### **INTRODUCTION**

Within the competitive hospitality and food and beverage sectors, organizations seek not just to provide quality products and services but also a competitive advantage via higher levels of **CS** and **CL**. Towards this aim, organizations apply various marketing approaches (Namin, 2017) geared towards excellent product provision leading to content customers (Shemwell et al., 1998). **CS** and **SQ** are core topics widely researched in marketing. More specifically, **CS** is "the evaluation that a product or service, or its attributes, delivers a pleasurable level of consumption satisfaction..." (Oliver, 1997, p.28).

**CL** within the restaurant industry is influenced by various factors including **FQ** (Fanelli & Di Nocera, 2018), hygiene level, **PE** and **SQ**, and atmosphere within the restaurant (Yüksel & Yüksel, 2003). General dining experience is an extensive **CL** measure embracing **FQ** and **SQ** (Alhelalat et al., 2017; Kaya, 2018). Among these, **SQ** is the leading factor impacting **CL** (Lőke et al., 2018) and revisit intention (Eren, 2019). Mattila (2001) suggested **FQ**, atmosphere, and **SQ** as essential factors affecting restaurant preference. Effective foodservice activities enhance customer attitudes towards **SQ**, increasing **CS** and optimizing positive behaviors (Choe & Kim, 2018; Ryu & Han, 2010).

**CS** is a key force behind **CL** (Ostrowski et al., 1993). Studies show **CS** is highly positively linked with **CL**, with greater satisfaction leading to greater loyalty (Bolton & Lemon, 1999; Dick & Basu, 1994). Loyalty is traditionally seen as habitual behavior governed by decision processes and experience (Jacoby & Kyner, 1973), measured through attitudinal and behavioral perspectives (Neal, 1999).

**CL** is one of the main predictors of consumer behavior in restaurants. The theory posits that **FQ**, **SQ**, and **PE** influence **CL** through positive dining experiences. Loyalty leads to emotional commitment and behavioral intentions such as revisit, and engagement in **eWOM**. Enhancing **SQ** dimensions can generate long-term customer commitment and **eWOM**, building competitive advantage. Since **CL** is well studied in the food sector (Back & Parks, 2003), this study focuses on Antalya restaurants to offer practical implications for improving **CL** through **SQ**.

### **Conceptual Framework and Hypotheses (With Abbreviated Variables)**

The theoretical basis of this study is grounded in the relationship between **SQ**, **CS**, and **CL** in the restaurant context. Numerous studies show **SQ** as a prerequisite for **CS**, which in turn affects **CL** (Ryu & Han, 2010). In food services, **SQ** includes responsiveness, reliability, empathy, and assurance (Parasuraman et al., 1988). High-rated **SQ** leads to favorable dining experiences, improving overall **CS** (Choe & Kim, 2018). **CS**, defined by Oliver (1997), is the emotional response to product/service performance and plays a key role in shaping consumer attitude.

This model proposes **CS** as a mediating variable between **SQ** and **CL**. Satisfied customers tend to form emotional bonds and show repeat behavior confirming **CL** both attitudinally and behaviorally (Dick & Basu, 1994; Neal, 1999). **CL** also promotes positive **eWOM**, enhancing brand credibility. Constructs like **FQ**, **SQ**, and **PE** (Mattila, 2001; Yüksel & Yüksel, 2003) are key **CL** predictors via **CS**. This framework compares these constructs in Antalya restaurants to identify knowledge gaps and strategies for long-term retention.

**SQ** has multiple dimensions affecting customer perceptions, **CS**, and ultimately **CL**. This literature review examined dimensions of restaurant **SQ** and **CL**. Based on prior studies, we describe how **FQ**, **SQ**, and **PE** shape **CS** and **CL**. Comparative literature highlights differences across cultures and geographies in how these variables interact.

### **2.1 Food Quality (FQ)**

**FQ** plays a crucial role in fostering **CL**, as it strongly influences **CS** and the likelihood of repeat visits. Consistently high **FQ** generates positive interactions that build trust. Tuncer et al. (2021) found that most **FQ** aspects significantly affect **CS**, and both **CS** and perceived value influence behavioral intentions. Solunoğlu (2020) confirmed the mediating role of **CS** between **FQ** and recommendation intention.

**H1**: **FQ** has a positive and significant effect on **CS** in restaurants.

### **2.2 Service Quality (SQ)**

**SQ** refers to how well employee actions meet customer expectations, including reliability, responsiveness, and empathy. High **SQ** builds trust and **CS**, encouraging long-term **CL** (Alhelalat et al., 2017). Safari et al. (2024) found that **SQ** mediates **CS** and influences behavioral intentions.

**H2**: **SQ** has a significant positive effect on **CL** in restaurants.

### **2.3 Physical Environment (PE)**

**PE** refers to sensory and material elements shaping the customer experience. Cleanliness and ambiance affect **CS**, which enhances **CL** (Kayumov et al., 2024; Idrus et al., 2023). These effects are amplified in health-sensitive contexts such as the COVID-19 pandemic.

**H3**: **PE** has positive effects on **CL**.

### **2.4 Customer Loyalty (CL)**

**CL** is demonstrated by repeat visits and positive **eWOM**. It goes beyond purchase to emotional commitment (TaghiPourian & Bakhsh, 2015). **CL** is influenced by **SQ**, **CS**, and memorable experiences (Brida & Coletti, 2012). Online satisfaction and trust also predict **CL** and **eWOM** (Al-Adwan et al., 2020; Al-Zyoud, 2021).

**H4**: **CL** has a significant positive effect on repurchase intention.
**H5**: **CL** has a positive effect on **eWOM** behavior.

### **Literature Review Table Summary**

| **Year** | **Focus** | **Findings** | **Authors** |
| --- | --- | --- | --- |
| 2018 | Role of **FQ** in **CS** | Atmosphere and **SQ** affect **CS** | Fanelli & Di Nocera |
| 2020 | CSR → Brand Attitude, **SQ**, **CS** | CSR improves brand attitude, **SQ**, and **CS** | Lee et al. |
| 2024 | Dimensions of **SQ** | **SQ** mediates behavioral intentions and **CS** | Safari et al. |
| 2022 | Factors in repeat business | Low repeat rate linked to poor **SQ** | Riva et al. |
| 2024 | Service attributes and **CL** | Hygiene, ambiance, pricing linked to **CS**/**CL** | Riyadi et al. |

### **Conclusion and Implications**

This study proposes that **FQ**, **SQ**, and **PE** significantly influence **CL** through **CS**. The loyalty built through high service standards can lead to stronger customer retention and positive **eWOM**, providing competitive advantage. For restaurant managers, investing in these service dimensions can enhance customer experience and secure long-term success in tourism-driven locations such as Antalya.

Future studies should also examine how technological innovations, like QR code menus or mobile ordering, moderate the relationship between **SQ** and **CL**.

### **Abbreviations**

* **CS** = Customer Satisfaction
* **SQ** = Service Quality
* **CL** = Customer Loyalty
* **FQ** = Food Quality
* **PE** = Physical Environment
* **eWOM** = Electronic Word-of-Mouth

FQ →

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SQ → CS → CL → Repurchase Intention

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PE → eWOM