https://doi.org/10.59865/abacj.2024.8

EXAMINING THE INFLUENCES OF SATISFACTION AND TRUST ON THE BEHAVIORAL INTENTIONS OF CUSTOMERS WHO DINED IN CASUAL DINING RESTAURANTS: A MIXED-METHODS APPROACH

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Abstract

The restaurant business is very competitive, such that managers must identify appropriate components of their restaurant attributes to better satisfy the needs and wants of their customers. Studies have long investigated restaurant attributes but treated such attributes using a common factor analysis technique; these should be analyzed as components. This paper aims to demonstrate how researchers can conduct a mixed-methods study to investigate the effects of restaurant attributes on customer behaviors and how a component-based analysis method is used. A sequential unequal research design was undertaken, including three steps: (1) identifying a set of restaurant attributes from the restaurant literature (Step-1), (2) conducting a field study to propose a refined set of restaurant attributes that fit with the context of the study (Step-2), and (3) collecting survey data for further analysis with the Generalized Structured Component Analysis (GSCA) technique (Step-3). The results of Step-1 revealed 10 restaurant attributes entailing many components. The results of Step-2 revealed only seven attributes (food, price, services, atmosphere, facilities, cleanliness, and location), entailing different sets of components specific to each attribute. In Step-3, a conceptual model was developed, including three constructs treated as components: satisfaction (encapsulated all seven restaurant attributes), trust, and behavioral intentions. The results of Step-3 indicated that satisfaction was found to influence trust, while satisfaction and trust were found to influence behavioral intentions. In addition, the indirect effect of satisfaction on behavioral intentions through trust was indicated as only a partial mediator. Overall discussions suggest further studies that may adapt various methods to improve research quality. Thus, this paper offers a specific procedure for researchers who desire to conduct a mixed-methods research design through the context of the restaurant business and for those interested in using GSCA. Demonstrating the research processes employed is the primary contribution of this paper. This may be helpful for novices interested in replicating our steps in their specific study context.

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Keywords: Restaurant attributes, satisfaction, trust, behavioral intentions, mixed-methods, generalized structured component analysis

1. INTRODUCTION

The restaurant business is becoming a massive worldwide business, which is highly competitive, and which encounters high-pressure for business creativity (Hu & Yuan, 2020; Longart, 2015; Paddock et al., 2017). Similar to many businesses, the success of restaurants depends on how well they meet customers' wants, needs, and expectations, ensuring customers' satisfaction and increasing their chances to revisit the restaurants (Gagić et al., 2013; Mannan et al., 2019). Customers determine their level of satisfaction by evaluating their dining experience based on various criteria, including the cognitive aspect (e.g., the food and service quality) and the affective aspect (e.g., pleasure and excitement) (Babin et al., 1994; Finkelstein, 1989). However, the key challenge is that different types of restaurants can have different sets of restaurant attributes. A customer of a quick-service restaurant may expect a basic menu with reasonable prices, while another visiting an upscale restaurant may prefer personalized services (Muller & Woods, 1994). Thus, managers must identify appropriate components of their restaurant attributes that are very specific to their restaurant setting and which can be used to assess the restaurant performance. This can guarantee that the services and dining experiences offered can satisfy the needs and wants of the customers (Gagić et al., 2013).

Studies have long investigated restaurant attributes through various kinds of research methods. For example, Law et al. (2004) investigated the factors influencing return frequency and customer satisfaction in the fast-food context, identifying attributes from previous studies, collecting data from a student canteen, and estimating effects using a probability function. Bujisic et al. (2014) employed an experimental design to examine any differences in customer intentions between a quick-service and an upscale restaurant context. The restaurant quality attributes were retrieved from the literature and further used to design experimental scenarios.

Apart from these studies, a stream of research has focused on investigating effects through the Structural Equation Modeling (SEM) technique. For example, Bae et al. (2018) investigated the impact of restaurant attributes on satisfaction and return patronage intentions. The attributes identified from the literature were used to design a questionnaire that was deployed to dining customers. Data collected was analyzed with a confirmatory factor analysis (CFA) and covariance-based SEM (CB-SEM) via AMOS to test the validity of the proposed model and their proposed hypotheses. Another study conducted by Mannan et al. (2019), examined the effects of restaurant attributes on customer satisfaction and revisit intentions. The attributes were identified from the literature and employed to develop a questionnaire. The data obtained was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique.

It is observed that there are two SEM approaches. While CB-SEM is a common factor analysis technique (or factor-based SEM) that seeks to explain correlations among observed variables, PLS-SEM is a component-based SEM that views observed variables as components estimating linear combinations for the observed variables (Hwang & Takane, 2014). Readers can see Sarstedt et al. (2016) and Hair et al. (2019) to understand more on this topic. Meanwhile, Generalized Structured Component Analysis (GSCA) is an alternative to PLS-SEM with several advantages (for more information, please see Hwang and Takane, 2014). However, GSCA has not been used in the restaurant literature; this study aims to address this gap by demonstrating how researchers can conduct a mixed-methods study to investigate the effects of restaurant attributes on customer behaviors.

A sequential unequal research design (Tashakkori & Teddlie, 1998) was carried out including (1) identifying a set of restaurant attributes from the literature, (2) conducting a field study to refine and propose another set of restaurant attributes that fit with the context of the study, and (3) collecting survey data for further analysis with the GSCA. The first step (Step-1) is taken to determine what has been done in the past and what remains unknown (Grant & Booth, 2009). The second step (Step-2) involves an exploratory study in which researchers engage in the field to confirm what is similar to the literature and what new concepts emerge (Cachia & Millward, 2011). The final step (Step-3) involves development of a conceptual model based on the findings of Step-2, and an investigation of the causal relationships proposed in the model. The design of the conceptual model in this study was inspired by Mannan et al. (2019); however, for parsimony, it will be adapted to include only three second-order constructs (i.e., satisfaction toward restaurant attributes, trust, and behavioral intentions), while the restaurant attributes will be treated as first-order constructs of satisfaction. Trust will be configured as a mediator between the satisfaction and behavioral intention constructs. Thus, an application of the GSCA when examining a mediator's role will also be demonstrated. The merit of this configuration is that it should lead to an interpretation of the study's findings compared to the inspirational study. Therefore, the study's main contribution lies in its demonstration of a mixed-methods approach in the restaurant context. Regarding practical contributions, this study may serve as a guideline for those who desire to employ a GSCA technique. Novice researchers might also use this method, replicating our steps in their own study context.

The structure of the paper begins with Step-1, which presents a literature review on restaurant attributes and trust concepts, followed by Step-2, which explains the research methods and findings of the exploratory study. Section 4 offers an application of the GSCA in examining hypotheses and the GSCA results. Section 5 provides an overall discussion regarding the study, and the final section offers a conclusion to the study.

2. LITERATURE REVIEW

Research investigating restaurant attributes published in the restaurant literature was conducted using various research methods. The appendix shows that most studies employed quantitative surveys and analyzing the obtained data using many statistical techniques such as Factor Analysis, Structural Equation Modeling, the Analytic Hierarchy Process, logistic regression, and cluster analysis. A few studies used qualitative methods such as interview, focus group, or the critical incident technique (Kivelä, 1997; Kivelä & Chu, 2001; Longart et al., 2018). The studies found in the restaurant literature rarely conducted mix-methods approaches (see Appendix for details).

The research stream focusing on utilization of the Structural Equation Modeling (SEM) technique has used mainly quantitative surveys to investigate hypotheses drawn from the literature while the proposed restaurant attributes used in their measurement models were adapted from the literature (e.g., Bae et al., 2018; Mannan et al., 2019). Since the mainstream of restaurant attribute research has a quantitative basis, this leaves significant room for a study employing a qualitative approach gathering in-depth information. Additionally, the absence of mixed-methods approaches, which integrate qualitative and quantitative methods to study restaurant business, is another significant research gap. The following section presents a literature review on restaurant attributes, based on the studies appearing in the Appendix.

