International Tourists' Satisfaction with Ghanaian Upscale Restaurant Services and Revisit Intentions

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Tourists' satisfaction with restaurant services tend to generate repeat visitation. The interrelationships between international tourists' satisfaction of restaurant services and intentions to revisit have, however, received little empirical attention from academics in Ghana. Data were randomly collected from 768 international tourists in Ghana and analyzed using factor analysis and binary logistic regression. International tourists were generally satisfied with the services of Ghanaian upscale restaurants. International tourists who were satisfied with the tangibles, reliability, assurance-empathy, and responsiveness dimensions of the upscale restaurant services showed a higher likelihood of revisiting the restaurants than did their counterparts who were dissatisfied.

KEYWORDS Ghana, international tourists, revisit intention, satisfaction, upscale restaurant

INTRODUCTION

Restaurant services comprise an important element of the tourist experience at any destination. The restaurant provides one of the traditional mixes of the destination and hence contributes to enhancing the satisfaction of

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tourists. Apart from accommodation, the restaurant is, perhaps, the next visible element affecting the attractiveness of a tourist destination, especially in international tourism (Tillotson, 2003). The international tourist who is, usually, away from home typically opts to to sample the cuisines of the destination under settings that will provide him or her with the utmost safety and satisfaction. Not only does the restaurant provide international tourists with the basic necessity of food, it also provides an environment in which one may socialize with both locals and other foreign tourists (Prendergast & Man, 2002). This is especially true in the case of upscale restaurants. To this end, the services provided by such upscale restaurants are pivotal in ensuring the overall satisfaction of international tourists at the destination.

Upscale Ghanaian restaurants are those restaurants that have been rated by the Ghana Tourism Authority (GTA) as "grade one" restaurants. The GTA is the only constitutionally mandated institution in the country responsible for registering, licensing, inspecting, and classifying restaurants as well as other establishments in the hospitality and tourism sectors. The classification of restaurants by the GTA is based on an extensive evaluation of the facilities, services and competencies of the staff of a restaurant. The classification ranges from grade one, which is upscale or luxury; grade two, which is midway between upscale and a average restaurant; and grade three, which is an average restaurant (Ghana Tourism Authority [GTA], 2013).

Since most tourists who visit luxury restaurants typically prefer to stay in their 'environmental bubble,' when they travel, then a sense of satisfaction on their part may generate repeat visits to the restaurant any time they are at the destination. It is estimated that 5% increase in customer retention can generate a profit of about 25% to 95% across a range of businesses, including the restaurant business (Reichheld, 1996). Thus, international tourists who are satisfied with the services of a restaurant are likely to engage in word-of-mouth advertisement for the restaurant, as well as the entire city/country destination (Cohen & Avieli, 2004; Torres, 2002).

The issue of guests' satisfaction on restaurant services still remains an important issue for food service managers and destination marketers, since the high standards of these services can serve as a basis for marketing. Ghana's restaurant industry is marked by the continued growth of upscale restaurants and as such understanding how clients' satisfaction with their services impact on revisit decisions can be an important basis for marketing within the West African sub-region and Africa as a whole. This vital marketing preposition, however, remains largely unexplored. Even though this subject has attracted research interests elsewhere in the world (Brady & Cronin, 2001; Choi & Chu, 2000; Tsang & Ap, 2007; Wong & Law, 2003; Yeung & Leung, 2007), it has not done so in Ghana.

Although Ghana is becoming attractive to business travellers and other forms of leisure travellers, who are repeat visitors in nature (Akyeampong, 2007), these category of international tourists will want to visit restaurants

that offer best quality services that meet their needs (Lee, Petrick & Crompton, 2007). International tourists in Ghana have usually raised some concerns about the nature and quality of services offered by various food service establishments in general, and restaurants in particular (GTA, 2013). Also, others have questioned the depth of services provided by the so-called upscale Ghanaian restaurants and whether the services they provide can be of international standards sufficient to satisfy international tourists (Mensah, 2009).

Subsequently, international tourists, who have experienced such services in Ghana, may ask questions as, "Why do we have to go back to a country where the quality of the food services is poor?" Such a question may have a negative image on Ghana as destination, and on Ghanaian restaurants in particular. To this end, this study was undertaken to answer questions such as: are international tourists satisfied with the services of Ghanaian upscale restaurants and how does the satisfaction levels of international tourists influence their intentions to revisit the restaurants in the future? Subsequently, the objective of this study is to assess the satisfaction levels of international tourists to Ghanaian upscale restaurants and determine the influence of international tourists' satisfaction with the services of upscale restaurants on their revisit intentions.

