


## Information Technology, Food Service Quality and Restaurant Revisit Intention



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<https://doi.org/10.18280/ijstdp.180131>

### ABSTRACT

**Received:** 21 December 2022

**Accepted:** 11 January 2023

#### Keywords:

*hotel industry, restaurant, information technology, service quality, guest confidence, revisit intention*

In this article, we determine whether there is a link between information technology (IT) use in ensuring food service quality and revisit intention. We examined how the use of IT applications in food service affects revisit intention to a hotel's food outlet. To conduct the study, we used a 29-item DINESERV: A Tool for Measuring Service Quality in Restaurants. The DINESERV questionnaire helps restaurateurs gauge customer satisfaction, identify problems, and find solutions. The 29-item questionnaire includes five service-quality categories: assurance, Empathy, reliability, responsiveness, and tangibles. It's meant to help operators gauge what consumers expect from a restaurant. We collected 280 responses from guests visiting Bangladesh's five-star hotels' food service outlets and executed the proposed correlations using PLS-SEM. This study showed that IT application use in determining food service quality does not correlate with revisit intention and that it influences guest confidence, which greatly influences revisit intention.

## 1. INTRODUCTION

The Hotel industry in many countries is considered the most important sector for socio-economic development. According to the research [1], the total revenue from this sector grew by 4% globally. In 2019, it brought in \$1.7 trillion, representing 29% of leading global export and 7% of total essential commodities. Like other major developing countries, Bangladesh's hotel industry has become one of the essential pillars of the country's socio-economic development [2]. According to the research [3], between 2019 and 2020, the Hotel sector contributed 4.4 % of the total GDP (gross domestic product). There are seventeen five-stars, six four-star, and twenty-three-star hotels in Bangladesh [4]. The hotel sub-sectors and restaurants grew by 7.13 percent in 2019, compared to 6.98 percent the year before, demonstrating that the hotel business is a major contributor to GDP growth [5, 6]. Food and beverage in hotels is a basic requirement for most people, so the chance to increase revenue through the food service industry is quite large for any country. The Industry is showing a shift in hotel industry trends, and customers are becoming increasingly concerned with the quality of food service and easy access to technology in food service outlets [7]. Therefore, we expect to see an association between increases in the economic value of time and increases in hotel expenditure. This is since food service is the Hotel's largest revenue-earning department.

As the number of five-star hotels grows, hotel guests will have more alternatives when selecting food service outlets. The use of IT in food service is becoming more important for competitive advantage and ensuring revisit intention, in turn

creating guest confidence about the Hotel service. Therefore, it is important to evaluate the significance of IT use in determining the quality of food service; hence guest revisits intention in Bangladesh [8].

Guests' use and experience of food service outlets and how food service operates in hotels have altered due to technological advancements [9, 10]. In response to guest expectations and as a means of enhancing guest confidence in their services, several hotels have employed innovative approaches to enhance customer experiences [11, 12], including smartphone applications and software using artificial intelligence [13, 14]. The integration of emerging technologies and the widespread popularity of service automation have influenced the concept of ensuring quality in food service. Consequently, the quality of food service and increase in guest confidence is determined by 'what' is supplied rather than 'how' the service is provided [15].

In recent years, IT use in hotels, especially in the food service departments, has reduced wait times [15] and operational costs [16]. The focus on IT adaptation and demands has played a vital role in guest confidence [17] and revisit intention. From this perspective, IT involvement is essential, as technologies, personalised food services, and even service automation can all be regarded as fundamental components of the food served in the hotel industry [18]. As the methods of food service technology are developing because of new trends, the COVID-19 pandemic and new demands, the adoption of IT in hotel food service, as shown in Figure 1, is transforming the Industry, and contactless orders are playing a vital role in ordering food and beverages from the hotel outlets.

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**Figure 1.** Hotel restaurant technology is transforming the Industry with contactless ordering, and Quick response (QR) codes are proliferating  
(Authors' compilation adapted from dive, 2021)

We, therefore, expect that revisiting intention to five-star hotels can be enhanced by improving the use of IT to strengthen food service quality and client confidence in the Hotel's food services. Therefore, this study integrates IT, quality of food service and client confidence in a distinctive food service quality model for Bangladesh's hotel industry.

