



Exploring the Key Drivers of Exceptional Dining Experiences: A Study of Eateries along National Highway 44

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Abstract

This study delves into the crucial factors that influence perceived service quality at dining establishments along National Highway 44. Utilizing a comprehensive survey and data analysis, the research identifies four primary factors affecting customer satisfaction and overall service quality. Among these factors, quality of services and amenities emerged as the most significant, accounting for the highest variance at 49.608%, while operational and dining efficiency contributed the least with a variance of 2.512%. By examining existing literature and aligning the findings with established service quality models, such as the SERVQUAL model, this research offers valuable insights for eating outlets and the government to enhance service quality along National Highway 44. The study's recommendations include prioritizing service and amenity improvements, employee training, ambiance enhancements, and government support in the form of infrastructure development, regulation enforcement, and local entrepreneur encouragement. By implementing these recommendations, dining establishments along National Highway 44 can elevate their service quality, boost customer satisfaction, and create memorable dining experiences for travelers.

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Introduction & Literature Review

Service quality is a critical determinant of a business's success, particularly for eating outlets, as it encompasses various elements such as the physical environment, service delivery, staff interaction, and customer satisfaction (Parasuraman et al., 1985; Namkung & Jang, 2007). In the foodservice industry, excellent service quality is vital for fostering customer loyalty, driving repeat business, and maintaining a competitive edge in the market (Kotler et al., 2013).

Service quality is crucial for attracting and retaining customers, contributing to their satisfaction, which, in turn, drives their intention to revisit and recommend an outlet (Ryu & Han, 2010; Ladhari, 2009). As competition in the foodservice industry increases, eateries must differentiate themselves through exceptional service (Zhao et al., 2011). Satisfied customers generate positive word-of-mouth, and online reviews and ratings significantly influence potential customers' choices (Susskind & Chan, 2000). Furthermore, service quality affects an outlet's operational efficiency and financial performance (Nasution & Mavondo, 2008; Kivela et al., 2000).

In the context of food tourism on highways, the importance of service quality becomes more pronounced as travelers have limited options for meals and rest (Ryu & Jang, 2006; Chen & Chen, 2010). Highway travelers may have unique expectations, such as faster service, convenient parking, and clean restrooms, making it essential for highway outlets to tailor their services accordingly (Barber et al., 2007). Foodservice quality on highways can directly impact tourists' health and well-being, necessitating food safety, hygiene, and the use of fresh ingredients (Mason & Paggiaro, 2012). Catering to the growing demand for health-conscious choices is also important (Kim et al., 2019).

Promoting local food culture is another critical aspect of service quality for highway eating outlets. Embracing regional cuisines and using locally sourced ingredients enhances travelers' dining experiences and contributes to the economic development of surrounding areas (Bessière, 2013; Prayag et al., 2018). By offering authentic culinary experiences, these outlets can foster food tourism along highways (Ellis et al., 2018).

Service quality is vital for eating outlets, particularly those located on highways, where competition is fierce and travelers' demands are unique. Ensuring high-quality service delivery, fostering customer satisfaction, and promoting local food culture can help these establishments attract tourists, enhance their reputation, and contribute to the growth of food tourism in the region.

Objective of the Research

As food tourism gains increasing recognition, the significance of food service quality along highways, which connect diverse tourist destinations, has come into focus (Ellis et al., 2018). Highway travelers often encounter unique challenges and have limited meal and rest options, making service quality an essential component of their overall journey (Ryu & Jang, 2006; Chen & Chen, 2010). High-quality food services at highway rest stops and restaurants not only improve traveler satisfaction but also contribute to the economic development of nearby areas by drawing more tourists and fostering local food culture (Bessière, 2013; Prayag et al., 2018).

In light of the critical role of service quality in highway eating outlets, the current study seeks to explore the various factors that affect service quality during highway travel.

Research Methodology

To accomplish the research objective, the Haryana section of NH 44 was chosen as the study area. This stretch of the highway starts at the Kundali Border in Sonipat and ends at the Shambhu Border in Ambala. The route passes through five important districts of Haryana: Sonipat, Panipat, Karnal, Kurukshetra, and Ambala.