This study makes a contribution in the area of service quality by highlighting the dimensions of satisfaction on restaurant services in Ghana. Thus, even though most studies have (Pratten, 2003; Santouridis & Trivellas, 2010; Sulek & Hensley, 2004) demonstrated that the there are five dimensions to the measurement of satisfaction, the structure of the five dimensions may however differ from those used either in the SERVQUAL or SERVPERF scale especially in the case of restaurants. Subsequently, this study contributes to the existing literature by assessing the utility of the structure of the five dimensions of service quality in measuring satisfaction in the context of restaurants in Ghana. Further, this study will contribute to literature by highlighting that the potential of each of the dimensions of satisfaction in generating repeat business in the restaurant setting. Contrary to most views in the literature (Brady & Cronin, 2001; Tsang & Ap, 2007; Wong & Law, 2003; Yeung & Leung, 2007) that all the dimensions of service quality have similar influence of revisit intentions, it is the thrust of this study that each dimension of service quality may not exert similar or same influence on revisit intentions especially in the restaurant setting. Thus, it is estimated that not all the dimensions of service quality are equally important to the client but that some are more relevant to the client than others.

Insights into clients' assessment of the services received from an establishment constitutes a core basis upon which such services can be improved (Ryan & Gu, 2007). This study, therefore, has the tendency to inform restaurant managers of the specific aspects of their services that international tourists are dissatisfied with and hence need improvement in order to make

them satisfied. Also, understanding the relationship between clients' satisfaction levels and their revisit intentions is a good starting point of customer relationship management (Larson & Chow, 2003). Gaining an understanding of how customer satisfaction influences repeat business will remind restaurant managers of the importance of good customer management in ensuring the profitability and sustainability of their businesses. Restaurant managers will, therefore, constantly seek for innovative and proactive service strategies in order to keep their clients satisfied so as to encourage future visitation. At the national level, the study could provide valuable inputs that could help improve on the attractiveness of Ghana as a destination. Harbaugh (2002) observed that the attractiveness of a destination is reflected in the utility that tourists gain from all the destination mix, including food and beverage services. Based on this, there is the tendency of improving on the overall image of Ghana as a destination and also help position it as the preferred destination in West Africa. Moreover, international tourists' high expenditure on food and beverages services warrants researchers to commit their resources into unearthing the satisfaction they gain from consuming such services in Ghana.

LITERATURE REVIEW

Satisfaction can be described as the fulfilment obtained by a customer after consuming a product or service (Oliver, 1997). Thus, it is the judgement of a product or service feature by the consumer of the product or service. Satisfaction has been measured from two distinct perspectives namely overall satisfaction and attributes satisfaction (Oliver, 2010). Overall satisfaction is concerned with the overall assessment of the services received by the tourist whiles attribute satisfaction deals with particular facets of the services received (Tian-Cole & Crompation, 2003). Both of these approaches are useful in assessing the overall satisfaction. Attribute satisfaction for instance can help restaurant managers to choose specific direction by identifying dimensions of services that are well delivered to the guests and those that are not. On the other hand, overall satisfaction can be used to predict the revisit intentions of the guests (Chen & Tsai, 2008; Olsen, 2002). Owing to this, both attribute and overall satisfaction concepts are employed in this study.

Hospitality businesses and academicians have both admitted that satisfaction is imperative in the pursuance of any customer loyalty and retention strategy (Cronin, Brady, & Hult, 2000). For restaurant businesses, international tourists' satisfaction with services has been regarded as a significant pointer of their future behavior binder to make food and beverage purchases from a provider (Chen & Chen, 2010). This argument affirms the reinforcement theory that pleasant outcomes tend to generate repeat behavior, whereas unpleasant outcomes do not generate repeat behavior.

Whenever tourists are satisfied with services provided, it has both the 'now' and the future effect. In the short term, they spend more with the service provider (Oliver, 2010) and in the long term, they revisit and also attract new customers by word-of-mouth (Chen & Chen, 2010). Santouridis and Trivellas (2010) and Hutchinson, Lai, and Wang (2009) established that customer satisfaction has a strong positive link with intention to revisit a restaurant. Similarly, Amissah (2013) found that high level of tourist satisfaction of restaurants services in the Cape Coast-Elmina area increases their revisit intentions. Interestingly, it appears that most researchers, when addressing the relationship between tourists' satisfaction with services and intentions to revisit, emphasises positive connotation (Wiwat & Pattanij, 2012; Yoon & Uysal, 2005). Nonetheless, in a divergent view, Gursoy, McCleary, and Lepsito (2003) opine that when tourists are dissatisfied with restaurant services, about half of them may not complain directly to the service provider but they tend to employ tactics, such as shunning the product/service, engaging in damaging word-of-mouth publicity, which to all intent and purposes are likely to be injurious to the service provider (Barlow & Moller, 2008). In Hirschman's exit-voice theory, he asserts that when consumers are disappointed, the immediate consequence is increased consumer complaints to friends and relatives (Hutchinson, Lai, & Wang, 2009).

