

The influence of menu design, menu item descriptions and menu variety on customer satisfaction. A case study of Egypt

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Abstract

This study proposed a model of the influence of menu attributes on customer satisfaction. Customer satisfaction studies in restaurants have not emphasized menu attributes, despite menus being critically important restaurant products. To date no study has investigated the relationship between menu attributes and customer satisfaction. Multiple regression analysis of the data indicated that menu design, menu item descriptions, and menu variety were significant predictors of customer satisfaction. The study's findings will be beneficial for educators, students in hotel management programs and practitioners to better understand the complex association between menu attributes and customer satisfaction.

Keywords

Menu design, menu item descriptions, menu variety, customer satisfaction

Introduction

Many resorts are surrounded by high-security fences, which prevent entry by local residents and deter customers from straying beyond the boundaries of resorts. Such a situation creates a resort enclave and most Sharm El Sheikh resort hotels (SESRHs) are of this type (Barrows et al., 2012). Accordingly, it is often not feasible for customers to leave RHs to explore alternative dining options outside the confines of the resort enclave (Higham, 2005). Due to strong hospitality industry demand, RHs are forced to look for ways to improve the reputation of their restaurant menus in order to meet and exceed customer expectations (Chang, 2012; Choi et al., 2011; Wang and Chen, 2009). Excellent food is important in maintaining a resort's reputation, which was built upon the excellence of their restaurants and the food they offer (Gee, 1996).

A menu is: a vital marketing tool (Cousins et al., 2011); an advertisement for a restaurant

(Gillespie, 2001); a major factor in influencing a customer's first impressions of a restaurant and raising his or her expectations about its F&B offer (Antun and Gustafson, 2005). A menu refers to the way in which a RH restaurant communicates its offerings to customers and menu design should facilitate this communication (Ozdemir and Caliskan, 2015). Shoemaker et al. (2005) pointed out that customers are complex beings, who enjoy sampling new menu items that add diversity and excitement to their experiences. Hence, Magnini and Kim (2016) explained that customer experiences start with the physical menu in a restaurant because it reflects the restaurant's personality.

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Despite the prevalence of restaurant menus worldwide, little research has been done on menus as marketing tools; much of the attention on menus is focused on menus as management or sales tools (Bowen and Morris, 1995; National Restaurant Association [NRA], 2007; Reynolds et al., 2005; Scanlon, 1999; Shoemaker et al., 2005). In spite of current sources of literature on customer satisfaction, these sources provide minimal information on the extent to which menu attributes, i.e. menu item descriptions, menu design, and menu variety impact on overall customer satisfaction with the menu. Thus, this study focuses on investigating the relationship between these menu attributes and customer satisfaction. In the same respect, Mills and Thomas (2008: 68) suggested that further research is needed on customer expectations in relation to: “*what customers deem standard versus nonessential additional information on restaurant menus.*”

Literature review

Customer satisfaction is a key driver of restaurant success (Hyun and Han, 2012) and the basis of customer loyalty (Oliver, 1999; Shaikh and Khan, 2011). More specifically, the food in a restaurant is one of the key determinants of customer satisfaction (Ramanathan et al., 2016; Xu and Li, 2016). Retaining existing customers has much lower associated costs than winning new ones (Wildes and Seo, 2001), for example, the cost of bringing in a new customer is around 16 times more than keeping an existing customer (Lindgreen et al., 2000). In similar vein, Han and Hyun (2015: 20) indicated that: “*keeping existing customers is about five times more profitable than attracting new customers.*” Nonetheless, “*it is becoming difficult to retain the existing consumer*” (Malik et al., 2013: 187). As a result, Kivela et al. (1999) concluded that the significance of customer satisfaction carries more weight than factors, such as occupancy rates and profitability.

