

What drives customers' participation behaviour? Unveiling the drivers of affective satisfaction and its impacts in the restaurant industry

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Abstract

Purpose – This paper aims to explore the factors influencing customers' attitudes and behaviours, specifically in terms of affective satisfaction, participation behaviour, and word-of-mouth, within the restaurant industry, with a focus on both tangible and intangible elements. Additionally, the study seeks to identify the dual mediating role of customer affective satisfaction in this relationship.

Design/methodology/approach – In this exploratory study, SEM-VB was utilized to examine data from 312 valid respondents who completed a face-to-face questionnaire using a quantitative methodology. The respondents were targeted at restaurants that serve comparable food and beverages for a similar socioeconomic class.

Findings – The findings reveal that perceived value, physical appearance, and standardization significantly contribute to customer affective satisfaction, which, in turn, positively influences their participation behaviour and word-of-mouth.

Practical implications – Practically, restaurant managers can enhance customer experiences and boost positive word-of-mouth by fostering affective satisfaction and encouraging interactive customer participation.

Originality/value – The novel concept of "affective satisfaction" contributes to restaurant management literature by identifying its tangible and intangible drivers and uncovering its outcomes in participation behaviour and word of mouth. By combining numerous factors and investigating the mediating function of affective satisfaction and based on the theory of Expectancy-Disconfirmation, this study adds to the theoretical understanding of what drives the affective satisfaction and word-of-mouth of casual dining restaurants' customers.

Keywords Affective satisfaction, Customer participation behaviour, Perceived value, Physical appearance, Standardization, Food hygiene, Restaurants

Paper type Research paper



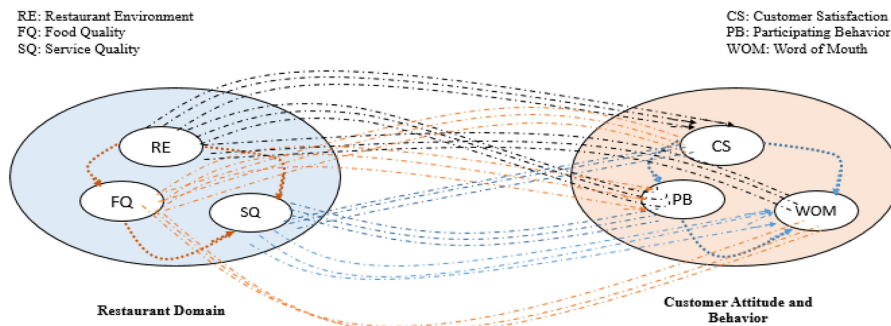
1. Introduction

The food service industry is now recognized as a major component of the global economy. In Egypt, the current state of the Egyptian economy has increased the workforce employed in

the restaurant industry (Elshaer, 2022). A surge in the popularity of eating out has made consumers more aware of the quality of the food, service, and atmosphere at food service establishments (Rajput and Gahfoor, 2020). Therefore, restaurants strive to deliver a memorable eating experience by mixing both tangible and intangible elements. At the restaurant, the decisive goal is to achieve effective customer satisfaction (ACS), customer participation behaviour (CPB), and word of mouth (WOM) (Ribeiro *et al.*, 2024).

In terms of assessing restaurants, food, and service are considered the most vital factors for customers in determining their satisfaction (Wang *et al.*, 2010; Stribbell and Duangekanong, 2022). Academics are actively studying the consequences and antecedents of affective customer satisfaction, advocating for further research in this domain (Elshaer, 2020; Güvenç *et al.*, 2023; Khalifa *et al.*, 2023). Affective satisfaction in restaurant management is patrons' emotional response during and after dining, closely tied to enhancing value and enjoyment – a feeling of satisfaction (Hwang and Lee, 2019; Ribeiro *et al.*, 2024), influencing emotional fulfilment and purchasing decisions (Hwang and Lee, 2019). It differs from servicescape, which encompasses the physical environment's ambiance – evaluation of physical attributes (Kim and Park, 2019), with elements evoking specific emotional responses (Kim and Lee, 2022). This study intends to investigate the aspects that affect affective satisfaction, customer participation behaviour, and WOM in the setting of Egyptian restaurants, including perceived value, physical appearance, standardization, ambient condition, and food hygiene. However, according to Malik *et al.* (2013), there is little empirical research on customer satisfaction's antecedents and outcomes concerning restaurant service quality. While there have been numerous studies investigating perceived value and customer satisfaction in general (Chen *et al.*, 2014), limited and insufficient research has specifically focused on affective satisfaction and its impact on customer participation behaviour in the context of the restaurant industry.

The food quality, the service level, and the physical environment of restaurants – which constitute the restaurant domain – are increasingly influencing the attitudes and behaviours of customers – see Figure 1. According to Rajput and Gahfoor (2020), in the case of just one evasive encounter, customers swiftly transfer their allegiance. Elshaer (2020) therefore states that restaurants should concentrate on offering a memorable eating experience by fusing tangible and intangible necessities. Given the pivotal role of customer satisfaction in restaurant success, word-of-mouth (WOM) activities, proven more impactful than promotions, demand careful consideration (Güvenç *et al.*, 2023). The integration of local culinary resources into WOM marketing strategies is underscored as crucial (Okumus and Cetin, 2018), especially with customer participation behaviour aimed at crafting memorable dining experiences, which enhances perceived benefits and performance, and potentially



Source(s): Authors' own work

Figure 1.
Relations between
restaurant domain and
customers attitudes
and behaviours

generates positive WOM (Ngoma *et al.*, 2019). This suggests that establishing positive customer participation behaviour and capitalizing on their WOM can significantly contribute to achieving a competitive edge in highly competitive markets (Ngoma *et al.*, 2019). Furthermore, Ryu *et al.* (2021) discovered that factors affecting consumer satisfaction in the restaurant industry need further research, including service standardization (Wang *et al.*, 2010), physical environment (Yeh *et al.*, 2020), restaurant ambiance (Nusairat *et al.*, 2020), and food hygiene (Kubde *et al.*, 2016). In addition, the affective basis of satisfaction justifying this relationship has not been adequately explored (Fauza *et al.*, 2022).

This study delves into the exploration of affective satisfaction and customer participation behaviour (Ida, 2017) within the context of customer co-creation value (Pantoja-Diaz *et al.*, 2023), potentially bolstering positive WOM in competitive market environments. In particular, the scholarly focus has primarily centered on developed and/or Western nations. Yet, understanding this construct within an African context is imperative for both industry success and the nation's overall development (Ukeje *et al.*, 2021). Notably, Elshaer (2022) noted significant challenges and changes in Egypt's food service industry, particularly in Greater Cairo, leading to intensified competition. The competitive climate in Cairo, known for its cultural diversity and culinary heritage, attracts culinary tourism (Rafaqat, 2024), with a substantial number of casual-dining restaurants (726 classified by the Ministry of Tourism and Antiquities) (Chamber of Tourism Establishments, 2024; Rafaqat, 2024). The study addressed the dearth of research on affective satisfaction and customer participation behaviour in the Egyptian restaurant industry by examining 73 restaurants in Greater Cairo, chosen for their proximity to the elite clientele known for restaurant commuting. The study uncovers fresh insights into Egyptian dining experiences, revealing how certain factors significantly impact customer satisfaction. By understanding these dynamics, restaurant owners can cultivate stronger customer participation and positive word-of-mouth through improved affective satisfaction.