Attributes of Satisfaction

Past studies on tourists' satisfaction outlines a number of elements that define tourist satisfaction. According to Greywitt and Tewet (2004), tourist satisfaction in restaurants is based on four main sequentially arranged elements: meal, service, environment and cost. Among these attributes, much underlines food quality as the most important dimension of the restaurant experience (Sulek & Hensley, 2004). Although there is no consensus on the individual attributes that constitute food quality, researchers focus on food presentation, healthy options, taste, freshness and temperature.

Extending the elements, Mill (2007) listed nine attributes of customers' satisfaction towards restaurants as follows: quality of service, availability of parking spaces, delicious food and satisfactory preparation, convenient hours of operation, accommodating employees, value for money, cleanliness of operation, food safety, and responsiveness to the customer's complaints. Cleanliness of restaurant (Rataree, 2003), comfortable and quirky welcoming environment (furniture, lighting, comfort of seating, paintings), and other facilities that form the ambiance of the restaurant determines how tourists perceive and rate restaurants (Ryu & Jang, 2007; Sloan, 2004).

Similarly, tourists largely expect restaurant service staff to be ready to act, polite and demonstrate a good acquaintance with the menu (Pratten, 2003; Sulek & Hensley, 2004), and proper manner of serving (Rataree, 2003; Soriano, 2002) as well as complaints handling (Sloan, 2004). Wall

and Berry (2007) opined that service staff behavior was particularly important when most tangible aspects of the restaurant are not appealing thus, such welcoming behavior could salvage consumers' satisfaction of the dining experience.

Theoretical Framework

The transaction-specific theory (Parasuraman, Zeithaml, & Berry, 1994; Teas, 1993) is used to aid the understanding of the context in which this study was carried out. This model stipulates that a customer's satisfaction is based on his or her experiences of specific aspects of service based on which the customer makes a transaction. Ultimately, a decision to repurchase the service in future is dependent on whether the customer was satisfied with the initial transaction (Parasuraman, Zeithaml, & Berry, 1994). Further, the transaction-specific theory suggest that since customers evaluation of satisfaction is based on service attributes, repeat purchase decision could be based on the customers' satisfaction of an attribute rather than the overall service. By employing the transaction-specific model, it is the aim of this study to demonstrate that the offering of the upscale restaurant is a mixture of services and other product features and as such the satisfaction levels on each dimension of service can influence repeat visit intention on its own. In reality, customers of a restaurant are likely to consider specific aspects of the services (e.g., food, ambience of the restaurant, appearance of waiters and waitresses, and cleanliness of seating area) and make a repeat visit decision based on an aspect(s) of the service. This theory acknowledges the fact that certain attributes of the service may not be delivered to perfection and at the same time other attributes may be delivered to perfection and for that matter the decision to return is reliant on which of the attributes is of greater concern to the international tourist.

STUDY METHOD

Data Collection

Data for the study were collected from a random sample of 768 outbound international tourists at the departure lounge of the Kotoka International Airport in Accra. The Kotoka International Airport is the only international airport in Ghana located in the nation's capital, Accra. Data were collected between January and March 2013. The data was collected through a questionnaire structured into three sections. Departing flights of major airlines like the Lufthansa, KLM, British Airways, Emirates, Alitalia, and Turkish Air were selected for the study and permission was accordingly sought from the Ghana Civil Aviation Authority. These airlines were selected because of their flight frequency from the major tourist generating countries to Ghana.

International tourists travelling by any of the selected airlines were drawn systematically. To achieve this, the tourists were selected at every third interval on their arrival at the departure lounge. Those who refused to be part of the study were replaced before the next count. The selected tourists were given the questionnaires to complete and returned to the researchers before they boarded their flights.

Instrument

The first section of the questionnaire contained a filter question through which the tourists were asked to identify any recent five (5) restaurants he or she had patronised. This was meant to identify only those who had patronised upscale restaurants whiles in Ghana. The five (5) listed restaurants are cross checked with a list of registered and licensed restaurants in the country by the GTA. Out of the five listed restaurants, if all five or four are identified on the list from the GTA as upscale, then the questionnaire is deemed fit to be included in the study. However, if less than four were upscale restaurants, then the questionnaire is excluded from study. This was done to ensure that the dominant views expressed by respondents would reflect that of upscale restaurants.