Understanding the determinants of customer satisfaction is an important research area (Oliver, 1980). In particular, studies of the antecedents of customer satisfaction focus on the way that these antecedents affect customer behavior before eating a meal at a restaurant (Ali, 2015; Kivela et al., 2000). Prior studies (e.g., Kivela et al., 2000; Lee et al., 2011; Namkung and Jang, 2007) examined several antecedents of customer satisfaction. However, this study explores other antecedents of customer satisfaction which have not been previously investigated. In the current study, the antecedents of customers’ satisfaction were menu item descriptions; menu variety and menu design (see Figure 1). The following paragraphs

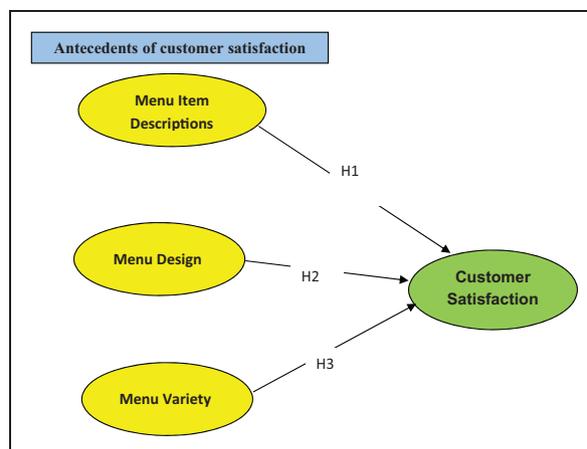


Figure 1. Research hypotheses Baiomy (2015).

explain the relationship between customer satisfaction and menu attributes.

The relationship between menu item descriptions and customer satisfaction

A menu is a crucial element in restaurant success because it explains to customers the items that are available. A good menu has been described as: “*a map that encourages easy navigation between hunger and satisfaction*” (Cichy and Wise, 1999: 45). Insufficient menu marketing can negatively influence customer interest in menu items, which can in turn lead to customer dissatisfaction (Scanlon, 1999). In a similar way, “*improper presentation of information on restaurant menus can lead to customer dissatisfaction*” (Thomas and Mills, 2006: 62). Hence, accurate descriptions of menu items are a vital aspect of meeting customer expectations and promoting customer satisfaction (Reynolds et al., 2005). Customers might like a dish and order it when it is described appropriately because: “*accurate menu descriptions produce satisfied customers, and satisfied customers come back*” (Drysdale and Galipeau, 2008: 140).

In addition, customer satisfaction increases the value or exceeded expectations at each level of a customer’s dining experience at a restaurant (Jones, 2002; Lee et al., 2011; Namkung and Jang, 2007). For instance, no description for menu items, such as nutritional information (NI) can lead to customer dissatisfaction (Kangis and Passa, 1997). For that reason, several authors (e.g., Frumkin, 2004; Mills and Thomas, 2008; Thomas and Mills, 2006) have explained that presenting menu items with detailed NI (e.g., sugar content, cholesterol content, sodium content, calorific value, portion size, and fiber content)

is the first opportunity for restaurant managers to meet or exceed customer expectations. Based on the above review of literature relating to the relationship between menu descriptions and customer satisfaction, the following hypothesis was derived:

Hypothesis 1: Menu item descriptions positively influences customer satisfaction

The relationship between menu design and customer satisfaction

The components of menu design as described by Hug and Warfel (1991) are the following: focal points in layout, use of photograph, and considerations in menu cover design. Reale and Flint (2016) indicated that NI had the biggest effect on food choice when it was provided in color or as health logos. As a result, menu design is paramount to successful dining experience, which in turn promotes customer satisfaction. Bowen and Morris (1995) in their research suggested that menu design alone is insufficient to increase sales in full service restaurant; however, it could enhance customer satisfaction. Cichy and Wise (1999) explained that menu design guarantees customer loyalty and return visit to a restaurant. Drawing upon the above literature support, the following research hypothesis is formulated here:

Hypothesis 2: Menu design positively influences customer satisfaction.

The relationship between menu variety and customer satisfaction

Currently, customers have more expectations about the preparation methods for menu items, as they become more knowledgeable about cooking methods (Fakih et al., 2016). However, the majority of casual dining restaurants offer the same menu items on a daily basis (Scanlon, 1999), which results in dissatisfied customers due to the repetition and duplication of menu items between one restaurant and another. Shoch and Stefanelli (1992) urged restaurant chefs to be careful when preparing meals in order to not allow one ingredient to overpower others. As a result, menu planners have to balance between diversity of flavour, texture, shape, color; temperature. It can be concluded that menu variety may lead to customer satisfaction. In consequence, the following hypothesis is formulated:

Hypothesis 3: Menu variety positively influences customer satisfaction.