2.1 Restaurant Attributes

Dining out at restaurants is an integral part of people's lives (Longart, 2015; Walker, 2018) as it offers a relaxed lifestyle that can be enjoyed with family, friends, colleagues, and

Table 1 Restaurant Attributes Identified from the Studies Published During 1966-2021

Attribute / Authors	Food & drink	Services*	Cleanliness / hygiene	Price/ value for money	Ambiance/ atmosphere	Facilities	Location / place	Image	Environ-ment	Attrac-tions
Campbell (1966)	☑	☑	☑	☑	☑					
Kivelä (1997)	☑	☑	☑	☑	☑		☑			
Cousins et al. (2002)	☑	☑	☑	☑	☑					
Soriano (2002)	☑	☑		☑			☑			
Yüksel and Yüksel (2003)	☑	☑	☑	☑	☑		☑			
Sulek and Hensley (2004)	☑	☑			☑					
Josiam et al. (2007)	☑	☑	☑		☑		☑			
Law et al. (2008)	☑	☑		☑					☑	☑
Namkung and Jang (2008)	☑	☑			☑					
Zahari et al. (2010)	☑	☑		☑			☑			
Nitiwanakul (2014)	☑	☑		☑	☑					
Longart (2015)	☑	☑		☑	☑	☑	☑	☑		
Liu and Tse (2018)	☑	☑		☑	☑					
Longart et al. (2018)	☑	☑		☑	☑	☑	☑	☑		
Mannan et al. (2019)	☑	☑		☑	☑					
Park et al. (2021)	☑	☑		☑	☑					

* The term “services” in this table and those mentioned in the rest of the paper refer to the fundamental units of exchange, similar to products and goods, and does not refer to “service” as a process that is the fundamental exchange from a perspective of the service-dominant logic (Vargo & Lusch, 2014).

business associates (Müller Csernetzky et al., 2020; Walker, 2018). It has been observed that a restaurant providing only quality food might not be attractive to customers and might not be able to retain them in the long run (Parsa et al., 2005). When selecting the place to dine out, customer decisions are also related to feelings and emotions (Hoek et al., 2017).

Customers perceive and evaluate a set of restaurant attributes based on their experiences (Andersson & Mossberg, 2004; Finkelstein, 1989; Jang & Ha, 2014). Such attributes are the characteristics of the restaurant (e.g., low-price or food-quality restaurants) which make it desirable to customers (Johns & Pine, 2002). Ascribing different levels of importance to each attribute, customers evaluate these attributes, and if they are satisfied, they are likely to repeat visiting the restaurant, and in turn, increase the restaurant's significant benefits (Iglesias & Guillén, 2004; Kivelä et al., 1999; Luo & Homburg, 2007; Martínez-Tur et al., 2011).

To identify restaurant attributes, a review of the literature was conducted. Table 1 summarizes the studies published from 1966 to 2021 and investigates different restaurant attributes across different restaurant types and contexts. There are 10 attributes identified that could influence consumers' decision-making when choosing a restaurant for leisure purposes and which have been suggested to be potential keys to creating a successful restaurant business. It can be clearly seen that all studies have similarly noted four elements: 1) food and drink, 2) services, 3) price versus value for the money, and 4) ambiance. The restaurant attributes shown in Table 1 may be understandable regarding constructed or latent variables that help to summarize, organize, and facilitate, the interpretation of reality (Hunt, 2010); in this case, restaurant characteristics are attractive to customers. However, as mentioned earlier, understanding the restaurant attributes may be done from a factor or component analysis perspective, in similar worldviews (Jackson, 1970, 1971).

Since we aim to understand the restaurant attributes from the component perspective, Table 2 reports details of each attribute, expanding on the attributes shown in Table 1. Each restaurant attribute has different components and can be different across contexts; therefore, various researchers have defined the components of similar restaurant attributes differently. A similar component can also be identified as other attributes based on different customer perceptions. This is why customer behavior in different restaurant settings is challenging for managers (Longart et al., 2016).

Table 2 Components of the Restaurant Attributes Identified from the Literature

Attribute	Source	Components
Food	Kivelä and Chu (2001)	Taste; presentation; textures; colors; temperature; freshness; nutritive value; smell
	Sulek and Hensley (2004)	Food safety; food appeal
	Law et al. (2008)	Portions; variety; quality; presentation
	Namkung and Jang (2008)	Presentation; healthy options; taste; freshness; temperature
	Mannan et al. (2019)	Food presentation; food smell; food temperature; food taste; fresh; healthy options
Food and drink	Longart et al. (2018)	Quality; nutritional aspects; type of cuisine; authenticity; variety of food; range of drinks; food presentation; portion sizes; unusual food
Service quality*/ services	Stevens et al. (1995)	Reliability; assurance; responsiveness; empathy; tangibles; cleanliness of dining areas and toilets

Table 2 (Continued)

Attribute	Source	Components
	Yüksel and Yüksel (2003)	Services standard; services efficiency; attentive services; helpful staff; competent staff; staff appearance; prices shown clearly
	Iglesias and Guillén (2004)	Price
	Law et al. (2008)	Operating hours; diversity; speed; server's attitude
	Namkung and Jang (2008)	Promised services; willingness to help; competency; empathetic response
	Gagić et al. (2013)	Competent; attentive; fast; friendly; helpful; prompt; empathetic; honest and responsible
	Longart et al. (2018)	Waiting time to be seated; waiting time to be served food; welcoming/friendliness; attentiveness/interaction; knowledgeable service
	Mannan et al. (2019)	Satisfactory service; staff quick and prompt; staff willing to help; comfort in dealing with staff
Ambiance/ atmosphere	Namkung and Jang (2008)	Excitement; pleasure; relaxation
	Longart et al. (2018)	Décor and lighting; noise; music and dancing; ambiance and atmosphere created by other customers
	Mannan et al. (2019)	Restaurant interior and décor; light; music; cleanliness; restaurant space; neat and well-dressed staff uniform
Value for money	Tse (2001)	Price; service quality
	Yüksel and Yüksel (2003)	Reasonable food prices; food value for money; hearty portions
	Nitiwanakul (2014)	Food; service quality
	Mannan et al. (2019)	Value for price; high value of dining; worth the money
Cleanliness/ hygiene	Cousins et al. (2002)	Staff; premises; equipment
	Josiam et al. (2007)	Toilets
	Barber and Scarcelli (2009)	Food safety; restrooms
Location	Kivelä (1997)	Good location
	Tzeng et al. (2002)	Convenience of mass transportation system; parking capacity
	Yüksel and Yüksel (2003)	Convenience of location; impression from the road
	Josiam et al. (2007)	Convenience of location
Place	Soriano (2002)	Ambiance; location; cleanliness; facilities (car park)
	Longart et al. (2018)	Driving distance; convenience for everyone to meet up; vicinity to entertainment area; public transport available

Table 2 (Continued)

Attribute	Source	Components
Restaurant image/ reputation	Chang (2013)	Corporate reputation (the quality of products/ services)
	Longart et al. (2018)	Branding; awards; chef reputation
	Mannan et al. (2019)	Famous restaurant; peers perceive its good image; reputable
Facilities	Longart et al. (2018)	Restaurant architecture; cleanliness/hygiene; parking availability; restaurant tableware
Environment	Law et al. (2008)	Atmosphere; cleanliness; comfort; location; decoration
Attraction	Law et al. (2008)	Image; novelty; word-of-mouth; advertising

* Service quality is the performance delivered by the restaurant when offering various services to customers such as receiving an order and serving foods and drinks, and this term was commonly referred to as Service Quality, as proposed by Zeithaml et al. (1996).

Due to this challenge, in the literature on marketing practices for the food and services industry, DiPietro (2017) called for research to explore ways to help restaurant managers and owners distinguish themselves from the masses. To address this gap, a study must focus on the specific components of restaurant attributes that may provide practical implications for restaurant businesses to create memorable experiences as desired by particular customers. Research must investigate the combined effects of restaurant attributes (or components) influencing customer satisfaction and behavior (Shin & Yu, 2020).

2.2 Trust

Apart from the restaurant attributes, it was mentioned earlier that the conceptual model design in this study (Step-2) will be inspired by Mannan et al. (2019) and include the trust concept. Thus, this study provides a literature review on the trust concept, which has long been known to be multidimensional. For example, trust can be understood as honesty and benevolence (McKnight et al., 1998), and similar to when a person shows their tendency to be willing to depend on others (McKnight et al., 2002). Defining and operationalizing the trust concept differently can lead to different results (Julagasigorn et al., 2021). In this study, trust is defined according to Mayer et al. (1995) as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (p.712). Once both parties trust each other, they have built a level of confidence and reliability to one another, show some vulnerability to the other party, and hold a specific expectation toward the other's behavior (Hoq et al., 2010; Singh & Sirdeshmukh, 2000; Ter Huurne et al., 2017).