The second section of the questionnaire solicited data on the tourists' assessment of the services they have received. The satisfaction of tourists in relation to restaurants' services was measured on the five domains of the SERVPERF scale (Brady, Cronin & Brand, 2002; Jain & Gupta, 2004; Teas, 1993, 1994). This scale was developed as an alternative to the SERVQUAL and maintains the performance-based evaluation of services whiles it excludes the element of customer expectation. Song, Kong, and Chen (2008) maintain that a large number of emerging studies support the use of the performance-based SERVPERF paradigm over the disconfirmation based SERQUAL approach. This was captured on a 5-point Likert scale as follows: *1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree*. The last section touched on tourists' intentions to revisit any of the restaurants based on the satisfaction derived. The intention to revisit was captured on a categorical scale with an answer that required a dichotomous response (yes or no). Respondents were asked whether they will revisit any of the last five restaurants visited in Ghana upon their return to the country. This section also covered certain socio-demographic characteristics of the respondents.

The questionnaire was pretested on a sample of 30 international tourists in the Accra metropolitan area in December 2012. This city was selected because it has most of the upscale restaurants in the country which are mostly patronised by international visitors. The pretesting exercise helped assess the validity and reliability of the questionnaire and necessary modifications were made to the instrument. The Cronbach's alpha was used to

assess the reliability of the various measurement items under each of the constructs of satisfaction. The Cronbach's alpha recorded from the reliability analysis ranged from .79 to .93 which indicated a string reliability of the measurement items. Subsequently, all the items were retained with the wording of two items modified to improve on clarity. The questionnaire was constructed in the English language on the basis that most of the tourists that visit Ghana can read and write in English.

Data Analyses

Out of the total 1,323 questionnaires that were filled by the international tourists, 768 questionnaires were found to have met the criteria set by the researchers. Thus, 768 questionnaires indicated that their corresponding respondents have recently visited at least four (4) upscale restaurants in Ghana prior to their departure. The Statistical Package for Social Science (SPSS) version 16 was used to analyze the data. Two main statistical tools were used in analysing the data. Factor Analysis specifically the Principal Component Analysis with varimax rotation (using Kaiser Normalisation) was used to assess the underlying structure of the dimensions of satisfaction of the international tourists. Lastly, binary logistic regression was used to assess the influence of international tourists' satisfaction of restaurant services on their intentions to revisit the restaurants. The various individual items under each domain of satisfaction were collapsed to one single variable representing the domain. Further, the intention to revisit which was captured in a dichotomous form in the instrument was recoded into a binary function where 1 represented the intention to revisit (those who answered yes) and 0 represented intention not to revisit (responses that fell into the category of no).

RESULTS

Domains of Satisfaction

Table 1 presents the various areas of satisfaction expressed by international tourists reported by the study. The table shows the various domains of satisfaction with statements under each domain, frequency in terms of the percentage in agreement, mean, standard deviation, and standard error. These statistics were computed for each item on the scale as well as for each satisfaction dimension. To calculate each satisfaction dimension, we summed the individual items for each dimension and then divided the result by the number of items. The division of the sum was done to convert the scores back to their original scale of 1 to 5.

On the whole, international tourists were of the view that they were satisfied with the tangible aspect of the restaurants' services as indicated

TABLE 1 Areas of International Tourists' Satisfaction with Restaurant Services

Statement	N	Mean	Std. deviation	Cronbach's α
Tangibles				
The external environment is neat	768	1.40	.61	.84
The seats are clean and comfortable	768	1.46	.64	.82
The attire of the waiters/waitresses is neat	768	1.38	1.41	.85
Employees' appearance is neat	768	1.41	.58	.83
The lighting in the restaurant is good	768	1.44	.58	.81
The food is well garnished and attractive	768	1.45	.64	.88
The facilities (dining area) are attractive	768	1.55	.70	.87
The restaurant is equipped with modern technology	768	1.60	.71	.84
Overall score	768	1.47	.56	.85
Reliability				
Restaurant operating hours are good	768	1.39	.60	.81
Food and beverages are delivered promptly	768	1.51	.70	.83
Services are consistent on all my visits	768	1.34	.57	.83
Tables are cleared immediately when guest finishes eating	768	1.39	.61	.86
I receive exactly what I order	768	1.43	.65	.83
Services are accessible during operating hours	768	1.39	.60	.86
Overall score	768	1.37	.56	.84
Assurance				
Restaurant staff are polite and friendly	768	1.32	.52	.79
Staff are courteous and respectful	768	1.33	.55	.81
Staff are skilful and experienced	768	1.61	.69	.84
I feel safe in my transaction with restaurant	768	1.46	.65	.88
I have confidence in restaurant staff to deliver	768	1.49	.63	.87
Staff have in-depth menu knowledge	768	1.53	.65	.85
The behavior of staff makes me comfortable	768	1.52	.68	.85
Overall score	768	1.45	.54	.83
Responsiveness				
Staff are never too busy to welcome guests	768	1.40	.68	.83
Guests' orders are taken as soon as they sit	768	1.44	.69	.84
Staff perform services right the first time	768	1.48	.74	.85
Staff readily listen to guests complaints	768	1.43	.68	.81
Staff are always willing to address customers' problems	768	1.46	.66	.88
Staff provide complete answers when they attend to guests	768	1.48	.74	.84
Overall score	768	1.43	.59	
Empathy				
Staff have patience with guests	768	1.41	.61	.80
Staff look after the best interest of their guests	768	1.48	.60	.83
Getting information on restaurant services is easy	768	1.54	.67	.82
It is easy to find and access the restaurant	768	1.43	.58	.78
Staff provide individualized attention to guests	768	1.48	.58	.82
Staff have good communication skills	768	1.67	.75	.86
Restaurant facilities are disabled friendly	768	2.94	.88	.85
Staff do not extort from customers through bills	768	1.54	.86	.86
Restaurant staff do not harass customers	768	1.45	.84	.83
Overall score	768	1.46	.81	.84
Total satisfaction	768	1.45	.52	.85

