

Assessment of senior high school students in the services of hospitality services and food enterprises office (HSFEO)

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Abstract

This study sought to determine the services of the personnel to customers of the Hospitality Services and Food Enterprises Office in Central Mindanao University. Specifically, to assess the level of customer satisfaction on the quality of service of Hospitality Services and Food Enterprises Office in terms of employees' appearance, attentiveness, the availability of utilities, comfortability of the area, and quality of the food. A total of 50 respondents were involved in a quantitative research. Data were collected by the use of survey questionnaires. Analysis have been done through the use of SPSS software version 21. The results revealed that 60% of the respondents are female while 40% are male. Majority of the respondents were satisfied with the service quality. Hence, the management provide proper training and orientation.

Keywords: cafeteria, ambiance, price of foods, staff's attitude and appearance, satisfaction

Introduction

School cafeteria is one of the important factors to consider in order to satisfy the students. Researchers found out that most of the students are fond of going to school cafeterias to chill and escape from classroom activities for a while. University cafeteria that has comfortable surroundings and satisfying ambiance enable students to experience a sense of "home" (Norhati & Nur Hafisah, 2013) ^[18]. Moreover, all business must find ways to attract more customers and most importantly win their loyalty and trust. Satisfying the customers is the most fundamental factor that could affect the status of a business (Seung, 2012) ^[21]. To satisfy the customers, a company or the management must provide a good quality of service and products. However, according to Newman (2016) ^[17], employees' attitude is also a factor of empowerment in business world. It affects the customers in ways that will make them stay. Hall (1996) ^[13] also said that customer satisfaction is related to customers' fulfilment response that is pleasurable fulfilment by which consumers perceive that "consumption fulfils some need desire or goal". Moreover, perceived price fairness positively influences customers satisfaction (Consuegra, 2007) ^[14]. The degree of satisfaction with the university cafeteria depends mostly on the quality of meals, food hygiene and environment, and the services of the staffs (Kim & Kim, 2004). In the Philippines, Filipinos are well-known for being hardworking, hospitable, generous, loving, kind, warm-hearted and diligent in their work. In this case, most of them are focusing on the customers satisfaction upon their service. Measuring customers satisfaction is a complicated process. It is not just providing a customer's need but giving them an exceptional service through a highly motivated and well-trained team (Agulo, 2015). Moreover, Perdigon (2008) ^[20] indicates that in putting up any food service or lodging facility, it is really important to

first consider the safety and welfare of the guest customers and the employees. Central Mindanao University is one of the universities in the Philippines that offers food and lodging services. In fact, it was awarded by the Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACUP) with Quality Service Award as one of the top-ranking SUCs in the Philippines (CMU PRIO, 2017). This study is a key in understanding people's demands which the researchers believed to be beneficial to business minded people and the management. It focuses on students in CMU, specifically the Senior High School Students.

Research Questions

This study sought to determine the different perception and appraise on food services. Specifically, this study aimed to answer the following questions:

1. What is the profile of the Senior high school students in terms of
 - Sex; and
 - Strand
2. What are the level of assessment of Central Mindanao University, Senior High School Students on food services in Hospitality Services and Food Enterprises Office (HSFEO) in terms of:
 - Price Fairness;
 - Staffs' Attitude and appearance;
 - Quality of the food; and
 - Ambiance
3. Is there a significant difference in the level of senior high students when grouped according to profile?
4. Is there any significant difference in the level of assessment of Central Mindanao University, Senior High School when grouped according to services?

Methodology

The following are the methodology used in the study. This includes the research design, locale of the study, respondents of the study, and research instrument.

Research Design

This study used quantitative research design. This is to assess the service quality of the Hospitality Services and Food Enterprises Office (HSFEO). Quantitative research design refers to a research method which emphasizes objective measurements and the statistical, mathematical or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

Locale of the Study

The study was conducted at Central Mindanao University (CMU). It is a public university located in the Province of Bukidnon, Northern Mindanao, Philippines. Central Mindanao University is one of the top performing schools in the Philippines, as reported by the Commission on Higher Education (CHED).

Research Participants

The target population of the study was the Senior High School students of Central Mindanao University. The researchers set 50 respondents who were randomly selected from the Senior High School (SHS) students.