## 2. LITERATURE REVIEW

### 2.1 Revisit intention

A person's preparedness or willingness to return to the same place is defined as a revisit intention [19]. In this study, the intent to revisit means the probability that visitors will return to the Hotel in the future. The revisit intention has traditionally been regarded as a sign of guest confidence [20], demonstrating that highly satisfied customers purchase the

same service again. IT usage must be reliable to create a revisit intention [21]. Applying innovative, user-friendly ideas supported by the continuously rising technological application utilisation provides a competitive advantage [22]. In food service, quality is essential in ensuring guests revisit intentions, and service quality increases guest confidence and revisit intentions [23]. Moreover, as noted by the research [24] existence of positive electronic word-of-mouth (eWOM) increases the intention of visiting guests to visit a place because eWOM influences revisit intention [25].

Furthermore, the research [26] argues that when guests are fully satisfied with the quality of the food served, there is a strong correlation between IT in food services and the revisit intention [27]. According to a study by the research [28], hotel management emphasises the need to ensure customer satisfaction, guest confidence and revisit intention. The research [29] argue that guest confidence is one of the most important antecedents influencing the intention to revisit a hotel in Bangladesh. In their study, guest revisit intention is used as a predictor variable to explore whether guest confidence can be directly explained by IT usage as a determinant of food service quality in the hotel food service departments in Bangladesh.

### 2.2 Information technology in food service quality

According to the study [30], information technology is one of the most important instruments in the hotel industry. Moore and Collins [31] explain that IT is an integral aspect of the hotel industry. On the other hand, [32] noted that using IT in the food and beverage industry can help increase guest confidence, thereby increasing guest revenue by allowing guests to control the dining experience better and making restaurant services more efficient. [33] stated that IT could help hotels perform other tasks, such as calculating employee labour time, tracking repeat orders, collecting and analysing guest feedback, and inventory tracking. Through IT, the Hotel can obtain competitiveness to help meet market demand and improve service quality and food service quality [34].

Although, as noted by Li et al. [35, 26], the hotel industry is slowly adopting technology, they found that the property management system (PMS) is the most important IT application in the hotel industry, followed by the "points of sales" (POS) and the "central reservation system" (CRS). They demonstrated the IT application's significance and importance in the hotel industry. According to the study [36], guests want to save time and effort. Thus, service convenience is important [37]. note that hotel restaurants assert that IT is an integral aspect of the smooth operations of the hotel industry (e.g., placing an order for food or making a reservation through an application); it ensures transaction convenience (e.g., minimising guest waiting times), and enables benefit convenience (e.g., availing offers and discounts).

To avoid waiting, guests can make a reservation and view virtual menus before deciding whether to make the reservation online or over the phone [38]. Online reservations and menu ordering offer another distribution channel to the mix, helping to attract guests and making food services more accessible [39]. Moreover, according to a study by the research [40], sometimes orders are placed online when restaurants are not normally open, enabling the restaurant to capture downtime reservations. Technology can aid in improving service by lowering order taking time, delivering advance order information to the kitchen (through digital display

technologies in the kitchens), shortening service time (with table monitoring systems), decreasing payment time (via portable devices), and minimising turnover time (through communications technology) [38].

Payments via Europay, MasterCard, and Visa (EMV), mobile payment technology, smart cards, cell phone technology, and virtual menus at the table with nutritional information available online are some of the technologies used today [41]. Moreover, this technology became more important following the outbreak of COVID-19 since it provides visitors with contactless processes and reassures the guests concerned about the transmission of infections, viruses or diseases through contact [42]. The increased consciousness of guests on the danger of contamination [43] has emphasised the need for contactless food service in restaurants and to limit the number of seats in the dining room [44]. This has relied more on IT to ensure guests are serviced efficiently to gain customer confidence. While the experience varies based on the types of food services and the technology used, guests can study menus, place orders, and pay their bills without having to engage directly with guest staff through contactless technology [45].