Note. Scale: 1.0–1.49 = strongly agree, 1.50–2.49 = agree, 2.50–3.49 = neutral, 3.50–4.49 = disagree, 4.50–5.0 = strongly disagree.

by the mean score of 1.47. Specifically, they were satisfied with the external environment (1.40), cleanliness of the seats (1.46), attire of staff (1.38), appearance of staff (1.41), lightening in the restaurants (1.44), food garnishing (1.45), attractiveness of facilities (1.55), and application of technology (1.60).

There was general satisfaction among the international tourists that restaurants' services were reliable (1.39). The international tourists were satisfied with individual reliability measures such as convenient operating hours (1.39), prompt delivery of food and beverages (1.51), consistency of services (1.34), immediate clearance of table after eating (1.39), receiving exactly what is requested for (1.43) and accessible services during operating hours (1.39). The international tourists were satisfied with the assurance of the upscale Ghanaian restaurants (1.45). In specific terms, they were satisfied with the politeness of the restaurant staff (1.32), staff's courteous and respectful conduct (1.33), staff's skills and experience (1.61), staff's in-depth knowledge of menu (1.53), and how safe it was in dealing with the restaurants (1.46).

Also, the international tourists were satisfied (1.43) with the restaurants' responsiveness. Further, they were satisfied with the individual items making up the responsiveness of the restaurants. The respondents were satisfied with the issue that staff were never too busy to welcome guest (1.40), guests orders are taken as soon as they sit (1.44), staff perform the services right (1.48), staff are readily available to listen to guests complains (1.43), staff are willing to address customer problems (1.46) and staff provide complete answers to guests (1.48).

The respondents were also satisfied with the level of empathy shown by restaurant staff (1.46). Inspection of the individual items making up this domain indicated that the tourists were satisfied with the items as depicted by their mean scores. The tourists were satisfied with patience of the staff (1.41), looking after the best interests of guests (148), getting information on restaurants (1.46), accessibility of restaurants (1.43), provision of individualized attention to guests (1.48), communication skills (1.67), staff not extorting from guests (1.54), and staff not harassing customers (1.45). However, they were dissatisfied with the disability accommodations at restaurants. This is really not surprising, as most facilities in the country are not well equipped to accommodate guests with disabilities.

Dimensions of Satisfaction on Upscale Restaurant Services

The PCA was performed on 37 explanatory variables with 25 variables meeting the factor-loading requirement of .5 and above (Tabachnick & Fidell, 2001). The null hypothesis, which suggests that the population correlation

matrix was an identity matrix was rejected as the Bartlett's test of sphericity (14369.43) was found to be significant at $p = .001$. Also, the Kaiser-Meyer Olkin (KMO) coefficient of .753 confirmed the suitability of the PCA technique for the data. Table 2 shows the coefficients used to express the standardised variables in terms of the factor. The factor loadings indicate the correlation between the factors and variables. A coefficient with a high value indicates that the factor and the variable are closely related.

The first factor (Factor I) measured the tangible aspects the restaurants' services. The factor comprised issues, such as the neatness of the external environment, clean and comfortable seats, neat employees' appearance, smart attire of waiters/waitresses and attractive facilities (dining and waiting area) and well garnished and attractive food. This factor accounted for the highest variation with an eigenvalue of 7.27, which is equivalent to 19.13% of the total variance. Factor II captured issues related to the responsiveness of the restaurants' services as received by the international tourists. The factor loadings under Factor II include staff's readiness to welcome guests, available to listen to guests complains, prompt taking of guests orders, providing the right services for the first time and providing complete answers to guests. The factor accounted for a variance of 5.39, which amounts to 14.20% of the total variance.

