
SERVICE RELIABILITY AND CUSTOMER SATISFACTION OF EATERY CENTRES IN THE SOUTH EAST, NIGERIA

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Abstract

This study examined the effect of service quality reliability on consumer satisfaction of eatery centres in the south east, Nigeria. The objective was to examine the impact of reliability on consumer satisfaction of eatery centres in the South East, Nigeria. This study adopted the descriptive survey design. Out of 365 respondents that participated in the survey, only 295 copies of questionnaire were valid for final analysis. The questionnaire was designed in 5-point Likert Scale and validated. The research hypotheses were analyzed using simple linear regression with the aid of Statistical Package for Social Science (SPSS). From the finding, it was depicted that reliability, dimension of service quality has positive influence at 1% level of significance on customer satisfaction. Based on the result of this study, it was recommended that service providers of eateries in the southeast, Nigeria should always improve on the reliability dimension of service quality since it has shown that it leads to an increase in the consumers' satisfaction. The marketing implication of this finding is that customers are satisfied with timely response to orders as well as the service providers' ability to portray a feeling of consistency with the services rendered.

Keywords: *Reliability, Consumer Satisfaction, Eatery Centres, South East, Nigeria*

INTRODUCTION

In today's fast changing competitive world, companies are losing their significant number of customer not because of the price they offered to those products but the quality of the product or not delivering quality service. Particularly in service giving organization, delivering high quality service is vital for their continued existence (Harris, 1996 cited in Tesfaye, 2015).

There have been a lot of complaints from customers about not getting the specified quality for what they paid for and this is mainly because the quality of services is poor. In service industry, there have been many of the subscribers complain on the quality of the various services that the bank is rendering. Service quality is the most important that needs critical attention for an organization to outshine their competitors, Tesfaye (2015). Service quality offers a way of achieving success among competing services particularly, where a number of firms that offer nearly identical service are comparing with in a small difference such as bank establishing service. Quality may be the only difference; such differentiation can yield higher proportion of consumers' financial success or failure (Kotler & Armstrong,

2012 as cited in Tesfaye, 2015). Since the importance of making continuous customer service quality improvement program is to make profit, build good images, lead the market and retain customers which lead to customer loyalty (Ahmossawi, 2001 as cited in Tesfaye, 2015).

Service quality can be measured with the SERVQUAL scale (Khan & Fasih, 2014, cited in Ehigie & Jesse, 2018). SERVQUAL scale measures the quality of a service before and after the consumption of a service, with five dimensions. namely; tangibility (visible elements of a service such as buildings, sites and tools); responsiveness (how fast service providers respond to customer queries/ the willingness for service providers to assist customers and provide prompt services); reliability (the ability for a service provider to assure customers of a reliable and proper service); assurance (the level of knowledge displayed by a service provider when delivering its services and their ability to inspire

The process in which service provider remains faithful in rendering services to its customers can be considered as the reliability dimension of service quality (Khan & Fasih, 2014 cited in Ehigie and Jesse, 2018), after, Blery, et al., 2009). Reliability assures the customer of a service provider's ability to consistently provide a perceived quality of service. Reliability has an impact on trust and the overall impression left in the mind of a customer after service consumption (Abd-El-Salam, et al., 2013 cited in Ehigie and Jesse, 2018). The reliability dimension of service quality is vital and perceived through the people aspect of service quality (Kaura, et al., 2012 cited in Ehigie and Jesse, 2018).

Abd-El-Salam, et al. (2013) and Chen (2010) suggest that customer satisfaction is the result of a customer's comparison of perceived quality and actual service performance. This comparison may lead to customer satisfaction or dissatisfaction. Kaura, et al. (2012, after, Rust & Oliver, 1994) suggest that customer satisfaction reflects the degree to which a consumer believes that the use or possession of a specific service will evoke positive feelings. Hence customer satisfaction is the physiological state of emotion associated with the conformity or nonconformity of a consumer's perceived quality of service during and after service experience (Kaura, et al., 2012, after, Oliver, Rust & Varki, 1997:13 and Chen, 2010, cited in Ehigie and Jesse, 2018). While Caruana (2002, after, Mohr, 1982) likened customer satisfaction to an expectancy/disconfirmation paradigm, this paradigm is the background for most studies on customer satisfaction. It encompasses four constructs namely; Expectations, performance, disconfirmation and satisfaction; trust and confidence; and empathy (ability for a service provider to pay attention to individual customer demands/ individualization of service).