A comprehensive list of 207 eating outlets located along this section of the highway was obtained through a personal visit to the National Highways Authority of India (NHAI) office in Ambala. The list includes a diverse range of eateries, such as dhabas, government-operated outlets, private establishments, and multinational chains. A well-designed questionnaire was developed, drawing upon the extensive literature review outlined in Exhibit 1.1. This questionnaire is divided into two segments. The first section aimed to gather demographic information about the respondents, while the second section sought customer feedback regarding the various eating outlets located on NH 44. A five-point Likert scale was

employed for the feedback, with ratings ranging from "very good" (5) to "very bad" (1). In total, 585 usable questionnaires were collected and used for the analysis.

Exhibit 1.1: Variables & Their Sources

Variables	Source
Air Conditioning Facility	Lin & Mattila, 2010; Bitner, 1992; Wakefield & Blodgett, 1999
Availability of Seating Space	Ryu & Jang, 2007; Wakefield & Blodgett, 1999; Bitner, 1992
Behavior of Staff	Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990); Heskett, J. L., et al. (1994); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988)
Billing at Ease	Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996); Mattila, A. S., & Enz, C. A. (2002); Butcher, K., Sparks, B., & O'Callaghan, F. (2002)
Car Cleaning Facility	Wakefield & Blodgett, 1999; Bitner, 1992
Chauffeur Meal Facility	Mattila & Wirtz, 2001
Cleanliness of Premises	Bitner, 1992; Wakefield & Blodgett, 1999; Namkung & Jang, 2008
Consumer Complaint Handling System	Maxham & Netemeyer, 2002; Brady & Cronin, 2001
Correctness in Services at very first time	Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990); Crosby, L. A., Evans, K. R., & Cowles, D. (1990); Zeithaml, V. A., et al. (1996)
Decore & Theme of the Eatery	Bitner, M. J. (1992); Wakefield, K. L., & Blodgett, J. G. (1996); Ryu, K., & Jang, S. (2007)

Variables	Source
Eatery Location	Berry, L. L., Seiders, K., & Grewal, D. (2002); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988); Lloyd, A. E., & Luk, S. T. (2011)
Employees Politeness & Courtesy	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985); Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (1994); Mohr, L. A., & Bitner, M. J. (1995)
Employees' Willingness to Help the Guests	Parasuraman, Zeithaml, & Malhotra, 1988; Susskind, Kacmar, & Borchgrevink, 2003; Brady & Cronin, 2001
Entertainment Facility	Mattila & Wirtz, 2001; Bitner, 1992
Hygienic Food	Namkung & Jang, 2008; Johns & Tyas, 1996; Voss, Parasuraman, & Grewal, 1998
Menu Choice and Availability of Items	Johns & Pine, 2002; Mattila & Wirtz, 2001
Modern Looking Equipment	Bitner, 1992; Mattila & Wirtz, 2001
Operating Hours	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985); Lloyd, A. E., & Luk, S. T. (2011); Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996)
Parking Facility	Wakefield & Blodgett, 1999; Bitner, 1992
Presentation of Food	Namkung, Y., & Jang, S. (2007); Johns, N., & Tyas, P. (1996); Andaleeb, S. S., & Conway, C. (2006)
Prices of Entertainment Facility	Mattila & Wirtz, 2001; Voss, Parasuraman, & Grewal, 1998
Prices of Food Served	Johns & Tyas, 1996; Namkung & Jang, 2008

Variables	Source
Prices of Shopping Items	Koo, Tao, & Yeung, 1999; Voss, Parasuraman, & Grewal, 1998; Sirieix, Kledal, & Sulitzeanu-Kenan, 2011
Product Knowledge of Employees	Susskind, Kacmar, & Borchgrevink, 2003; Brady & Cronin, 2001
Provision for Differently-Abled People	Bitner, 1992; Wakefield & Blodgett, 1999
Provision for Pets and their Cage	Bitner, 1992; Wakefield & Blodgett, 1999
Provision of Family Section	Kwortnik, 2003; Bitner, 1992; Wakefield & Blodgett, 1999
Public Utility Services	Sirieix, Kledal, & Sulitzeanu-Kenan, 2011; Koo, Tao, & Yeung, 1999; Voss, Parasuraman, & Grewal, 1998
Quality of Food	Johns & Tyas, 1996; Namkung & Jang, 2008; Voss, Parasuraman, & Grewal, 1998
Quickness & Effectiveness of Eatery Services	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985); Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996); Heskett, J. L., et al. (1994)
Response to Special Requests	Brady & Cronin, 2001; Parasuraman, Zeithaml, & Malhotra, 1988
Safety & Security at the Eatery	Bitner, 1992; Wakefield & Blodgett, 1999
Sense of Accessibility	Berry, L. L., Seiders, K., & Grewal, D. (2002); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988); Lloyd, A. E., & Luk, S. T. (2011)
Shopping Facility	Sirieix, Kledal, & Sulitzeanu-Kenan, 2011; Koo, Tao, & Yeung, 1999; Voss, Parasuraman, & Grewal, 1998