The conceptual framework

A conceptual framework is a model, which describes the context in that the research will be carried out in order to adapt the model for application in another context (Yin, 2013). As explained by Sutton and Staw (1995) if a conceptual framework is supported by empirical evidence, it will contribute to knowledge. The conceptual framework aims to explore the influence of menu attributes on customer satisfaction (see Figure 2). The suggested conceptual framework contains three phases: the first phase encompasses customer characteristics, including: age; gender; income; occupation; nationality. The second phase focuses on menu attributes including: menu design; menu item descriptions; menu variety. The third phase focuses on the consequences of customer satisfaction.

Methodology

A self-administered questionnaire was used in this study to examine the influence of menu attributes on overall customer satisfaction with the menu. In the current study, convenience sampling was applied because it depends on collecting data in a short time period from respondents who are conveniently available to take part in a study (Saunders et al., 2012). Customers were contacted at the point of their departure from the SESRHs. Based on the statistics of Egyptian Hotel Association in 2012, Sharm El Sheikh has the largest number (42) of five-star RHs. The sample frame of this study was drawn from the Egyptian Hotel Guide, 2012 and comprised 10 out of 42 SESRHs. The sample included the following SESRHs: Sunrise Selected Island View Resort; Royal Rojana Resort; Sharm Plaza Hotel & Resort; Oriental resort; Grand Plaza Resort Sharm El Sheikh, Sharm El Sheikh Marriott Beach Resort; Savoy Sharm El Sheikh Resort; Four Seasons Resort Sharm El Sheikh; The Ritz Carlton Sharm El Sheikh; and Hyatt Regency Sharm El Sheikh Hotel. Following the Egyptian revolution on 25th January 2011, when occupancy rates in Cairo's hotels were only 20%; SESRHs had occupation rates of 40% (Egyptian Ministry of Tourism, 2013; Egyptian Tourist Authority, 2015). Also, the similarity of SESRH characteristics gave the researchers the opportunity to investigate them in-depth.

Data collection

Four hundred questionnaires were distributed to the sampled SESRHs' customers (see Table 1). Although 312 (78%) of these distributed questionnaires were valid; 22% of response forms were discarded since