Customer satisfaction has become a subject of great concern to organizations and researchers alike in recent years where issues of quality service and customer satisfaction are concerned (Blumberg et al., 2005). Eateries operating in Nigeria are facing lots of problems due to increase in rival amongst them. As a result, different types of strategies are formulated to retain the customer and increasing the service quality level has been considered key success factor. Reliability one of the dimensions of service quality is particularly pertinent in the eatery services context because it avails high level of customer satisfaction and hence it becomes a key to competitive advantage (Ahmossawi, 2001). Hence, the need to examine the impact of reliability on consumer satisfaction of eatery centers in the South East.

At the present time, service quality has received much attention because of its obvious relationship with costs, financial performance, customer satisfaction, and customer loyalty. Since customer satisfaction is also based upon the level of service quality provided by many market leaders are found to be highly superior customer service orientated. They have been rewarded with high revenue and customer retention as well. For that reason, organizations in the same market sector are forced to assess the quality of the services that they provide in order to attract and retain their customers. Because satisfied customers are a key to long term business success Zeithaml et al. (1996). Hence, the objective of this study is to ascertain the impact of service quality reliability on consumer satisfaction of eatery centres in the south east, Nigeria.

H₀: Service reliability has no significant influence on consumer satisfaction of South East eateries.

LITERATURE REVIEW

Concept of Service

According to Kotler and Armstrong (2012, cited in Tesfaye, 2015), "service can be defined as economic activities that produce time, place, form, or psychological utilities". Many service firms have become successful by identifying a previously unrecognized or unsatisfied customer wants. (Messay, 2012) stated "services are identifiable, intangible activities that are the main object of a transaction designed to provide want satisfaction to customers". (Messay, 2012, as cited in Tesfaye, 2015, as cited in Tesfaye, 2015) also stated that the travel, hospitals, finance, entertainment, health care communications, utilities and professional services fields are prime examples. Recognizing the importance of marketing, many of these industries and organizations within them are now adding marketing-related personnel. According to (Kotler, 2012) "services are growing ever faster in the world economy, marketing up a quarter of the value of all international trade". A service is an act or performance that one party can offer to another that is essentially intangible and doesn't result in the ownership of a thing. Its production may or may not be tied to a physical product. (Kotler, 1998, as cited in Tesfaye, 2015)

Concept of Quality

Some definitions of quality pointed out by Hardie & Walsh (1994) include; "Quality is product performance which results in customer satisfaction freedom from product deficiencies, which avoids customer dissatisfaction. Product quality is defined as the collection of features and characteristics of a product that contribute to its ability to meet given requirements. The characteristic of a product or service that satisfies the customer's wants and needs in exchange for monetary considerations. If the consumer is satisfied that he/she had a fair exchange, then the quality is acceptable. A perception of high quality or that which is above expectations can help to create high brand loyalty and in turn helps create brand equity for the company. If a consumer buys Maytag washers due to past exceptional service, then this quality level has helped create brand loyalty, Temba (2013).

Product Quality

Product quality is defined as the collection of features and characteristics of a product that contribute to its ability to meet given requirements. Product quality is one of the important tools firms utilize to achieve and maintain competitive advantage. Products quality informs consumer satisfaction and improves marketing performance, (Aniuga, Adindu & Obasiabara, 2023). The characteristic of a product or service that satisfies the customer's wants and needs in exchange for monetary considerations. If the consumer is

satisfied that he/she had a fair exchange, then the quality is acceptable. A perception of high quality or that which is above expectations can help to create high brand loyalty and in turn helps create brand equity for the company. If a consumer buys Maytag washers due to past exceptional service, then this quality level has helped create brand loyalty.