Previous studies investigating trust in the restaurant context mostly treated trust as a factor-based latent variable (e.g., Anaya-Sánchez et al., 2019; Chang and Chen, 2008; and Mannan et al., 2019). However, there has been a slight shift in the research paradigm that considers trust as a component rather than a factor. Some studies have found that trust has some features that may be better understood if regarded as components. Singh and Sirdeshmukh (2000) suggested that trust consists of benevolence and competence. In the retail context, Chang and Chen (2008) indicated that customer trust in a company can have cognitive and affective components. In other words, they combined the customers' willingness to rely on a company's competence (cognitive) with the customer's perception of the company's

benevolence (affective). Gelashvili et al. (2021) operationalized their trust construct as a formative configuration of honesty, benevolence, and competence. In a carpooling context, Julagasigorn et al. (2021) found that trust could be defined as a factor-based latent variable (for example, a latent measure of how much one would rely on others) and could have components (for example, companions who have established trust showed a set of different characteristics such as having trusted in each other, perceiving familiar when being with strangers, and having a friendly personality).

As the restaurant literature does not provide detailed components of trust, an exploration of trust components is needed in this study. The following section presents an exploratory field study (or Step-2) to identify the appropriate component set of restaurant attributes and trust for the specific context of the present study.

3. AN EXPLORATORY STUDY

To address the gaps in the literature, an exploratory study using a qualitative inquiry was employed due to two reasons. Firstly, different classes or types of restaurants may require different sets of restaurant attributes and components and different sets of trust perceived by customers. All identified components in the literature may not fit the context of every study. Secondly, a qualitative inquiry can provide in-depth information that may be used to propose new attributes and components. The research process laid out in this section, which will be explained hereunder, has been approved by the Human Research Ethics Committee of Khon Kaen University.

Walker (2018) suggested three categories of restaurants, namely, fine, casual, and quick-service (QSRs). This study focused on high-service restaurants, i.e., fine and casual dining. The QSRs were excluded because, in contrast to fine and casual dining, these emphasize providing quick food and quick-service (i.e., customers order food over the counter, pay, and leave), offer a limited menu, and do not offer high-level customer service quality (Law et al., 2004). The flow of this section begins with the exploratory research process carried out and is followed by the findings of the exploratory study along with a relevant discussion.

3.1 An exploratory Research Process

Primary data were obtained via in-depth interviews, while purposive sampling was conducted to recruit customer informants living in Khon Kaen and Udon Thani. These two provinces in the northeastern part of Thailand have been ranked as having the second and third-highest number of restaurants in the region (Sirimongkol, 2022). The types of informants recruited were pre-defined based on age ranges, namely, Generation X (37-53 years old) and Generation Y (21-36 years old), as these generations spend significantly more money on food items than any other generation (Berraies et al., 2017). Each recruited informant was required to have some experience in dining out for leisure at fine-dining establishments or casual-dining restaurants.

All interview sessions were held in January 2023. A saturation point was used to indicate when to stop recruiting. In total, 40 customers were interviewed, which was considered sufficient (Guest et al., 2006). Discussions with each informant were initially predominantly centered on "*What makes them select the restaurant from their unique perspective?"*, and were then free-flow, based on previous answers. Each interview was recorded, ranging from approximately 45 to 60 minutes in length, and were transcribed in Thai.

Thematic analysis was conducted to analyze the transcribed scripts (Braun & Clarke, 2006). Open coding was conducted manually to extract significant phenomena or experiences specific to each informant. This was performed by assigning a conceptual label to capture what

had been said and by focusing on identifying patterns of meaning (Braun & Clarke, 2006). Ultimately, an initial list of ideas was generated, showing what was in the data and what was interesting to produce a list of themes. No commercial, in-confidence, or sensitive data were divulged. Operating in this manner, it was possible to avoid collecting data containing individual biases. Following recommendations by Weber (1990), two investigators classified the exact words into different themes, and indicated an inter-judge reliability level of 90 percent, which is considered good (Neuendorf, 2017). The following section reports the findings of this exploratory study.

3.2 Findings of the Exploratory Study and Discussions

Regarding restaurant attributes, the result of the thematic analysis suggested seven attributes for this study context: food, price (value for money compared to the food-related components), services (performed by staff and owner), atmosphere, facilities, cleanliness, and location. Each attribute contained specific and unique components. While some components were found to be similar to the literature, some others emerged anew. A summary of the restaurant attributes is provided hereunder.

The food-related components comprise food taste, quality, presentation, ingredients, and portion. None of the informants mentioned drinking when discussing food, consistent with Longart et al. (2018), who suggested that food and drink should be considered separately. In addition, none of them stated any word related to food temperature and the nutritional aspects of food served, in contrast to Macht et al. (2005), Longart et al. (2018), and Namkung and Jang (2008).

The informants perceived the price-related components regarding value for money, as they usually evaluated the restaurant's offering in relation to their money. An association was also found between price, food, and value for money, quite similar to Gikonyo et al. (2015). The informants' perceptions of value for money were influenced by price regarding the five food components. In other words, they evaluated whether or not the price was valued for the food taste, food quality, food presentation, ingredients, and food portions. If all five food components came together with a fair price, the informants felt that the restaurant's offerings were reasonable and had value for money.

The service-related components consist of five aspects: staff recommendations, staff service-mindedness, staff service speed, staff friendliness, and the restaurant owner's friendliness. None of the informants mentioned the cleanliness of dining areas or toilets, similar to Stevens et al. (1995), nor talked about the price, similar to Yüksel and Yüksel (2003) and Iglesias and Guillén (2004).

The atmosphere-related components were mainly driven by the restaurant's decorations, but not related to lights or other customers, as Longart et al. (2018) suggested. They comprised of relaxation, security, coziness, luxurious places, and specific zones for different dining purposes. The last component emerged as necessary, making the informants feel comfortable and impressed (Nilufar, 2022).

The facility-related components included Wi-Fi and parking availability. Only the latter was found to be similar to Longart et al. (2018), while Wi-Fi was found to be a newly emerged component. The informants insisted that a restaurant which provides free Wi-Fi would gain greater acceptance and popularity than others which offer none, as the presence of free Wi-Fi could make the informants spend more time and order more food.

Cleanliness-related components were found to be specific to the facilities that had potential to significantly affect the informants' health and well-being, and were separate from the facility-related components. These components included restrooms, dining areas, staff appearance (uniforms), food, and tableware. While Stevens et al. (1995) classified tableware

as part of service quality and Longart et al. (2018) determined it as a facility, the informants strictly stated that this represented cleanliness.

The location might not be a concern for full-service restaurants if customers use their private vehicles (Liu and Tse, 2018). However, the location-related components in this study were found to be very important to the informants, similar to Kivelä (1997); Tzeng et al. (2002); Yüksel and Yüksel (2003); and Josiam et al. (2007). The restaurants must be located in a lovely spot that is easy to find, resulting in convenient access and a good spot being the components of the location attribute.

Regarding trust in the restaurant, the result of the thematic analysis suggested three components: (1) trust in the service offered, (2) trust in the atmosphere, and (3) trust in its facilities. The findings revealed that the informants trusted the restaurant's service, i.e., the restaurant would serve them well. They emphasized that excellent service conveyed safety and indicated that the restaurant was a trustable zone, where customers could leave their personal belongings on the table, similar to the findings of Mannan et al. (2019). In addition, the informants noted that the decoration created a positive attitude toward the restaurant's atmosphere and could substantially affect customers' trust in the restaurant, similar to Sulek and Hensley (2004) and Puspita (2015), who found that the restaurant's atmosphere could affect customers' trust. In contrast to Mannan et al. (2019), who did not investigate the impact of restaurant facilities on customer trust; the findings of the current research indicate that if there was no free Wi-Fi or available parking lots, the informants felt a negative experience toward the restaurant's owners (penny-pinching), resulting in reduced customer trust.

Table 3 Components of the Restaurant Attributes and Trust Reported by the Informants

Attribute	Components
Food	Food tastes; food quality; food presentations; food ingredients; food portions
Price (value for money)	Price relative to food taste; price relative to food quality; price relative to food presentation; price relative to food ingredients; price relative to food portions
Services	Staff recommendations; staffs' service mind; staffs' service speed; staffs' friendliness; owner's friendliness
Atmosphere	Relaxation; security; coziness; luxurious; zoning
Facilities	Wi-Fi availability; parking availability
Cleanliness	Restrooms; dining areas; staff appearance; food; tableware
Location	Convenient to access; good spot
Trust	Trust in the service offered; trust in the atmosphere; trust in facilities

Table 3 summarizes the components of the restaurant attributes and trust reported by the informants. It is observed that this study's data identified most restaurant attributes reported from the restaurant literature (Table 2). Restaurant image/reputation, such as awards, chef reputation (Longart et al., 2018) and famous restaurants (Mannan et al., 2019), were not mentioned by the informants. Attraction was also not mentioned, while Law et al. (2008) found such a component and defined it as image, word-of-mouth, and advertising. Law et al. (2008) further found environment as a component consisting of atmosphere, cleanliness, comfort, location, and decoration, while, in this study, only atmosphere was found.