Research Instrument

Researchers used a survey questionnaire to gather the needed data. Set of questions were adapted from other studies that is also similar to this study. Some were paraphrased and were reworded. A Likert Scale type questionnaire was designed to determine the respondent's extent of agreement to the statement. Researchers set 10 questions in the survey questionnaire. The first part of the instrument was the demographic profile of the respondents which contains the name, age, gender, and section. The first draft of the questionnaire was submitted to the researchers' adviser for more suggestions, corrections, etc.

Results & Discussion

Demographic Profile

This chapter presents the demographic profile of the respondents and the analysis of the results based on the data gathered and followed by a discussion. With 50 (100%) respondents from the Senior High School Students of Central Mindanao University who answered the survey questionnaires, the data gathered were interpreted, analyzed and discussed through the following tables:

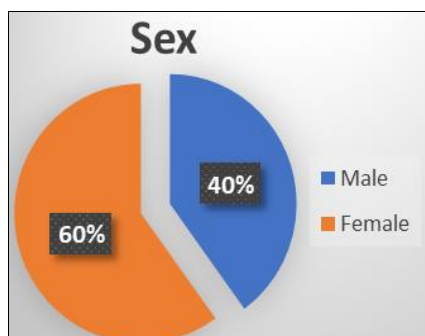


Fig 3: Percentage Distribution of Respondents by Sex

Figure 3 shows that out of 50 respondents, 30 of them were female while 20 were male. Thus, with regards to sex, majority of the respondents were female while the rest were male.

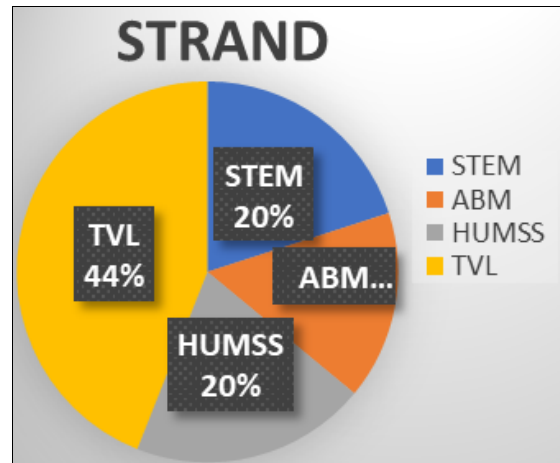


Fig 4: Percentage Distribution of Respondents by Strand

Figure 4 shows that among the 50 respondents, who are senior high school students, 10 were from STEM strand, 8 were from ABM, 10 were from HUMSS while 22 respondents were from TVL. In this chart, it shows that majority of the respondents were from TVL.

Level of Satisfaction of Senior High School Students towards the Quality of Services of Hospitality Services and Food Enterprises Office (HSFEO)

This chapter presents the demographic profile of the respondents and the analysis of the results based on the data gathered and followed by a discussion. With 50 (100%) respondents from Central Mindanao University Senior High School who answered the survey questionnaires, the data gathered were interpreted, analyzed and discussed through the following tables.

Table 1: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Food Prices

		Frequency	Percent
Valid	Very Satisfied	1	2.0
	Satisfied	17	34.0
	Neutral	20	40.0
	Dissatisfied	8	16.0
	Very Dissatisfied	4	8.0
Total		50	100.0

Table 1 shows the respondents' level of satisfaction with the foods' prices wherein majority of the respondents answered neutral, which is taken as impartial decision. 34% answered they are satisfied and 2% answered very satisfied with the price of food while 16% were dissatisfied and 8% answered they were very dissatisfied. Price and perceived consumer want should be compatible (Karki & Phanti, 2018). Price is the most prominent factor to help customer estimate the good or service value. This also determines, for a customer, to decide on a purchase or not (Khan 2011). Customer compares his/her current payment with the normative expectation, evaluation whether the payment is higher or lower than the customer thinks it should be (Conseguera et al., 2007) [14]. For the students, price plays a major role while choosing a restaurant as they have restricted finances.

Similarly, Nadzirah *et al.* (2013) agreed that cost is the primary factor in university food service operations since students prefer to purchase food and beverage at a cheaper price. Likewise, they indicated that if the costs of the food and beverages are too high for students in the university or college campus, the students will choose to buy food and beverages from less expensive off-campus food service operations. Thus, it was explained that the more equitable the customers believes the price, the more satisfied he/she will be with the service.