### 2.3 Guest confidence

Guest confidence refers to the restaurant's ability to accurately and consistently service hotel guests as promised [46-48] define guest confidence as "the guest's subjective judgment of the restaurant's consuming experience, based on certain linkages between the guest's perceptions and objective aspects of the product." Guest confidence is the degree to which a guest's experience makes a person feel good [49]. On the other hand, the research [50] suggests that guest confidence is a comparison of a guest's opinion of service quality, professional behaviour, or other results as compared to an evaluation standard (A guest's overall appraisal of an experience, such as ease of access to technology and an emphasis on guest feedback or comment management). Increased guest confidence leads to repeat purchases and a revisit intention [48], and guests who are dissatisfied with their experience are unlikely to return [51]. The urge to return to a hotel restaurant is boosted by guest confidence following a great dining experience [52] in the Hotel's food service outlets. Positive Word-of-Mouth (WOM) develops when guests are not only confident with the brand but also want a strong core offering and excellent food service [53], which leads guests to revisit the Hotel's restaurant. The research [48] studied how different relationship marketing activities improve the quality of relationships between customer-service professionals and hotel clients. In addition, they look into how a connection's quality affects things like commitment, repeat purchases, and WOM. Their study's empirical findings are twofold: Higher relationship quality results from better guest confidence and communication, and higher relationship quality results from stronger visitor commitment, more repeat purchases, and positive word of mouth. The research [54] provide a theoretical framework based on the value-attitude-behaviour hierarchy for measuring the influence of self-gratification and social values on building revisit intention and customer loyalty among Airbnb users. They find that self-gratification value affects the revisit intention and customer loyalty of Airbnb users. However, the findings show that, while social value is important in generating revisit intentions, it has a negligible impact on customer loyalty to Airbnb.

There are various elements, other than IT, that determine

whether a restaurant in five-star hotels is regarded as good or terrible based on professionalism, hygiene and cleanliness, timely service, and the layout of food service outlets. Although eco-friendly, adaptability, sanitation, monitoring, energy-saving, and energy efficiency are just a few crucial things to consider when designing a strong layout for hotel food and beverage outlets, the most significant components for creating guest confidence in food service quality is the professionalism of the staff [55]. This finding supports earlier research that claims that professional guest service is an important operational aspect that influences guest confidence [55] and revisits intention. According to the researchers, other than IT in food service quality, the essential factors in overall food service quality are cleanliness of the interior features, staff professionalism, and professional food service quality [56].

## 3. Methodology

### 3.1 Aim and objective

1. To examine the impact of the use of IT applications in food service on guest confidence in the restaurant outlet of 5-star hotels in Bangladesh.
2. To determine the association between guest confidence in the restaurant outlet and IT applications of 5-star hotels in Bangladesh and revisit intention.
3. To determine the impact of IT applications in food service on revisit intention to the restaurant outlet of 5-star hotels in Bangladesh.

### 3.2 Research hypothesis

Literature suggests that food service quality has a favourable impact on guest confidence in various service industries. [56] noted that IT in food service quality in hotel businesses strongly influenced guest confidence and posited that guest confidence is impacted substantially by IT application usage in Bangladesh's hotel industry. Therefore, our research examined the relationship between IT application usage to ensure food service quality, guest confidence in using IT applications, and revisit intention in five-star Hotels in Bangladesh. Figure 2 illustrates the specified model.

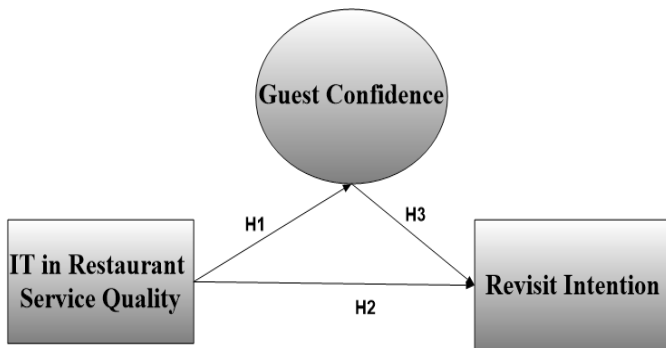
We Hypothesised that:

H1: There is an association between IT application usage to ensure food service quality and guest confidence in the restaurant outlet of 5-star hotels in Bangladesh.

H2: There is an association between guest confidence in the restaurant outlet of 5-star hotels in Bangladesh and its' IT applications and revisit intention.

H3: There is an association between IT application use to ensure food service quality in the restaurant outlet of 5-star hotels in Bangladesh with revisit intention.

In today's intensely competitive five-star hotels, innovative IT application usage is a must to outperform competitors, ensure service quality and revisit intention. Moreover, to improve service and implement new IT applications, hotels must substantially measure guest confidence in IT application usage [57]. According to the research [33], improving IT application usage to ensure food service quality will boost guest confidence and improve hotel guests' chances of revisiting intentions.



