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Assessing the Relationship between Service Reliability and Customer Satisfaction in Restaurants within 3 to 5-Star Hotels in Bujumbura Province, Burundi

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Abstract

The hospitality industry has experienced significant growth, which has resulted in heightened customer demands. In order to remain competitive, restaurants must provide services that meet customers' expectations. Meeting high service quality standards is essential for dining establishments to satisfy customer needs and expectations. However, Burundi's hospitality sector faces service provision challenges contributing to business instability. Therefore, this study sought to evaluate the relationship between service reliability and Customers satisfaction in restaurants within 3 to 5-star hotels. The study focused on three to five-star hotels in Bujumbura, Burundi's capital, to measure customers' experiences with hotel management using the DINESERV model. Descriptive statistics was used to determine the frequency, percentage, and means. The targeted population for the research was 299,000 people from Bujumbura city from which a sample size of 315 respondents was gotten. The data was analyzed using Statistical package of Social sciences (SPSS), presenting the results in graphical formats and run at 95% confidence level and 0.05 level of significance. The study employed a random sampling method of 25 three to five-star hotels, including their restaurants, with a suggested 35 restaurants to be included. Data collection utilized mixed research methods, combining qualitative and quantitative techniques through structured questionnaires and interview guides. The findings revealed a statistically significant relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels ($p = 0.001 < 0.05$). Thus, null hypothesis was rejected. The study concludes that customers are greatly satisfied with restaurant that ranked highest in reliability in terms of their services. In view of the findings, the study recommends that restaurants management should focus on service reliability practices to enhance satisfaction of their customers.

Keywords: Service Reliability, Customer Satisfaction, Hotel Restaurants, Bujumbura Province, 3 to 5-Star Hotels

1.0 Introduction

The prevailing global competitive landscape, characterized by dynamic customer behaviors, has imposed escalating pressures on numerous businesses. Consequently, the hospitality industry has experienced substantial growth in response to these demands. Empirical research conducted by Biesok (2017) in Poland indicates that how clients respond to a service or product following its consumption relies on their prior expectations. This finding highlights the criticality of clients' attitudes and knowledge about the service's satisfaction. Service quality assessment is an essential strategy hotel owners utilize to predict customer satisfaction.

The number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals" is the definition of customer satisfaction, which is sometimes shortened to "CSAT" (Farris et al., 2010). Customer pleasure is centered on an explicit business transaction, whereas service quality can be understood as the overall or general attitude toward the worth of the service (Prakash & Mohanty, 2012; Parasuraman et al., 1988; Baffour- Awuah, 2018a, 2018b). Consequently, it is possible to argue that scenario focus drives client happiness. Furthermore, customer satisfaction is the evaluation between what the customer calculate would happen in his service experience and what really happened (Ismail & Yunan, 2016).

Customer happiness is a predictor of a business's future financial success. It also affects future cash flows, boosts earnings, increases productivity, and has strategic ramifications. Businesses consider customer happiness as a deciding element when assessing the caliber of their goods and services. Moreover, understanding economic objectives like as profitability, increased market share, and return on investment is aided by customer happiness (Baffour- Awuah, 2018a). A corporation cannot survive in the long run without its customers. Fourie (2015) cited Grigoroudis and Siskos (2010)'s list of justifications for why businesses should gauge their level of customer satisfaction.

Customer satisfaction has a critical role in shaping a customer's aspirations for subsequent purchases. Consumers frequently share their experiences with others (Mosahab et al., 2010), therefore word-of-mouth marketing and trust can be positively impacted by customer satisfaction (Jain & Thakur, 2018). According to Mohammed et al. (2017), the following elements influence satisfaction: pricing, situational factors, personal factors, product quality, and service quality. Bitner and Hubbert (1994:76–77) distinguish between two types of satisfaction: overall service satisfaction and service encounter satisfaction, or transaction-specific satisfaction. Overall service satisfaction refers to the customer's dissatisfaction with the organization based on all of their interactions and experiences with it, whereas service encounter satisfaction is defined as "the consumers' dis/satisfaction with a discrete service encounter."

