

An Analysis of Customer Services Quality on Basis of Customer Appearance: Evidence from Continental Restaurant Sector of Bahawalpur, Pakistan

Muhammad Mehtab Qureshi Humaira Mansoor Malik
Department of Management Sciences, The ISLAMIA UNIVERSITY OF BAHAWALPUR

Abstract
Study conducted to check the impact of customer appearance on SERVQAUAL in the continental restaurant sector of Bahawalpur. The number of respondents' used for my research is 140. The collection of data was from 10 different departments of Islamia University Bahawalpur including Department of Management Sciences, Engineering, Pharmacy, Computer Sciences, Information Technology, Mathematics, Physics, Education, Chemistry and Department of Media, also gathered responses from the employees of Islmia University Bahawalpur, Employees of different banks at Farid gate Bahawalpur including MCB, UBL, UBank (Micro finance), ABL, HBL and employees of telenor and Warid frenchise. Questionnaire was sub divided in three potions, first one was of Demographics, the second portion consists of 8 items from which 3 items asking about dominant communication style and the remaining five items were about Customer's dressing. The last section contain the 22 items to measure SERVQUAL from which first four measuring Tangibles, next five of Reliability, next four determining Responsiveness, next four of Assurance amd last five items belongs to Empathy. All the items measured at likert point scale from 1 to 5. Overall model is significant in my study as $P<0.05$. Research concludes that Customer's appearance impact on all the five dimensions of SERVQUAL. All the variables making a moderate positive relationship in Pearson's correlation except two relatinships. One between Customer's Dominant communication style and reliability and second between
Customer's drssing and responsiveness, both of they are committing positive but weak relationship with each other.
Keywords: Dominant Communication Style, Customer's Dressing, Tangibility, Reliability, Responsiveness, Assurance, Empathy

Chapter No. 1

1. Introduction:

1.1 Background of the Study

Building a decent impression is dynamic in business. (Mack, Chron 2010). We already studied different dimensions of Service Quality like Mary Jo Bitner in 1992 worked on
"Servicesescapes: The Impact of Physical surroundings on Customers and Employees", Michael
D. Hartline and O.C. Ferrel in October 1996 described "The Management of Customer-Contact
Service Employees", Ruth N. Bolton and James H. Drew collaborated their effort in 1991 for "A Multistage model of Customers' Assessment of Service Quality and Value", Jennifer M. George and Gareth R. Jones worked "Towards an Understanding of Customer Service Quality" (1991) and in 2013, Zachary W. Brewster wrote "The effects of restaurant servers' perceptions of customers' tipping behaviors on Service discrimination" and consequently, all researchers usually suggest to maintain their apperance executive and attractive so that customers feel virtuous to talk with them.
But on the other hand we never try to study the impact of customer appearance on services quality. In this research we are going to study unique aspect and going to analyze Services quality on basis of customer appearance.
Valarie et al., 1996; Heskett & Sasser, 2010 prove that there is relationship between service behavior & service quality more they also discuss the importance of service behavior and service quality. Service quality may depends upon number of reasons i.e., Organization culture, salary packages, number of customers deal at once, working hours, customer appearance, customer status, etc. These all mention variables directly and indirectly affect management and marketing of an organization.

1.2 Research Gap:

Research gap is that I am studying unique aspect of service industry "Customer Appearance" for the very first time in measuring customer service quality. All other researchers discuss service provider appearance on satisfaction of customer. A completely new dimension to judge
SERVQUAL is gap itself

1.3 Significance of Research

As no work done before on my topic. I am trying to explore a new dimension of measuring SERVQUAL. But in future, many work will be done because this study is need of the time to understand if customer expects from the

businesses, than there may be businesses also have some expectation from their customers. As every firm want its customer to be civilized.

1.4 Research Objectives

1. To find out the Impact of customer's dressing on service quality
2. To find out the Impact of customer's Dominant Communication Style on service quality
3.

1.5 Purpose of research

Research conducted on the topic to determine whether SERVQUAL in Bahawalpur continental restaurants sector of Bahawalpur, Pakistan affected by the customer appearance or if every customer enjoys the same services and responses regardless of his/her dressing and communication style.

1.6 Research Question

Almost 10 hypotheses made about the research. But the basic two questions to conduct this research are as:

- If SERVQUAL affected by customer's dressing?
- If SERVQUAL affected by customer's dominant communication style?

Chapter No. 2

2. Literature Review:

In the restaurant service environment, either satisfaction or dissatisfaction encounter is influence directly or indirectly by the waiter behavior. This behavior can take from the waiter perception. This behavior occur when waiter perceive customer at entrance point. A number of terms used for problematic customer as Bitner et al. (1994) used the term "Problem Customer" and Fullerton and Punj used the label "Consumer Misbehavior". This Problematic factor may be really customer have or may be it is just the misperception of waiter and consequently his misbehavior with the customer.

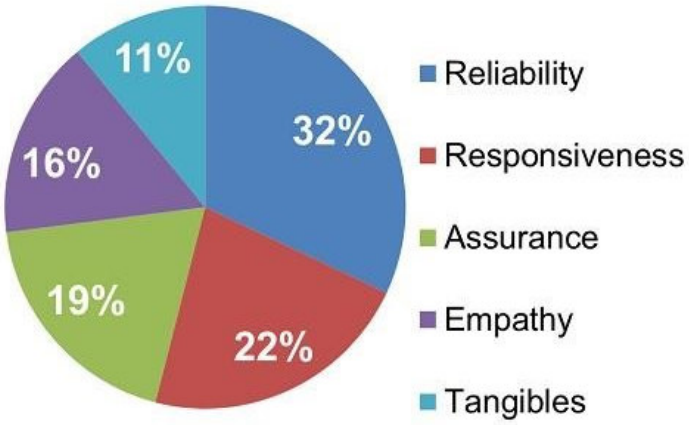
The basic objective is to provide an overview of the different literatures relevant to my topic: Customer appearance and the service quality in Continental Restaurants sector of Bahawalpur,

Pakistan. First Customer Appearance is sub divided in two variables named as Customer's dressing and Customer's Dominant Communication style, which are directly affected by the dependent variable of the study, Service Quality. Service Quality is the major thing for any Service Sector as Chris Arlen (president, Service Performance) in 2014 argued that for the service providing firms, service is the most important thing to its customers. Different studies mentioned SERVQUAL as the main factor in customer's satisfaction (Spreng and Machoy, 1996). Business can gain competitive superiority by focusing on its service quality (Boshoff and Gray, 2004). In the 1980s, Firm realized that they can gain competitive superiority by focusing on the quality of their products and Service Quality was introduced (Boshoff and Gray, 2004). The difference between Service Performance and Service Expectation can be the explanation of Service Quality (parasuraman et al, 1985)

The Five dimensions of Service Quality are as Tangibility, Reliability, Responsiveness, Assurance and Empathy from which tangibility is as shown by name all the physical things counting employees, structure, revamp and equipment comes in tangibility (Olu Ojo, 2008).