Table 2: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Taste of Food

		Frequency	Percent
Valid	Very Satisfied	8	16%
	Satisfied	27	54%
	Neutral	15	30%
	Total	50	100%

Food quality plays a vital role in determining and forming students' satisfaction. Table 2 shows the respondent's response on level of satisfaction with the taste of food where 54% of the students are satisfied while 30% answered neutral and 16% of the students answered that they are very satisfied with the taste of food. The good variety of food and beverage is a significant factor that drives customer's satisfaction. In the case of university cafeterias, offering a good variety of food choices will help to attract the students and the staff to dine in and will stop them to look for other options at off-campus food service operations (Garg & Kumar, 2017). Thus, the results implied that majority of the respondents were satisfied.

Table 3: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Staffs' Attentiveness

		Frequency	Percent
Valid	Very Satisfied	5	10%
	Satisfied	31	62%
	Neutral	13	26%
	Dissatisfied	1	2%
Total		50	100%

Table 3 shows the result of level of satisfaction in staffs' attitude wherein 62% of the respondents are satisfied rated as the highest. There are 26% of the respondents who answered neutral wherein this means that they were not satisfied nor dissatisfied with the attentiveness of the staffs in the particular place. 10% of 50 respondents answered they are very satisfied with how the way the staffs pay attention to their needs while only 2% answered dissatisfied. Thus, this implies that majority of the respondents were satisfied with the staffs' alertness in attending the customers.

Table 4: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the staffs' treatment towards the customers

		Frequency	Percent
Valid	Very Satisfied	3	6.0
	Satisfied	31	62.0
	Neutral	15	30.0
	Dissatisfied	1	2.0
Total		50	100.0

Table 4 shows level of satisfaction with the staffs' treatment towards the customer where 50% of respondents were satisfied as the highest and 2% of respondents voted dissatisfied as the lowest. Seung's (2012) ^[21], found that the staff's behavior was found to be the most important dimension by both Western and Asian samples.

Table 5: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Staffs' Appearance

		Frequency	Percent
Valid	Very Satisfied	9	18.0
	Satisfied	31	62.0
	Neutral	9	18.0
	Dissatisfied	1	2.0
Total		50	100.0

Table 5 show the result of level of satisfaction in staffs' appearance where 62% of satisfied rated as the highest percent, and 2% of dissatisfied rated as the lowest level. Previous researchers emphasized physical environment such as restaurant interior or wait staff's appearance, for example hair style or neatness of uniforms to determine restaurant cleanliness (Lee & Hing, 1995) ^[12]. Thus, in this result, it indicates that customers were contented with the uniformity and neatness of the staffs in Hospitality Services and Food Enterprises Office (HSFEO).

Table 6: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the cafeteria's cleanliness

		Frequency	Percent
Valid	Very Satisfied	10	20%
	Satisfied	30	60%
	Neutral	10	20%
	Total	50	100%

Table 6 show the result of level of satisfaction in the cafeteria's cleanliness where 60% of the respondent answer satisfied and noted as the highest percentage, while 20% of the respondent answer the Very satisfied and Neutral and the lowest percent where no one answer are the Very dissatisfied and dissatisfied with 0%. Hence, the results showed that majority of the respondents were satisfied with the cafeteria's cleanliness. It indicates that the cleanliness of the cafeterias of Hospitality Services and Food Enterprises Office (HSFEO) needs to improve, for it can affect the satisfaction of the customers. According to Charles Convey, the tasty of food, dishes creative, and service excellent is negligible if the cleanliness of the establishment is not observed.

Table 7: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Availability of Utilities

		Frequency	Percent
Valid	Very Satisfied	9	18.0
	Satisfied	29	58.0
	Neutral	11	22.0
	Dissatisfied	1	2.0
Total		50	100.0

Table 7 show the frequency and percentage distribution of responses on level of satisfaction with the availability of utilities wherein 58% of the respondents were satisfied, 18% of the respondents answered they were very satisfied with the availability of utilities in the cafeteria while 22%

responded neutral. Moreover, only 2% of the respondents answered dissatisfied. In this case it indicates that some of the customers are dissatisfied with the availability of the utilities of Hospitality Services and Food Enterprises Office (HSFEO). To improve the cafeteria, the staffs need to plan a good strategy to be able the customers can avail the utility that the customers needed.