Variables	Source
Smoking & Non-Smoking Areas	Skift, 2014; Wakefield & Blodgett, 1999; Bitner, 1992
Staff Appearance & Attire	Susskind, Kacmar, & Borchgrevink, 2003; Bitner, 1992; Brady & Cronin, 2001
Staff Communication	Bitner, Booms & Tetreault, 1990; Susskind, Kacmar, & Borchgrevink, 2003; Brady & Cronin, 2001
Table Reservation Facility	Brady & Cronin, 2001; Mattila & Wirtz, 2001
Tyre Puncture and Air Refilling Facility	Wakefield & Blodgett, 1999; Bitner, 1992
Wi-Fi Facility	Parasuraman, Zeithaml, & Malhotra, 2005; Bitner, 1992

To select the eating outlets for the study, proportionate stratified random sampling was employed. This method ensured a representative sample of the diverse types of establishments present along the highway. The data collected from the questionnaires was analyzed using the Statistical Package for the Social Sciences (SPSS) version 20.0. Factor analysis with varimax rotation was applied to identify the key factors influencing service quality and fulfill the research objective. The results of this analysis provide valuable insights into the various aspects of service quality that impact travelers' experiences while dining at highway eating outlets.

Analysis & Interpretation

Demographic Profile of Respondents

Exhibit 1.2, given below, presents a demographic overview of the survey respondents, illustrating the varied backgrounds and attributes of the participants. The majority of respondents identified as male (57.3%) and had Indian nationality (99.3%). A considerable number of participants belonged to the age group of 18–30 years (67.4%), with the predominant marital status being single (62.9%). Regarding education, 43.9% possessed a graduate degree, while 20.2% had attained post-graduate education, and 12.5% held

qualifications beyond post-graduation. The income distribution revealed that 46% of respondents earned up to 3 lacs annually, 29.4% earned between 3 and 6 lacs, and 11.6% earned more than 9 lacs. A significant portion of participants were students (55.2%), with other prevalent occupations being private sector employment (15.4%) and government service (9.9%). As for the purpose of their visit, 37.4% of respondents reported being at a waypoint, 25.8% visited a local food establishment, and 36.8% had other motivations for their visit. This information offers valuable insight into the makeup of the sample population, which is crucial for a more comprehensive understanding and analysis of the survey outcomes.

Exhibit 1.2 Demographic Profile of Respondents

	F	%	Valid %
Gender			
Male	335	57.3	57.3
Female	250	42.7	42.7
Nationality			
Indian	581	99.3	99.3
Foreigner	4	0.7	0.7
Age			
Less than 18	19	3.2	3.2
18-30 Years	394	67.4	67.4
30-40 Years	115	19.7	19.7
40-50 Years	42	7.2	7.2
50-60 Years	11	1.9	1.9
Above 60 Years	4	0.7	0.7
Marital Status			
Single	368	62.9	62.9
Married	214	36.6	36.6
Separated	3	0.5	0.5

Education			
Upto 10+2	137	23.4	23.4
Graduation	257	43.9	43.9
Post Graduation	118	20.2	20.2
Above Post Graduation	73	12.5	12.5
Annual Income			
Upto 3 lacs	269	46	46
6-9 lacs	76	13	13
3-6 lacs	172	29.4	29.4
Above 9 lacs	68	11.6	11.6
Occupation			
Student	323	55.2	55.2
Private Sector	90	15.4	15.4
Business	41	7	7
Professional	45	7.7	7.7
Government Service	58	9.9	9.9
Others	28	4.8	4.8
Purpose of Visit			
Enroute Point	219	37.4	37.4
Local Eatable Point	151	25.8	25.8
Others	215	36.8	36.8