Another research by Mensah & Mensah (2018) predicted that a customer's intention to repurchase is crucial to customer satisfaction. Further, the research observed that service quality is a ubiquitous factor that is highly valued across all sectors of the economy to attract and retain customers. The tourism industry in Africa is currently at the forefront of implementing high-quality service standards, and the progress made in elevating the quality of restaurants and hospitality establishments within the region has made Africa an attractive destination for tourism. According to research by Mmutle and Shonhe (2017), the quality of services offered in South African restaurants can significantly impact the establishment's reputation. Poor service quality can result in negative conversations and unfavorable publicity, creating a negative impression of the restaurant's status.

According to Mohammad and Alhamadani (2011), perceived service quality is the opinion of the client about the overall uniqueness of a product or service. Service quality is defined as "the delivery of excellent or superior service relative to customer expectations." Service quality is defined as "the degree and direction of a discrepancy between customers' perceptions and expectations" by Parasuraman et al. (1988). According to Alamgir and Shamsuddoha (2004), customer service quality can be defined as the difference between actual service performance and customers' expectations. It is also frequently linked to the customer's perception of the business as a whole (Parasuraman et al., 1988). According to Parasuraman et al. (1985), service quality can also be defined as the difference between what customers expect from the services they receive and what they actually want.

The difference between what customers perceive as having been provided and what they expect to receive in terms of service has been defined as service quality (Parasuraman et al., 1988; 1991; Baffour-Awuah, 2018a, 2018b). Customer expectations and service quality have been linked across their frequent interactions. According to Baffour-Awuah (2018a), comprehensive evaluations of a company's repeated performance have led to the development of a long-term perspective on service quality. According to Baffour-Awuah (2018a) the process of calculating service quality involves examining the disparity between two scores, with higher service quality leading to a narrower difference. According to Khudri & Sultana (2015), as service quality is subjective, it cannot be quantified.

A customer's expectations of a particular service are influenced by a number of factors, including past experiences and personal needs. There is a gap created when the perceived and expected levels of service are not equal. This approach to assessing the quality of a service is called the expectancy-disconfirmation paradigm because it places a strong emphasis on expectations. Basing it on the expectancy-disconfirmation paradigm. The GAP model, often referred to as the service quality model, was created by Parasuraman et al. in 1985. It focused on the essential elements or dimensions for delivering a high standard of service quality and suggested the SERVQUAL scale as a means of measuring it.

Five dimensions were selected to represent the quality of service in a variety of contexts and sectors. According to Zeithaml (1988), these characteristics include tangibles, certainty, responsiveness, empathy, and dependability. SERVQUAL is made up of matched pairs of the following items: 22 items for expectations and 22 items for perception, grouped into five dimensions (Parasuraman et al., 1988, 1991). SERVQUAL require respondents to answer questions regarding both their expectations and their perceptions. Businesses employ tangibles to communicate a signal's quality and image. It refers to the inside of the restaurant, the style and state of the silverware, dinnerware, and staff uniforms, as well as the look and feel of the menu, restaurant signage, and marketing (Fourie, 2015).

The ability to perform the promised service dependably and accurately or delivering on its promises are two definitions of reliability (Fourie, 2015). This aspect is particularly crucial since all clients want to use services from businesses that maintain open lines of communication and honor their commitments. Reliability in the food and beverage sector can be defined as fresh food that is delivered precisely the first time, at the right temperature (Andaleeb & Conway, 2016). According to Harr (2018), responsiveness is "the willingness to help customers and provide prompt service." Being responsive is promptly attending to the needs, grievances, and inquiries of clients.

Since service quality affects a company's bottom line, a lot of research has been done on it in recent years. Shahin and Dabestani (2020) concur that a company's achievements and continued existence are contingent upon its ability to provide high-quality services, which is a

fundamental and major factor in business success. The fact that service quality affects the results of the service process, such as loyalty, customer satisfaction, image, trust, reduced costs, company performance, and higher profits, is another factor contributing to the importance and popularity of this subject of study (Baffour- Awuah, 2018a; 2018b). Therefore, meeting customer service needs is necessary for a business to be profitable. It has been demonstrated that the principle of service quality is challenging to comprehend.