**Figure 2.** The proposed information technology in foodservice quality model  
Source: Authors' Compilation

### 3.3 Research philosophy

Although some authors, such as the researchs [58, 59], used a different model to test service quality, specifically SERVQUAL models, which address service quality components like assurance, Empathy, tangibles, reliability, and responsiveness, we chose to use the DINESERV model developed by the research [60], which has proven to be useful in measuring guest confidence with IT usage to ensure food service quality. Moreover, we chose this model because it was designed specifically for the hotel industry [24]. This approach includes twenty-nine questions designed to assess guest perceptions of service quality. Furthermore, we employed this pre-developed questionnaire to remain impartial regarding the set criteria and ensure that we do not bias results with our suggestions or ideas.

### 3.4 Research Strategy

We first started by testing and validating the three variables. That is, IT application usage to ensure food service quality, guest confidence, and revisit intention. We carried out a set of hypotheses and tested whether the variables' relationships were valid. This implied that our study took a deductive research approach.

### 3.5 Data collection method

Along with the structured interviews, respondents-completed questionnaires are one of the key devices for acquiring data [61]. As noted above, to acquire accurate data from selected participants on their assessment of IT usage to ensure food service quality, guest confidence, and revisit intention, we used a pre-developed questionnaire with the DINESERV tools administered to 17 five-star hotel guests in Bangladesh.

### 3.6 Sampling technique and respondent selection

We have opted for non-probability purposive sampling since it is the most feasible method to go directly to the main five-star hotels in Bangladesh. Moreover, we have done this by distributing comment cards to guests in the food service outlets of all five-star hotels in Bangladesh. Other methods were discarded due to legal and ethical restrictions, which do not allow the distribution of guest information without the guests' specific written consent.

## 4. ANALYSIS AND EXPERIMENTAL RESULTS

We assessed the data using structural equation modelling (SEM) with SPSS version 20 and Smart Pls 3 software applications. Table 1 below shows the characteristics of sampled participants.

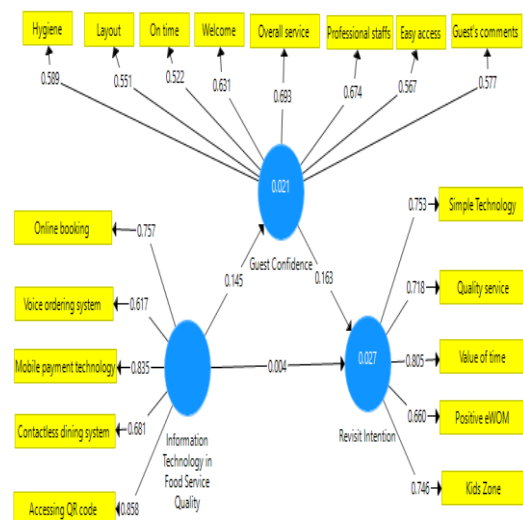
**Table 1.** The respondents' characteristics

Characteristics	n	%
<b>The participant's gender</b>		
Female	95	33.9
Male	185	66.1
<b>Age of the participants</b>		
18-25	90	32.1
26-35	180	64.3
36-45	10	3.6
46 and upper		
<b>Education of the participants</b>		
Vocational College	61	21.8
Bachelor Degree	71	25.4
Post Graduate	147	52.5
PhD	1	.4
<b>Monthly income</b>		
< 20000	8	2.9
20000-30000	10	3.6
30000-40000	43	15.4
40000-50000	65	23.2
>50000	154	55.0
Total	280	100

Source: Authors' Compilation

### 4.1 Reliability test

The Cronbach alpha test was utilised to determine the questionnaire's reliability. The reliability tests for the variables are shown in Table 2. Scale reliabilities appear to be acceptable, with all the reliability estimates above 0.70 [62].



**Figure 3.** Structural model results  
Source: Authors' Compilation

**Table 2.** Reliability's outcomes

Categories	No. of items	Cronbach's Alpha
IT in Food service quality	5	0.815
Guest confidence	8	0.738
Revisit intention	5	0.805
Total	18	0.743

Source: Authors' Compilation

Figure 3 visualises the routes for structural models in which all variables are correlated and estimates the coefficient values.