Factors influencing Perceived Service Quality

The main objective of the study is to identify the factors affecting Perceived Service Quality at eating outlets located on national highways in Haryana. To achieve this objective, we employed factor analysis, a statistical technique that allows us to uncover underlying patterns and dimensions within the data. Through this analysis, we were able to extract key factors that significantly contribute to

customer perceptions of service quality. This detailed examination of the factors influencing Perceived Service Quality serves as a foundation for understanding customer preferences and expectations, which will ultimately help eating outlets improve their offerings and enhance customer satisfaction.

Exhibit 1.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.978
Bartlett's Test of Sphericity	Approx. Chi-Square	16649.482
	Df	820
	Sig.	0.000

The KMO measure of sampling adequacy and Bartlett's test of sphericity provide evidence that the data in the dataset is suitable for factor analysis. This information is important for researchers who intend to use factor analysis as a statistical technique to identify underlying factors in the data. Exhibit 1.3 given above presents the results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. These tests are commonly used in factor analysis to assess the suitability of data for analysis and to determine whether the correlations between variables are sufficiently large to justify using factor analysis.

The KMO score ranges from 0 to 1, with higher scores indicating that the data is more suitable for factor analysis. In this case, the KMO score is 0.978, which is considered excellent. This suggests that the data has a high degree of sampling adequacy and is suitable for factor analysis.

Bartlett's test of sphericity, on the other hand, assesses whether the correlations between variables in the dataset are sufficiently large to justify using factor analysis. The null hypothesis of this test is that the correlation matrix is an identity matrix, meaning that the variables are uncorrelated. A significant result suggests that the correlation matrix is not an identity matrix, indicating that factor analysis may be appropriate. In this case, the approximate chi-square value is 16649.482, with 820 degrees of freedom and a significance level of 0.000. This indicates that the null hypothesis can be rejected, and the data is suitable for factor analysis.

Exhibit 1.4: Factors Affecting Perceived Service Quality

	Factors			
	Factor 1 (Quality of Services & Amenities)	Factor 2 (Physical Environment)	Factor 3 (Value for Money)	Factor 4 (Operational & Dinning Efficiency)
Table reservation facility	0.660			
Entertainment Facility	0.657			
Response to special requests	0.650			
Provision of Differently abled people	0.618			
Prices of Shopping Items	0.611			
Product Knowledge of employees	0.584			
Modern Looking Equipments	0.584			
Hygienic Food	0.576			
Smoking & Non-Smoking Areas	0.548			
Consumer Complaint Handling System	0.508			
Air Conditioning Facility	0.506			

Cleanliness of Premises		0.717		
Parking Facility		0.705		
Public Utility Services		0.686		
Employees Willingness to Help the Guests		0.659		
Menu Choice and Availability of Items		0.594		
Availability of Seating Space		0.589		
Staff Appearance & Attire		0.567		
Chauffer Meal Facility		0.535		
Quality of food		0.503		
Provision of Family Section		0.472		
Safety & Security at the Eatery		0.451		
Provision of Pets and their Cage			0.706	
Prices of Entertainment Facility			0.652	
Car Cleaning Facility			0.602	
Shopping Facility			0.599	

Prices of Food Served			0.596	
Wi-Fi Facility			0.587	
Staff Communication			0.565	
Tyre Puncture and Air Refilling Facility			0.540	
Behavior of Staff			0.504	
Sense of Accessibility				0.670
Operating Hours				0.600
Eatery Location				0.595
Billing at Ease				0.580
Decore & Theme of the Eatery				0.557
Quickness & Effectiveness of Eatery Services				0.534
Presentation of Food				0.504
Employees Politeness & Courtesy				0.499
Correctness in Services at very first time				0.445

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Exhibit 1.4 given above shows the results of the rotated component matrix obtained from a factor analysis conducted using principal component analysis (PCA) and varimax rotation with Kaiser

normalization. The analysis extracted four key factors: quality of services and amenities, physical environment, value for money, and operational and dining efficiency. These factors were derived from a range of variables that contribute to the overall perception of service quality at the eating outlets.

