles have some impact on satisfaction, this effect is not straightforward. This result suggests that improvements in physical aspects such as cleanliness and ambiance might not directly enhance customer satisfaction or may

even detract from it if not aligned with customer expectations. Therefore, the objective to assess the impact of tangibles reveals that their influence is complex and warrants a nuanced approach, potentially reconsidering which tangible aspects are prioritized.

 To Evaluate the Influence of Reliability on Consumer Satisfaction in Mexican Restaurants in Dublin

The study demonstrates a strong positive correlation between Reliability of Service Quality and customer satisfaction (r = 0.788, p < 0.01), supported by a significant regression coefficient (B = 0.770). This indicates that reliable service, characterized by consistency, accuracy, timeliness, and staff dependability, is crucial for enhancing customer satisfaction. The results affirm that reliability is a key factor in satisfying customers in Mexican restaurants in Dublin, aligning well to evaluate its influence.

 To Examine the Relationship between Assurance and Consumer Satisfaction in Mexican Restaurants in Dublin

The analysis shows a substantial positive correlation between Assurance of Service Quality and customer satisfaction (r = 0.797, p < 0.01), though the regression coefficient is not significant (B = 0.019). This implies that while assurance factors such as staff knowledge and professionalism are associated with higher satisfaction, they do not significantly impact satisfaction in this context. This finding suggests that while assurance is valued, it may not be a major differentiator of customer satisfaction in Mexican restaurants, indicating a need for further exploration of how these factors interact with other service dimensions.

 To Explore the Contribution of Menu Variety and Quality to Consumer Satisfaction in Mexican Restaurants in Dublin

The analysis reveals a very strong positive correlation between Menu Variety and Quality and customer satisfaction (r = 0.919, p < 0.01), with a highly significant regression coefficient (B = 0.855). This demonstrates that a diverse and high-quality menu has a significant impact on customer satisfaction. The findings validate the objective to explore the contribution of menu variety and quality, highlighting it as a primary factor in achieving high levels of customer satisfaction.

The study confirms that Menu Variety and Quality Reliability are pivotal to customer satisfaction in Mexican restaurants in Dublin. However, the complex and unexpected

results regarding Tangibles and the non-significant impact of Assurance suggest that these factors may require a more targeted approach or further investigation to understand their roles fully. The findings provide valuable insights for restaurant management, emphasizing the importance of focusing on menu offerings and reliable service to enhance customer satisfaction.

5.3 Recommendations

By addressing Tangibles, Reliability, Assurance, Menu Variability and Quality, these suggestions are meant to improve customer happiness at Mexican restaurants in Dublin. Short-term, mid-term, and long-term activities abound from the strategies, each catered to certain management and operations of the restaurant.

Short-Term Recommendations (1-3 months)

Beneficiaries: Restaurant Managers, Frontline Staff.

Regular Customer Feedback on Tangibles:

Action: Use digital feedback kiosks, brief questionnaires, or suggestion boxes to get real-time comments on physical elements, including cleanliness and atmosphere.

Objective: Match the physical surroundings to consumer expectations so that any changes go smoothly.

Enhance Training Programs for Reliability:

Action: Organize quick, targeted training courses that emphasise timeliness and order correctness.

Objective: Stressing consistency in service delivery guarantees that every employee follows the policies and standards.

Menu Updates:

Action: Add some fresh cuisine or unique things to see how consumers react.

Objective: Maintaining a fresh and interesting menu that responds to consumer tastes without a complete makeover is vital.

Mid-Term Recommendations (3-6 months)

Beneficiaries: Operations Managers, HR Managers, and Marketing Teams

Quality Control Measures for Reliability:

Action: Create and use consistent checklists and processes to guarantee constant service delivery. Review these procedures often with your employees.

Objective: Reduce mistakes and improve service dependability to inspire client confidence.

Staff Training for Assurance:

Action: Invest in more all-encompassing courses stressing professionalism, client contact, and confidence building.

Objective: Make sure staff members can provide clients with high degrees of confidence, therefore indirectly promoting overall satisfaction.

Menu Expansion and Quality Monitoring:

Action: Based on industry trends and client comments, extend the menu. Put continuous quality checks into use in food presentation and cooking.

Objective: Improve menu diversity to appeal to a larger clientele while keeping strong standards of quality.

Long-Term Recommendations (6–12 months and beyond)

Beneficiaries: Senior Management, Restaurant Owners, and Planners

Strategic Alignment of Tangibles with Customer Expectations:

Action: Investigate the market thoroughly to grasp changing consumer tastes in the physical features of the restaurant. Use this information to direct long-term investments in ambience, décor, and other physical aspects.