2. Theoretical framework and relevant literature

2.1 Expectancy-disconfirmation theory

The impact of expectancy disconfirmation on customer satisfaction has been widely recognized and implemented in the satisfaction literature in the retail and service sectors (Piqueras-Fiszman and Spence, 2015). Based on the Expectancy-Disconfirmation Theory (EDT), individuals form expectations regarding a service or product based on their prior experiences, information, and personal beliefs. These anticipations function as a benchmark by which individuals assess their real experiences or perceived performance (Oliver, 1999). Positive disconfirmations are linked to positive actions, positive attitudes, and satisfied customers (Cai and Chi, 2021).

In the competitive realm of restaurants, prioritizing customer attraction is vital, followed by ensuring satisfaction (Güvenç *et al.*, 2023). Research suggests that factors like perceived value, physical appearance, standardization, ambient conditions, and food hygiene significantly influence satisfaction (Agbenyegah *et al.*, 2022; Khalifa *et al.*, 2023; Kim *et al.*, 2021; Sengel *et al.*, 2015). Affective satisfaction acts as a mediator between these factors, and dependent variables, including customer participation behaviour and word-of-mouth (WOM). Customers experiencing affective satisfaction are more likely to engage in positive guest participation behaviours, such as active involvement in the service process and providing feedback (Teng and Chang, 2013; Yeh *et al.*, 2020). This behaviour can be seen as a confirmation of their positive expectations and a desire to maintain or enhance their satisfying experience. Additionally, affective satisfied customers are more likely to engage in positive WOM, sharing their positive experiences with others and recommending the restaurant to friends and family.

By applying ED theory, this study can assess the degree to which customers' expectations are met or exceeded by the independent variables and how this influences their affective satisfaction, guest participation behaviour, and WOM. It helps to understand the process through which expectations, perceived performance, and affective satisfaction shape customers' behaviours and attitudes, providing valuable insights into customer satisfaction and engagement in the restaurant industry.

2.2 Customer affective satisfaction

Affective satisfaction can be defined as the subjective measure of the emotions and feelings experienced while interacting and engaging with a service or product (Park *et al.*, 2019). The concept of affective satisfaction aims to capture the subjective impressions and emotional responses elicited during the consumption of services and products, providing valuable insights to designers regarding how guests can be affective satisfied in various situations (Cho *et al.*, 2011).

While there have been numerous studies measuring affective satisfaction across different disciplines, only a few have specifically examined its relationship within the restaurant industry and its interaction with other constructs (Elshaer, 2022). In this essence, Palací *et al.* (2019) mentioned that affective satisfaction encompasses various dimensions including simplicity, luxury, attractiveness, texture, colourfulness, delicacy, salience, and overall satisfaction – see Table 1.

2.3 Customer-perceived value, affective satisfaction, and participation behaviour

In the last decades, there has been a great deal of scholarly attention on customers' perceived value within the service industry (Ukeje *et al.*, 2021), as customers have become more value-driven (Elshaer, 2020). This concept has been linked to various outcomes, including loyalty, satisfaction, patronage, retention, purchase intention, revisit intention, and behavioural intention (El-Adly, 2019). Understanding customers' perceived value in the restaurant context necessitates acknowledging its subjective and multidimensional nature, which goes beyond price and quality considerations (Hossain *et al.*, 2023). Perceived value has been found to have a significant and positive direct effect on customers' satisfaction and loyalty across various services, particularly within the restaurant industry (e.g. Paulose and Shakeel, 2022).

In Egypt's competitive restaurant industry, customer-perceived value is crucial for enhancing satisfaction (Rafaqat, 2024). Perceived value, as described by Prayag *et al.* (2015), encompasses affective or psychological reactions stemming from the consumption experience, encompassing both functional (e.g. food quality) and hedonic (e.g. staff politeness) aspects. Nitiwanakul (2014) found that 40% of the variance in perceived value can be attributed to its influence on customer satisfaction. According to the ED theory, satisfaction occurs when perceived performance aligns with or exceeds expectations. Therefore, when customers perceive value in their dining experience, such as high-quality

Definitions	Dimension
Neat and simple products or services process	Simplicity
Products and services are elaborate, delicate, skilful and finely made	Delicacy
Luxurious or looking superior in quality and exclusive	Luxuriousness
Arousing interest, pleasing and attractive with extra features and quality	Attractiveness
Matching of inventing colour with the combination	Colour
Making user overall satisfaction with effective service and providing quality product	Overall satisfaction

Source(s): Cho *et al.* (2011)

Table 1.
Dimensions of the
affective satisfaction

food at reasonable prices, it promotes customer affective satisfaction, encouraging customers' participation in the restaurant (Teng and Chang, 2013). Consequently, affective satisfaction can act as a mediating factor between perceived value and participation behaviour, contributing to customers' attitudes and the mutual understanding necessary to improve restaurant service and overall reputation. Hence, the following hypothesis is developed:

- H1. There is a significant and positive relationship between perceived value and customer affective satisfaction.

2.4 Physical appearance, affective satisfaction, and customer participation behaviour

Physical appearance holds a significant influence on various aspects of life, including interpersonal relationships, personal well-being, facial attractiveness, employment opportunities, financial incentives, and reputations (Yeh *et al.*, 2020). Extensive research has been conducted in different sectors to explore the measurements and relationships associated with physical appearance (e.g. Choi *et al.*, 2020). According to Khalifa *et al.* (2023), physical appearance is a vital aspect of the restaurant experience and exhibits dimensional relationships with attractiveness, competence, trustworthiness, likeability, and happiness. Yeh *et al.* (2020) added that customers focus on various aspects of overall service, including server style when serving food, how they inquire about food preferences, offering additional food, and a good demeanour and appearance. Following the ED theory, individuals' expectations, shaped by factors such as physical appearance's impact on mental and health conditions in restaurant settings (Peat *et al.*, 2008), influence affective satisfaction and customer participation in restaurant services. Therefore, the following hypothesis is established:

- H2. There is a significant relationship between physical appearance and customer affective satisfaction.

2.5 Standardization, customer affective satisfaction, and customer participation behaviour

Standardization, initially introduced in the European market by Elinder (1961), aims to achieve desirable and feasible uniformity. In the service context, it involves establishing consistent characteristics for products or services, aiding in forecasting, control, and failure minimization (Weyers and Louw, 2017). Standardization in restaurant operations enhances consistency, optimizes service time, ensures quality service, increases competition, reduces costs, protects brand image, and fosters innovation (Weyers and Louw, 2017). According to Wang *et al.* (2010), standardization is vital in the service context of restaurants, ensuring that customers receive consistent and distinctive food and service experiences. In particular, inconsistency in quality and service is a common issue for Egyptians dining out, encompassing variations in food taste, portion sizes, and service standards like wait times and staff attentiveness (Abdelaal and Elshaer, 2020; Elshaer, 2020).

Standardization in restaurant operations, encompassing food preparation and service delivery, ensures consistent high-quality service and food, leading to cost reduction and improved efficiency (Kwol *et al.*, 2020; Weyers and Louw, 2017). This adherence to service quality principles prompts consumer investment in service improvement, aligning with the ED theory (Oliver, 1999) to maintain high service standards while also leaving an emotional image that impacts consumer affective satisfaction (Dong and Sivakumar, 2017), supporting the hypothesis.

- H3. There is a significant and positive relationship between standardization and customer participation behaviour.