Garvin (1988) determined quality along eight (8) dimensions of - performance, features, reliability, conformity, durability, serviceability, aesthetics and measurement. Measurement of service quality has been conducted in various organizations and in different service sectors using the SERVQUAL model proposed by Parasuraman *et al* (1988). For Parasuraman *et al.* (1988), the SERVQUAL scale was consolidated into five dimensions of service quality namely, Tangibles, Reliability, Responsiveness, Assurance and Empathy. (Hui & Zheng (2010; Izogo & Ogba, 2015) argued that SERVQUAL is one of the most effective and stable models for measuring service quality. The SERVQUAL model has been used in a wide variety of studies to assess-both the customers' services expectations and perceptions of the provider's performance (Zarei *et al.*, 2012, Ladhari, 2009, Pakil & Aydin, 2007).

Concept of Service Quality

In today's increasingly competitive business environment, service quality is essential for the success of any organization. Service quality is important aspect that affects the competitiveness of business. Banks should always increase the quality of service continuously since there is no assurance that the current outstanding service will be suitable for future. Thus, banks should develop new strategy to satisfy their customer and should provide quality service to gain competitive advantage over competitors (Siddiqi, 2011). Service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2009). The relevance of service quality to companies is emphasized especially the fact that it offers a competitive advantage to companies that strive to improve it and hence bring customer satisfaction.

Reliability

Reliability means ability to perform the promised service dependency and accurately. Reliability is a significant factor of product quality in addition to good personal service, staff attitude, knowledge and skills (Walker, 1990). "It is found that service reliability is the service "core" to most customers and managers should use every opportunity to build a "do-it-right first" attitude" (Berry *et al.*, 1990). Reliability depends on handling customers' services problems; performing services right the first time; provide services at the promised time and maintaining error-free record. Furthermore, stated reliability is the most important factor in conventional service (Parasuraman *et al.*, 1988). Reliability also consists of accurate order fulfillment; accurate record; accurate quote; accurate in billing; accurate calculation of commissions; keep services promise.

Customer Satisfaction

Customer Satisfaction Wirtz & Bateson, 1999; Wirtz, Mattila, & Tan, 2000; Jun, Hyun, Gentry, & Song, 2001) defines customer satisfaction as a conceptualized consumer judgment incorporating cognitive and affective evaluations after their use or consumption experience. They also indicate that, the customer expectations, as an antecedent frequently proposed in marketing literature is analyzed with reference to consumer satisfaction and future behavior. An analysis of the expectation-satisfaction relationship first requires a review of the function of expectations in consumer satisfaction judgments (Oliver, 1997).

Reliability and Customer satisfaction

Impact of reliability on Customer Satisfaction results from Ibáñez, Hartmann & Calvo (2006) test on reliability of service and customer satisfaction suggest that a positive correlation do exist between the reliability of service, service quality, performance (i.e. financial and nonfinancial) and customer's satisfaction. This is made possible through the interactional activities between employees and customers. This dimension is facilitated through the people aspect of service quality (Kaura, et al., 2012).

Service Quality in Restaurants

There is need to examine at service quality in relation to eatery centres. Studies looking at service quality in relation to eatery centres or restaurants use three main dimensions of service quality-food quality, physical environment (ambience) and employee service (Dutta, Parsa, Parsa and Bujisic, 2014,). Ryu & Han (2012) highlighted the importance of service and food quality as a measure of customer satisfaction in the eatery centres. In this guise, five aspects of food quality were adopted - the food is fresh, the food is delicious, the food is nutritious, there is variety of menu items and the aroma of the food is enticing. Qin and Prybutok (2009) explored the potential dimensions of service quality and examined the relationships between service quality, food quality, perceived value, customer satisfaction and behavioural intentions in fast food restaurants and pointed out that service quality has a positive and direct influence on customer satisfaction.

Empirical Review

Ngaliman, Giofani and Suharto (2019) carried out a study to determine the effect of latent tangible variables, responsiveness, and reliability on consumer satisfaction. The sampling technique uses accidental sampling and uses the binomial proportion formula and obtained a sample of 70 respondents. Instrument requirements include validity and reliability testing. Test requirements analysis using lilies normality, homogeneity, linearity, and regression significance. The data were analyzed using SEM (Structural Equation Modeling). The results of the study found that tangibles have no direct effect on consumer satisfaction, responsiveness has a direct effect on consumer satisfaction, reliability, and has a direct effect on consumer satisfaction, tangibles do not have a direct effect on reliability, and responsiveness has a direct effect on reliability.

