

Measuring Service Quality in Restaurants: An Asia Pacific Perspective

M. Sadiq Sohail

College of Industrial Management

Department of Management & Marketing

King Fahd University of Petroleum & Minerals

PO Box 210, Dhahran-31261, Saudi Arabia

E-mail: <ssohail@kfupm.edu.sa>; <sadiqsohail@hotmail.com>

Abstract: This paper examines and measures the quality of services provided by restaurant in Malaysia. Sea-food restaurant operators have been chosen for the study as this segment enjoys a niche in the Malaysia market. Empirical research is used to determine diners' expectations and perceptions of the quality of service, and a comprehensive scale adapted from SERVQUAL is empirically evaluated for its usefulness in the Malaysian environment. Results based on testing the mean differences between expectations and perception indicate that diners' perceived value of the services is lower than expectations for 22 Of the 26 variables measured. The implications are discussed.

Key words: service quality, restaurants, SERVQUAL, Malaysia

Reference to this paper should be made as follows: Sohail, S. M (2005). 'Measuring Service Quality in Restaurants: An Asia Pacific Experience'. *Journal of International Marketing and Marketing Research*, Vol. 30 No 1, 2005 pp.3-13.