The level of client satisfaction increases with service quality. In the process, customer contentment is not the result of poor service quality first. The relationship between customer happiness and service quality has received a lot of attention in the academic literature (Baffour-Awuah, 2018a; Ismail & Yunan, 2016; Muhammad & Alhamadani, 2021). There is a significant relationship between these concepts, according to several studies that measure SERVQUAL and customer satisfaction as well as studies that look at food quality, customer satisfaction, and service quality in the food industry in various countries (Bujisic et al., 2014; Al-Tit, 2015).

Kenyan research suggests that a pleasant physical environment enhances customer comfort and encourages expenditure within a restaurant, thereby facilitating a positive customer experience (Kamau, 2017). Conversely, the World Tourism Organization's May 2018 report on Burundi ([wt/tpr/s/384/Burundi](https://www.wto.org/docs/default-source/press/20180520-burundi-report.pdf)) highlights that although the services sector, which includes tourism and hospitality, accounts for approximately 40% of the country's Gross Domestic Product (G.D.P.), it employs less than 10% of the active population. While contributing significantly to the G.D.P., the tourism and hospitality industry faces numerous challenges in delivering high-quality services.

1.1 Statement of Research Problem

The success of an organized restaurant is contingent upon the establishment's ability to provide high-quality services, enabling managers to comprehend better their patrons' needs (Kumar & Factor, 2018). Furthermore, food and drink have emerged as increasingly significant considerations for customers when selecting a destination, as they substantially impact their overall satisfaction, experience, and the likelihood of revisiting the location (Vienna May 2018).

Customer retention is primarily contingent upon their satisfaction with the consistently high-quality services provided by attentive servers (Aksoy & Basaran, 2017). Despite numerous articles underscoring the significance of service quality in tourism satisfaction, limited numbers of skilled workers within Burundi's hotels and restaurants continue to create a significant gap in customer service quality, which negatively impacts business stability, as reported by the World Tourism Organization (2018) and the World Bank (2012).

This study aims to investigate the influence of dining service quality on tourism satisfaction, assess how enhancing dining service quality can address the existing challenges, and recommend additional methods of improving service quality standards within the Bujumbura province. Furthermore, the research findings significantly contribute to the knowledge base regarding service quality in the tourism sector. Since Burundi is predominantly French-speaking, publishing this study in English may provide a valuable opportunity for external researchers and investors interested in exploring the country's hotel service industry. Customer satisfaction is significantly impacted by the aspects of service quality and the restaurant's image, and there is a strong correlation between the two (Ansari & Jalees, 2018). Service reliability has positive and significant relationship with customer satisfaction, according to prior research by Al-Tit (2015), while the empathy dimension had a significant but negative relationship with the same.

1.2 Research Objective

To evaluate the relationship between service reliability and Customers satisfaction in restaurants within 3 to 5-star hotels.

1.3 Hypothesis

H₀: There is no statistically significant relationship between service reliability and Customers satisfaction in restaurants within 3 to 5-star hotels.

1.4 Conceptual Framework

The conceptual framework illustrates the interrelatedness and impact of independent variable and dependent. Specifically, it delineates how these variables are interconnected. Jones and Benefield (2019) suggest that restaurants that offer exceptional quality services, such as prompt and efficient service delivery, have a greater chance of achieving high levels of customer satisfaction. The dependent variable was customer satisfaction, which was evaluated based on customers' experiences in relation to each dimension of the DINESERV model, thereby shaping their perceptions of a restaurant. The independent variable was service reliability. Figure 1 shows the conceptual framework.