Table 8: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the Operating Hours of the cafeteria

		Frequency	Percent
Valid	Very Satisfied	3	6.0
	Satisfied	34	68.0
	Neutral	9	18.0
	Dissatisfied	3	6.0
	Very Dissatisfied	1	2.0
	Total	50	100.0

Table 8 shows the distribution of responses on the level of satisfaction with the operating hours of the cafeteria where 68% of the respondents are satisfied, while 2% of the students are very dissatisfied, rated as the lowest percentage. The study conducted by Akan (1995) [1], claimed that the vital factors are the behavioral of employees, cleanliness and timeless. Therefore, operating hours can also affect the satisfaction of the of the customers towards the cafeteria.

Table 9: Frequency and Percentage Distribution of Responses on Level of Satisfaction with the comfortability of the area

		Frequency	Percent
Valid	Very Satisfied	8	16.0
	Satisfied	29	58.0
	Neutral	12	24.0
	Dissatisfied	1	2.0
	Total	50	100.0

Table 9 shows the result of the level of satisfaction with the comfortability of the area wherein 58% of the respondents' answer satisfied and noted as highest percent. While 2% of the respondents' answer dissatisfied, and the lowest is very dissatisfied with 0%. According to Garg and Kumar, (2017), the atmosphere is an intangible component made up of everything related to the brand that will yield an impression towards the specific location. In addition, Norhati and Nur Hafisah (2013) [18] stated that a place that has comfortable surroundings and satisfying ambiance enable customers or people to experience a sense of "home".

Table 10: Frequency Distribution of Responses on Level of Satisfaction with the overall quality and services

		Frequency	Percent
Valid	Very Satisfied	4	8.0
	Satisfied	37	74.0
	Neutral	9	18.0
	Total	50	100.0

Table 10 shows the frequency distribution of responses on the level of satisfaction with the overall quality and services where majority of the students were satisfied, which is taken as the impartial decision. 18% answered neutral while 8% of the students are very satisfied of the overall services of the Hospitality Services and Food Enterprises Office (HSFEO). Overall, according to Aldridge and Rowley (1998) customers satisfaction is influence not only by service

quality but also by personal and situational factors and price. In addition, according to Namkung and Jang (2009), said that the quality of the interior design and the suitability of the background music are important contribution to the high satisfaction of a customers. Thus, the result shows that customers were satisfied with the overall service.

Table 11: Significant Difference in the level of satisfaction in Senior High Students when grouped according to STRAND

Dependent Variable (I) Strand (J) Strand	Sig
TVL HUMSS	0.089
ABM	0.273
STEM	0.755
Price	0.999
HUMSS ABM	0.88
STEM	0.141
ABM STEM	
TVL HUMSS	1.000
ABM	0.399
STEM	1.000
Availability HUMSS ABM	0.679
STEM	1.000
ABM STEM	0.536
TVL HUMSS	.850
ABM	1.000
STEM	1.000
Attentiveness HUMSS ABM	0.939
STEM	1.000
ABM STEM	
TVL HUMSS	.696
ABM	.997
STEM	.998
Appearance HUMSS ABM	.593
STEM	.596
ABM STEM	1.000
TVL HUMSS	1.000
ABM	1.000
STEM	0.887
Treatment HUMSS ABM	1.000
STEM	0.975
ABM STEM	0.938
TVL HUMSS	.974
ABM	1.000
STEM	.545
Cleanliness HUMSS ABM	.989
STEM	.999
ABM STEM	.883
TVL HUMSS	0.983
ABM	0.688
STEM	0.826
Operating Hours HUMSS ABM	0.718
STEM	0.707
ABM STEM	0.999
TVL HUMSS	0.744
ABM	0.239
STEM	0.602
Comfortability HUMSS ABM	0.978
STEM	0.965
ABM STEM	0.965
TVL HUMSS	0.010
ABM	0.338
STEM	0.869
Taste HUMSS ABM	0.997
STEM	0.979
ABM STEM	0.947