**Table 3.** Construction of reliability and validity

Variables of the Study	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Guest confidence	0.815	0.758	0.819	0.556
IT in Food Service Quality	0.738	0.893	0.867	0.506
Revisit Intention	0.805	0.799	0.856	0.545

Note \*p < 0.05  
Source: Authors' Compilation

We first tested the measurement model for convergent validity. Composite Reliability (CR) and Factor loadings were used to analyse the Average Variance Extracted (AVE) [63]. Table 3 reveals that composite reliability ratings, which illustrate how well construct indicators suggest the latent construct, exceed the acceptable value of 0.7 [64]. Table 3 shows that AVE for the total number of variances in the indicators explained by the latent construct was higher than the acceptable value of 0.5 [64].

We examined the discriminate validity, defined as “the extent whereby the measurements are not a reflection of some other variables,” which is determined by ensuring that there are low correlations between the measurement of significance and other construct measurements [65]. Table 4 shows that the square root of each construct value is larger than the corresponding correlation coefficients, demonstrating excellent discriminate validity [66]. The measurement model has enough convergent and discriminates validity. Furthermore, the heterotrait–monotrait (HTMT) ratio of correlations was used to examine the discriminate validity of a reflectively measured concept in contrast to other construct measures in the same model. Most literature shows that if the HTMT score is less than 0.90, discriminate validity among two reflective notions can be confirmed [67].

In Table 5, bold values indicate elements that fall under a particular construct [68].

In addition, examining the loadings from across columns in Table 5 shows that an indicator's loadings on its construct are always higher than its cross-loadings with other constructions. According to the cross-loadings criterion, the results show that all of the notions have discriminate validity.

The SEM was used to estimate the suggested model with three constructs. Table 6 shows the path coefficients for all of the model's hypothesised paths.

**Table 4.** Discriminate validity

	Guest Confidence	IT in Food Service Quality	Revisit Intention
Guest confidence	0.603	0.00	0.00
IT in Food Service Quality	0.145	0.755	0.00
Revisit Intention	0.164	0.027	0.738

Source: Authors' Compilation

**Hypothesis 1:** The results show an association between IT application usage to ensure food service quality and guest confidence in the restaurant outlet of the five-star Hotel, with a standard coefficient of 0.145 supporting the relationship.

**Hypothesis 2:** The study demonstrated that there is an association between guest confidence in the restaurant outlet of the five-star Hotel and revisit intention, with a standard coefficient of 0.163 supporting the relationship.

**Hypothesis 3:** Results show that although there is an association between IT application usage to ensure food service quality and revisit intention, the relationship was not statistically supported with a standard coefficient of 0.004.

**Table 5.** Cross loading

	Guest confidence	IT in Food Service Quality	Revisit Intention
Accessing QR code	0.152	<b>0.858</b>	0.036
Contactless dining system	0.042	<b>0.681</b>	0.088
Easy access technology	0.567	0.092	0.094
Guest's comments	0.577	0.059	0.102
Food Hygiene	0.589	0.068	0.127
Kids Zone	0.130	0.024	<b>0.746</b>
Foodservice Layout	0.551	0.118	0.036
Mobile payment technology	0.144	<b>0.835</b>	0.047
On-time food service	0.522	0.048	0.058
Online booking/reservation	0.085	<b>0.757</b>	0.002
Overall services	<b>0.693</b>	0.089	0.136
Positive eWOM	0.044	0.035	<b>0.660</b>
Professional staffs	<b>0.674</b>	0.046	0.160
Quality service	0.143	0.043	<b>0.718</b>
Simple Technology	0.132	0.061	<b>0.753</b>
Value of time	0.096	0.003	<b>0.805</b>
Voice ordering system	0.058	<b>0.617</b>	0.083
Guest Welcome	<b>0.631</b>	0.171	0.045
Accessing QR code	0.152	<b>0.858</b>	0.036

Source: Authors' Compilation

The findings revealed that IT application usage to ensure food service quality significantly impacts guest confidence in the restaurant outlet of the five-star Hotel. This is in line with the research [68] findings that IT application usage to ensure food service quality impacts guest confidence in the five-star hotel industry. Moreover, it also corroborates with most research where it was found that IT application usage to ensure food service quality favours guest confidence in various service industries, particularly hotels, restaurants, and cruise liners.