Objective: Make sure that every physical improvement corresponds with consumer expectations so that pleasure will remain constant.

Comprehensive Staff Development Programs:

Action: Especially in areas of service consistency (reliability) and customer assurance, use continuous professional development initiatives emphasising long-term skill building.

Objective: Create a highly qualified staff adept at regularly providing outstanding service.

Menu Innovation and Sustainability Initiatives:

Action: Create a long-term strategy using locally obtained, sustainable elements for ongoing menu innovation. Work with nearby vendors in alliances and advertise these projects to consumers.

Objective: Present the restaurant as a leader in sustainability and excellence to attract an increasing number of environmentally conscious customers.

5.4 Recommendations for Further Studies

Future studies should investigate several paths to help expand on the present research and enhance knowledge of customer satisfaction in the restaurant sector. First, by employing changes in service quality and restaurant offers, longitudinal research might reveal how consumer happiness varies with time. Second, studies should look at how certain consumer demographics, such as age, income, and cultural background, might affect their preferences and level of satisfaction. Third, adding qualitative techniques such as focus groups or in-depth interviews may provide a deeper, context-specific understanding of consumer impressions and experiences. Fourth, looking at how digital tools and technology, such as online reviews and social media interactions, may affect consumer satisfaction from a current standpoint might help one see things. At last, broadening the research to include more restaurants or other cuisines might improve the generalisability and application of the results around the business. These suggestions seek to give a more complete knowledge of the several aspects of customer satisfaction and the dynamic elements influencing it.

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APPENDIX

A Study on Analyze the Factors Influencing Consumer Satisfaction in Mexican Restaurants in Dublin

Questionnaire

• Please answer the below questions:

Demographic Factor Analysis

Age

18 - 25	
26 - 30	
31 - 35	
36 - 40	
Above 41	

Gender

Male	
Female	

Education Qualifications

Primary Education	
Secondary Education	
Diploma or Higher Diploma	
Degree	
Postgraduate or above	

Marital Status

Married	
Single	

Please provide the answers below scale;

- 1: Highly Dissatisfied
- 2: Dissatisfied
- 3: Neutral
- 4: Agreed
- 5: Highly Agreed

		1	2	3	4	5
Tang	gibles (T)	1	1	1		
1	I agree that the cleanliness of the restaurant significantly					
	influences my overall satisfaction.					
2	I think the ambiance of the restaurant (lighting, music,					
	decor) is important for my dining experience.					
3	I believe that the layout and arrangement of furniture in					
	the restaurant affect my comfort and satisfaction.					
4	I agree that the appearance and grooming of the					
	restaurant staff impact my perception of service quality.					
5	I think that high-quality physical amenities (furniture,					
	tableware, restrooms) enhance my dining experience.					
Relia	ability (R)				I	
6	I agree that the restaurant consistently delivers the same					
	level of service each time I visit.					
7	I think the restaurant accurately fulfills my orders every					
	time.					
8	I believe the restaurant serves my meals within a					
	reasonable amount of time.					
9	I agree that the food quality at the restaurant is					
	consistently high.					
10	I think the restaurant staff are dependable and					
	consistently meet my needs.					
Ass	urance (A)	•	•	•	•	

11	I agree that the restaurant staff are knowledgeable and				
	can answer my questions effectively.				
12	I think the staff at the restaurant are courteous and polite				
	in their interactions.				
13	I believe that the staff at the restaurant exhibits a high				
	level of professionalism.				
14	I agree that I feel confident in the restaurant's ability to				
	deliver consistent and high-quality service.				
15	I think the restaurant maintains a safe and secure				
	environment.				
Men	u Variety and Quality (MVQ)		ı	ı	
16	I agree that the restaurant offers a wide range of menu				
	options that cater to my preferences.				
17	I think the cuisine offered at the restaurant is authentic				
	and true to its cultural origins.				
18	I believe the presentation and visual appeal of the dishes				
	enhance my dining experience.				
19	I agree that the restaurant offers menu items that are				
	nutritious and healthy.				
20	I think the quality of the menu items is consistent each				
	time I visit the restaurant.				
Cust	omer Satisfaction (CS)		I		
21	I agree that the quality of service at the restaurant meets				
	my expectations.				
22	I think the food quality at this restaurant is excellent.				
23	I believe the ambiance of the restaurant enhances my				
	dining experience.				
24	I think the restaurant meets or exceeds my expectations.				
25	I think the restaurant meets or exceeds my expectations.				
1		i	i	1	

Thank You...!!!