Moreover, tangibility also contains dining area's cleanliness, employees' hair nets, disposable gloves, neat uniform and an updated parking and seating facilities also comes in tangibility (Cronin and Taylor, 1992), (Johns and Howard 1998) and (Kara et al, 1995). Moreover,

Reliability explains the ability of firms to perform what they said or to achieve exactly whatever they promised with their customers (Olu Ojo, 2008). In addition, services performed by a hotel with exact charges as described are important. Timely and systematic performance is also significant in reliability (Cronin and Taylor, 1992). Another dimension of SERVQUAL is Responsiveness, which tells the intents and readiness of an organization towards its consumers' assistance (Olu Ojo, 2008). If the employees show intentions to assist the customers, timely respond to customers' request and staff is available for rapid services, all these factors come in service responsive dimension of SERVQUAL (Cronin and Taylor, 1992). Whereas, the understanding and the manners of workers and the process of conveying trust comes in Assurance. It also covers trustworthiness, safety, capability and politeness (Olu Ojo, 2008). Another thing about assurance is staff must be honest so customers can trust them and feel safe during their financial transactions (Cronin and Taylor, 1992). Lastly, Empathy as said by (Olu Ojo, 2008) is personalized response and care for firm's customers.



All the five dimensions of SERVQUAL (TANGIBLES, RELIABILITY, RESPONSIVENESS, ASSURANCE and EMPATHY) are important but they does not contain the same value in customers' mind. Some dimensions have more value than others. Here is a graphical representation of SERVQUAL dimensions weightage when different customers were asked to assign scores for these dimensions out of 100 (Chris Arlin, 2014):

However, this appearance is not same with my independent variable because this graph is representing the firm's service quality ranked by customers', showing employees appearance like the uniform of employees, tools, and work areas. This one is the sub variable of dependent variable Service quality. This is the least important factor according to this graph but still counts as much as 11%.

2.1. Dominant communication style

Ojomo, (2004) stated that communication refers to sharing ideas, thoughts and message between two human beings. Communication means sharing concept, feeling, skill by using verbal (using words either written or oral) and non-verbal such as body language, cue etc (Berelson and Steiner). Good communication considers do sole process to convey clearly idea, thought, feeling and skills to his /her respondent for the purpose of respondents understand. Communicators adopt different types of style for communicating concept to respondents. Simply, when people communicate, they adopt their different type of communication style for sharing his/her message.

In this case, we interested in particular communication style "Customer Dominate Communication Style", when they communicate with server provider. Good communication considers do sole process to convey clearly idea, thought, feeling and skills to his /her respondent for the purpose of respondents understand.

Webster and Sundaram, (2009) stated that when supplier/service provider communicates to Clint/customer in such a way service provider shows that, they are more competent and confident about the product/service that serves the customer. Lacey et al., (2009) stated that suppose that customer that not regularly visit the hotel/restaurants they don't do adopt the effective communication style because may be he/she not visit rapidly/ not familiar toward the restaurants environment. Edwards and Meiselman, (2005) said that Dominant communication style means customer able to get restaurant's menu such as components/element that product restaurants serve in their menu, restaurants top management share ingredient's information with customer/employee for the purpose of ensuring quality and quantity standard. With effective communication, skills and excellent manner/style communicator successful in convey his/here messages. Liisa Salo-Lee, (2006) stated that communicator when communicate their communication style is one which of the following either direct/indirect or personcentered/contextual convey message to respondents. Gudykunst & Ting-Toomey 1988; Gudykunst, (1998) said that communication style by communicator associated with the respondents culture value.

Keater, (1994) suggested that learning always has a strategic impact on any customer's conduct, but decision making procedure improve these manners at every single step. McNeal, (1978: 51) stated that these are businesses, not any of the public school who have to educate customers about their products or services to fulfill the duty. Consequently, they will enjoy more revenue, which leads them to more profits. Educating a customer is same as educating an employee, which constructed upon instructional framework (Honebein, 1997). Education customer is a system, which develops preparation and learning in a steadfast way (Reiser and Dempsey, 2002: 17). Noel, Ulrich and Mercer, (1990) said that education of customer is the dynamic participation of clients in all parts of teaching struggles (p 411). They further added as it takes the form of educational and applied sequences (p 415, p 417).

A firm should trust its customers that they will behave in an appropriate way (Adrian Swinscoe, 2015). He further added that in 2014, a cafe in France introduced a unique pricing strategy for its customers, depending on customers' behavior, politeness or an educated way to communicate.

e.g., if a customer say, "Hi, can I have a cup of coffee please?" he/she will be charged lower price and if customers were less respectful, shout and say, "A cup of coffee". He/she will be charged more due to his/her harsh

behavior. Media covered the strategy as serious theme, which will educate customer about his/her behavior, the appropriate and polite way to interact with the staff. Andreas B. Eisingerich and Simon J. Bell, (2008) suggested that firms should not focus too much on the customer's education because this make customer learn all the tricks required for trade and chances of customers switching increase for the sack of better substitutes. They said their findings showed the both, advantages and disadvantages about the matter as it pay costly and timely to the firm to educate customer about everything and with the more knowledge about market and company, may resulted sometime as customer self-service option or customer switch for competitor's services. Whereas, Trust can be generated between firm and the service firm with this effort and customer can differentiate the service offering with the knowledge provided. They further added that a known customer is a good one than a customer without knowledge. So, Services firms do not to worry about customers' education.

Waiters normally give more respect and attention to the customers who they think are well tippers, financially good or educated customers as Brewster, (2013). Margalioth, (2006) and Wang, (2014) mentioned that tipping can help motivate service providers in order to give better service, this inspire them to distinguish them from other customers who they thought are not as good tip provider as they are.