An important limitation of this study was that the data collection was not carried out by considering the consumption period. For example, the first visit versus the second one may lead customers to different perceptions of a restaurant. Trust is a crucial variable affecting the customer's perceptions and behaviors in the pre- and post-purchase process. It is dynamic, can

change over time (Lin et al., 2014), and may differ between the first and second visits. Another limitation is that the interviews were conducted only in Khon Kaen and Udon Thani, and this limits the study's generalization property to only the investigated provinces. The findings herein may not reflect the experiences and/or opinions of customers in other regions of Thailand or in other countries. It is well-known that different regions and countries have specialties and international dishes and their customer segments vary (Yüksel and Yüksel, 2003). Further study is needed and may replicate this study to investigate the customers in other regions of Thailand or in other countries. In addition, since this study excluded customers of the QSRs, future research should examine the purchasing behaviors of consumers and their satisfaction levels in the QSR context.

The next section presents Step-3 of this paper: developing a conceptual model based on the findings of Step-2 and investigating the causal relationships proposed in the model. Since all models have latent constructs which require measurement items, the information in Table 3 was employed as the measurement items for each proposed latent construct in the proposed conceptual model.

4. A SURVEY STUDY

Like Mannan et al. (2019), this study conceptualized the restaurant attributes (Table 3) into customer satisfaction. Thus, it is essential to discuss how restaurant attributes are related to customer satisfaction. Customer satisfaction in services is defined as the degree to which service performance meets or exceeds the expectations of customers (Kumar, 2012). Customers determine their level of satisfaction by evaluating their dining experience based on various criteria, including cognitive (e.g., the food and service quality), and affective (e.g., pleasure and excitement) aspects (Babin et al., 2005; Finkelstein, 1989), Mannan et al. (2019) treated these criteria as a set of restaurant attributes.

As shown in Table 3, seven restaurant attributes were found in the exploratory study, and the restaurant literature has reported relationships between each restaurant attribute and customer satisfaction. Table 4 summarizes the relationships between customer satisfaction, retention, trust, and engagement, towards the restaurant attributes identified from previous studies.

Table 4 The Relationships Identified from the Restaurant Literature

Source	Restaurant attribution	Satisfaction	Retention	Trust	WOM
Bredahl (2001)	Food	/		/	
Weiss et al. (2005)	Food		/		
Gupta et al. (2007)	Food		/		
Myung et al. (2007)	Food		/		
Saad Andaleeb and Conway (2006)	Food	/			
Kim et al. (2009)	Food	/	/		/
Longart (2010)	Food	/			/
Back (2012)	Food	/			
Mohammad (2012)	Food	/		/	
Zhu et al. (2019)	Food	/			/
Shin and Yu (2020)	Food	/		/	
Bredahl (2001)	Services	/		/	

Table 4 (Continued)

Source	Restaurant attribution	Satisfaction	Retention	Trust	WOM
Mohammad (2012)	Services	/		/	
Kim (2014)	Services	/		/	
Moreno-Camacho et al. (2019)	Services	/			
Tešanović et al. (2018)	Services	/			
Myung et al. (2007)	Services		/		
Kim et al. (2009)	Services	/	/		/
Shin and Yu (2020)	Services	/		/	
Weiss et al. (2005)	Ambiance		/		
Kim et al. (2009)	Ambiance	/	/		/
Cakici et al. (2019)	Ambiance	/	/		
Zhu et al. (2019)	Ambiance				/
Gupta et al. (2007)	Price		/		
Kim et al. (2009)	Price and value for money	/	/		/
Mohammad (2012)	Price	/		/	
Cakici et al. (2019)	Value for money	/	/		
Shin and Yu (2020)	Price	/			
Barber and Scarcelli (2010)	Cleanliness		/		
Ko et al. (2005)	Cleanliness	/			
Vilnai-Yavetz and Gilboa (2010)	Cleanliness	/	/	/	
Back (2012)	Cleanliness	/			
Yoo (2012)	Cleanliness	/			
Ahmed et al. (2019)	Location		/		
Zhu et al. (2019)	Location				/
Zardi et al. (2019)	Location	/			
Gagić et al. (2013)	Facilities		/		

In addition to Table 4, Ryu and Han (2010) also suggested that food quality, service quality, and atmosphere were the most important factors influencing customer satisfaction and future behavior. Some researchers also insisted that zones or rooms made the customers feel comfortable and could affect their satisfaction (Nilufar, 2022).

4.1 A Proposed Conceptual Model

The design of the conceptual model in this survey study was inspired by Mannan et al. (2019), who investigated the relationships between revisit intentions, trust, and customer satisfaction (which were influenced by five restaurant attributes, namely, service quality, food quality, atmospherics, other customers, and perceived value/price). In their study, trust was treated as a mediator between revisit intentions and customer satisfaction.

Figure 1 shows a conceptual model of the present study. The seven restaurant attributes identified in Table 3 were conceptualized into the customer satisfaction toward the restaurant

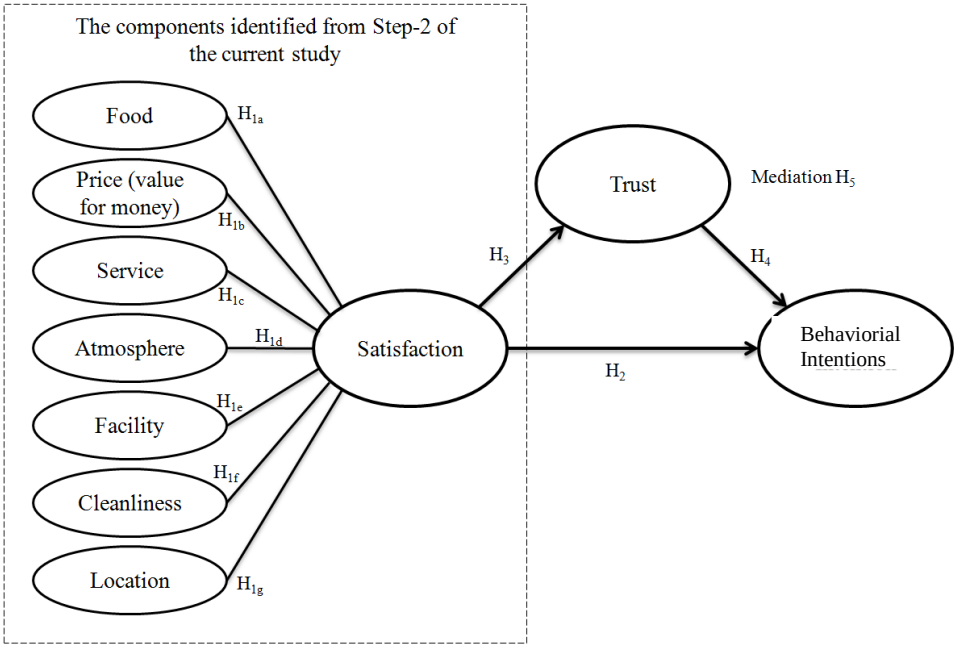


Figure 1 A Proposed Conceptual Model

attributes, defined as the customer's evaluation of a restaurant's product/service experience (Mannan et al., 2019).

Each of the seven restaurant attributes is proposed to be a first-order construct of the second-order construct, which is entitled customer satisfaction, as follows: Food is a first-order construct of satisfaction (H_{1a}); Price is a first-order construct of satisfaction (H_{1b}); Service[4] is a first-order construct of satisfaction (H_{1c}); Atmosphere is a first-order construct of satisfaction (H_{1d}); Facility[5] is a first-order construct of satisfaction (H_{1e}); Cleanliness is a first-order construct of satisfaction (H_{1f}); and Location is a first-order construct of satisfaction (H_{1g}). In addition, Satisfaction toward the restaurant attributes is proposed to have a positive influence on customers' behavioral intentions (H_2) and on trust (H_3), which further influences customers' behavioral intentions (H_4). Like Mannan et al. (2019), trust is proposed to mediate between satisfaction and customers' behavioral intentions (H_5).

4.2 Measurement Development, Survey, and Analysis Method

A questionnaire was developed and consisted of three parts: (1) the respondent's profile, (2) customer satisfaction toward the restaurant attributes, and (3) trust and behavioral intentions. The survey study was approved by the Research Ethics Committee at Khon Kaen University.