Kelemu (2017) studied the service quality of private banks using SERVQUAL model. Convenience sampling technique was used in the study to take a sample from the infinite population. Total samples of 350 respondents who have Banking service were taken as a respondent. The relevant data was gathered using questionnaire which was designed based on the model to examine all the five factors of service quality in the model for bank industry. It was found that clients of are not satisfied with assurance, reliability and empathy and they are satisfied with tangibles and responsiveness. It was recommended that managers should train their employees so as to improve visually attractive facilities and coordinate all people, departments and organizations involved with the services. Finally, managers were advised measure clients' satisfaction and service quality seasonally to keep the services corresponded with customers' opinions. The government of Ethiopia has launched economic reforms, financial liberalization measures and restructuring of financial institutions with the aim of promoting a competitive environment and efficient banking services to the public. Commercial Bank of Ethiopia was incorporated as a share company on December 16, 1963 per proclamation number 207-1955 to take over the commercial banking activities of the former state Bank of Ethiopia. However, the performance of CBE in

providing quality service is not in a position to meet the expectation of service users. There are repeated customer complains. Therefore, the major objective of this study is assessing the impact of service quality on customer satisfaction in five branches found under CBE, south Addis Ababa district. To attain this objective, questionnaire was designed categorized under five dimensions of the SERVEQUAL model. The sample consists of 400 respondents selected based on convenience sampling procedure. This study used quantitative research design and both primary and secondary data. The collected data was analyzed with the help of SPSS version 20. Correlation and multiple regressions were used to investigate the relationship between dependent and independent variables. The correlation results indicate that there is a positive correlation between the dimensions of service quality and customer satisfaction. The results of the regression test showed that offering quality service have positive impact on overall customer satisfaction. And also the highest correlation is between responsiveness and customer satisfaction followed by reliability. The finding of the analysis showed that, the performance of CBE in providing quality service is not in a position to meet the expectation of the customer. Low service quality leads low customer satisfaction. Based on this, in order to improve performance of the bank, the researcher suggested that, the bank should prepare complaint handling mechanisms, relevant training for its front line employees.

Kumasey (2014) opined that satisfaction of human need is an important objective organizations strive to achieve. The study examined service quality and customer satisfaction in the Ghanaian public service. Using correlational research design and a purely quantitative research approach, the researcher collected data from 304 participants using questionnaire. The hypotheses were tested using Pearson product-moment correlation test. The result showed that service quality significantly and positively related with customer satisfaction. In addition, customer perception and expectation significantly and positively related with customer satisfaction.

According Zeleke (2012), the aim of the study is to analyze whether perceived customer service directly related to customer satisfaction regarding the National Alcohol & Liquor Factory (NALF) customers in Addis Ababa. The research uses a quantitative methodology and a self-completion questionnaire with closed questions was conducted to test the hypothesis. Accordingly, a sample of 300 was taken from 4200 customers in Addis Ababa which is 7.14% of the total population to increase the margin of accuracy. The findings of the study indicated that five service quality dimensions were positively related to overall service quality and are indeed drivers of service quality which in turn has an impact on customer satisfaction. The study findings also indicated that all the standardized coefficients relating the service quality dimensions to overall service quality and to customer satisfaction have the expected positive sign and are statistically significant. The impact of five service quality dimensions on customer satisfaction was significant in all factors of service quality. More specifically, customers indicated high satisfaction with the five dimensions of service quality examined in the study (Reliability, Responsiveness, Empathy, Assurance, and Tangibles). In this regard it was interesting to note that the dimension of Responsiveness and empathy had the lowest mean ratings; however, the correlation between Assurance and customer satisfaction was the highest, which implies that improvement in employees Assurance is an important issue that requires attention. The research also concluded that service quality can be used to predict customer satisfaction. 79.2% of the variation in customer's satisfaction was explained by the five service dimensions studied here, the remaining 20.8 % is explained by other factors that

were not examined in this study. For example, customer's satisfaction might be influenced by such factors as price, and service variety.