Most of the previous study conducts on how communication affects the service/ response with his/her communicates. The purpose of our study to explore the customer dominates communication style toward the service provider. We try to find the impact of communication on service quality in restaurants sector. Customer communicate with the service provider on own capabilities, knowledge, skills, etc. How communication differentiate service quality between customers whose communication skill is poor as compare to other customer. In restaurants, employee/waiter adopts the behavior according to his/her communication. In previous study research find this dimension from the service provider point of view but in this study we use same dimension from the service receiver/ customer dominate communication style how they affect on service quality and customer satisfaction.

2.2. Hypothesis:

H01: Customer's Dominant Communication Style has an impact on Tangibles.
H02: Customer's Dominant Communication Style has an impact on Reliability.
H03: Customer's Dominant Communication Style has an impact on Responsiveness.
H04: Customer's Dominant Communication Style has an impact on Assurance.
H05: Customer's Dominant Communication Style has an impact on Empathy.

2.3. Customer's Dressing

Doing something for covering the body refers to dress (Roach and Eicher, 1965). According to Buukely, 1984-85, Horn, and Gurel, 198, un-natural extensions of the human body and built all kind of decoration to covering body such as cloth know as dress. Dress is a non-verbal communication through body and dress modification increase human being communication because human beings move in time and space (Eicher, 1995, p.8). He further added that Dressing manipulates body colour, smell, sound, taste, shape, clothing, and jewelry of the human beings. Individual's hairstyle, general hygiene, makeup combine all things refer to dress.

According to social identity theory, this theory describes that symbolic interaction among people, that interpret/classify according to his/her expectation based on symbolic interaction (Stryker, 1977). Characteristic/interaction depends on the symbolic interaction e.g. impression, dress, communication etc.

Many researcher research in past and they determine that how dress cues as a getup/outlook in which they socially interact with each other (Albright et al., 1988; Damhorst, 1984–85; Hutton,

1984; O'Neal and Lapitsky, 1991). According to Johnson et al. (2002) describe that significant relationship between the dress cue wearers and the perception of that observer who observe that person. In same year, Johnson also said dressing could not determine the impression through dressing by the observer.

According to Katherine A. Karl1, Leda McIntyre Hall2, and Joy V. Peluchette3 dress wear informal , business informal and formal business dress own his/her perception toward innovative, believes and social. They study Employee importance regarding their dress and employee appearances in the public sector. According to Rafaeli and Pratt (1993) describe that employee dress wear at serving, how employee appear at the same time interaction with customer can that influence customer behaviour and hope in different sector such as service firm e.g. bank/financial institutes, health care/ hospital, and hotel and restaurants.

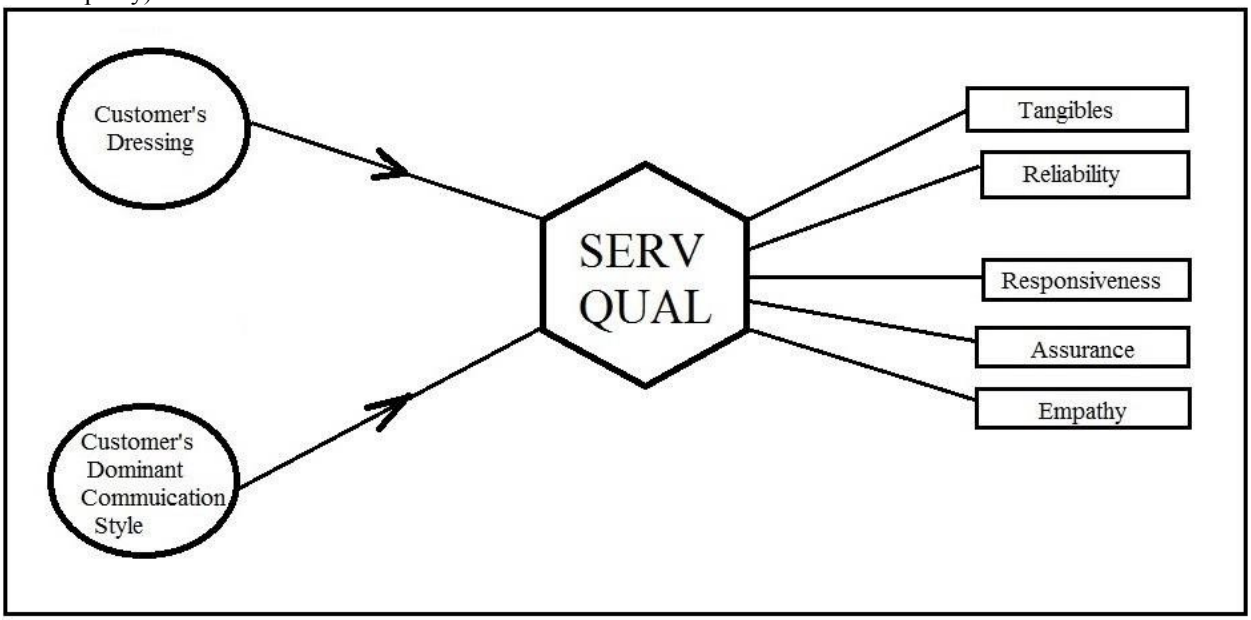
In previous research studies and above all discussion explore that service quality depend on different independent variables. In case of dressing independent variable, how these variables influence the service quality? In many studies these variable discuss as different aspect related to service quality. One research describes employee-dressing impact on the customer behavior influence. In this study, we explore these variables in different ways and different service sector. We study this variable (dressing) from customer point of view in hotel and restaurants sectors. How customers dressing affect the service quality? Most of the time service received in hotel and restaurants sector on basis of customer dressing.

2.4. Hypothesis:

H06: Customer's dressing has an impact on Tangibles.
H07: Customer's dressing has an impact on Reliability.
H08: Customer's dressing has an impact on Responsiveness.
H09: Customer's dressing has an impact on Assurance.
H10: Customer's dressing has an impact on Empathy.

2.5. Theoretical Framework

In the figure below, customer's dressing and customer's dominant communication style are showing their impact on SERVQUAL which is further divided in five dimensions (Tangibles, Reliability, Responsiveness, Assurance and Empathy)



Independent Varibles
Customer's dressing
Cutomer's Dominant Communication Style
Dependent Variables
Tangibles
Reliability
Responsiveness
Assurance
Empathy

Chapter No. 3

3.1. Research Methodology

3.1.1 Data Collection

An essential portion of research is data collection. We can get all the required information by using any technique of data collection. Data collection can base on various methods but any of the method can be used but by remaining in moral limits. I collected the data by having these moral limits in mind and under privacy. There was no vague policy and all the respondents were clear about the topic. I brief them about the topic and then started data collection formally. Two types of data collection are as:

3.1.2. Primary and Secondary Data Sources

Primary Data Source and Secondary Data Source are two types of Data collection (Arbnor and Bjerke, 1994). If data collection based on direct interaction like interviews and questionnaires, this kind of data collection is Primary data source. Gathering of data from a third party also comes in this and when data is not collected by the researcher himself and use someone's data to obtain the valuable results, this kind of data collection comes in secondary data source. This type of data can be gathered from different sources like published articles, online data, annual reports, books and other these types of sources (Sekaran and Bougie, 2005). As I do not know much about the study or about how different researcher handle the situation of this topic and the results before starting and conducting the research. Therefore, type of my Research is Exploratory.