The items regarding trust and customer satisfaction toward the restaurant attributes were adapted from Table 3 and utilized a 7-point Likert scale. The measurement for Behavioral intentions also applied a 7-point Likert scale and was conceptualized as component-based, consisting of two concepts: the intention to revisit the restaurant in the future and the customer's intention to recommend the restaurant to their peers. These two concepts are recognized as primary behavioral intentions in the literature (Liu et al., 2005).

[4] The term "Service" with the first letter capitalized hereafter refers to services in general but remains singular to represent a construct in the conceptual model.

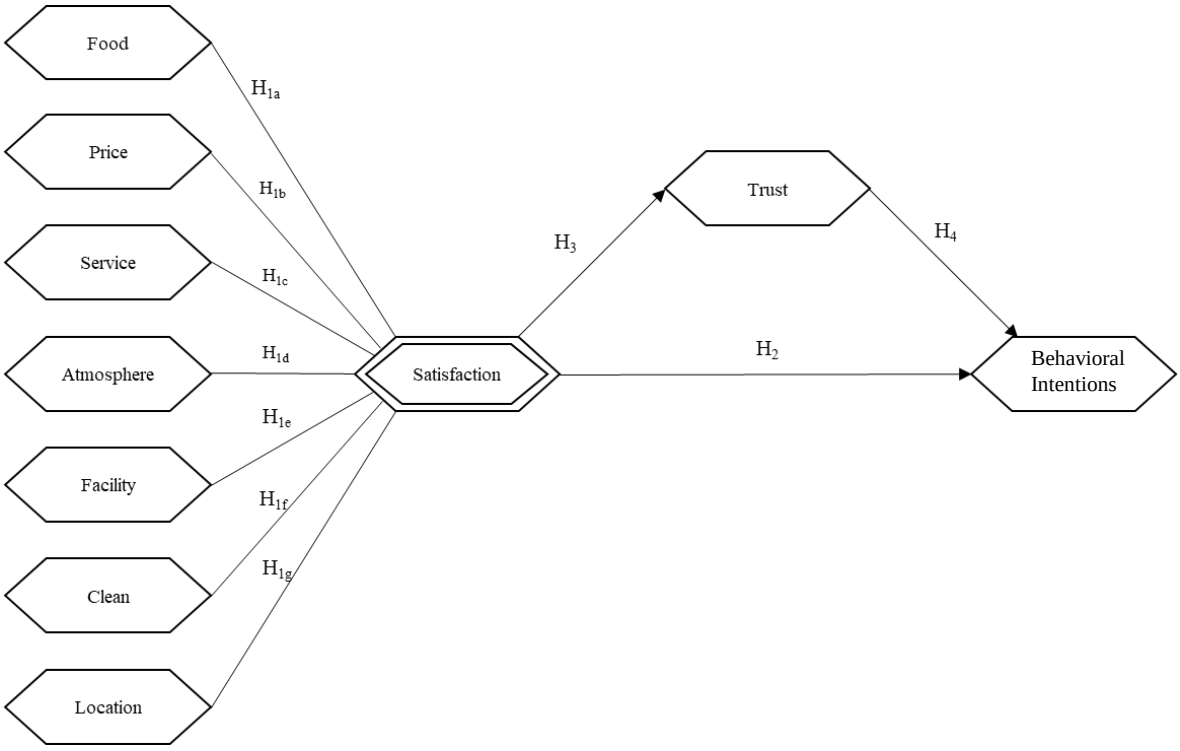
[5] The term "Facility" with the first letter capitalized hereafter refers to the facilities provided in a restaurant but remains singular to represent a construct in the conceptual model.

Survey data were obtained through the use of a Google Form, which was deployed to respondents dining in a fine and casual restaurant in Khon Kaen Province, Thailand, in a face-to-face manner. Data were obtained from 450 customers, in Generations X, Y, and Z.

The proposed conceptual model in Figure 1 defines each construct as a summary or an index of observed variables. In this approach, the correlational pattern of observed variables forms the construct, and a weighted composite of the observed variables, or the component-based Structural Equation Model (SEM), is utilized to represent the constructs in the proposed conceptual model. Therefore, Partial Least Squares (PLS) and GSCA are the most suitable methods for the model in this study, which is a component-based SEM (Cho et al., 2022). When contrasting PLS with GSCA, PLS operates as a method with limited information by independently estimating its two sub-models (measurement and structural). The GSCA is a full-information method that optimizes a single criterion to simultaneously estimate all parameters, resulting in more dependable estimates, particularly smaller standard errors as compared to a method with limited information (Hwang & Cho, 2020).

Recently, the application of GSCA has been increasing in social science research, while the method gains recognition yearly. Recent studies that might be of interest to readers include: Azlyna and Nugraha (2023); Cho et al. (2022); Chumwichan et al. (2023); Dzakiyyah and Nugraha (2023); Fakfare et al. (2021); Fakfare and Wattanacharoensil (2023); Khanngoen et al. (2023); Maleepumpun (2023); Manosuthi et al. (2021a, 2021b, 2022a, 2022b); Napontun and Senachai (2023); Qamar and Qureshi (2022); Rasmidatta (2023); Rungroueng and Monpanthong (2023); Senachai et al. (2023); Warnaen et al. (2022)

This study employed GSCA-SEM to address potential biases arising from components (Hwang et al., 2017). Figure 2 shows that the model comprises nine first-order components, one second-order component, and 34 observed variables or indicators. The first-order compo-



Note. a single hexagon denotes a first-order component; a double hexagon denotes the second-order component.

Figure 2 The Proposed Conceptual Model Displayed Via the GSCA Framework

nents include Food, associated with 5 indicators; Price, with 5 indicators; Service, with 5 indicators; Atmosphere, with 5 indicators, Facility with 2 indicators; Cleanliness, with 5 indicators; Location, with 2 indicators; Trust, with 3 indicators; and Behavioral Intentions, with 2 indicators. The second-order component is the customer's Satisfaction with Food, Price, Service, Atmosphere, Facility, Cleanliness, and Location.

The sample size for the GSCA was determined by Cho et al.'s (2020) simulation study, which considered three levels of component correlations (r = 0, 0.2, and 0.4). The study suggested that with specific cutoff criteria, the standardized root mean square residual (SRMR) < 0.80 and the goodness-of-fit index (GFI) ≥ 0.93, and a sample size of 200, the Type I and Type II error rates are equal to or lower than .002. Thus, a sample sized of 200 was established as the minimum sample size for optimization in relation to the appropriate sample size and Type I and II error rates. After excluding one observation with a missing value, the total sample for this study comprised 449 customers. The age distribution of the sample was almost equal, consisting of 249 individuals aged 20-24 (33.18%) and 250 individuals aged 25-40 and 41-56 (33.41%).

4.3 Results of GSCA and Discussions

4.3.1 Reliability and Construct Validity

The assessment of construct validity involved the examination of convergent validity and discriminant validity methods, which were verified by inspecting the proportion of variance explained (PVE), Cronbach's alpha (α), and Dillon-Goldstein's rho (ρ) or the composite reliability values (Hwang et al., 2023b). As in principal component analysis, the PVE indicates the average extent to which the total variance in a set of composite indicators is clarified by its corresponding component. Suppose a single component explains 70% or more (PVE ≥ .70) of the total variance in a set of composite indicators. In that case, it may suggest that the block is unidimensional (Jolliffe & Cadman, 2016), and the values of α and ρ should be above .70 (α > .70; ρ > .70) (Hair et al., 2020; Hwang et al., 2023b).

In this study, most components met the required criteria, except for the food component, where the PVE was .691, falling below the threshold to assert the presence of only one component for the indicator. However, the dimensionality values of all components indicate that the number of eigenvalues is equal to 1 for each set of indicators per component. This suggests that one component may be considered for the set of indicators (Hwang et al., 2023a). Simultaneously, it is crucial to examine whether all component weights, especially the food component weights, are statistically significant and relevant (Hwang et al., 2023b). Table 5

Table 5 Reliability and Convergent Validity

Component	PVE	*α*	*ρ*
Food	.691	.888	.918
Price	.832	.949	.961
Service	.707	.896	.923
Atmosphere	.704	.895	.922
Facility	.832	.799	.908
Cleanliness	.826	.947	.960
Location	.827	.791	.905
Trust	.753	.836	.901
Behavioral Intentions	.857	.833	.923

Note. all component dimensionality = 1

presents the reliability and convergent validity measurements for the components in this study.