Factor 1, Quality of Services and Amenities, comprises variables such as exhibit reservation facility, entertainment facility, response to special requests, provision for differently-abled people, prices of shopping items, product knowledge of employees, modern-looking equipment, hygienic food, smoking and non-smoking areas, consumer complaint handling system, and air conditioning facility. This factor primarily reflects the customers' perceptions of the various services and amenities offered by the eating outlets and their quality.

Factor 2, Physical Environment, includes variables related to the cleanliness of premises, parking facility, public utility services, employees' willingness to help guests, menu choice and availability of items, availability of seating space, staff appearance and attire, chauffeur meal facility, quality of food, provision of a family section, and safety and security at the eatery. This factor emphasizes the importance of the physical aspects of the eating outlets, such as cleanliness, safety, and the overall environment.

Factor 3, Value for Money, encompasses variables like the provision of pets and their cages, the prices of entertainment facilities, car cleaning facilities, shopping facilities, the prices of food served, Wi-Fi facilities, staff communication, and tire puncture and air refill facilities. This factor highlights the customers' evaluation of the value they receive for the money they spend at the eating outlets, considering factors such as pricing, amenities, and additional services.

Factor 4, Operational and Dining Efficiency, consists of variables such as sense of accessibility, operating hours, eatery location, ease of billing, decor and theme of the eatery, quickness and effectiveness of eatery services, presentation of food, employees' politeness and courtesy, quantity of food served, and correctness in services at the very first time. This factor focuses on the efficiency and effectiveness

of the operations at the eating outlets as well as the overall dining experience.

The factor analysis has revealed four key factors that influence the perceived service quality of eating outlets located on national highways in Haryana: quality of services and amenities, physical environment, value for money, and operational and dining efficiency. By addressing these factors, eating outlets can enhance their service quality and improve customer satisfaction, ultimately leading to increased patronage and success in the competitive market.

Exhibit 1.5 Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
Quality of Services & Amenities	20.339	49.608	49.608
Physical Environment	2.022	4.932	54.540
Value for Money	1.337	3.261	57.801
Operational & Dinning Efficiency	1.030	2.512	60.312

The Total Variance Explained Exhibit provides insight into the relative importance of these factors by presenting the initial eigenvalues, percentage of variance, and cumulative percentage for each factor. Collectively, these four factors account for 60.312% of the total variance in the data, which indicates a substantial influence on customer perceptions.

The most influential factor, Quality of Services and Amenities, has an initial eigenvalue of 20.339 and explains 49.608% of the total variance. This considerable contribution suggests that customers place great importance on the range and quality of services and amenities offered by eating outlets when evaluating service quality. The remaining three factors—physical environment, value for money, and operational and dining efficiency—have a cumulative contribution of 10.704% to the total variance, further highlighting other essential aspects that shape customer perceptions.

However, it is important to acknowledge that the remaining 39.688% of the variance is not explained by these four factors. This unexplained variance could be attributed to other variables not considered in the analysis or random variations in the data.

In summary, the factor analysis has identified four key factors that significantly contribute to the perceived service quality of eating outlets on national highways in Haryana. These findings can help eating outlets prioritize improvements and investments in specific areas that are important to customers, ultimately leading to enhanced customer satisfaction and loyalty. While the four factors capture a significant portion of the total variance, further research could explore additional aspects of service quality to provide an even more comprehensive understanding of customer perceptions.

Findings & Recommendation

This study successfully identifies four crucial factors influencing the perceived service quality of eateries situated on national highways in Haryana. The most significant factor, quality of services and amenities, accounts for the highest variance at 49.608%. It comprises 11 variables, including table reservation and entertainment facilities, responsiveness to special requests, accommodations for differently-abled individuals, pricing, employee product knowledge, modern equipment, food hygiene, designated smoking and non-smoking areas, consumer complaint handling systems, and air conditioning amenities.

Conversely, operational and dining efficiency are the least impactful factors, contributing the lowest variance at 2.512%. By recognizing the importance of these factors and their associated variables, food establishments can prioritize enhancements in specific areas to improve customer satisfaction and overall service quality.