Theoretical Framework

Underpinning theory for this study is expectation fulfillment theory

This research adopted expectation fulfillment theory proposed by Linder-Pelz, (1982). The theory predicts experience that is congruent with expectation will result in satisfaction and that which differs will result in dissatisfaction. Satisfaction is a construct that can generally be examined in two distinct ways either as a dependent or independent variables. The theory operates by stating variables that determine satisfaction. The theory concludes that expectations and perceived occurrences make independent contributions to satisfaction rather than satisfaction resulting from an interaction between expectations, values and occurrences. This model also corresponds to the DINESERV model. Using this model, the researchers determined the impact of service quality on customer satisfaction of eatery centres in the South East. Parasuraman *et al* (1985) developed the GAP Model of ten dimensions of service quality. The dimensions include "reliability", "responsiveness", "competence", "access", "courtesy", "communication", "credibility", "security", "understanding/knowing the customer" and "tangibles". The originators of the gap model assert that there are discrepancies between the firm and customers' perception of service quality delivered. They argued that their framework can be used in identifying differences in the quality of services rendered (Burch, Rogers & Underwood, 1995). Earlier, scholars such as (Nelson, 1972) identified credibility and tangibles as "search properties", competence and security as "credence properties", while Parasuraman *et al*, (1985) argued that consumers typically rely on "experience properties" when evaluating service quality. Based on this, Parasuraman *et al* (1985) developed the SERVQUAL Scale. The scale was designed to uncover broad areas of good and bad service quality as well as, indicate areas of service quality trend over time, especially when used with other service quality techniques.

METHODOLOGY

This study adopted the descriptive survey design which facilitates the description of situation in its current state and solicits information directly from the respondents who make information more distinct and finite and the researchers are not in complete control of the elements of the research. The area of coverage of this study is the Southeast Nigeria. The southeastern part of Nigeria is predominantly inhabited by the Igbo speaking ethnic group in Nigeria. For the purposes of administration, the region is divided into five states namely: Abia, Anambra, Ebonyi, Enugu and Imo. It was from this area that the study focused; population and samples studied are extracted from this area. The population of the study consists of consumers of eateries in the southeast. The 5-point Likert scale on two extremes of 1 (strongly disagree) and 5 (strongly agreed) was adopted in developing the scaling of the responses of the respondents. Due to the infinite nature of the population of this study, pilot survey was carried out in order to determine the sample size. Out of 365 respondents that participated in the survey, only 295 copies of questionnaire were valid for final analysis. The justification for using questionnaire and survey research design hinges on the large size of the respondents. However, the use of regression design is predicated upon by the objective of the study. For analysis, simple linear regression model was used in analyzing the hypothesis through the use of SPSS.

RESULTS AND DISCUSSIONS

Distribution of Demographic Variables

Table 1: Age

Distribution of the Respondents				
Age Range	Frequency	Percent	Valid Percent	Cumulative Percent
less than 25years	42	14.2	14.2	14.2
26 to 35 years	115	39.0	39.0	53.2
36 to 45 years	118	40.0	40.0	93.2
45 years and above	20	6.8	6.8	100.0
Total	295	100.0	100.0	

Source: SPSS Statistics

Table 1 presents age distribution of the respondents. It shows that respondents that are between the ages of 36-45 years have the highest frequency of 118 which represent 40% of the total population. Followed closely are the respondents that are between the ages of 26-35 years which represents 39%. The implication of this an average percent of 39.9% of the persons that patronizes eatery in the South east are middle-aged adult. Respondents below the age of 25 years are 42 representing 14.2% of the total population, while, 20 respondents above 45 years, this represent 20% of the total population sampled.

Table 2: Gender Distribution of the Respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	132	44.7	44.7	44.7
Female	163	55.3	55.3	100.0
Total	295	100.0	100.0	

Source: SPSS Statistics

Table 2 showcases the gender distribution of respondents under study. It shows that female have the larger frequency with 163 respondents; this represents 55.3% of the total population under sample. Their male counterparts were 132 respondents; this represents 44.7% of the total population under study.