Independent Variable

Dependent Variable

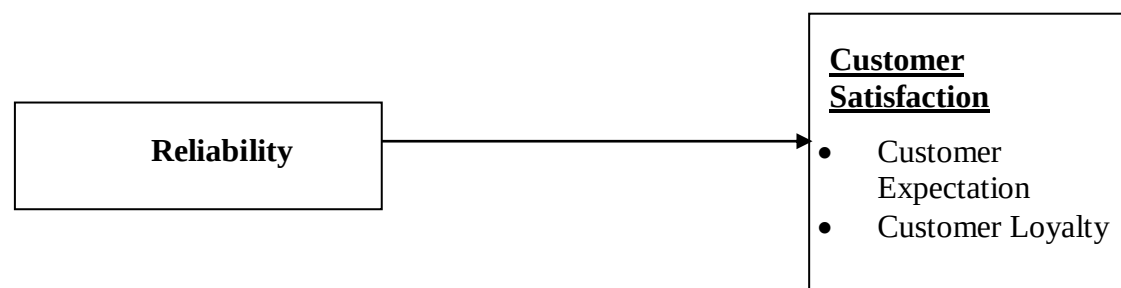


Figure 1: Conceptual Framework

2.1 Customers Satisfaction

Biesok's (2017) study describes Customers satisfaction as the expression of a Customers's response to a product or service after consuming it. Meanwhile, Liu, Weng Kun Lee, Yueh Shian Hung, and Li Mei's (2017) research has demonstrated that while multiple factors contribute to satisfaction, the quality of services provided significantly impacts satisfaction levels, which, in turn, influences clients' responses. Karki (2018) identified that food and service qualities, pricing, and the environmental setting of restaurants are crucial factors that several restaurants provide to influence Customers' satisfaction and dining experiences. This study used Susanto and Wibisono's (2015) expectancy theory to assess Customers' satisfaction levels and corresponding expectations.

According to Oliver (2020), customer satisfaction is a consumer fulfilment reaction that occurs when customers are happy with the good or service they have purchased. Additionally, rather of concentrating solely on the fulfilment reaction following the purchase, some researches choose to consider the entirety of the consumer experience as the foundation for customer satisfaction (Gerpott, Rams & Schindler, 2021; Hill, Roche & Allen, 2017). More precisely, the total consumer experience encompasses elements including product functions, pricing, quality, and individual benefits (Gerpott et al., 2021). Further evidence for this comes from Harris and Goode (2004),

Additionally, rather of concentrating solely on the fulfilment reaction following the purchase, some researches choose to consider the entirety of the consumer experience as the foundation for customer satisfaction (Gerpott, Rams & Schindler, 2021; Hill, Roche & Roche & Allen, 2017). More specifically, the complete consumer experience includes factors such as quality, price, functions of the product, and personal benefits gained from the product (Gerpott et al., 2001). This is further supported by Harris and Goode (2014) as well as Parasuraman, Zeithaml and Berry (1994) who all argue that a consumer experience is a comprehensive satisfaction, that is more permanent, rather than only the transactional-based satisfaction. Where a transactional-based satisfaction can be explained as the satisfaction achieved from simply the transaction between the consumer and the company, and comprehensive satisfaction as the satisfaction achieved when all aspects of a consumer to business relationship are considered. A reason for this is because if the entire experience is positive, the consumers are more likely to repeat the process with that company over and over again (Hill et al., 2017).

2.2 Influence of Service Reliability on Customers Satisfaction

Reliability is the consistency of operations and trustworthiness (Parasuraman et al., 2019). A study conducted by Surjeet Kumar and Chachal (2017) in India showed that service reliability is an essential factor that meets the needs and desires of Customers. This highlights the need for hotel management to develop improved methods that allow them to understand the expectations and requirements of Customers and enhance the quality of services offered in their restaurants. According to Chandra and Tjiptono (2011) a measure of service quality called reliability is based on how well-informed, polite, and capable staff members are in building self-assurance and eliminating any questions about the existence of the business. This dimension's characteristics include: delivering services on schedule; handling customer service with dependability; delivering services accurately the first time; and maintaining error-free document storage.

A study conducted in Egypt on Public Service Organizations found that Customers were dissatisfied with the quality of service provided, with none of the service quality attributes being satisfactory, including reliability (Gaber & Fahim, 2019). Similarly, research conducted in Tanzanian hotels indicated that customers had lower perceived quality levels than their expectations, highlighting the importance of meeting customer needs in all dimensions of satisfaction (Mtengwa et al., 2018). Service reliability largely depends on meeting customers' expectations and creating a positive image through reliable service. Burundi's Vision 2025 has developed policies to improve and support service quality to achieve this.