2.6 Ambient condition, customer affective satisfaction, and customer participation behaviour

The ambient condition, including decor, ambiance, seating comfort, equipment, design, cleanliness, safety, view, and food ingredients, provides cues to first-time customers regarding the nature of the expected service offerings (Ngah *et al.*, 2022). In the service industry, where intangible experiences pose evaluation challenges (Elshaer and Marzouk, 2019), the ED theory underscores the importance of surpassing expectations for satisfaction (Oliver, 1980). Consequently, researchers and hospitality managers prioritize crafting appealing ambient conditions in restaurants (Kim *et al.*, 2021) to exceed guest expectations and foster satisfaction.

According to Kim *et al.* (2021), ambient condition plays a crucial role in influencing customers through providing an enjoyable dining atmosphere. Similarly, Moon *et al.* (2021) emphasized the significant impact of facility interiors on customers' dining experience and participation behaviour. The mediating role of affective satisfaction between ambient conditions and customer participation behaviour captures the influence of the restaurant's structure, features, and overall design on customer affective satisfaction (Ryu *et al.*, 2021). While previous research has suggested that ambient condition strongly influences satisfaction (Agbenyegah *et al.*, 2022), there has been limited investigation into the relationship between ambient conditions and customer participation behaviour after achieving affective satisfaction. Therefore, this study suggests the following hypothesis:

- H4. There is a significant and positive relationship between ambient conditions and customer participation behaviour.

2.7 Perceived food hygiene, affective satisfaction, and customer participation behaviour

In the restaurant industry, concerns over cleaning methods and compliance with COVID-19 protocols heighten customer anxieties (Siddiqi *et al.*, 2022). Prioritizing food hygiene instils confidence in customer safety and enhances affective satisfaction, fostering positive perceptions and participation (Elshaer *et al.*, 2022). Similarly, Soonsan *et al.* (2023) highlight the impact of hygiene measures on customer satisfaction. Additionally, Elshaer (2022) and Fatimah *et al.* (2011) argued that customers form their overall impressions based on the sanitary conditions of the locations they frequent, the spaces utilized by service providers, and the personal cleanliness of the service providers themselves, echoing the principles of the ED theory.

Research in service management has highlighted that customers' experiences with restaurant services directly influence their attitudes toward the products and services provided (Rajput and Gahfoor, 2020). Therefore, restaurant hygiene plays a crucial role in predicting customers' behavioural responses, including their overall satisfaction and their desire to return (Lim *et al.*, 2022). According to Buccheri *et al.* (2010), a hygienic environment makes customers feel satisfied and encourages them to participate in different activities within the restaurant. So, we contend that sanitary behaviour affects consumer participation through customer satisfaction, leading to the following hypothesis:

- H5. There is a significant and positive relationship between food hygiene and customer participation behaviour.

2.8 Affective satisfaction and customer participation behaviour

Customer satisfaction is the degree to which a customer's experience leaves them feeling comfortable (Rust and Oliver, 1994). It has been demonstrated that customer satisfaction, which is primarily a cognitive activity, acts as a mediating variable between perceived quality of service and behavioural intentions (Hartono and Raharjo, 2015). This study defines

customer satisfaction from a cumulative standpoint – see Figure 2 emphasizing overall assessments rather than any purchasing experience (Oliver, 1999).

Customer participation is a well-established idea in the service business and is particularly prominent in the restaurant context (Chen *et al.*, 2014). Participation behaviour involves informational, emotional, and responsible engagement (Yi and Gong, 2013), and the inseparability of service consumption and production implies that customers become active participants in the service processes (Elshaer and Marzouk, 2019). Therefore, participation behaviour is closely intertwined with affective satisfaction, as it involves seeking benefits through interactions and service provision. In this vein, Delpechitre *et al.* (2018) revealed that customer participation behaviour positively impacts their emotional understanding and promotes agreement among customers to participate. Thus, assessing affective satisfaction levels during the service process, from sharing information to smiles and lenience, facilitates understanding customer participation. Hence, the following hypothesis is developed:

- H6. There is a significant and positive relationship between affective satisfaction and customer participation behaviour.
- H6a. There is a significant and positive mediation effect of affective satisfaction between (perceived value, physical appearance, standardization, ambient condition, food hygiene) and customer participation behaviour.

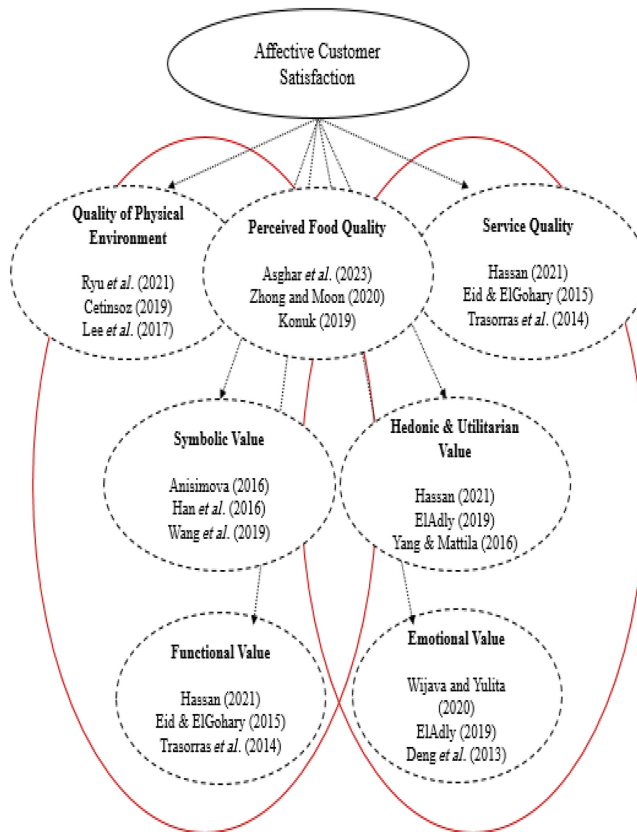


Figure 2. Affective customer satisfaction examined in the hospitality, leisure, and tourism industry

Source(s): Authors' own work

2.9 Customer affective satisfaction and WOM

Customer affective satisfaction reflects guests' emotional experiences and overall satisfaction with a service or product (Ehimen *et al.*, 2021), while word-of-mouth (WOM) refers to informal communication and recommendations about experiences with a service or product (Chao *et al.*, 2021). Studies consistently show that affective satisfaction significantly influences WOM behaviour, as satisfied customers are more likely to engage in positive recommendations and share their experiences (Chao *et al.*, 2021; Khoo, 2020).

Perceived value is a key determinant of affective satisfaction, as it encompasses the assessment of the advantages and costs associated with a service or product (Elshaer and Huang, 2023). When customers perceive that they have received high value for their money, they are more likely to feel satisfied and inclined to share positive WOM. In the context of the restaurant industry, the value that customers receive entails different elements that contribute to their satisfaction and positive WOM, such as physical appearance (Yeh *et al.*, 2020), standardization of service quality (Stribbell and Duangekanong, 2022), ambient condition (Agbenyegah *et al.*, 2022), and food hygiene (Elshaer, 2022). In summary, understanding and managing customer affective satisfaction is crucial for fostering positive WOM. Consequently, we hypothesize that:

H7. Affective satisfaction is positively influencing WOM.

H7a. There is a significant and positive mediation effect of affective satisfaction between (perceived value, physical appearance, standardization, ambient condition, food hygiene) and WOM.