**Table 6.** Structural parameter estimate (Hypothesis testing)

Hypothesised path	Coefficient	Result
Hypothesis 1: IT in Food service quality Vs Guest confidence	0.145*	Supported
Hypothesis 2: Guest confidence Vs Revisit Intention	0.163**	Supported
Hypothesis 3: IT in Food service quality Vs Revisit Intention	0.004*	Not Supported

Note: \*p < .05  
Source: Authors' Compilation

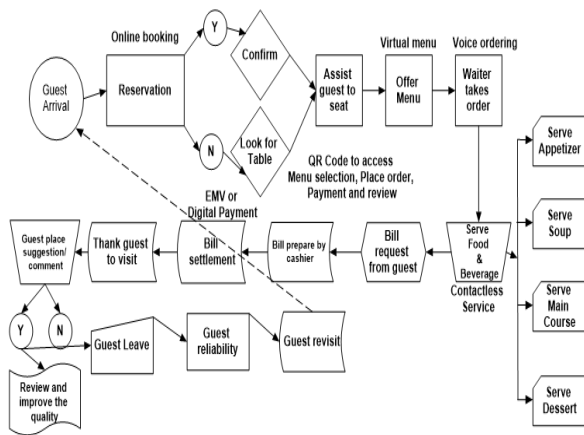
Moreover, the research [69] note that due to the COVID-19 pandemic, guests are now more concerned about viruses and infectious diseases, with the result that IT application usage to ensure food service quality plays a significant role in the selection of food service outlets and increasing guest confidence in different five-star hotels in Bangladesh. Thus, food service managers need to build their guests' confidence in using their IT applications in their food service to increase revisit intention.

If guests have confidence in the Hotel's food service qualities, they are more willing to revisit those same hotels in the future. Aside from IT applications, ensuring food service quality, professionalism, hygiene and sanitation, timely service, and layout of food service outlets in five-star hotels are important factors in building relations between guest confidence with revisit intention.

However, as noted by the research [35], we also found that IT application usage to ensure food service quality has no direct impact on the revisit intention. This is in line with the findings of the research [70], who posited that in the hotel industry, IT application usage to ensure food service quality has little influence on the revisit intention. However, the data shows that guests may not return to the same Hotel in the future if they lack confidence in the quality of food services (e.g. food is unhealthy, late service, or unreliable mobile technology).

#### 4.2 Food and beverage manager of hotels implications

The research results indicated that IT applications in food service quality in the restaurant outlet of the five-star Hotel play a crucial role in predicting guest confidence. Moreover, guest confidence has a positive impact on revisit intention. Interestingly, IT applications in food service quality do not significantly impact revisit intention (Vide Figure 4).



**Figure 4.** Food services flow chart  
Source: Self-developed by the authors

IT applications' impact on food service quality on guest confidence is significant. Managers need to understand that each employee in the Hotel's food service outlets should ensure guests feel comfortable, especially with the use of IT applications. Also, due to diverse demands and wishes, such as customised e-payment, contactless food services, online reservations, and mobile technology, each staff member should respond to each guest personally. Another important thing during an emergency like the pandemic that might boost guest confidence is delivering the right food according to the

bill. Free wine for guests, seat separation, and staff use of mobile applications will all work to boost hotel guest confidence. To limit infection concerns, providing e-menu lists on the wall or QR code scanning for the menu will boost the tangible factor in the Hotel's food and beverage outlets under pandemic conditions [71].

For the correlation between guest confidence and revisit intention, the influence of guest confidence on revisit intention is significant. This finding is supported by the research [72], who showed that guest confidence enhances revisit intention levels in the hotel food service sector. Especially, the research [72] discovered that guest confidence enhances revisit intention intensities in hotel restaurant businesses. Food service managers should develop guest confidence by having easy access to technology measures [73], professionalism, hygiene and sanitation, timely Service, etc., to increase guests' loyalty to restaurants. Therefore, food service managers should focus on all the expected food services through automation [74].

#### 5. CONCLUSIONS

These findings confirm previous studies on the subject and make some unique contributions. It included the use of IT applications such as online booking, voice ordering, EMV, contactless dining, and QR code access in the assessment to assess the food service quality in the restaurants of five-star hotels. It highlighted guest confidence factors such as food hygiene, proper guest welcome by the outlet host, service layout, on-time service, professional service staff, easy access technology, the review of response of guest comments, and items that can be properly maintained to create revisit intention to the hotels. Finally, the study adds to previous research by finding that IT applications in food service quality, such as access to technology, poor service, late service, eWOM, and availability of kids' zone in the hotel context, has no direct impact on the revisit intention component. However, guest confidence factors in five-star hotels in Bangladesh play a vital role in successful revisiting.

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