2.3 Theoretical review

2.3.1 The DINESERV Model

Susanto and Wibisono (2015) introduced the DINESERV model as a revised version of the SERVQUAL model tailored to assess customers' perceptions of service quality in the restaurant industry. This model comprises five distinct dimensions: Tangibility, Assurance, Responsiveness, Empathy, and Reliability. According to their research, the DINESERV model is an effective tool for gauging restaurant service quality issues and provides a means for measuring and improving these challenges. Additionally, a study by Ursula-Sigrid & Meng-Keang (2010) that was carried out at Malaysian fast-food outlets did provide me with more insight into this topic. Their study sought to determine whether Eastern marketing theories and concepts might be externally validated by those in the West. So, in order to demonstrate the connections between customer happiness, overall views of service quality, and repurchase intentions at Malaysian fast-food restaurants (KFC, McDonald's, and Pizza

Hut), they used DINESERV. Ultimately, they discovered that DINESERV is appropriate for use in Malaysia. The researcher concluded that there is a strong correlation between customer happiness and aspects of service quality.

2.3.2 Expectancy Theory

Susanto and Wibisono (2015) introduced the Expectancy theory as a motivational framework for evaluating customer satisfaction. This theory posits that individuals have varying goals and aspirations, often influenced by their expectations. At its core, the expectancy theory concerns individual decision-making processes and the factors contributing to these choices. As noted by Vroom (1964), these goals are frequently driven by specific expectations, which play a crucial role in shaping individual behavior.

3.0 Research Methodology

The study used a descriptive research design to gather data from customers and managers concerning the influence of service reliability on customers' satisfaction in restaurants within star-rated hotels in Bujumbura province. The research was conducted in the province of Bujumbura, the capital city of Burundi, known for its assortment of restaurants located within the classified hotels. Okello (2014) reported that Bujumbura attracts the most domestic and international customers in Burundi. Consequently, the selection of Bujumbura as the study area is based on its potential to provide a comprehensive sampling frame.

The target population for this study was the Customers visiting the city of Bujumbura province, Burundi and utilizing the hotel services. This comprised of 299,000 Tourists who arrived in Bujumbura between 2012 and 2017, according to the National Customers Office of Burundi (2018). The research was focused on 35 restaurant managers from 25 hotels with 3 to 5-star ratings. The sample size comprised clients who dine at these restaurants and the restaurant managers themselves. Participants from both groups were informed that the investigation was solely for academic purposes and could not be shared with external parties without their explicit consent. Systematic random sampling is an appropriate method for managing work areas, as noted by Longest (1971). This study targets 35 restaurants in 25 hotels with 3-5-star ratings in the Bujumbura province. Systematic random sampling was utilized to select consumers for the study, and every third hotel visitor was asked to complete the questionnaire. A purposive sample was also used to select restaurant managers from the hotels in the Bujumbura province.

Determining an appropriate sample size is a critical aspect of empirical research to draw a population conclusion (Taherdoost & Group, 2018). In this study, the sample size was determined by estimating the number of guests who stay at hotels in Burundi, focusing on the Bujumbura Province. The National Customers Office of Burundi reported that 2017 the total number of guests, including international and national visitors, was 299,000. From this figure, an estimate of the required sample size can be derived to ensure the achievement of the research aims and objectives.

$$n = \frac{N}{1 + N(e)^2}$$

Following the Yamane (1967) formula at a 95% confidence level, the sample size of 399 potential Customers.

Where;

N=Population,

n = sample size,

e = level of precision

Therefore, the number of respondents was calculated as follows;

$$n = 299,000 / (1 + 299,000(0.05)^2) = 399 \text{ respondents}$$

Therefore, a sample size of 399 participants is essential in achieving the research aims and objectives.