The third factor (Factor III) was related to issues on the reliability of the services delivered by the restaurants to international tourists. The items that loaded under this factor were prompt delivery of food and beverage, receiving exact orders made, accessibility of services during operating hours as well as good operating hours. The factor explained 4.89 of the variance, which represents 12.89% of the total variance. Factor IV, however, tapped into the empathy with which the restaurants delivered the services to the international tourists. This factor was made of easy and accessible nature of the restaurants, non-extortion by staff, non- harassment of clients by staff and good communication skills by staff. The contribution of this factor was 4.53 of the eigenvalue, representing 11.94% of the total variance.

The last factor (Factor V) measured issues related to assurance and empathy and hence were labelled as assurance-empathy. The individual loadings here include polite and friendly staff, courteous and respectful staff, comfort gained from staff's behavior, easy access to information on services, provision of individualized attention to guests and staff's patience with guests. This factor accounted for 2.87 of the eigenvalue, which is equivalent to 7.57% of the total variance. Since the PCA yielded five dimensions of satisfaction, the null hypothesis which suggested no dimensions existed in the data was rejected. Overall, the five orthogonal factors accounted for 65.73% of the total variance of international tourists' satisfaction with upscale Ghanaian restaurants.

TABLE 2 Dimensions of Satisfaction in Ghanaian Upscale Restaurants

Factor	Variables included in the factor	Loadings	Eigenvalues	% of Variance Explained	Cronbach's α
	Tangibles				
	External environment is neat	.923			
	The seats are clean and comfortable	.911			
I	Employees' appearance is neat	.894	7.27	19.13	.89
	Attire of waiters/waitresses is neat and smart	.855			
	Facilities (dining and waiting area) are attractive	.829			
	The food is well garnished and attractive	.510			
	Responsiveness				
	Staff are not too busy to welcome guests	.887			
II	Staff are available to listen to complaints	.852	5.39	14.20	.86
	Guests' orders are taken as soon as they sit	.752			
	Staff perform services right the first time	.663			
	Staff provide complete answers to guests	.610			
	Reliability				
III	Food and beverages are delivered promptly	.890			
	I receive exactly what I order	.873			
	Services are accessible during operating hours	.789	4.89	12.89	.86
	Restaurant operating hours are good	.756			
	Empathy				
	It easy to find and access restaurants	.887			
IV	Staff do not extort from clients through bills	.874	4.53	11.94	.87
	Restaurant staff do not harass clients	.785			
	Staff have good communication skills	.678			
	Assurance-empathy				
	Restaurant staff are polite and friendly	.883			
	Staff are courteous and respectful	.853			
V	Staff behavior makes me comfortable	.826	2.87	7.57	.84
	It is easy to get information on services	.759			
	Staff provide individualized attention	.734			
	Staff have patience with guests	.645			
	Total variance explained			65.73	

Note. KMO = .753, Bartlett's test of sphericity (Approx. X^2) = 14369.43, p = .000.

Influence of Satisfaction on Revisit Intentions

A binary logistic regression model was used to determine the influence of international tourists' satisfaction of upscale Ghanaian restaurants services on their revisit intentions using $p < .05$ as the statistical significance criterion. The binary logistic regression model has the ability to accept independent variables of varying measurement levels (Pallant, 2005; Sweet, 1999). Also binary logistic regression is suitable for a categorical dependent variable,with two possible outcomes (Pallant, 2005), which was appropriate for the dependent variable in this study (revisit intention). Subsequently, the dependent variable which is the revisit intention was recoded into a binary function of 0 and 1. Thus, the presence of revisit intention was 1 while the absence of revisit intention was coded as 0. Each of the independent variable (satisfaction domains) was expected to fall into one of the dichotomous categories. The characteristics of the output are displayed in Table 3. They are the Exp (B) which represents the odds ratio, the Wald value and the significance (P) which shows the degree of importance the individual predictor has on the entire model, *B* and the SE which represents the standard error. To be considered significant to the model, a predictor variable should have a combined odds ratio value of more than 1 and a significant *p*-value of less than .05 (Kinnear & Gray, 2002; Pallant, 2005; Sweet, 1999). When the Exp (B) or odds ratio is less than 1, increasing values of the variable correspond to decreasing odds of the event's occurrence and vice versa.

On the overall, the model emerged as a good predictor of international tourists' intention to revisit upscale Ghanaian restaurants as indicated by the Omnibus Tests of Model Coefficients {($X^2 = 7.858, 5$) $p = .001$}. This was further confirmed by the Hosmer and Lemeshow Test {($X^2 = 4.723, 7$) $p = .694$}. For the model to be a good predictor, the *p*-value of the Hosmer and Lemeshow test has to be greater than .05. However, the *p*-value for the Hosmer and Lemeshow test was .694. This indicates a string reliability of the model. Meanwhile, Pallant (2005) argues that this is the most reliable test of model fit in a binary logistic regression model.