2.10 Customer participation behaviour and WOM

The connection between customer participation behaviour and WOM holds significant importance in the service industry. When customers actively participate in the service process and have a positive engagement with the service providers, they are more likely to have memorable and enjoyable experiences (Elshaer and Marzouk, 2022), leading to positive WOM (Elshaer and Marzouk, 2019). Customers actively engaged in the service process, experiencing a sense of co-creation, are more likely to become brand advocates and engage in positive word-of-mouth (WOM) (Delpechitre *et al.*, 2018). Their involvement reflects satisfaction and enthusiasm, influencing others to try the service and spread positive recommendations. Additionally, customer participation behaviour enhances the authenticity and credibility of WOM, as their first-hand experiences demonstrate higher involvement and commitment (Ida, 2017). As a result (see Figure 3), we hypothesize:

H8. Customer participation behaviour is positively influencing WOM.

3. Method

3.1 The study design

The study focused on 73 restaurants located in diverse geographical locations within Greater Cairo, chosen for their proximity to the population elite renowned for commuting to restaurants. Residents who reside in areas with a higher density of restaurants tend to exhibit a heightened inclination toward dining out, as observed by Bell *et al.* (2020). Additionally, Haddad *et al.* (2023) found that individuals residing in neighbourhoods abundant in restaurants tend to engage in dining-out activities more frequently. This approach facilitated the acquisition of a diverse and representative sample of respondents for the study by strategically targeting locations renowned for their substantial restaurant presence, such as Zamalek, Madinet Naser, Maadi, and Heliopolis, as depicted in Figure 4. The selected

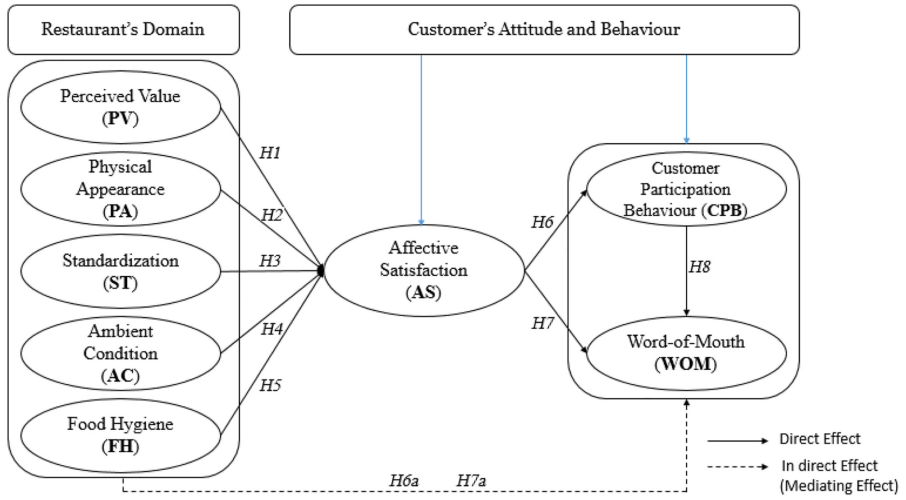


Figure 3.
The research's conceptual framework

Source(s): Authors' own work

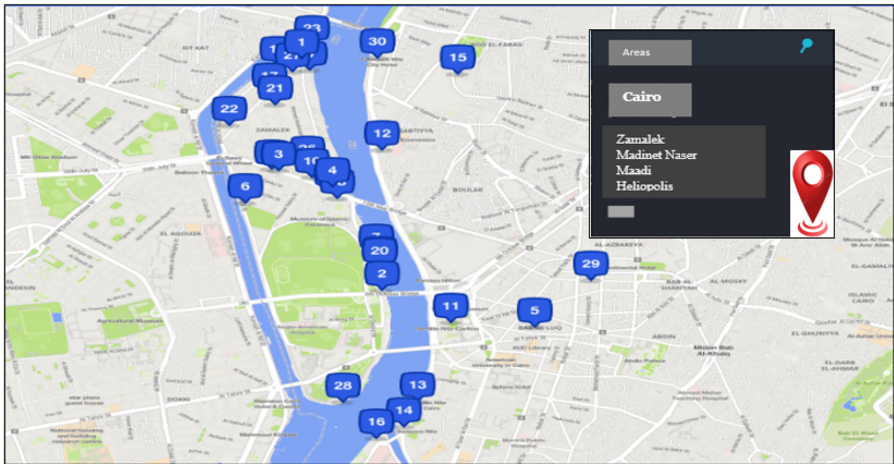


Figure 4.
Geographical distribution of selected restaurants

Source(s): Authors' own work

restaurants varied in location and ambiance, yet provided similar food and beverages tailored to a consistent socioeconomic demographic.

The survey comprised three parts: the first explored the restaurant domain (PV, PA, ST, AC, and FH), the second focused on customer affective satisfaction, participation behaviour, and WOM, and the third identified participant demographics and dining preferences.

To assess the model's constructs and increase the study's content validity, 37 items in all were developed from the body of research. The first part of the study focused on the features of restaurants, including perceived value, physical appearance, standardization, ambient condition, and food hygiene, which were based on previously validated scales including [Hyun et al. \(2011\)](#), etc. (see [Table 2](#)). While, affective satisfaction was measured through a 5-point

Likert scale, assessing feelings of happiness, pleasantness, joyfulness, and delight, as outlined by [Ladhari et al. \(2017\)](#). [Delpechitre et al. \(2018\)](#) scale items were employed to measure customer participation behaviour, consisting of information sharing (3 items) and responsible behaviour (3 items). Also, items from the scale used by [Jalilvand et al. \(2012\)](#) were recognized to measure WOM. Likert scales with a range of 1 (strongly disagree) to 5 (strongly agree) were used for assessing every item.

3.2 Data gathering and sample characteristics

The study included frequent diners aged 18 and above who had visited different types of restaurants in Egypt within the past six months. A random sampling approach, guided by [Sekaran's \(2011\)](#) recommendations for the specific area, involved selecting participants randomly from lists of registered diners who had visited restaurants within the defined timeframe. The questionnaire employed an unrestricted or simple random sampling procedure, for which [Hoelster \(1983\)](#) recommends a minimum sample size of 200. Based on this, a total of 350 questionnaires were delivered to the target population, resulting in 312 valid responses, representing 89.1% of the population.

3.3 Data analysis

This study utilized Smart-PLS 3.0 software and applied the Partial Least Squares (PLS) approach within Structural Equation Modelling-Variance Based (SEM-VB) ([Ringle et al., 2015](#)). Following a descriptive analysis, a two-stage analytical approach recommended by [Hair et al. \(2017\)](#) was employed. This approach involves evaluating the validity and reliability of the measurement model, followed by examining the hypothesized correlations in the structural model. PLS offers advantages over a one-step procedure by simultaneously examining both models, resulting in more accurate estimates ([Ringle et al., 2015](#)).

3.4 Descriptive analysis

For the study's sample, males make up 52.9% of restaurant customers while females make up 47.1%. The category of age under 30 years represents 40.4% of restaurants' customers, while the category between 30–39 years represents 39.4% of restaurant customers. The nationalities of respondents include 92.6% Egyptian, and 7.4% are foreigners. Customers regularly eat in the same restaurant for more than 4 times/month (49%), 4/month (40.7%), and 3/month (10.3%) (see [Table 3](#)).