Table 3 Marital Status of the Respondents

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	168	55.3	55.3	55.3
Single	127	44.4	44.4	99.7
		.	.	100.0
Total	295	100.0	100.0	

Source: SPSS Statistic

Table 3 presents that marital status of the respondents under study. It shows that 163 respondents are married, this represent 55.3% of the population under study. Singles were 131 of the total population; this represents 44.4% of the total population under study.

Table 4 Distribution of Respondents' Educational Qualification

Educational Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
FSLC	103	34.9	34.9	34.9
WAEC/SSCE	88	29.8	29.8	64.7
HND/BSC	81	27.5	27.5	92.2
MSC/PhD	23	7.8	7.8	100.0
Total	295	100.0	100.0	

Source: SPSS Statistics

Table 4 presents qualification distribution of the respondents. It shows that respondents that had First School Leaving Certificate as their highest qualification has the highest frequency of 103, this represent 34.9% of the total population. Followed closely are the respondents that have Secondary School Certificate Examination (SSCE) as their highest qualification, this represents 29.8% of the population under study. Respondents with first degree (that is, HND or B.Sc. were 81 representing 27.5% of the total population under study. Additional qualification such as PhD and M.Sc. garnered a total of 23 respondents; this represents 7.8% of the total population under study.

Table 5: Income Distribution of the Respondents

Income Range	Frequency	Percent	Valid Percent	Cumulative Percent
less than 50,000 a month	151	51.2	51.2	51.2
50000 to 100000	123	41.7	41.7	92.9
150000 to 200000	12	4.1	4.1	96.9
200000 and above	9	3.1	3.1	100.0
Total	295	100.0	100.0	

Source: SPSS Statistics

Table 5 presents income distribution of the respondents. It shows that respondents that earn less than 50, 000 monthly has the highest frequency of 151, this represent 51.2% of the total population. Followed closely are the respondents that earn between 50,000 to 100,000 monthly with 123 respondents, this represents 41.7% of the population under study. Respondents who earned between 150, 000 to 200, 000 monthly are 12, representing 4.1% of the total population under study. Income of 200, 000 and above garnered a total of 9 respondents, this represents 3.1% of the total population under study.

Reliability and Internal Consistency

To achieve consistency of the research instrument used in the data gathering and analysis, reliability test was conducted. Because, for research instrument to be valid and reliable, it must prove to a reasonable extent that it adequately measures what it is supposed to measure (validity) and maintain consistency in repeated applications (reliability). Thus, in this study, the reliability assessment was done using the Cronbach's alpha. The justification for adopting this measure is due to the conservative nature of Cronbach approach in measuring reliability and consistency. According to Hong and Cho (2011), the minimum benchmark that must be achieved to establish reliability of research instrument is 50 percent value of Cronbach's alpha ($\alpha \geq 50\%$ or 5%). A total of 6 major variables or constructs were utilized in the analysis; out of which, 32 reflective indicator-derived from the 6 major constructs of the study were also tested to ascertain the level of the consistency and reliability among them. The results of our reliability test indicate an excellent reliability outcome. For instance, the Cronbach alpha values for the 6 major variables range between the highest value of 92 percent and the lowest value of 52 percent at both extremes. These are far above the 50 percent benchmark as indicated above. Additionally, individual reflective indicators also showed high level of reliability with adequate scale mean. The reflective indicators reliability value also falls within acceptable range except for two reflective indicators.

Table 6: Reliability and Internal Consistency

Factor	Reflective item	Scale Mean if Deleted	Scale Variance if Deleted	Standardized Cronbach's Alpha	Cronbach's Alpha if Item loading
Service Reliability	The staff members of this eatery serves me at the time promised	14.3492	14.759	801	.808
	The staff members of this eatery quickly corrects anything that is wrong	14.5085	14.700		.783
	The staff members of this eatery are dependable and consistent	15.1254	11.920		.710
	The staff members of this eatery provides an accurate guest check	14.3763	14.616		.807
	The staff members of this eatery serve my food exactly as I ordered it.	14.1559	11.921		.705
Customer Satisfaction	Overall, I am satisfied with the services of this eatery center	4.3864	1.211	568	-.132 ^a
	Overall, I am pleased with the services of this eatery center	4.2305	3.681		.832
	Overall, the meeting benefits provided by this eatery is favourable	4.4068	2.011		.660

Source: SPSS Statistics

DATA ANALYSES AND INTERPRETATION

This section tests the null hypotheses formulated for the study to draw conclusions and discuss the findings.