TABLE 3 Binary Logistic Regression on Influence of Satisfaction on Revisit Intentions

Satisfaction Dimensions	*B*	SE	Odds Ratio	Wald	*p*-value
Tangibles	.833	.330	6.662	1.992	.002*
Reliability	.882	.331	5.159	1.439	.013*
Assurance-empathy	1.630	.341	2.118	1.434	.002*
Responsiveness	1.312	.250	3.272	1.139	.011*
Empathy	1.331	.291	1.456	1.139	.223
Constant	*1.298*	*.546*	*5.644*	*3.661*	*.000**

Note. *$p \leq .05$. Nagelkerke R Square = .678. Hosmer and Lemeshow Test: $X^2 = 4.723$, df = 7, $p = .694$. Omnibus Tests of Model Coefficients: $X^2 = 7.858$, df = 5, $p = .001$.

The binary logistic regression model predicted 67.8% as indicated by the Nagelkerke R Square of .678. Despite the significance of the model to the phenomenon of revisit intention, not all the satisfaction domains proved to be significant in predicting revisit intention. Four out of the five domains of the satisfaction proved significant in predicting the revisit intentions of the international tourists. The most significant influence on revisit intention was exerted by the international tourists' satisfaction on the tangible aspects of the restaurant services. The Wald value indicates that international tourists who were satisfied with the tangibles were 6 times more likely to revisit the restaurant than those who were dissatisfied.

Satisfaction with the reliability aspects the restaurant services emerged as a significant predictor of the regression model. International tourists who were satisfied with the reliability of the restaurants' services were five times more likely to revisit the restaurant in the future when they are in Ghana (as opposed to not visiting while in the country). Also, the model indicated that international tourists who were satisfied with the responsive nature of the restaurants' services were three times likely to revisit the restaurants than those who were dissatisfied. Similarly, international tourists who were satisfied with the assurance-empathy dimension of service were twice as likely to revisit the restaurant than their counterparts who were dissatisfied with that dimension of service.

DISCUSSION

The emergence of the tangibles dimension of the restaurants' services as that with the highest variation in measuring customer satisfaction is consistent with the findings of with Brady and Cronin (2001), Raajpoot (2002), and Lockyer (2003), who asserted that the physical environment of the restaurant is the aspect of its services that most concerns customers. The tangible dimension of the restaurant is often perceived by its customers as a representation of back of the house (kitchen), where they cannot see. The customers usually believe that if the physical aspect of the restaurant is neat and hygienic, then it is likely the kitchen, where the actual meals are prepared, will also be hygienic. Lockyer (2003) observes that clients of restaurants are usually concerned with issues, such as food safety and as such the hygienic nature of the tangible aspects of the service they can access is used as a substitute for evaluating the safety and hygienic nature of services they cannot directly access. Subsequently, the tangible aspect of service delivery of restaurants is usually the most important dimension of the restaurant's operations that can either draw clients or turn them away.

The five dimensions of satisfaction of the restaurants' services yielded from the factor analysis is an indication that customers' satisfaction with restaurant services can be measured with a modified version of the

SERVPERF scale. The results of the factor analysis show that the dimensions of customer satisfaction with restaurant services in Ghana differ from those proposed on the SERVPERF scale. Thus, even though the dimensions of tangibles, responsiveness, reliability, and empathy emerged from the study, the fifth dimension was a combination of assurance and empathy rather than assurance only as proposed in the SERVPERF scale. This finding corroborates the concerns of Scarcelli (2007) and Barber and Scarcelli (2010), who maintained the usefulness of the SERVPERF scale in measuring the satisfaction of the restaurant services but questioned the structure of its occurrence. This study further indicates that although the SERVPERF scale is useful in measuring the performance of restaurants from the perspectives of the customers, the structure of its occurrence may be the same.

The study revealed that international tourists' satisfaction of restaurants' services in Ghana is a significant determinant of their revisit intentions to those restaurants. As indicated in the study, over half of international tourists revisit intentions to Ghanaian upscale restaurants were predicted by their satisfaction on the various dimensions of the restaurants' services. This finding is consistent with the transaction-specific model that guided the study (Parasuraman, Zeithaml, & Berry, 1994; Teas, 1993), which seeks to establish customers' willingness to return to a particular restaurant if they feel satisfied. That is, if customers are happy with an experience for which they have paid, they will be willing to make a return visit to the place where they had that experience (Blackiston & Evans, 2004; Threevitaya, 2003). Hence, international tourists' satisfaction of restaurant services becomes the sequel to their decisions to return to those restaurants.