To conduct this research, I choose primary data source through a planned questionnaire. Data collected

from the students of Islamia University Bahawalpur and employees of IUB as well as different banks at Farid gate Bahawalpur and from the employees of Telenor and Warid. I asked them to keep in mind their last Bahawalpur's continental restaurant experience and give response carefully.

3.1.3. Research Instrument

Many of the tools developed to measure these variables so far, but no tool available to measure these variables with each other. So, I adapted the questionnaire from different sources to measure impact of customer appearance on the service quality. Close ended questions base on primary data use to collect quantitative data. My questionnaire is combination of different existing questionnaire in order to sustain validity and reliability.

The questionnaire is adapted by (Zeithaml et al, 1990) for the SERVQUAL dimensions or five variables include Tangibles, Responsiveness, Assurance, Empathy and Reliability, Clothing Fashion – A case of Affrican American female college students (Kalari Turner, 2009) for the

Independent variable Customer's dressing and the items to measure Dominant Communication Style were borrowed from Nortan, (1978). Questionnaire was sub divided in three potions, first one was of Demographics, the second portion consists of 8 items from which 3 items asking about dominant communication style and the remaining five items were about Customer's dressing. The last section contain the 22 items to measure SERVQUAL from which first four measuring Tangibles, next five of Reliability, next four determining Responsiveness, next four of Assurance amd last five items belongs to Empathy. All the items measured at likert point scale from 1 to 5. However, several personal questions were added by me in the demographic section and I modified many items to specify the questions according to restaurant industry of Bahawalpur. So, more reliable and accurate responses can be obtained.

Variable	Items	Source
Customer's Dominant communication style	03	(Nortan, 1978)
Customer's dressing	05	Kalari Turner, 2009
SERVQUAL	22	Zeithaml et al, 1990

3.1.4 Data Analysis Method

SPSS (software) is used for the data analysis. All the responses put in SPSS and then applied different descriptive methods to analyze the data. Also applied correlation and regression to analyze relationship between variables and to identify whether Hypothesis is accepted or rejected.

3.1.5 Population and Sampling

3.1.5. (a) Population

All the members of a location where a researcher want to conduct his/her research is population (Bull, 2005). Before making any decision about sample size, researcher must define population exactly. In this study, I am focusing on the customer of Bahawalpur continental restaurants'. This is an unknown population because no study up to yet define the exact value of customers' of Bahawalpur continental restaurants.

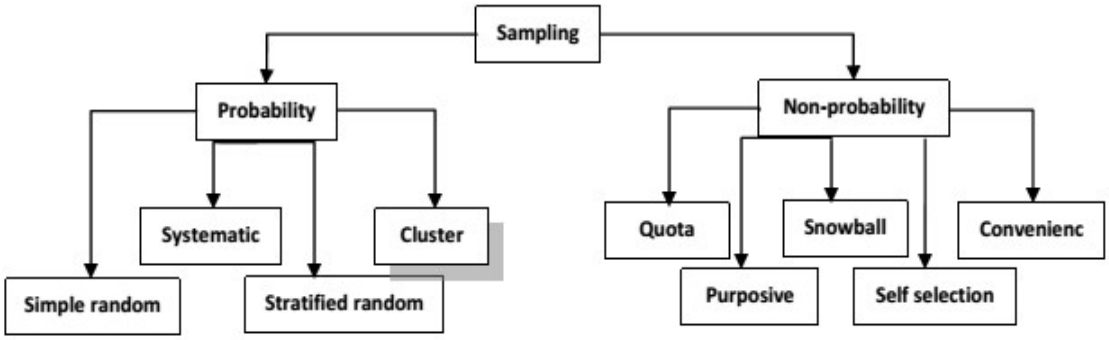
Salkind, (2003) said that we can't take whole population as sample because it requires a lot of time and money. Shuttleworth, (2009) agreed with Salkind and said that due to price, time and some other barriers, data collection from the whole population is very tough.

3.1.5 (b) Sampling Technique

When we choose a portion of the whole population to draw conclusion about the entire population is, this portion is known as Sample of that population (Moore, 2009, p. 202). Normally, sample size of any research taken is between 30 and 500 (Sekaran, 2005). Normally, non convenience random technique of sampling used for the customer satisfaction and service quality to be cost effective in measuring specific population (Brady, et al. 2002; Wang, et al., 2004).

Non contrived study setting and type of investigations is correlations in my research with the natural environment and minimal researcher interfence and the Sampling Technique is Cluster Sampling from the sampling type of probability sampling. 105 responses were gathered from 10 departments of Islamia University of Bahawalpur including Department of Management Sciences, Engineering, Pharmacy, Computer Sciences, Information Technology, Mathematics, Physics, Education, Chemistry and Department of Media. Whereas remaining 35 responses were gathered from the employees of Islmia University Bahawalpur, Employees of different banks at Farid gate Bahawalpur including MCB, UBL, UBank (Micro finance), ABL, HBL and from the employees of Telenor and Warid. Overall 150 questionnair were distributed from which 10 were lost (didn't get back from the respondents). 105 responses (75%) from the students and rest of 35 (25%) questionnaires from the employees. From my respondants, 50% were male and the 50% were females.

Different ways of Sampling according to Saunders, et al., (2007), are as:



From the above figure, one can determine that sampling simply divided into two parts: probability and non-probability, which are further divided in parts: probability type has four types named as Systematic, Cluster, Simple Random and Stratified Random Sampling. Whereas Non-probability type contains Quota, Snowball, Convenience, Purposive and Self-selection, from which my selection for the sampling type is Cluster Probability Sampling.