Constructs	Authors/previous literature
Perceived value	Hyun et al. (2011)
Physical appearance	Tuzunkan and Albayrak (2016)
Standardization	Wang et al. (2010)
Ambient condition	Ryu and Jang (2008)
Food hygiene	Fatimah et al. (2011)
Customer affective satisfaction	Ladhari et al. (2017)
Customer participation behaviour	Delpechitre et al. (2018) and Yi and Gong (2013)
Word of mouth	Jalilvand et al. (2012)
Source(s): Authors own work	

Table 2.
Previous literature
review and theoretical
identification
constructs

Demography of respondents	Variables	(n = 312)%
Gender	Male	52.9
	Female	47.1
Age	Under 30 years	40.4
	30–39 years	39.4
	40–49 years	17.9
	50–59 years	2.2
	60 and above	0
Nationality	Egyptian	92.6
	Foreigners	7.4
Regulatory of eating out in restaurant	First time	0
	Two per month	0
	Three per month	10.3
	Four per month	40.7
	More than four times	49

Table 3. Respondents' profile **Source(s):** Authors own work

4. Results

4.1 Measurement model assessment

Convergent and discriminant validity, along with construct reliability, were assessed in the measurement model. Each core variable's Cronbach's alpha coefficient was examined separately, with all individual items' factor loadings being statistically significant ($p < 0.01$), indicating reliability. Table 4 details the mean, standard deviation, factor loading, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for each construct (Kline, 2010). Cronbach's alpha values and CR scores for all constructs exceeded the recommended 0.7 thresholds, indicating strong internal consistency and reliability (Kannana and Tan, 2005). AVE values, above 0.5, demonstrated convergent validity. High factor loadings, exceeding the 0.5 threshold, were observed for every item in Table 4, confirming indicator reliability. Convergent validity for each construct was well-established, reinforcing confidence in utilizing these constructs for analysing relationships and achieving research objectives (Hair *et al.*, 2017).

The discriminant validity of the measurement model was evaluated using three metrics: cross-loadings, the Fornell-Larcker criterion, and the heterotrait-monotrait ratio (HTMT). Cross-loadings in Table 5 indicate that items are more closely associated with their intended construct than with others, confirming their ability to measure the intended concepts. This underscores the distinctiveness of the constructs, affirming their capability to capture unique aspects of the investigated phenomenon (Hair *et al.*, 2017).

Table 6, utilizing the Fornell-Larcker criteria, displays discriminant validity results where the square root of the average variance extracted (AVE) for each construct exceeds correlations with other constructs, meeting the criterion (Hair *et al.*, 2017). This supports the distinctiveness of the constructs, showcasing greater variance within their items compared to items from other constructs (Awang, 2014). The same table also presents Heterotrait-Monotrait (HTMT) ratio results for discriminant validity, assessing the strength of correlations between different constructs (Henseler *et al.*, 2015). As per the HTMT criterion, values below 0.90 are indicative of discriminant validity. Table 7 confirms discriminant validity among constructs, with most HTMT ratios below 0.90, emphasizing the distinctiveness of the constructs and stronger internal correlations compared to correlations with other constructs.

Constructs	Item	Loading (>0.5)	M	SD	α (>0.7)	CR (>0.7)	AVE (>0.5)
Ambient condition (AC)	AC1	0.816	4.182	0.3069	0.901	0.921	0.627
	AC2	0.730					
	AC3	0.678					
	AC4	0.749					
	AC5	0.776					
	AC6	0.811					
	AC7	0.956					
Food hygiene (FH)	FH1	0.833	4.197	0.0383	0.889	0.912	0.677
	FH2	0.744					
	FH3	0.753					
	FH4	0.778					
	FH5	0.982					
Standardization (ST)	ST1	0.611	4.234	0.0358	0.827	0.865	0.566
	ST2	0.875					
	ST3	0.853					
	ST4	0.699					
	ST5	0.690					
Perceived value (PV)	PV1	0.921	4.423	0.0393	0.803	0.876	0.705
	PV2	0.867					
	PV3	0.716					
Physical appearance (PA)	PA1	0.850	4.292	0.0350	0.795	0.863	0.612
	PA2	0.802					
	PA3	0.705					
	PA4	0.766					
Affective satisfaction (AS)	AS1	0.696	4.338	0.0328	0.749	0.836	0.562
	AS2	0.835					
	AS3	0.752					
	AS4	0.706					
Customer participation behaviour (CPB)	CPB1	0.921	4.234	0.0363	0.837	0.879	0.557
	CPB2	0.586					
	CPB3	0.634					
	CPB4	0.930					
	CPB5	0.613					
	CPB6	0.712					
Word-of-mouth (WOM)	WOM1	0.641	4.289	0.0288	0.738	0.826	0.616
	WO	0.800					
	M2						
	WOM3	0.893					

Note(s): M = Mean; SD=Standard Deviation, α = Cronbach's alpha; CR = Composite Reliability, AVE = Average Variance Extracted

• A five-point scale, ranging from 1 to 5 (strongly disagree to strongly agree, respectively), is employed for measuring

• All the factor loadings of the individual items are statistically significant ($p < 0.01$)

Source(s): Authors own work

Table 4.
Mean, standard
deviation, loading,
Cronbach's Alpha, CR
and AVE

4.2 Assessment of structural model and hypothesis testing

Hair *et al.* (2017) recommend assessing the structural model by analysing beta (β), R^2 , and associated t -values through a bootstrapping process with a 5,000 resample. They also advise disclosing both predictive relevance (Q^2) and effect sizes (f^2). Sullivan and Feinn (2012) argue that although the p -value indicates the occurrence of an impact, it does not reveal its magnitude (see Figure 5).

	AC	AS	FH	GPB	PA	PV	ST	WOM
AC1	0.816	0.406	0.318	0.470	0.145	0.490	0.389	0.311
AC2	0.730	0.159	0.092	0.148	0.199	0.194	0.137	0.122
AC3	0.678	0.182	0.324	0.147	0.295	0.141	0.117	0.123
AC4	0.749	0.305	0.251	0.256	0.386	0.123	0.113	0.213
AC5	0.776	0.296	0.229	0.209	0.365	0.168	0.125	0.214
AC6	0.811	0.397	0.311	0.513	0.118	0.505	0.435	0.322
AC7	0.956	0.422	0.374	0.421	0.325	0.380	0.331	0.303
AS1	0.300	0.696	0.395	0.305	0.383	0.160	0.202	0.421
AS2	0.415	0.835	0.421	0.756	0.106	0.663	0.553	0.528
AS3	0.300	0.752	0.268	0.285	0.286	0.224	0.190	0.440
AS4	0.186	0.706	0.215	0.238	0.219	0.148	0.248	0.459
FH1	0.374	0.481	0.833	0.561	0.083	0.506	0.426	0.331
FH2	0.192	0.123	0.744	0.175	0.145	0.130	0.102	0.116
FH3	0.273	0.170	0.753	0.109	0.184	0.057	0.092	0.130
FH4	0.224	0.419	0.778	0.278	0.259	0.123	0.204	0.328
FH5	0.339	0.376	0.982	0.362	0.206	0.269	0.266	0.284
CPB1	0.389	0.564	0.400	0.921	0.069	0.648	0.544	0.401
CPB2	0.207	0.223	0.227	0.586	0.181	0.237	0.264	0.151
CPB3	0.183	0.331	0.249	0.634	0.087	0.259	0.307	0.262
CPB4	0.421	0.614	0.410	0.930	0.073	0.678	0.541	0.439
CPB5	0.268	0.356	0.282	0.613	0.248	0.217	0.124	0.161
CPB6	0.393	0.440	0.295	0.712	-0.035	0.993	0.506	0.343
PA1	0.284	0.297	0.245	0.109	0.850	-0.082	0.018	0.156
PA2	0.274	0.257	0.136	0.051	0.802	-0.017	0.033	0.148
PA3	0.152	0.136	0.103	0.115	0.705	0.013	0.059	0.074
PA4	0.240	0.192	0.129	0.084	0.766	0.013	0.127	0.159
PV1	0.387	0.514	0.349	0.747	-0.016	0.921	0.535	0.363
PV2	0.335	0.374	0.271	0.599	-0.058	0.867	0.461	0.325
PV3	0.263	0.193	0.098	0.432	-0.011	0.716	0.258	0.159
ST1	0.087	0.105	0.074	0.189	-0.018	0.217	0.611	0.425
ST2	0.348	0.500	0.360	0.624	0.071	0.586	0.875	0.568
ST3	0.332	0.386	0.281	0.484	0.027	0.504	0.853	0.547
ST4	0.138	0.232	0.107	0.226	0.068	0.210	0.699	0.523
ST5	0.169	0.199	0.196	0.249	0.073	0.209	0.690	0.516
WOM1	0.103	0.188	0.167	0.145	0.006	0.133	0.624	0.641
WOM2	0.239	0.360	0.190	0.403	0.014	0.404	0.745	0.800
WOM3	0.316	0.689	0.355	0.377	0.262	0.286	0.435	0.893