4.3.2 Discriminant Validity

The analysis of heterotrait-monotrait (HTMT) values was conducted to ensure the distinctiveness of measurement within the model. Discriminant validity, assessing the differences between each variable to eliminate construct redundancy (Henseler et al., 2015), was expected to be below .85 in a strict sense (Henseler et al., 2015) and below .90 in an acceptable sense (Gold et al., 2001; Teo et al., 2008). As presented in Table 6, HTMT values generally fell within the acceptable range, except for the service-food pair, which exceeded .90.

Table 6 HTMT Values of Components

HTMT	Food	Price	Service	Atmosphere	Facility	Clean	Location	Trust
Food	1.00							
Price	.440	1.00						
Service	.910	.431	1.00					
Atmosphere	.851	.446	.831	1.00				
Facility	.345	.742	.384	.419	1.00			
Cleanliness	.380	.597	.411	.473	.693	1.00		
Location	.776	.364	.764	.819	.321	.423	1.00	
Trust	.775	.388	.766	.833	.398	.435	.801	1.00
Behavioral Intentions	.799	.474	.767	.759	.436	.463	.719	.785

Rasoolimanesh (2022) proposed that the HTMT is suitable for evaluating discriminant validity in factor-based models, which, however, are not applicable to the present construct as it is a component-based model. Rasoolimanesh et al. (2017) recommended a full collinearity test for assessing discriminant validity, applicable to both factor-based and component-based constructs. The variance inflation factor (VIF) for the predictors Trust and Satisfaction to Behavioral Intentions is 2.234, which is below 5, indicating the absence of significant multicollinearity issues (Hair et al., 2011). The HTMT values for the components are presented in Table 6.

4.3.3 Structural Equation Modelling

The GSCA was analyzed to examine the model's coefficient and overall goodness of fit. The FIT value reveals that the comprehensive model accounts for 70.9% of the variance (FIT = .709). Furthermore, the FITs value signifies that the structural model explains 51.2% of the variance (FITs = .512). Additionally, the FITm value conveys that the measurement model explains 76.7% of the variance (FITm = .767). The standardized root mean square residual (SRMR) is .027, and the goodness-of-fit index (GFI) is .997, suggesting an acceptable fit (SRMR < .08; GFI ≥ .93) (Cho et al., 2022).

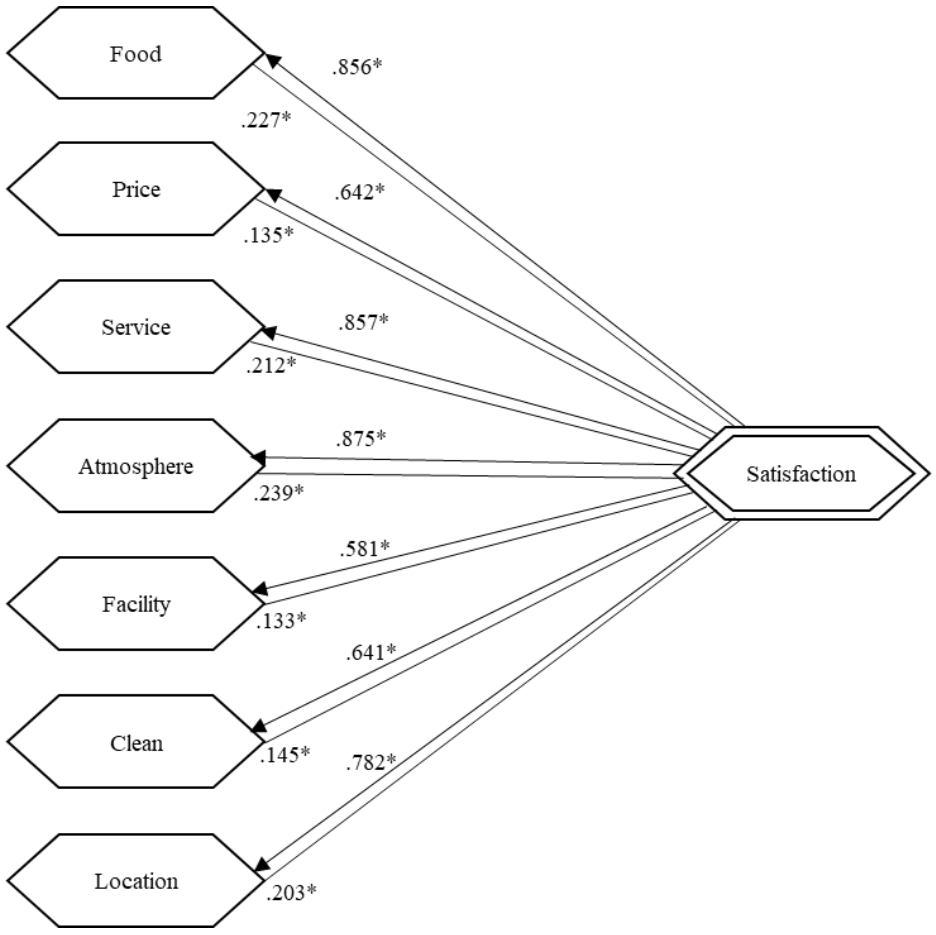
The measurement model presented in Table 7 and 8 as well as Figure 3 shows that all indicators' weights and loadings are statistically significant based on 95% confidence intervals. H_{1a} to H_{1g} were supported, as food, price, service, atmosphere, facility, cleanliness, and location were found to have statistically significant weight (w) and loading (λ) on satisfaction based on 95% confidence intervals.

Table 7 Estimates of Weights, Loadings, and their 95% Confidence Intervals for the First-Order Construct

Component	Indicator	Weight (w)			Loading (λ)		
		Estimate	SE	95% CI	Esti-mate	SE	95%CI
Food	Food1	.237	0.009	[.222; .254]	.846	0.015	[.812; .877]
	Food2	.253	0.009	[.233; .269]	.872	0.015	[.844; .896]
	Food3	.234	0.008	[.221; .251]	.804	0.021	[.762; .843]
	Food4	.252	0.009	[.237; .269]	849	0.015	[.822; .880]
	Food5	.227	0.007	[.214; .239]	.782	0.022	[.744; .824]
Price	Price1	.218	0.008	[.199; .235]	.920	0.007	[.904; .936]
	Price2	.222	0.010	[.201; .241]	.935	0.007	[.923; .949]
	Price3	.204	0.008	[.186; .222]	.857	0.017	[.823; .887]
	Price4	.232	0.010	[.213; .249]	.936	0.008	[.920; .949]
	Price5	.219	0.008	[.205; .237]	.908	0.013	[.881; .932]
Service	Service1	.235	0.008	[.216, .252]	.830	0.017	[.799; .862]
	Service2	.242	0.009	[.227; .260]	.832	0.018	[.792; .867]
	Service3	.237	0.007	[.218; .249]	.855	0.014	[.826; .880]
	Service4	.232	0.009	[.215; .251]	.834	0.018	[.799; .876]
	Service5	.244	0.008	[.228; .260]	.853	0.014	[.816; .876]
Atmosphere	Atmosphere1	.244	0.008	[.227; .261]	.849	0.019	[.811; .879]
	Atmosphere2	.249	0.008	[.233; .265]	.851	0.014	[.814; .874]
	Atmosphere3	.240	0.008	[.224; .254]	.830	0.017	[.789; .858]
	Atmosphere4	.228	0.008	[.212; .242]	824	0.021	[.773; .863]
	Atmosphere5	.231	0.008	[.215; .248]	.840	0.016	[.800; .872]
Facility	Facility1	.515	0.016	[.486; .547]	.901	0.014	[.867; .922]
	Facility2	.581	0.016	[.554; .613]	.923	0.011	[.898 .941]
Cleanliness	Cleanliness1	.203	0.008	[.190; .223]	.889	0.012	[.865 .912]
	Cleanliness2	.221	0.008	[.208; .237]	.910	0.011	[.886; .928]
	Cleanliness3	.230	0.009	[.215; .245]	.914	0.008	[.899; .926]
	Cleanliness4	.222	0.007	[.208; .232]	.919	0.010	[.897; .939]
	Cleanliness5	.224	0.008	[.209; .239]	.912	0.009	[.898; .931]
Location	Location1	.567	0.013	[.536; .590]	.915	0.009	[.899; .928]
	Location2	.532	0.012	[.510; .558]	.903	0.011	[.883; .923]
Trust	Trust1	.389	0.016	[.361; .422]	.870	0.014	[.840; .899]
	Trust2	.369	0.012	[.345; .394]	.860	0.017	[.824; .890]
	Trust3	.393	0.013	[.363; .425]	.873	0.013	[.844; .900]
Behavioral Intentions	Behavior1	.546	0.016	[.508; .578]	.927	0.008	[.907; .941]
	Behavior2	.535	0.014	[.505; .561]	.924	0.010	[.903; .942]

Table 8 Estimates of Weights, Loadings, and their 95% Confidence Interval for the Second-Order Construct

Component	Indicator	Weight (w)			Loading (λ)		
		Estimate	SE	95% CI	Estimate	SE	95%CI
Satisfaction	Food	.227	0.017	[.197; .263]	.856	0.015	[.824; .887]
	Price	.135	0.017	[.115; .157]	.642	0.034	[.568; .699]
	Service	.212	0.016	[.184; .246]	.857	0.018	[.821; .885]
	Atmosphere	.239	0.016	[.208; .270]	.875	0.019	[.832; .903]
	Facility	.133	0.012	[.101; .153]	.581	0.044	[.489; .651]
	Cleanliness	.145	0.015	[.118; .178]	.641	0.047	[.532; .700]
	Location	.203	0.013	[.179; .225]	.782	0.026	[.721; .828]



Note. a single hexagon denotes a first-order component; a double hexagon denotes a second-order component; a straight line represents the weight; an arrow indicates the associated loading value; * denotes statistical significance at the .05 level.