3.1.6. Sample Size

Different researcher suggested different ways to compute sample size for a population. Krejcie & Morgan, (1970) suggested the table given below:

Required Sample Size†

Population Size	Confidence = 95% Margin of Error				Confidence = 99% Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

However, the proposed table used to determine sample size for a known population and in my case; no one knows the exact population of customers of Bahawalpur continental restaurants. Therefore, for the sample size, I used Tabachnik and Fidell (2001, p. 117)* formula to compute sample size:

$N \geq 50 + 8m$ where m determine the number of IV's

$N \geq 50 + 8(2)$

$N \geq 50 + 16$

$N \geq 66$

According to the formula, sample size can be equal to or greater than 66 and I choose 150 sample size from which 10 questionnaire were lost during the process and 140 respondents' completed the survey successfully.

Chapter No. 4

4. Data Analysis

This section is about the findings of respondents' demographics as well as the relation of dependent variables and independent variables. SPSS 16 (Statistical package for Social Sciences) used to accomplish results. Initially Cronbach's Alpha applied via SPSS to check the reliability of the instrument. After that, different Descriptive test (Cross Tab) used to describe the demographic information of different respondents'. Which include combination of gender and age, gender and qualification, gender and employed, qualification and employed, employee and family income, also combination of employed and personal income. After that Pearson Correlation and regression analysis were applied to demonstrate the relationship between two continuous variables and the relationship between dependent and independent variables and information about whether Hypothesis accepted or not. The main focus is to:

- Find out impact of independent variables on SERVQUAL
- Find out impact of customer's dressing on Tangibles
- Find out impact of customer's dressing on Reliability
- Find out impact of customer's dressing on Responsiveness
- Find out impact of customer's dressing on Assurance
- Find out impact of customer's dressing on Empathy
- Find out impact of customer's education on Tangibles
- Find out impact of customer's education on Reliability
- Find out impact of customer's education on Responsiveness
- Find out impact of customer's education on Assurance
- Find out impact of customer's education on Empathy
- Find out impact of customer's dominant communication style on Tangibles
- Find out impact of customer's dominant communication style on Reliability
- Find out impact of customer's dominant communication style on Responsiveness
- Find out impact of customer's dominant communication style on Assurance
- Find out impact of customer's dominant communication style on Empathy
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4.1. Reliability Analysis

To ensure the reliability of the instrument, I did apply Cronbach's Alpha. The reliability of my instrument is 0.866 as the value of Alpha lies between zero and one. Nummally, (1978) proposed 0.70 minimum acceptable value for any instrument. So, instrument used in this research is reliable enough to conduct a valid and acceptable research. In the table below, one can find the SPSS output table assuring the reliability of instrument used in this research.

Reliability Statistics

Cronbach's Alpha	N of Items
.866	30

[Table # 01]

4.2. Cross Tabulation:

4.2.1

Gender * Age Crosstabulation

Count							
		Age					
		15 to 20	20 to 25	25 to 30	30 to 35	35 to 40	Total
Gender	Male	6	48	9	5	2	70
	Female	11	53	5	1	0	70
Total		17	101	14	6	2	140

[Table # 02]

As shown in table 1, total 140 respondents actively participated in my research, out of which 70 are males and 70 are females. There were 6 male persons from 15 to 20 years of age, 48 between 20 and 25 years of age, 9 males of 25 to thirty years, nine from thirty to thirty five and only 2 males participated from 35 to 40 years of age. Whereas, from the Females portion, a total of 70 females involved from which 11 between 15 and 20 years of age, 53 between 20 to 25 years of age, 5 between 25 and 30, only 1 female respondent between 30 to 35 years of age and no female from the age duration of 35 to 40 years. That was a light combine introduction of my respondents' gender and age in order to understand respondents' more clearly and demonstrate findings having clear image in mind about participants and their level of thinking.

4.2.2

Gender * Qualification Crosstabulation

Count							
		Qualification					
		Matric	Intermediate	Bachelor	Master	M.phill	Total
Gender	Male	1	3	43	22	1	70
	Female	0	0	34	32	4	70
Total		1	3	77	54	5	140

[Table # 03]

After the demonstration about gender and age of respondents', I am now going ahead towards genders versus qualification of the participants. As a total of 140 respondents from 10 departments of Islamia University, employees of the same institutes, employees of different banks at Farid gate and franchise employees of Telenor. A total of 70 participants from male's side out of them 1 up to Matric qualified, 3 were intermediate, 43 were Bachelors, 22 were Master and 1 was M. phill qualified. Moving towards female section, out of 70, 0 was Matriculate, 0 was intermediate, 34 were Bachelors, 32 were Master's qualified and 4 were going through M. Phill. A total of 1 from Matriculation, 3 from intermediate, 77 from bachelors, 54 from Master's and 5 respondents concerned with M. Phill.

4.2.3

Gender * Employed Crosstabulation

Count				
		Employed		
		Yes	No	Total
Gender	Male	28	42	70
	Female	7	63	70
Total		35	105	140

[Table # 04]

As in table 2, researcher explored about gender and qualification, now going forward to study how many of graduates are employed from both sides. Out of 140 respondents, a total of 28 males are employed and 42 males are not employed. In comparison to males, only 7 females are employed and a huge number of 63 females are non-employed. Although the graduation of ratio between males and females was almost equal as shown in table 2, but

employment ratio differs with margin.

4.2.4

Qualification * Employed Crosstabulation

Count				
		Employed		
		Yes	No	Total
Qualification	Matric	1	0	1
	Intermediate	2	1	3
	Bachelor	13	64	77
	Master	18	36	54
	M. Phill	1	4	5
Total		35	105	140

[Table # 05]

All of the 140 respondents' belong one of the above mentioned degree (Matric, Intermediate, Bachelor, Master and M. Phill). We are now going to move towards a combine observation of Qualification and Employment of the respondents'. Out of 1 matriculate, that respondent is employed. Out of three Intermediate respondents', 2 are job holders whereas 1 is not. But from the 77 Bachelors, only 13 are employees and 64 are non-employed. From the 54 Master degree respondents', 18 are employed and 36 are non-employed. Lastly, responses from 5 M. Phill employees, only 1 respondent is job holder and the remaining 4 are non-employed. In short, A total of 140 respondent completed the survey, out of them, 35 were employed and 105 were nonemployed.