Table 5.
Discriminant validity
results using cross
loading

Note(s): Key: AC: Ambient Condition, AS: Affective Satisfaction, FH: Food Hygiene, GPB: Guest Participation Behaviour; PA: Physical Appearance; PV: Perceived Value; ST: Standardization; WOM: Word of Mouth
Source(s): Authors own work

Table 7 presents findings from the structural path analysis, featuring standardized beta coefficients, standard errors, *t*-values, *p*-values, hypothesis support decisions, effect sizes (f^2), predictive relevance (Q^2), and VIF values. The results confirm positive and significant relationships between Perceived Value (PV), Physical Appearance (PA), Standardization (ST), Ambient Condition (AC), Food Hygiene (FH), and Affective Satisfaction (AS), supporting hypotheses H1 to H5. Additionally, hypotheses H6 (AS and Customer Participation Behaviour) and H7 (AS and WOM) are supported. However, H8, suggesting a relationship between Customer Participation Behaviour (CPB) and WOM, is not supported. Effect sizes (f^2) range from 0.007 to 0.559, indicating the percentage of variance explained, and predictive relevance (Q^2) values range from 0.270 to 0.495, assessing model prediction quality. VIF values (1.000–1.600) suggest no multicollinearity issues. These results support the proposed theoretical framework, highlighting significant relationships among variables.

	Fornell-Larcker				HTMT			
	AC	AS	FH	WOM	AC	AS	FH	WOM
AC	0.792							
AS	0.421	0.749			0.451			
FH	0.358	0.450	0.823		0.366	0.445		
CPB	0.435	0.599	0.428		0.433	0.633	0.407	
PA	0.316	0.299	0.209	0.783	0.374	0.398	0.236	0.199
PV	0.401	0.471	0.320	0.718	0.413	0.458	0.278	0.566
ST	0.333	0.446	0.318	0.549	0.292	0.431	0.259	0.533
WOM	0.315	0.620	0.334	0.423	0.178	0.362	0.676	0.785

Note(s): Diagonals represent the square root of the average variance extracted while the other entries represent the correlations
Key: AC: Ambient Condition, AS:Affective Satisfaction, FH: Food Hygiene, GPB: Guest Participation Behaviour, PA: Physical Appearance, PV: Perceived Value, ST: Standardization; WOM: Word of Mouth
Source(s): Authors own work

Table 6.
Discriminant validity

Table 7.
Results of the
structural path
analysis

H	Relationship	Std beta	Std error	t-value	p-value	Decision	f ²	Q ²	VIF
H1	PV → AS	0.268	0.273	4.928	0.000	Supported	0.077	0.406	1.600
H2	PA → AS	0.216	0.219	4.943	0.000	Supported	0.068	0.358	1.178
H3	ST → AS	0.183	0.188	3.385	0.001	Supported	0.039	0.368	1.461
H4	AC → AS	0.105	0.101	1.998	0.046	Supported	0.023	0.495	1.440
H5	FH → AS	0.224	0.222	4.736	0.000	Supported	0.068	0.501	1.253
H6	AS → CPB	0.599	0.606	15.365	0.000	Supported	0.559	0.288	1.000
H7	AS → WOM	0.572	0.575	11.363	0.000	Supported	0.343	0.400	1.559
H8	CPB → WOM	0.080	0.079	1.335	0.182	Not-Supported	0.007	0.270	1.559

Note(s): Key: AC: Ambient Condition, AS:Affective Satisfaction, FH: Food Hygiene, CPB: Customer Participation Behaviour; PA: Physical Appearance; PV: Perceived Value; ST: Standardization; WOW: Word of Mouth

Source(s): Authors own work

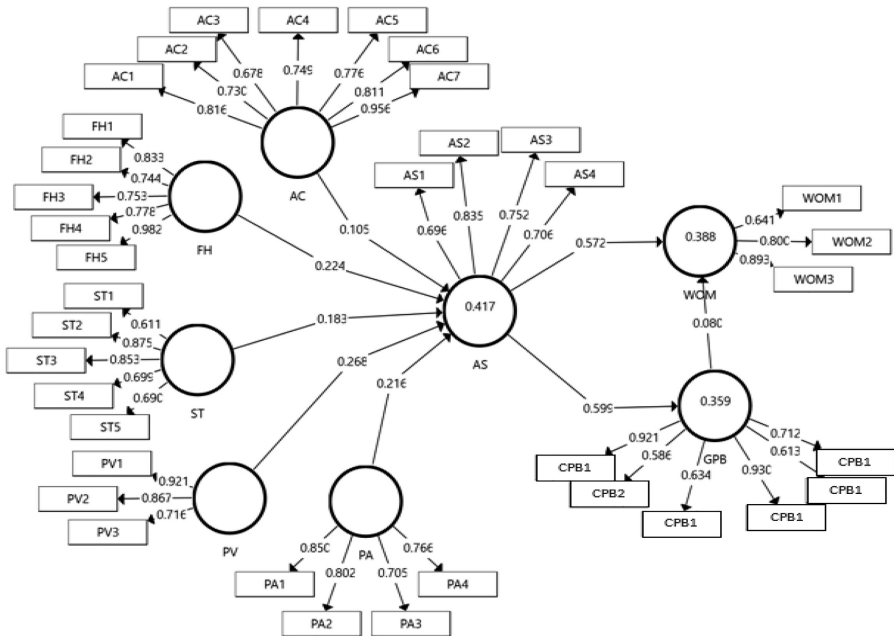


Figure 5.
The research's
conceptual framework

Key: AC: Ambient Condition, AS: Affective Satisfaction, FH: Food Hygiene, GPB: Guest Participation Behavior; PA: Physical Appearance; PV: Perceived Value; ST: Standardization; WOM: Word of Mouth

Source(s): Authors' own work

For that mediation effect, [Kenny \(2019\)](#) regarded that casual variables have a relationship with outcomes and mediator for the model and mentioned (total effect = direct effect + indirect effect, $c = c' + ab$) as the mediator equation ([Kenny, 2019](#)).