The study obtained primary data by administering questionnaires and interview guides to restaurants managers and customers in the star-rated hotels within Bujumbura province. The research was commenced by approaching the selected restaurants to request permission from the managers, stating the research's objectives. Upon receiving authorization, the survey questionnaires were disseminated to the respondents, who were chosen systematically from every third patron who entered the restaurant. The researchers informed the participants about the research's academic nature and assured them that their data were not shared with any third party without their consent. This study's outcome contributed to students' academic advancement in various learning institutions.

The crucial role of data analysis in research is to identify, modify, facilitate decision-making, and draw conclusions from the study (Ashirwadam, 2014). In this study, data was gathered from both primary and secondary sources. The collected data underwent a series of processes, including editing, organizing, and coding, using the Statistical Package for Social Science (SPSS). Subsequently, qualitative and quantitative methods were employed to analyze the data. Numerical information was included in the quantitative data that was collected via the questionnaires. Thus, using Microsoft Excel and the Social Sciences Statistical Package software, descriptive and inferential data analysis approaches were used (SPSS-Version 21). Only accurately and completely completed tools were taken into consideration, verified, examined, and evaluated in order to acquire the correct response and conclusions. Descriptive statistics were used to determine the frequency and percentage of the research objectives. Inferential statistics was used where regression analysis was employed in evaluating the study hypotheses. Finally, the data was presented using charts, graphs, and frequency tables. Table 3.4 presents the summary of data analysis methods for the study.

The study uses qualitative data analysis techniques, according to Harris and Brown (2020), to gather details about the behavior, feelings, experiences, and viewpoints of the respondents. In order to analyze the verbal opinions obtained through interviews for this study, qualitative data analysis techniques were used. Sectional themes and order were used to organize the data in accordance with the particular goals of the study. Each closed-ended question was assigned a number score based on a manual analysis of the open-ended responses based on their frequency. As suggested by Mugenda and Mugenda (2008), the categorized and organized data was thus summarized and presented as texts. As a result, the summaries were used to interpret the data in the written final report. Because of the nature of the data collected, the chosen qualitative data analysis was used for this investigation.

4.0 Findings and Discussion

The study had two groups of respondents and the response rate from the two categories was 82.86% for managers and 78.94% for customers. The non-responses rates of 17.14% and 21.06% respectively was attributed to interviews that were not conducted and incomplete and non-returned questionnaires. The findings were in line with Mmutle and Shonhe (2017) who found out that 80% (managers) and 79% customers worked and patronized restaurants within

Bujumbura Province. The high response rates increased validity and reliability and minimized skewness of statistics for the study.

Demographic characteristics results indicated that nowadays many women as men are dining out. This may be explained by the fact that more women than ever before are well-educated, have decent careers, and make more money than they did a few years ago (Gaber & Fahim, 2019). Additionally, the highest and the most productive age group was 25-29 years (20%), followed by 35-39 years (17.1%), 30-34 years (14.9%), 20-24 years (14%), 45-49 years (13%) and 40-44 years (12.1%). Age groups with the lowest percentages were those 50 years and above (6%), followed by those nineteen years and below (2.9%). Most respondents in the research were young adults and middle-aged persons, which makes sense given that they are primarily employed and have disposable income to go out and enjoyed themselves. The study found that 46% of consumers were single, and 54% of customers were married. This demonstrates that married people comprised the bulk of respondents between the ages of 24 and 45. Most clients (54.0%) were at the primary school level, with high school students (35.9%) coming in second. 2.9% of people had a degree, compared to 7.3% with a diploma. Given that, many of the patrons of the categorized eateries had just completed primary school. Majority (83.8%) of the population was Burundian, and 16.2% was not. Majority of respondents (29.5%) went to the restaurants two to three times a month, followed by those who were close to the average (27%), those who went once a week (24.8%), and those who went every day (18.7%).

4.1 Descriptive Statistics

As a component of customer satisfaction, empathy encompasses a range of actions that provide customized or individualized service in response to a range of client requests. As a result, service providers need to understand each client's particular needs, objectives, and preferences (Okello, 2014). Table 1 shows descriptive analysis results.