4.2.5

FIncome * Employed Crosstabulation

Count			
		Employed	
		No	Total
FIncome	10000 to 20000	10	10
	20000 to 30000	13	13
	30000 to 40000	13	13
	40000 t0 50000	27	27
	50000 to 60000	20	20
	60000 and above	22	22
Total		105	105

[Table # 06]

To get a clear idea about the respondents' of my research, this observation made. The observation based on the respondents' who don't have job or personal income and fulfilling their needs by family income. A total of 105 non-employed respondents' from them the family income of 10 respondents' lie between 10,000 and 20,000, 13 non-employed respondents' lies between 20,000 and 30,000, family income between 30,000 and 40,000 of 13 participants, 40,000 to 50,000 of 27 respondents'. A number of 20 respondents' lie between 50,000 to 60,000. Lastly, 22 respondents' belong to a family, having income of 60,000 or above.

4.2.6

Income * Employed Crosstabulation

Count			
		Employed	
		Yes	Total
Income	10000 to 20000	6	6
	20000 to 30000	14	14
		9	
	30000 to 40000	4	9
	40000 t0 50000		4
	50000 to 60000	2	2
Total		35	35

[Table # 07]

There were total of 35 employed participants in my research, out of them personal income of 6 respondents' is between 10,000 and 20,000. 14 employees have the personal income 20,000 to 30,000. The personal income of 9 employees lies between 30,000 to 40,000 and 4 respondents' between 40,000 to 50,000. At last, 2 respondents' have personal income of 50,000 to 60,000.

4.3. Pearson Correlation

Correlation test applied in SPSS 16 to check the association between variables. This test normally used as a tool to find out direction and strength between the relationships of different variables. Its value lies between -1 and +1. Positive value shows positive relationship between variables whereas negative value shows negative relationship and value 0 means that there is no relationship between variables. Bivariate correlation deals with the affiliation of two continuous variables exclusive of establishing directional causality (Tabachnick and Fidel, 2001). In the correlation's table given below, we can ascertain that both independent variables forming a positive relationship with all five independent variables (dimensions of SERVQUAL).

We can see that the most relevant factor is Customer's dressing with the tangibles of SERVQUAL showing a positive moderate relation with each other, the Pearson's value is 0.434 with the Sig value of 0.000 or I may conclude it as: $r(140) = 0.434$, $P<0.05$

After this, Dominant Communication style and tangibles comes at 2nd with the correlation's value of 0.407, committing a positive and moderate relationship between variables. Value is statistically significant at 0.000 or I may conclude as: $r(140) = 0.407$, $P<0.05$

Third most associated value is of Customer's dressing with empathy showing a moderate positive relation where $r(140) = 0.401$, $P<0.05$ and fourth value of the same dependent variable (empathy) with Customer's dominant communication style, making a moderate positive relationship between variables, having Pearson's value of 0.379 with the Sig value of 0.000 or it could be written as: $r(140) = 0.379$, $P<0.05$

Dominant Communication Style then again appearing at number 5 with the association of Assurance, showing moderate positive value of .367 and the Sig value of 0.000, which is statistically significant or: $r(140) = 0.367$, $P<0.05$. After that, relation of Customer dressing and Reliability showing a moderate positive relationship with the Pearson value of .366, with the Sig value of 0.000 or: $r(140) = 0.366$, $P<0.05$

Customer's dressing and assurance are showing again a moderate and positive relationship with each other, the Pearson value of 0.315 and showing Sig value of 0.000. It also can be write as: $r(140) = 0.315$, $P<0.05$. At number eight, Dominant Communication Style and Responsiveness are having the Pearson value of .312 and the Sig value of 0.000. In short, $r(140) = .312$, $P<0.05$

After all these, last two are showing the weak relationship between each other. Dominant Communication Style and Reliability with the Pearson value of .264 and Sig value of 0.002. We can show it as: $r(140) = 0.264$, $P<0.05$. At last, the weakest relationship in the study is between customer's dressing and responsiveness with the Pearson's value of 0.236. The Sig value of this last relationship is 0.005 which is significant as Sig value is significant with 5% margin or it can be shown as: $r(140) = 0.236$, $P < 0.05$.

All the summarized results of Pearson's correlation are given at next page!

Correlations

		Dominant Communication Style	Customer's Dressing	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Dominant Communication Style	Pearson Correlation	1	.237**	.407**	.264**	.312**	.367**	.379**
	Sig. (2-tailed)		.005	.000	.002	.000	.000	.000
	N	140	140	140	140	140	140	140
Customer's Dressing	Pearson Correlation	.237**	1	.434**	.366**	.236**	.315**	.401**
	Sig. (2-tailed)	.005		.000	.000	.005	.000	.000
	N	140	140	140	140	140	140	140
Tangibles	Pearson Correlation	.407**	.434**	1	.531**	.456**	.577**	.478**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140	140
Reliability	Pearson Correlation	.264**	.366**	.531**	1	.555**	.556**	.595**
	Sig. (2-tailed)	.002	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140	140
Responsiveness	Pearson Correlation	.312**	.236**	.456**	.555**	1	.592**	.655**
	Sig. (2-tailed)	.000	.005	.000	.000		.000	.000
	N	140	140	140	140	140	140	140
Assurance	Pearson Correlation	.367**	.315**	.577**	.556**	.592**	1	.657**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	140	140	140	140	140	140	140
Empathy	Pearson Correlation	.379**	.401**	.478**	.595**	.655**	.657**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

4.4. Hypothesis finding

4.4.1. Regression Analysis

Independent and dependent variables in this research both are quantitative. That's why, I applied linear regression test to analyze whether hypothesis accepted by the respondents' or not?

4.4.2. Hypothesis Proposed

These of the following hypothesis were proposed in this research:

- *H01: Customer's Dominant Communication Style has an impact on Tangibles.*
- *H02: Customer's Dominant Communication Style has an impact on Reliability.*
- *H03: Customer's Dominant Communication Style has an impact on Responsiveness.*
- *H04: Customer's Dominant Communication Style has an impact on Assurance.*
- *H05: Customer's Dominant Communication Style has an impact on Empathy.*
- *H06: Customer's dressing has an impact on Tangibles.*
- *H07: Customer's dressing has an impact on Reliability.*
- *H08: Customer's dressing has an impact on Responsiveness.*
- *H09: Customer's dressing has an impact on Assurance.*
- *H10: Customer's dressing has an impact on Empathy.*

4.4.3. Hypothesis 1

Analysis was done to check whether Customer's dominant communication style in restaurant industry of Bahawalpur has any impact on the tangibles or not? The proposed hypothesis was as:

H01: Customer's Dominant Communication Style has an impact on Tangibles.