[Table 8](#) shows that the affective satisfaction (As) as a mediator between ambient condition (AC) and customer participation behaviour (CPB) is not supported with $\beta = 0.063$, t -value = 1.958, p -value = 0.051. As a result, the restaurant's ambient condition and design do

Relationship	Std beta	Std error	t-value	p-value	Decision
PV → AS → CPB	0.161	0.166	4.266	0.000	Supported
PA → AS → CPB	0.129	0.132	4.723	0.000	Supported
ST → AS → CPB	0.110	0.114	3.304	0.001	Supported
AC → AS → CPB	0.063	0.061	1.958	0.051	Not- Supported
FH → AS → CPB	0.134	0.134	4.559	0.000	Supported
PV → AS → WOM	0.153	0.156	4.868	0.000	Supported
PA → AS → WOM	0.124	0.125	4.773	0.000	Supported
ST → AS → WOM	0.105	0.109	2.974	0.003	Supported
AC → AS → WOM	0.060	0.058	1.951	0.052	Not-Supported
FH → AS → WOM	0.128	0.127	4.360	0.000	Supported

Note(s): Key: AC: Ambient Condition, AS: Affective Satisfaction, FH: Food Hygiene, GPB: Guest Participation Behaviour; PA: Physical Appearance; PV: Perceived Value; ST: Standardization; WOW: Word of Mouth

Source(s): Authors own work

Table 8.
Bootstrapping the
indirect effect of
organizational
excellence

not entice customers to participate in voluntary activities in terms of improving the environment/conditions. Likewise, the affective satisfaction (As) as a mediator between ambient condition (AC) and WOM is not supported with $\beta = 0.060$, t -value = 1.951, p -value = 0.052. However, the indirect effects on CPB and WOM through AS were supported for the other independent variables (PV, PA, ST, and FH). For PV, PA, ST, and FH, the indirect effects through AS on CPB were significant, with standardized beta coefficients of 0.161, 0.129, 0.110, and 0.134, respectively. The p -values for these relationships were all below 0.001, indicating strong support for the indirect effects. Also, for PV, PA, ST, and FH, the indirect effects through AS on WOM were significant, with standardized beta coefficients of 0.153, 0.124, 0.105, and 0.128, respectively. The p -values for these relationships were all below 0.005, indicating good support for the indirect effects.

4.3 Importance-performance map analysis (IPMA)

In the post-hoc analysis of this study, an Importance-Performance Matrix Analysis (IPMA) was conducted within Partial Least Squares (PLS), with affective satisfaction as the outcome construct. Latent construct scores were rescaled to a 100 to 0 range for performance score calculation. This allowed the IPMA to assess total effects, representing the importance of precursor constructs in shaping affective satisfaction (Hair *et al.*, 2017). Ringle *et al.* (2015) emphasize that IPMA enhances PLS analysis by considering both latent constructs' average values (performance aspect) and path coefficient analysis (importance aspect). The results, comprising performance (index values) and importance (total effects), are presented in Table 9.

Latent constructs	Total effect of the construct affective satisfaction (Importance)	Index values (Performance)
Ambient condition (AC)	0.106	63.592
Food hygiene (FH)	0.205	63.510
Physical appearance (PA)	0.231	66.613
Perceived value (PV)	0.218	72.162
Standardization (ST)	0.171	64.341

Note(s): Key: AC: Ambient Condition, AS: Affective Satisfaction, FH: Food Hygiene, GPB: Guest Participation Behaviour; PA: Physical Appearance; PV: Perceived Value; ST: Standardization; WOW: Word of Mouth

Source(s): Authors own work

Table 9.
IPMA for affective
satisfaction

Figure 6 displays a priority map presenting index values and overall effects scores. Physical appearance (PA) emerges as notably important in determining affective satisfaction, although its performance lags behind perceived value (PV). Following Hair *et al.* (2017), IPMA aims to identify predecessors with low performance but high importance for the target construct. In the Egyptian restaurant setting, elevating affective satisfaction hinges on enhancing standardization, food hygiene, and appearance—a triad of factors that intertwine tangible and intangible elements.

5. Discussion and conclusion

5.1 Conclusions

This study examines how various factors in the restaurant sector, including perceived value, physical appearance, standardization, ambient conditions, and food hygiene, impact customer satisfaction and behaviours. The study’s findings contribute to our knowledge of the elements that impact customers’ affective satisfaction and subsequent behaviours. The study’s findings confirm the assumptions and show that numerous elements have a substantial influence on customers’ affective satisfaction.

The study identified significant relationships supporting hypotheses related to the impact of various factors on affective satisfaction. Firstly, the association between perceived value and affective satisfaction (H1: PV → AS) was found to be significant. This implies that customers’ perceptions of the value and service concerning the cost and food portion and choices significantly influence their affective satisfaction. Our study aligns with Elshaer and Huang (2023), Nitiwanakul (2014), and Paulose and Shakeel (2022), highlighting the key role of high perceived value in driving satisfaction and positive emotions, thereby advancing existing literature. Similarly, a significant connection was identified between physical appearance and affective satisfaction (H2: PA → AS). Our study supports the notion that the restaurant’s physical attributes influence customer satisfaction, in line with Yeh *et al.* (2020). Emphasizing the need for an appealing environment, it underscores the importance of factors such as proximity to amenities, efficient layout, and high-quality furnishings (Khalifa *et al.*, 2023).

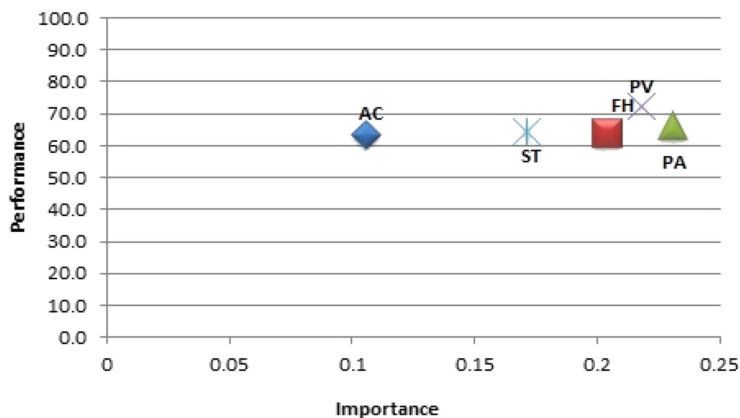


Figure 6.
IPMA (Priority Map)
for affective
satisfaction

Key: AC: Ambient Condition, FH: Food Hygiene,; PA: Physical Appearance;
PV: Perceived Value; ST: Standardization

Source(s): Authors’ own work

Furthermore, the study found a significant connection between standardization and affective satisfaction (H3: ST → AS). The findings suggest that customers' perceptions of consistent and standardized service delivery contribute positively to their affective satisfaction. This observation resonates with the assertions made by [Dong and Sivakumar \(2017\)](#), [Wang *et al.* \(2010\)](#), and [Weyers and Louw \(2017\)](#) who argued that consistent service meeting expectations promotes reliability and trust, thereby enhancing satisfaction. The relationship between ambient condition and affective satisfaction (H4: AC → AS) was also found to be significant. This implies that the physical attributes of the restaurant, including lighting, music, and overall atmosphere, play a role in shaping customers' affective satisfaction. This finding aligns with previous studies (e.g. [Agbenyegah *et al.*, 2022](#); [Kim *et al.*, 2021](#); [Moon *et al.*, 2021](#)), emphasizing the importance of establishing a pleasant and comfortable environment to enhance customer satisfaction. Additionally, the connection between food hygiene and affective satisfaction (H5: FH → AS) was found to be significant. This suggests that customers' perceptions of cleanliness and hygiene standards significantly influence their affective satisfaction. [Elshaer \(2022\)](#) and [Soonsan *et al.* \(2023\)](#) emphasize the importance of maintaining high food safety and hygiene standards to meet customer expectations and enhance overall satisfaction. This highlights the crucial role of food handlers' safety knowledge, as suggested by [Kwol *et al.* \(2020\)](#), in ensuring the success of food hygiene practices.