The study's findings are supported by previous literature, which emphasizes the importance of service quality and amenities in the hospitality sector. For instance, the SERVQUAL model by Parasuraman, Zeithaml, and Berry (1988) highlights five service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—many of which align with the variables identified in this study.

Moreover, research by Chen & Chen (2010) and Mudambi & Schuff (2010) underscores the significance of offering diverse services and

amenities, such as entertainment options and accessibility features for differently-abled individuals, to enhance customer satisfaction and overall experiences.

Although operational and dining efficiency are the least significant factors in this study, efficiency remains important within the hospitality industry. However, prior research by Kivela, Inbakaran, and Reece (1999) and Namkung & Jang (2007) suggests that customers often prioritize food quality, service, and ambiance over efficiency in dining experiences.

The results of this study resonate with the principles of the SERVQUAL model, underscoring its relevance in the context of eateries located on national highways in Haryana. The model, devised by Parasuraman, Zeithaml, and Berry, emphasizes five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The most impactful factor identified in our research, Quality of Services and Amenities, aligns closely with these dimensions. For instance, variables such as responsiveness to special requests, employee product knowledge, and consumer complaint handling systems directly map to the responsiveness, reliability, and assurance dimensions of the SERVQUAL model. Similarly, the importance of modern equipment and air conditioning amenities reflects the tangible dimension. Although the least significant factor in our study, operational and dining efficiency, aligns with the efficiency aspect inherent in the SERVQUAL model, our findings substantiate the applicability of the SERVQUAL model to eateries and provide actionable insights for improvements aligned with its principles.

Recommendations

Based on the findings discussed above, the following recommendations can be made for eating outlets located on national highways and for the government to improve service quality:

Prioritize Quality of Services and Amenities: Eating outlets should focus on providing a comprehensive range of services and amenities, including table reservation systems, entertainment facilities, responsiveness to special requests, accommodations for differently-abled individuals, and modern equipment. Emphasis should be placed on maintaining food hygiene, providing designated smoking

and non-smoking areas, efficient consumer complaint handling systems, and air conditioning facilities.

Enhance Employee Training: To improve service quality, outlets should invest in employee training programs to develop their product knowledge, customer service skills, and responsiveness. This will help boost customer satisfaction and strengthen the outlet's reputation.

Create an Inviting Ambiance: Eating outlets should pay attention to their overall ambiance, as it significantly affects customer satisfaction. A pleasant, clean, and comfortable environment can enhance the dining experience and encourage repeat visits.

Balance Operational and Dining Efficiency: While efficiency may not be the primary determinant of customer satisfaction, it is still an essential aspect of service quality. Outlets should strive for a balance between operational efficiency and the quality of the dining experience by streamlining processes, effectively managing resources, and minimizing customer wait times.

Government Regulations and Standards: The government can play a crucial role in improving service quality by implementing stringent regulations and hygiene standards for eating outlets on national highways. Regular inspections and monitoring can help ensure that these establishments comply with the set guidelines and maintain high service quality levels.

Infrastructure Development: The government should invest in infrastructure development to enhance accessibility and connectivity to eating outlets on national highways. This includes improving road conditions, providing adequate parking facilities, and ensuring proper signage to guide travelers.

Support for Local Entrepreneurs: Encouraging and supporting local entrepreneurs to establish and operate eating outlets on national highways can contribute to regional economic growth and promote diverse culinary experiences for travelers. The government can provide financial incentives, training programs, and resources to help these businesses thrive.

Conclusion

This study has successfully identified four critical factors influencing the perceived service quality of eateries situated on national highways in Haryana, with quality of services and amenities being the most significant factor. By recognizing the significance of these factors and their associated variables, eateries can prioritize improvements in specific areas to boost customer satisfaction and overall service quality. Moreover, the government has an essential role to play in supporting eating outlets by implementing regulations, developing infrastructure, and promoting local entrepreneurship. These concerted efforts will not only enhance the dining experiences for travelers but also contribute to the regional economy's growth and sustainability. Improving service quality in eateries on national highways is a multi-faceted endeavor that requires collaboration between the establishments, local entrepreneurs, and the government. By focusing on the identified factors, implementing the recommendations, and leveraging the principles of the SERVQUAL model, the hospitality sector can ensure better customer experiences, promote customer loyalty, and foster long-term success.

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