Table 7: Summary of Model Test of Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R. Square Change	F Change	Change Statistics			
							df1	df2	Sign. F Change	Durbin-Watson
1	.901	.687	.649	.35497	.812	249.567	1	298	.000	.239

a. Predictors: (Constant), SUM ServRliab,

b. Dependent consumer satisfaction

Table 7 indicates diagnosis test of the model; the value R, R2 and adjusted R2 and 0.901, 0.687 and 0.649 respectively. The R value is the coefficients of relationship that explain the association between the dependent and independent variable which is a strong positive association. Hence, there is no problem of multicollinearity since none of the correlation coefficient is greater than ± 0.09. In addition, the R2 value shows that 68.7 percent of the variation in the dependent variable (on customer satisfaction) is explained by the independent variable (reliability).

Effect of Reliability on Customer Satisfaction of Eateries in South East

Table 8 Coefficient^a

Research Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Prob(Sig)
	Beta	Std. Error	Beta		
(Constant)	1.197	.170		7.022	.000
SUM_ServRiab	.235	.031	.261	7.656	.003

Source: SPSS Statistics

In Table 8 the result of the simple linear regression output between the study variables has a constant β value of 1.197 and standard error of 0.170. Reliability dimension of service quality has positive co-efficient β value of 0.235 with standard error 0.031, t-value of 7.656 and significant level of 0.003 (3%). Hence, Reliability dimension of service quality has positive significant influence on customer satisfaction. Additionally, Table 8 shows that a 27% increase in reliability leads to a 3% increase in customer satisfaction. This finding is in line with the results of Ngaliman, Giofani and Suharto (2019) who contended that reliability has a direct positive influence on customer satisfaction.

ANOVA^a

Table 9

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	157.232	5	31.446	249.567	.000 ^b
	Residual	36.415	289	.126		
	Total	193.647	294			

a. Dependent Variable: consumer satisfaction

b. Predictors: (Constant), SUM_ServRliab

Table 9 shows the ANOVA result that discloses the significance of the overall regression output. The F. statistical value (p-alpha) is 249.567 which is significant at 1% (0.000). There is statistically significant as significance of F change value is 0.000. This reveals that the research model is fit for this study going by F statistic rule of fitness. The research model is only fit for study if significance of F statistic value is less than 0.005 ($p < 0.005$).

CONCLUSION AND RECOMMENDATION

This study centered on identifying the dimension of service quality that leads to customer satisfaction of eateries in the Southeastern part of Nigeria. The growing literature on service quality reveal that discovering the appropriate measuring scale for service quality is one of the problems facing the business manager. The other challenge is that of identifying the particular dimension of service quality that leads to patronage, satisfaction, repeat purchases and customer retention. Literature also reveal that SERVQUAL, a measuring scale developed by Parasuraman *et al*, 1985, 1988 have been modified overtime to suit industry specification. Due to the criticisms drawn by the SERVQUAL scale, scholars have always advocated the modification of the instrument to suit the service type. DINESERV is a scale for measuring service quality in restaurant. DINESERV was developed by Stevens *et al*, 1995 to attend to the peculiarities of eatery centres. Therefore, this study adopted DINESERV measuring scale. Five objectives which are in line with the dimensions of the DINESERV scale were formulated for the study. More so, the objective of the study was used to structure the hypothesis of the study. Based on the result, researchers made the following conclusions of the study. First, the researchers inquired whether reliability dimension of service quality has a positive and significant influence on customer satisfaction. From the result, it was find out that reliability dimension of service quality has a positive influence at 1% level of significance on customer satisfaction. This study concludes that 99% level of confidence, that reliability dimension of service quality positively influences customer satisfaction. The marketing implication of this finding is that customers are satisfied with timely response to orders as well as the service providers' ability to portray a feeling of consistency with the services rendered.

Based on the results and conclusion of the study, it is recommended that service providers of eateries in the south east should improve on their timely delivery of customers'

orders. In this regard, the service providers can employ more hands to ensure that each customer is attend to within a short period of entering the restaurant.

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