Figure 3 The Measurement Model

Results for the path coefficients, supported H_2 and H_4, as satisfaction and trust were found to have a statistically significant positive influence on behavioral intentions, with coefficients of .554 and .244, respectively. H_3 was also supported, as satisfaction was found to have a statistically significant positive influence on trust, yielding a coefficient of .743. In addition, the indirect effect of satisfaction on behavioral intentions through trust was found to have a statistically significant positive influence, yielding a coefficient of .181. Additionally,

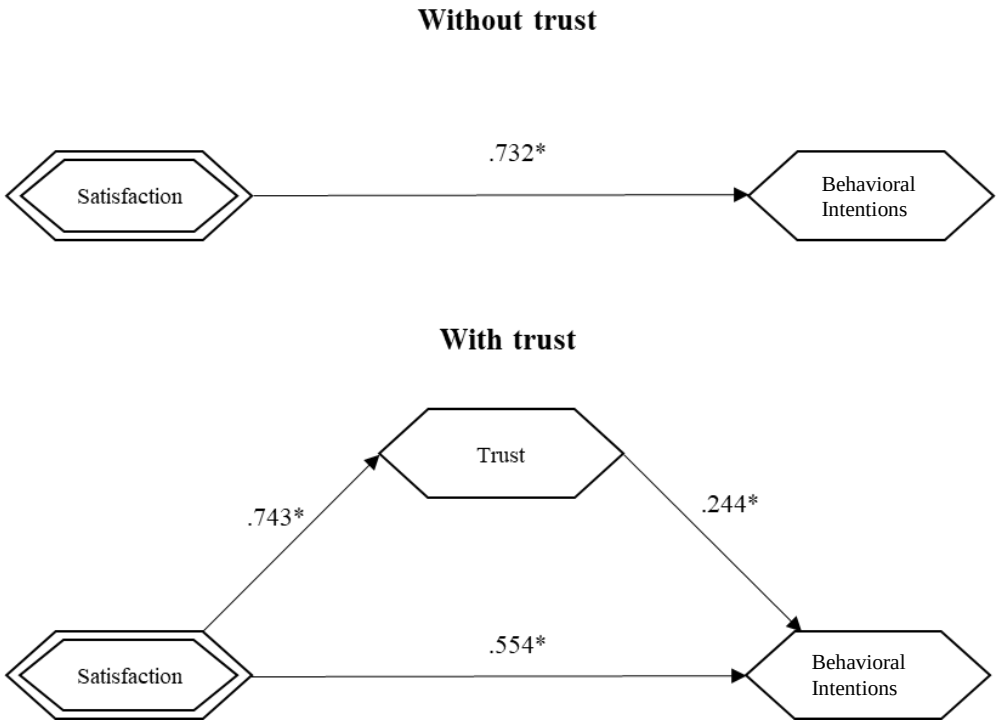
the total effect of satisfaction on behavioral intentions was found to have a statistically significant positive influence, yielding a coefficient of .732.

The analysis results, show that a partial mediation effect of trust between satisfaction and behavioral intentions was observed. This suggests that trust, serving as a partial mediator, explains a portion of the effect of satisfaction on behavioral intentions. The path coefficients are presented in Table 9 and Figure 4.

Table 9 Estimates of Path Coefficients, their 95% Confidence Intervals, and Fit Indices

	Estimate	SE	95% CI	F^2	R^2
Satisfaction → Trust	.743*	0.031	[.692; .802]	1.235	.553
Satisfaction → Behavioral Intention	.554*	0.046	[.465; .639]	0.443	.567
Trust → Behavioral Intention	.244*	0.053	[.115; .324]	0.063	-
Indirect effect: Satisfaction → Trust → Behavioral Intention	.181*	0.042	[.083; .246]	-	-
Total effect: Satisfaction → Behavioral Intention	.732*	0.028	[.670; .784]	1.157	-
FIT = .709, FITs = .512, FITm = .767, GFI = .997, SRMR = .027					

Note. * denotes a regression coefficient statistically significant at the .05 level



Note. A single hexagon denotes a first-order component; a double hexagon denotes a second-order component, in this case, satisfaction which is measured by the first-order components: food, price, service, atmosphere, facility, cleanliness, and location;

* denotes statistical significance at the .05 level.

Figure 4 Path Coefficients

Compared with Mannan et al. (2019), the findings of this study show quite similar results. Firstly, the restaurant attributes could be conceptualized as the components of satisfaction. The number of attributes is different between this study and the inspirational one. This is not surprising, as the contexts and approaches to extracting the attributes are different.

Secondly, the relationship between satisfaction and trust was found to be the strongest, while the effect of satisfaction on behavioral intentions and that of trust on behavioral intentions were moderate. This is consistent with the literature, as satisfaction is critical to induce an individual's trust (Lin et al., 2014; Mannan et al., 2019).

However, while the inspirational study indicated that trust was a significant mediator between satisfaction and behavioral intentions, this study found it was merely a partial mediator. Trust might not be so important for the respondents in this study to induce them to repeat their actions. There may be some explanations regarding this weak effect. Firstly, because trust is dynamic, the respondents may form trust in a restaurant at different times, i.e., the first versus the second visit. One limitation of this study was that the obtained data was cross-sectional, and further study is required to investigate it from a longitudinal perspective (see, for example, Lin et al., 2014). Secondly, some studies have postulated the role of trust as an antecedent to satisfaction: e.g., customer trust was the antecedent of customer satisfaction (Jin et al., 2008). Some others found that the greater the customer's perceived trust in a company, the greater their satisfaction would be (Doney & Cannon, 1997). Thirdly, this study provides a hypothetical example to demonstrate an application of GSCA; however, further work is needed to generalize the use of the restaurant attributes to a broader population and propose a standardized index for assessing restaurant performance. Last but not least, one or more other mediators might significantly contribute to explaining the effect of satisfaction on behavioral intentions. Previous research (e.g., Ali et. al., 2015; Meng & Sidin, 2020) has found that customer expectations have a positive significant affect on customer experience and satisfaction. Thus, exploring customer expectations in the restaurant experience might be greatly valuable.

5. OVERALL DISCUSSION

The merits of this paper lay in its demonstration of how researchers can investigate the relationships between restaurant attributes, customer satisfaction, trust, and behavioral intentions, by employing a sequential unequal mixed method. The research process includes Step-1 (identifying a set of restaurant attributes), Step-2 (conducting a field study to explore a set of restaurant attributes), and Step-3 (collecting survey data for further analysis with GSCA). As this study focuses on a specific procedural methodology, this section will discuss the methods.

Regarding the first step, a literature review is required to determine what is included in the present literature and what remains unknown (Grant & Booth, 2009). While this study employed an extensive literature review, further studies may use a more systematic process. There are many types of literature review with comparative advantages and disadvantages (see Grant and Booth (2009), each of which represents an available option for novice researchers, who may select the best option appropriate to their research projects. Artificial intelligence (AI) tools are an option for use in facilitating the literature review process; this seems to be scientific if carried out with rigorous methods (Burger et al., 2023). Once researchers have identified the current knowledge and gaps in the literature, they must then conduct a field study.

Steps 2 and 3 employed in this study are one of four mixed-method approaches proposed by Tashakkori and Teddlie (1998) (Figure 5). The use of a sequential unequal research design in this study started with an exploratory study (qualitative method) and was followed by a survey study (quantitative method). The findings of both approaches were not analyzed comparatively since it is beyond the purpose of this paper. Such comparative analysis might lead to more insights, which might be useful for managerial implications. Thus, this paper opens the door for further studies to develop a new procedure using different types of mixed-method research designs and calls for a comparative analysis of findings among other studies.