Table 1: Descriptive Analysis on Service Reliability

Statements	N	Strong agree	agree					
				neutral	disagree	Strong disagree	Mean	Std. Deviation
The service provided is good	315	39%	42.5%	8.4%	2.5%	7.6%	1.97	1.124
Employees give timely service to customers	315	43.8%	37.1%	5.7%	10.2%	3.2%	1.92	1.088
There were no mistakes made during the service	315	40.3%	43.2%	6%	9.5%	1%	1.88	.958
All complaints were well received and responded too	315	39.7%	39.7%	7.6%	2.5%	10.5%	2.04	1.233

Reliability is the ability of management and staff to provide services within the predetermined time frame. This indicates the capacity to deliver a service accurately and reliably. For clients, it is one of the most essential aspects of operating. Customers should evaluate the staff's client management skills and quality dedication to receive exceptional service (Biesok, 2017).

Specific consumers can act secretly, such as changing service providers or word-of-mouth of their bad experiences (WOM). Meanwhile, other clients choose not to act at all. Public Action is the most advantageous for the organization since it identifies and addresses system failures (Mensah & Mensah, 2018). According to the descriptive data, most respondents thought that the services were satisfactory, that the staff served clients promptly, that no mistakes were made while providing the service, and that all complaints were taken seriously and addressed. A service employee's ability to inspire trust and confidence in their customers through their competence, civility, and level of satisfaction is called assurance. The study demonstrated competence, kindness, altruistic communication, and an overall positive attitude that serves clients effectively and efficiently (Longest 1971).

The results showed that the intention of staff turnover in businesses and customer happiness are influenced by management integrity regarding sincerity, dependability, and constructiveness. Organizational managers face a dual task of attracting and retaining suitable staff whose dedication to work goals can be sustained over time, in addition to dealing with growing competition Mensah & Mensah (2018).

Regarding the hypothesis (H_0) the aim was to examine the significant relationship between Service Reliability and Customers satisfaction in 3 to 5-star hotels. This was achieved through a linear regression analysis of the hypotheses. The formulated null (H_0) and the alternative (H_a) hypotheses for the study were presented and stated as follows:

H_0 :- $\beta = 0$: There is no statistically significant relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels.).

$H_a: -\beta \neq 0$: There is a statistically significant relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels.

4.2 Regression Analysis

The results from the data analysis were as presented in Table 2.

Table 2: Regression Results of the influence of dining service quality on customer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.838	.151		12.167	.000
Services Reliability	.067	.041	.092	1.630	.001

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), service assurance, Services tangibility, service responsiveness, Service reservice, Services empathy.

Based on the analysis of findings in Table 2 the t -statistic and calculated p -value for the was (1.630) and (0.001) respectively. Calculated p -value was less than the significant level ($p = 0.001 < 0.05$). Thus, null hypothesis was therefore rejected and a conclusion stated that there was a statistically significant relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels. From the positive t -statistic, the findings implied that the customers were greatly satisfied with restaurant that ranked highest in reliability in terms of their services. This was reinforced by manager number 23 as follow;

“Reliability of services is a key component of customers attraction and retention. We aim at providing a service that is as reliable as possible to our customers. A clear example we take note of our regular customers favorite drink and ensure that our bar stock does not run out.”

5.0 Conclusion

Results on the relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels, revealed calculated p -value less than the significant level ($p = 0.001 < 0.05$). Thus, null hypothesis was therefore rejected and a conclusion stated that there was a statistically significant relationship between service reliability and customer satisfaction in restaurants within 3 to 5-star hotels. From the positive t -statistic, the findings implied that the customers were greatly satisfied with restaurant that ranked highest in reliability in terms of their services.

6.0 Recommendations

The findings showed that the customers were greatly satisfied with restaurant that ranked highest in reliability in terms of their services. Therefore, restaurants management ought to focus on service reliability practices to enhance satisfaction of their customers. Further studies to ascertain whether the study's findings are limited to a particular region within Burundi or category of restaurants. The current study on dining service quality only looked at the interior design and style of the classed restaurants. It is necessary to conduct more studies

focusing on the external environment. Similar research with additional or different variables than those included in this study needs to be conducted. A comparison of the quality of dining services can be made within the various restaurant categories.

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