International tourists' revisit intentions to the upscale restaurants in Ghana were based on their satisfaction levels with each of the dimensions of the service they received. The results of the regression model that point to four of the five dimensions of satisfaction being significant suggests that customers to restaurants evaluate each dimension independently of the other; and also the decision to return to the restaurant is based on the evaluation of each dimension separately. This idea is echoed by Barber (2008), who indicated that customers' satisfaction with restaurants' services are based on segments of the services rather than an overall evaluation and for that matter, customers' who are satisfied with certain aspects of the services may choose to return to the restaurant in the future.

CONCLUSION

International tourists in Ghana are satisfied with the services provided by upscale restaurants in the country. This was indicated by international tourists' satisfaction levels with all the service dimensions of the upscale restaurants. Being upscale restaurants, they are expected to provide first

class services that will generally be equivalent to other restaurants around the world (Kassim & Bojei, 2002). Also, the study suggests that there are five dimensions of satisfaction for international tourists in Ghana on restaurant services. Thus, the factor analysis yielded five (5) dimensions of restaurant services to which the international tourists rated their satisfaction levels. Even though the dimensions of satisfaction identified in this study are similar to others in occurrence (Barber & Scarcelli, 2010; Scarcelli, 2007), their structure is different. Despite the fact that the SERVPERF scale is being applied to measure the dimensions of satisfaction, the structure that emerged from the PCA suggests that the dimensions of assurance and empathy are close and can be considered as single dimension.

Satisfaction with restaurant services is a determinant of revisit intention. The study through the binary logistic regression model indicates that when customers are satisfied with the services provided by restaurants they are likely to have positive memories about the restaurants and hence fancy returning to that restaurant in the future. Restaurant managers, therefore, need to work towards satisfying their clients on all service dimensions, since this has the tendency to generate repeat patronage of their facilities.

Implications for Practice

Since the study finding suggests that international tourists' satisfaction with restaurant services has an influence on their revisit intentions, restaurant managers should concentrate their efforts in ensuring the satisfaction of their customers. Thus, since a satisfied customer is likely to return to the restaurant, guaranteeing the satisfaction of the customer serves as bait for repeat business. In addition, the satisfied customer may not only return to the restaurant but may also engage in a word-of-mouth advert for the restaurant. It is estimated that a satisfied customer is likely to inform 5 to 10 people about his/her experience (Reichheld, 1996). Subsequently, restaurant managers should continue to train their employees on best practices and also establish relationship management schemes that will take special interests in repeat visitors. Also, employees should be trained on building personal relationships with customers since those customers are likely to return to such restaurants anytime they are in Ghana.

Once the study suggests that four out of five dimensions of satisfaction were significant predictors of revisit intentions, restaurant managers should be guided in their service delivery by these four dimensions. Thus, since the four dimensions have better predictive power of revisit intentions, restaurant managers stand a better chance of ensuring re-visits to their restaurants using them as their benchmarks in service delivery.

These dimensions could also be leveraged as strong marketing tools for marketing Ghanaian restaurants to potential inbound tourists to the country. Thus, the dimensions that emerged as good predictors of revisit

intentions could be highlighted in marketing Ghana to potential tourists. Also, the four dimensions can be used as reference points in the marketing of Ghanaian restaurants to international tourists. Thus, Ghanaian upscale restaurants should emphasise on the dimensions of tangible, reliability assurance-empathy, and responsiveness in their marketing efforts. Once international tourists who visit the country are concerned with these service attributes, highlighting them in various marketing efforts could make Ghana appealing to such tourists.

Limitations and Future Research

Though this study made use of a sample that was quite representative of international tourist arrival figures in Ghana, all sample units were contacted using the Kotoka International Airport. Hence, other tourists who exited using the ports and borders of the country were not likely to be assessed in the study, especially those who came from neighboring countries. This could be a possible inherent weakness in the study, since most neighbouring African tourists as well as others who passed through such countries to Ghana as part of a longer trip (either by coach or ship), are not likely to be interviewed in the study, hence not have their views heard. Future research can target the two main ports and three land borders so that more international tourists from neighboring West African countries can be evaluated.

Although this study focused on only upscale restaurants, the lower graded or less luxurious restaurants also serve a significant tourists market in Ghana. Thus, information on satisfaction with services in less luxurious restaurants in Ghana is equally important since it will also help improve service delivery in such restaurants. Subsequently, the results of this study cannot be generalized to cover all Ghanaian restaurants but rather only the upscale venues.

Also, this study concerned itself with the influence of satisfaction on revisit intentions without considering the moderating effects of factors such as respondents' background characteristics and travel experience. Previous research has shown that customers' background characteristics such as nationality, age, income, marital status, and travel experience tend to play moderating effects between service quality and satisfaction and hence their revisit intentions (Barlow & Moller, 2008; Hutchinson, Lai, & Wang, 2009).

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