Furthermore, the study investigated the relationship between affective satisfaction and customer participation behaviour (H6: AS → CPB). Our results uncover an interesting finding: satisfied customers not only enjoy their restaurant visit but actively contribute to its improvement. It's like a harmonious symphony, with each satisfied customer adding their melody to the ambiance. This idea echoes previous studies such as [Delpechitre *et al.* \(2018\)](#), which emphasized how satisfaction drives customer engagement. However, our study introduces a new aspect by showing how engaged customers, play a role in enhancing the dining atmosphere. This dynamic illustrates that satisfaction isn't just an outcome but a force that turns customers from passive observers into active participants (sharing his/her information and showing responsible behaviour, ultimately enriching the restaurant experience for everyone ([Yi and Gong, 2013](#)).

Moreover, the study explored the link between affective satisfaction and WOM communication (H7: AS → WOM). The study finds a significant positive relationship: highly satisfied customers are more likely to engage in positive word-of-mouth. This is supported by scholars like [Khoo \(2020\)](#), indicating that satisfied customers contribute to a business's reputation and success. However, the study did not identify a significant connection between customer participation behaviour and WOM (H8: CPB → WOM). This suggests that while customer participation behaviour may contribute to their own experiences and interactions in the restaurant, it may not directly translate into WOM recommendations. As outlined by [Ferguson *et al.* \(2010\)](#), such behaviour may manifest more in repeat purchase behaviour and customer loyalty rather than in WOM recommendations. This finding underscores the complexity of the relationship between customer behaviour and WOM communication, suggesting that factors beyond participation alone may shape customers' inclination to recommend the restaurant.

Up to this point, these findings underscore the importance of factors such as ambient condition, food hygiene, standardization, perceived value, and physical appearance in shaping customers' affective satisfaction ([Agbenyegah *et al.*, 2022](#); [Elshaer, 2022](#); [Stribbell and Duangekanong, 2022](#); [Yeh *et al.*, 2020](#)). Moreover, these results highlight the mediating role of affective satisfaction in influencing customer participation behaviour and WOM ([Chao *et al.*, 2021](#); [Khoo, 2020](#); [Hwang and Lee, 2019](#)).

Beyond exploring direct relationships between independent and dependent variables, the study delved into indirect effects mediated by affective satisfaction. The results of the

bootstrapping analysis yielded intriguing findings regarding the indirect relationships between independent variables (perceived value, physical appearance, standardization, ambient condition, and food hygiene) and dependent variables (customer participation behaviour and WOM communication) through affective satisfaction.

In examining the indirect impact of ambient conditions, the results indicate no statistically significant connection between ambient conditions and customer participation behaviour (AC → AS → CPB). This implies that the influence of ambient conditions on customer participation behaviour is not entirely mediated by affective satisfaction. This insight resonates with existing literature (Luo, 2021), highlighting the multifaceted nature of customer participation in service environments.

On the contrary, significant indirect effects of affective satisfaction were observed in the relationships between food hygiene and customer participation behaviour (FH → AS → CPB), physical appearance and customer participation behaviour (PA → AS → CPB), standardization and customer participation behaviour (ST → AS → CPB), ambient condition and WOM communication (AC → AS → WOM), food hygiene and WOM communication (FH → AS → WOM), physical appearance and WOM communication (PA → AS → WOM), and perceived value and WOM communication (PV → AS → WOM). These findings suggest that the positive impact of these independent variables on customer participation behaviour and WOM communication is partially mediated by affective satisfaction (Liu and Jang, 2009). These significant indirect effects underscore the crucial role of affective satisfaction in transmitting the influence of certain factors on customer behaviours and communication. Positive affective experiences lead customers to engage in participatory behaviours, such as interacting with restaurant staff, providing feedback, and contributing to the overall restaurant experience. Similarly, satisfied customers are more likely to engage in positive WOM, sharing their positive experiences and recommendations.

5.2 Theoretical implications

This study contributes theoretically to the field of food service management and customer behaviour in several ways. Firstly, it enhances the understanding of the Expectancy-Disconfirmation Theory (EDT) by exploring its applicability within the restaurant industry context. The findings validate the relationships among perceived value, physical appearance, standardization, ambient condition, perceived food hygiene, affective satisfaction, customer participation behaviour, and WOM, aligning with the fundamental principles of ED theory. This reaffirms the concept that customers formulate expectations regarding service attributes and their satisfaction is influenced by the extent to which these expectations are met or exceeded. Secondly, the study advances understanding of affective satisfaction's mediating role between key variables and customer behaviours (participation behaviour and WOM communication), with a unique focus on the Egyptian restaurant industry, contributing to theoretical advancements in this area.

5.3 Practical implications

The study's practical implications provide valuable insights for restaurant managers in enhancing customer experiences and achieving positive outcomes by understanding the factors influencing affective satisfaction and subsequent behaviours. Firstly, by acknowledging the indirect effects mediated by affective satisfaction, restaurant managers can understand the underlying processes driving guest behaviour's and communication, allowing them to promote positive customer behaviour's and stimulate positive word-of-mouth communication. Secondly, the study highlights the significance of customer participation behaviour in driving positive word-of-mouth (WOM). To leverage this, managers can foster customer engagement by offering opportunities for contribution and

interaction during service delivery. Incorporating interactive elements like open kitchens, DIY options, or feedback mechanisms can encourage customer involvement. Such active participation not only boosts satisfaction but also cultivates their inclination to share positive experiences, amplifying WOM communication and yielding favourable business outcomes.

5.4 Limitations and future research

Despite valuable insights, it's important to acknowledge limitations. Firstly, the study's context specificity warrants caution in generalizing findings. Data collected from a specific region may not reflect broader cultural and contextual variations. Future research should replicate the study in diverse contexts to assess the findings' robustness and generalizability. Secondly, the study's reliance on self-reported measures introduces the potential for common method bias, despite efforts to mitigate it. Future research could employ a multi-method approach, integrating objective measures or observational data, to enhance validity. Thirdly, the study's focus on a specific set of variables may limit the scope of findings. Future research should explore additional factors like service quality, trust, or customer loyalty to provide a more comprehensive understanding of customer behaviour in the restaurant industry.

Given the identified limitations, several avenues for further research emerge. Firstly, longitudinal studies could explore the temporal dynamics of the relationships investigated in this study, offering insights into stability and changes over time. Secondly, qualitative methods like focus groups or interviews could delve deeper into underlying mechanisms and processes. Lastly, future research might investigate organizational factors' role, such as service provider training or organizational culture, in shaping customer experiences and behaviour's, contributing to a comprehensive understanding of satisfaction, participation, and WOM communication.

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