Brief Results of Hypothesis 1 are as following:

Brief Results of H1

Relationship between Dominant Communication Style and Tangibles

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.160	5.241	.407	27.471	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 08]

Adjusted R square is the contribution of concerned variable in the complete situation. Here, contribution of Dominant Communication Style is 16% in the scenario. Value of t is 5.241 which is as well greater than 2. The slope (Standardized coefficient Beta) is .407, f-value is 27.471 (fitness of model) and lastly hypothesis will be **accepted** because p value is less than 0.05 and we may say that, $F(1, 139) = 27.471$, $P<0.05$ which is statistically

significant.
Or it means that Customer Dominant Communication style has an impact on Tangibles of SERVQUAL. So H1 is accepted.

4.4.4. Hypothesis 2

Second hypothesis was proposed about Customer dominant communication style and Reliability.
Hypothesis proposed was as:
H02: Customer's Dominant Communication Style has an impact on Reliability.

Concise Results

Relationship between Dominant Communication Style and Reliability

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.063	3.213	.264	10.323	.002

*Accept the hypothesis, if P value less than 0.05

[Table # 09]

In the given table, one can see that the contribution of this variable is .063 or 6.3% in the whole scene. T value is greater than 2, equals to 3.213. The slope is of 0.264. 10.323 representing the fitness of model and hypothesis will be **accepted** because Sig value is less than 0.05. The result of ANOVA as F (1, 139) = 10.323, P<0.05 (statistically significant)
So, I now can conclude on the base of my respondents' responses and SPSS findings that there is a relationship between customer's dominant communication style and Reliability and customer's dominant communication style has an impact on Reliability.

4.4.5 Hypothesis 3

Third hypothesis was developed to check whether there is a relationship between Dominant Communication Style with Responsiveness in the Bahawalpur continental restaurant sector or not? Proposed hypothesis was as:
H03: Customer's Dominant Communication Style has an impact on Responsiveness.

Concise Results

Relationship between Customer's Dominant Communication Style and Responsiveness

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.091	3.864	.312	14.930	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 10]

Here, Adjusted R square is 0.091 or it can be perceived as it plays 9.1% role in the complete scenario. T value is greater than 2, (3.864). Standardized coefficient Beta is .312 showing the slope whereas model's overall fitness is 14.930. Hypothesis will be **accepted** because sig value is .000 or less than .005
ANOVA test result as: F (1, 139) = 14.930, P<0.05 which is statistically significant.
So, simple result can be written as Customer's Dominant Communication Style has an impact on Responsiveness. You may say that SERVQUAL is not affected by Restaurant side only; this also can be affected by the customer's side.

4.4.6. Hypothesis 4

Fourth hypothesis was as:
H04: Customer's Dominant Communication Style has an impact on Assurance.

Brief Results

Relationship between Customer's Dominant Communication Style and Assurance

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.129	4.639	.367	21.518	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 11]

The adjusted R square is .129 and t-value is 4.639 which are greater than 2. Standardized coefficient Beta or slope is .367 and fitness of overall model is 21.518 where hypothesis will be accepted because of Sig value at .000.
ANOVA results can be shown as: F (1, 139) = 21.518, P<0.05

So, there is relation between Customer's dominant communication style and Assurance given by the continental sector restaurant staff of Bahawalpur.

4.4.7 Hypothesis 5

This hypothesis was developed to check whether Customer Dominant Communication style has any impact on Empathy or not? Simple linear regression test applied via SPSS 16 to analyze data. Proposed hypothesis was as:
H05: Customer's Dominant Communication Style has an impact on Empathy.

Concise Linear Regression Results

Relationship between Customer's Dominant Communication Style and Empathy

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.137	4.809	.379	23.130	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 12]

In the table of concise regression, you can see that the value of Adjusted R Square is .137 which means contribution of this variable is 13.7% in the whole picture. T-value is 4.809>2 and slope is of .379. 23.139 is showing the fitness of model and hypothesis will be **accepted** because p-value is less than 0.05

ANOVA test result as: $F(1, 139) = 23.130$, $P<0.05$

Acceptance of hypothesis shows that there is a relationship between Customer's Dominant communication style and Empathy.

With the results of first five hypotheses, I can say that Customer's Dominant Communication Style impact on SERVQUAL of Bahawalpur continental restaurant industry.

4.4.8. Hypothesis 6

Sixth hypothesis was about Customer's dressing. If customer's dressing has any impact to enjoy different services at Bahawalpur continental restaurants' or not? Proposed hypothesis was as:
H06: Customer's dressing has an impact on Tangibles.

Concise Linear Regression Results

Relationship between Customer's Dressing and Tangibles

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.182	5.658	.434	32.010	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 13]

The value of adjusted R square is .189, showing 18.2% contribution of this variable in the complete situation. Value of t is 5.658 which are greater than 2. Value of Standardized coefficient beta is .434 and model's fitness of 32.010. Hypothesis will be **accepted** because p value is less than 0.05

ANOVA results can be shown as: $F(1, 139) = 32.010$, $P<0.05$

Base on this acceptance, I conclude that Customer's dressing has an impact on tangibles (Dimension of SERVQUAL).

4.4.9. Hypothesis 7

7th hypothesis based on the assumption that customer's dressing has an impact on Reliability of service staff of Bahawalpur continental restaurant industry. Proposed hypothesis is:
H07: Customer's dressing has an impact on Reliability.
Brief results of the hypothesis are as follows:

Concise Linear Regression Results
Relationship between Customer's Dressing and Reliability

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.128	4.618	.366	21.323	.000

*Accept the hypothesis, if P value less than 0.05
[Table # 14]
In the given table, one can find that contribution of this variable in the whole situation is 12.8%. T-value is 4.618 which is greater than 2. Value of slope is .366 and fitness of model is 21.323 and p value is .000. So, hypothesis will be **accepted** because the p value is less than 0.05
ANOVA result: F (1, 139) = 21.323, P<0.05
Acceptance of hypothesis means that there is a relationship between Customer's dressing and Reliability in Bahawalpur continental restaurants.

4.4.10. Hypothesis 8

To measure the result of this hypothesis, linear regression test applied. Proposed hypothesis is as:
H08: Customer's dressing has an impact on Responsiveness.
Brief results of the hypothesis are as follows:
Concise Linear Regression Results
Relationship between Customer's Dressing and Responsiveness

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.049	2.847	.236	8.103	.005

*Accept the hypothesis, if P value less than 0.05
[Table # 15]
Table above, Adjusted R square is showing the contribution of this variable 4.9% in the complete view. The t-value is 2.847>2, which is okay. Standardized coefficient Beta's value is .236 and the fitness of model is 8.103. Sig value is less than .05, so hypothesis will be **accepted**.
ANOVA result as: F (1, 139) = 8.103, P<0.05
Result is concluding that customer's dressing has an impact on Responsiveness of the service staff of Bahawalpur continental restaurants.