p<0.05

Table 11 analyzes whether there is a significant difference in the level of satisfaction of Senior High School Students when grouped according to Strand. Using SPSS and One-Way ANOVA and Dunnett T3. There are four (4) strands in CMU-SHS, mainly: STEM, ABM, HUMSS, and TVL. Setting the significant level at 0.05 the table shows that there is no significant difference in term of price between TVL-HUMSS, TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, and ABM-STEM which means that price has no relationship in strand. This also means that the strand cannot affect the price, including availability which shows that there is no significant difference between TVL-HUMSS, TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, ABM-STEM it means that strand cannot affect the availability of the utilities. Staff attentiveness on the other hand, shows that there is no significant difference between TVL-HUMSS, TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, and ABM-STEM which means that strand cannot affect the staff attentiveness. Also, in treatment towards the customers, there is no significant relationship in strand between TVL-HUMSS, TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, and ABM-STEM, which means that strand cannot affect the staff treatment towards there customers. In terms of cafeterias' cleanliness, there is no significant difference in strand between TVL-HUMSS, TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, and ABM-STEM, which means that, strand cannot affect the cleanliness of the cafeteria. As well as the operating hours, there is no significant difference in strand between the groups. This means that strand cannot affect the operating hours of the cafeteria. Similar to the comfortability of the area which shows that, there is no significant difference in group according to strand between the groups. While in terms of taste of food, there is a significant difference in strand between TVL-HUMSS. Thus, this means that the strand TVL and HUMSS has a relationship based on the taste of the food of the cafeteria. This also means that the questionnaire given to the respondents of HUMSS and TVL were suited and effective. While in TVL-ABM, TVL-STEM, HUMSS-ABM, HUMSS-STEM, and ABM-STEM it shows that there is no significant difference which means that the questionnaire given by the researchers is not effective and suitable on the said strand.

Table 12: Significant Difference in the level of satisfaction in Senior High Students when grouped according to SEX

Sig.	
Price	.256
Availability	.136
Attentiveness	.022
Appearance	.443
Treatment	.087
Cleanliness	1.000
Operating Hours	.455
Comfortability	.805
Taste	.734
Overall	1.000

$p < 0.05$

Table 12 shows significant difference in the level of satisfaction of Senior High School Students when grouped according to sex. With the use of ANOVA, the researchers input the dependent variables which are Prices of food, the

Taste of foods, availability of the utilities, staffs' attentiveness, staffs' treatment towards customers, staffs' appearance, the cleanliness of the cafeteria, operating hours, and comfortability of the customers in the ambiance of the room and the independent variable which is the gender of the respondents. Using the SPSS and One-Way ANOVA, the researchers came up to this result. Looking at the p-value of the variables, it was found out that there is a significant difference in the level of satisfaction of Senior High School students when grouped according to Gender in terms of staffs' attentiveness towards the customers. Which means that Staffs' attentiveness has a relationship based on the customers satisfaction which may result to onerous situation. In accordance to the result of the study.

Table 13: Comparing Overall Impression to Specific Services

Sig.	
Price	.018
Availability	.490
Attentiveness	.307
Appearance	.038
Treatment	.029
Cleanliness	.172
Operating Hours	.036
Comfortability	.001
Taste	.006

* $p < 0.05$

Table 13 shows the comparison of the overall impressions of respondents toward specific services. Using One-Way ANOVA, the data revealed that there is a significant difference in terms of price, appearance, staffs' treatment, operating hours, comfortability and taste of food. This means that these factors could affect the customers' perception towards the cafeteria. However, there is no significant difference in terms of availability, attentiveness, and the cleanliness in comparing the overall impressions of the respondents of specific services. Therefore, this means that the availability of the utilities, staffs' attentiveness, cleanliness of the area cannot affect customers satisfaction in purchasing in the cafeteria.

Conclusion

This research has implications for research and practice. In terms of theoretical implications, cleanliness of the cafeteria is the only dominant factor in stimulating students' satisfaction with the university cafeteria. In addition, staff, price fairness and ambience factors do affect satisfaction of the customers with the university cafeteria. Hence, students have different perceptions based on their experience of services from the university cafeteria staff, foods' prices and ambience, which in return affects their behavioural patterns.

Recommendation

It is recommended that future studies expand the number of respondents and include more respondents from other age groups such as university academicians and administrative staff and college students in the same university in order to provide more representative results and improve sample. In addition, future researchers could differentiate the treatment of staffs between students and teachers, as customers.

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