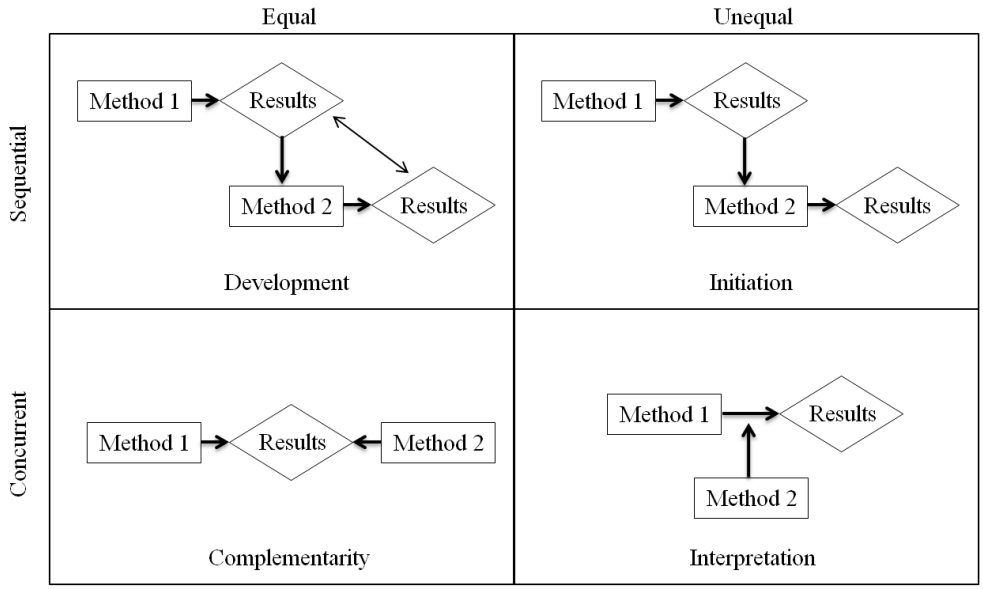


Figure 5 Mixed-Methods Research Designs [adapted from Golicic and Davis (2012)]

The research method employed in Step-2 was an in-depth interview, although many types of interviews and other qualitative research methods are available for researchers (see Creswell and Creswell, 2017). Some methods, such as the long interview (McCracken, 1988), might offer more in-depth information about the findings of the study and may be a viable option for further research. Similarly, the analysis used in this paper was a thematic analysis since the purpose was to identify a set of restaurant attributes. However, there are optional methods, such as content analysis, which focus more on the generalizability of findings (Krippendorff, 2018). This analysis method may be helpful when comparing the results of different research phases (e.g. when applying a sequential equal research design).

Regarding the survey study, an application of the GSCA was demonstrated; however, further steps should be carried out. As a continuation of the initial study, the analysis results revealed differences in factor loadings and weights, but the significance of these differences remains unclear. A recommended path for further research involves ranking and pairwise comparisons of the factor loadings or weights through a bootstrap analysis. To achieve this, it is suggested to adopt Fakfare et al.'s (2021) multigroup analysis procedure, as applied in the studies by Fakfare and Wattanacharoensil (2023) and Chumwichan et al. (2023). This approach involves comparing the proportion of variance explained by measurement or the measurement model fit (FITm) of two models: the constrained model, where target factor loadings or weights to compare are fixed to be equal (e.g., food versus price), and the unconstrained model, allowing all parameters to be freely estimated.

In addition, the research would then focus on determining the significance of the differences based on the 95% confidence interval (CI) between the FITm of the constrained and unconstrained models. If the FITm shows no significant difference, it suggests there is no noticeable distinction in the proportion of variance explained in measurement between the two models, indicating that factor loadings or weights are not significantly different. Conversely, if FITm shows a significant difference, it indicates differences in the proportion of variance explained between the models, suggesting that factor loadings or weights are significantly different. This method is then repeated for all pairs.

This methodological approach not only expands the scope of the initial investigation but also aligns with contemporary research practices. By employing the procedure, the subsequent research phase aims to provide a more comprehensive understanding of the

relationships between the variables, thereby contributing valuable insights to the overall research domain, leading to better understanding of implications and practices.

6. CONCLUSIONS

This paper offers a procedure for researchers who desire to conduct a mixed-methods research design through the context of the restaurant business. The study employed a sequential unequal research design, including three steps: (1) identifying a set of restaurant attributes from the literature, (2) conducting a field study to refine the set of restaurant attributes to fit with the context of the study, and (3) collecting survey data for further analysis with Generalized Structured Component Analysis (GSCA).

The research methods and analysis methods used in the paper were selected for the purpose of demonstration. The merit of such a demonstration is the primary contribution of this study. An application of the GSCA when examining a mediator's role in the paper is also provided to audiences. Thus, the paper offers guidelines for researchers who are interested in the GSCA. It may also be helpful for novices who are pursuing research projects, as they could replicate our steps in their specific study context.

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APPENDIX

Examples of Studies Investigating Restaurant Attributes

Source	Methods
Stevens et al. (1995)	Quantitative: A survey of customers from three dining contexts (200 respodents for fine-dining, 198 for casual-dingin, and 198 for quick-service restaurants) was employed to purify an instrument called DINESERVE that can be used to assess the restaurant's service quality.
Kivelä (1997)	*Qualitative: Interviewing 120 customers to indicate choice variables for selecting restaurants in in Hong Kong.*
Kivelä and Chu (2001)	*Qualitative: Emplying the critical incident technique and interviews to identify the impact of favorable and unfavorable service encounters on 417 customers of restaurants in Hong Kong.*
Tse (2001)	Quantitative: A survey of 114 respondents was analyzed using a conjoint analysis to determine their price sentivity to service offered by restaurants in Hong Kong.
Soriano (2002)	Quantitative: A survey of 3872 customer of Spainish restaurants was collected to test an impact of restaurant attributes on their future revisit.
Tzeng et al. (2002)	Quantitative: To determine the importance of restauratnt location selection, 15 experts were involved in evaluating four restaurant locations in Taiwan based on 11 criteria, which were further analyzed with the Analytic Hierarchy Process.
Yüksel and Yüksel (2003)	Quantitative: A survey of 500 tourists in Turkey was employed to determine a set of restaurant selection factors that could predict the tourists' overall dining satisfactions and behavioral intentions, and to define their segments based on their dining experiences in non-fast food restaurants.
Iglesias and Guillén (2004)	Quantitative: A survey of 156 customers of restaurants in the Northeast of Spain indicated a relationship between perceived price and quality on satisfactions.
Sulek and Hensley (2004)	Quantitative: A survey of 239 dinners at an Irish-pub-style full-service restaurant in the Southeastern United States to identify factors affecting the repeat patronage.
Josiam et al. (2007)	Quantitative: A survey of 220 customers of five Indian restaurants in Malaysia was employed to identify a set of restaurant attributes based on the customer's ethnicity.
Law et al. (2008)	Quantitative: A survey of 230 Chinese travelers in Hong Kong to identify theire perceptions toward the importance of attributes on restaurants selection.
Namkung and Jang (2008)	Quantitative: A survey of 287 customers of mid-to-upper scale restaurants in the US to identify the critical quality attributes that affected their selection of restaurants.
Barber and Scarcelli (2009)	Quantitative: A survey of 339 respondents in the Southwestern US was undertaken to examine customers' perception of the restaurant based on specific set of restaurant attributes.
Chang (2013)	Quantitative: A survey of 529 respondents collected from two chain restaurants in Taiwan, to examine the relationships between perceived trust, perceived value, customer satisfaction, and corporate reputation to understand how customer perceptions evolve into customer loyalty in the restaurant sector.

APPENDIX (Continued)

Source	Methods
Nitiwanakul (2014)	Quantitative: A survey of 572 Thai fine-dining restaurant customers to investigate the impact of customer's perceived value and restaurant attributes on customers' intentions to select a fine dining restaurant.
Longart et al. (2018)	*Qualitative: Six focus groups consisting of 33 customers of restaurants in the Southeast of the United Kingdom, who had experience in eating out restaurants for leisure, were undertaken to revise a pre-determined set of restaurant attributes identified from the literature.*
Mannan et al. (2019)	Quantitative: A survey of 600 respondents recruited from 30 dining restaurants in Dhaka city, Bangladesh, to identify the impacts of restauratnt attributes on satisfaction, trust, and intention.