4.4.11. Hypothesis 9

Simple Linear regression applied to check the result of developed hypothesis, hypothesis was as:
H09: Customer's dressing has an impact on Assurance.
Results are as:
Concise Results are shown at next page
Relationship between Customer's Dressing and Assurance

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.093	3.904	.315	15.245	.000

*Accept the hypothesis, if P value less than 0.05
[Table # 16]
Input of this variable in complete story is 9.3% and the value of t is 3.904 which is greater than
2. .315 is the value of slope and the f-value of 15.245 which is showing model's fitness.
Hypothesis **accepted** because of Sig value less than 0.05
ANOVA result as: F (1, 139) = 15.245, P<0.05
So, it is clear that respondents' accepted that customer's dressing has impact on Assurance from service staff of Bahawalpur continental restaurant industry.

4.4.12. Hypothesis 10

Last hypothesis developed to check the impact of customer's dressing on (dimension of SERVQUAL) Empathy Hypothesis was as:

H10: Customer's dressing has an impact on Empathy.

Results are as:

Concise Results

Relationship between Customer's Dressing and Empathy

Adjusted R square	t-value	Standardized Coefficient	f-value	p-value
.155	5.140	.401	26.424	.000

*Accept the hypothesis, if P value less than 0.05

[Table # 17]

In this scenario, involvement of this variable is 15.5% in the complete work. T-value is 5.140<2 and slope is .401 and f-value is showing fitness of model as 26.424. Hypothesis will be **accepted** as p-value is less than 0.005

ANOVA results: F (1, 139) = 26.424, P<0.05

So, there is relationship between customer's dressing and Empathy.

Chapter No. 5

5.1. Results and Discussion

5.1.1. Summarized Regression Table:

Hypothesis	DV	IV	Result
H1	Tan	DCS	Accepted
H2	Rel	DCS	Accepted
H3	Res	DCS	Accepted
H4	Ass	DCS	Accepted
H5	Emp	DCS	Accepted
H6	Tan	CD	Accepted
H7	Rel	CD	Accepted
H8	Res	CD	Accepted
H9	Ass	CD	Accepted
H10	Emp	CD	Accepted

[Table # 18]

As mentioned I the table shown above, researcher developed 10 hypotheses with 2 independent variables and their impact on all five dimension of SERVQUAL. The hypotheses proposed that Dominant Communication style of customer and the way customer appear in any restaurant impact on the services enjoyed. This may possible a person with good communication skills and fashionable dressing enjoys better services in a restaurant than the customer who is not good in communication or in rough dressing. According to responses of my research, it is now sure that these variables impact on SERVQUAL in the Bahawalpur continental restaurants. Also, Pearson correlation table above shown that these variables are associated in a positive manner means if a customer appear in a restaurant in well dress way, he/she will enjoy better services or if customer is good in communication, he/she will again enjoy better services than the others with low communication.

5.2 Conclusion and Recommendation

5.2.1. Conclusion

Research conducted on the issue of SERVQUAL in Bahawalpur continental restaurants influenced by the customer appearance. Researcher used two independent variables and 5 dependent variables (Dimensions of SERVQUAL) to draw hypotheses. Five hypotheses based on Dominant communication style and SERVQUAL whereas remaining five based on customer dressing and the dimension of SERVQUAL. Successfully Collected complete data from 140 respondents' and used SPSS 16 to draw conclusion about the hypotheses made. I found all the variables associated with each other positively. The most associated variable is customer dressing with tangibles of service quality and the weakest relationship is between customer dressing and responsiveness of service quality as show above in Pearson Correlation table. The entire ten hypothesis accepted by the respondents' as they acknowledge that customer dominant communication style and dressing has an impact on SERVQUAL.

5.2.2. Future Recommendation

A very common saying in business world is, "Customer is the boss and boss is always right". It got fame many years and then with the passage of time, businesses change the strategy and started to say that they confess every customer is a king, but we can't follow every king and a number of studies conducted to read customer behavior and its perception about various businesses. But who will think about business perception? Businesses like which kind of customers to serve more or which to avoid. Now, it's the time to think about these things. As far as my research recommendation is concerned, I think there are some more dimensions of customer's appearance which I can't cover in my research like impact of customer education on some dimension of SERVQUAL like Responsiveness, Assurance and Empathy. Same as impact of Customer's social class on these dimensions like if a customer appears in any restaurant industry or any sector with civilized, educated and up to date gathering, customer will be given more respect than the other ones. Same as I took all the dimensions of SERVQUAL to measure impact of Customer's appearance but future researcher can choose two or three dimensions of SERVQUAL to get more customized answer they are looking for. Like the impact of customer's social class on service responsiveness only.

5.3. Research Limitation

Some of the barriers were as cost issue for my research due to which I couldn't go away with a large sample size. Large sample size allows researcher to get more interesting results but due to lack of money, I need to focus on a small sample size.

Another limitation as lack of money as well as lack of time, research is fully based on Bahawalpur restaurant industry. Whereas, it should be general enough to at least nation level to get more diverse and interesting results.

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Appendix

Keywords

Term	Definition
Dominant Communication Style (DCS)	Good communication considers do sole process to convey clearly idea, thought, feeling and skills to his /her respondent for the purpose of respondents understand
Customer's Dressing (CD)	Doing something for covering the body refers to dress The way customer dressed up to manipulates body color, smell, sound, taste, shape, clothing, Individual's hairstyle, general hygiene, makeup combine all things refer to customer's dressing.
Tangibility (Tan)	All the physical things counting employees, structure, revamp and equipment comes in tangibility Tangibility also contains dining area's cleanliness, employees' hair nets, disposable gloves, neat uniform and an updated Parking and seating facilities also comes in tangibility as well.
Reliability (Rel)	Reliability explains the ability of firms to perform what they said or to achieve exactly whatever they promised with their customers
Responsiveness (Res)	Responsiveness tells the intents and readiness of an organization towards its consumers' assistance
Assurance (Ass)	The understanding and the manners of workers, also the process of conveying trust comes in Assurance. It also covers trustworthiness, safety, capability and politeness
Empathy (Emp)	Empathy is personalized response and care for firm's customers.