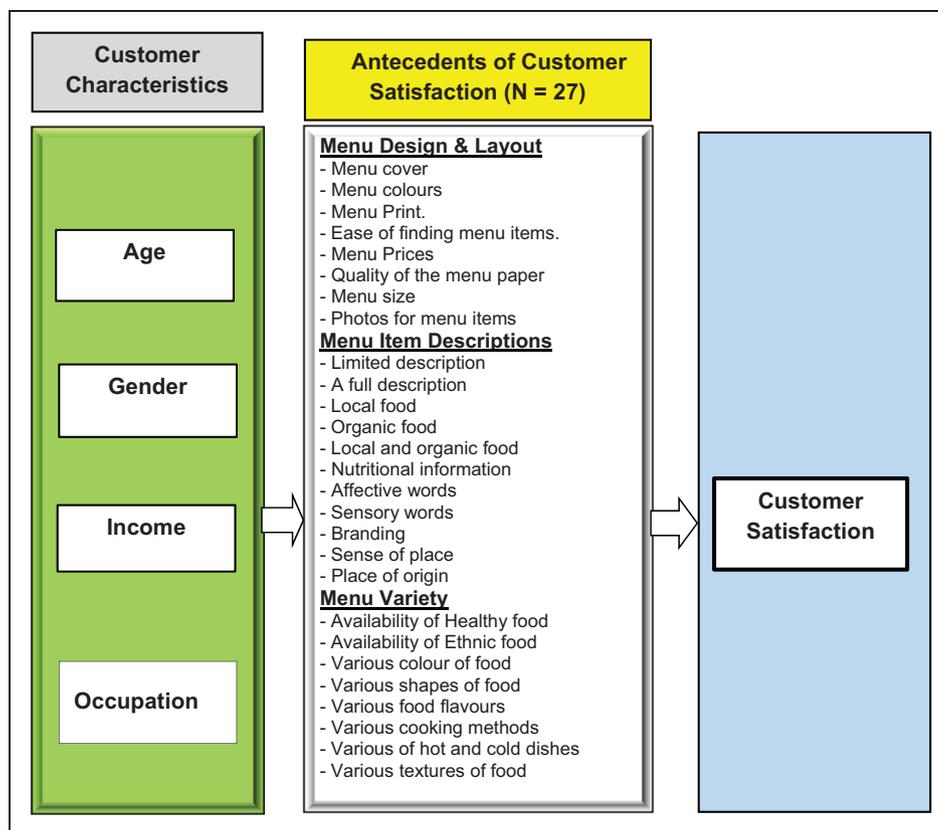


Figure 2. The conceptual framework of this study.

Table 1. Summary of questionnaires distribution process.

Questionnaires distribution process	Domestic chain beach resort hotels	International chain beach resort hotels	Total	%
Number of distributed questionnaire forms	200	200	400	100
Number of missing questionnaire forms	34	17	51	12.8
Number of partially filled out questionnaire forms	24	13	37	9.2
Total number of valid and completed questionnaires until end.	142	170	312	78

they were only partially completed (Tabachnick and Fidell, 2007), after considering the argument by Hair et al. (2010) that 100% completion of questionnaires was highly unlikely. The questionnaire comprised three main parts: the first part of the questionnaire measured customer characteristics, i.e. age, gender, education, marital status, occupation, nationality, and income; the second part measured customer perceptions of menu attributes, which respondents were asked to rate on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). According to Dolnicar et al. (2013) a five-point Likert-type scale is most frequently used in tourism research. The measurement of menu attributes were developed from the

studies of NRA (2007); Antun and Gustafson (2005); Kotschevar and Withrow (2008); Baiomy et al. (2013). The third part of the questionnaire was designed to measure overall customer satisfaction.

Reliability and validity of the questionnaire data

Reliability signifies those answers collected from respondents that are consistent and stable over time (Creswell, 2015). Cronbach’s alpha was performed to test the reliability of the present study’s constructs. In detail, Pallant (2007) explained that a Cronbach’s alpha above 0.7 implies that the constructs are reliable.

Table 2. The reliability scores for the three factors.

Factors	Cronbach's alpha
Factor 1: Menu Item Descriptions	0.88
Factor 2: Menu Variety	0.86
Factor 3: Menu Design	0.74
Overall	0.91

In the current study, overall Cronbach's alpha was 0.91 (see Table 2) and as a result, the questionnaire instrument can be considered reliable (Pallant, 2007).

Content and face validity were used in this study to improve the preliminary version of the self-administrated questionnaire. Although the content validity of the initial questionnaire was evaluated in this study through a detailed literature review; the face validity was achieved via sending the questionnaire to F&B marketing experts for their comments.

Data analysis

Statistical Package for the Social Sciences (SPSS, version 20) was used to analyze the questionnaire data. The analysis included descriptive statistics, exploratory factor analysis (EFA); multiple regression. EFA with initial principal components analysis (PCA) and varimax rotation were performed to explore a smaller number of key dimensions. In addition, multiple regression analysis was employed to the relationship between both independent and dependent variables.

Results and discussion

Sample characteristics

The sample included 209 male respondents (67%) and 103 female respondents (33%). Among the 312 respondents, 125 (40.1%) respondents were Russians, 97 (31.1%) respondents were British, 65 (20.8%) respondents were German, and 25 (8%) respondents were other nationalities, including Egyptian, Arab, and Italian. Around 46% of the respondents were married couples with children, 34% of the respondents were married without children, and 13% of the respondents had other marital status, 7% of the respondents were single adults. The majority of respondents held Bachelor's degrees (46%), followed by college degrees (27%), other degrees (22%), and high school degrees (5%). The highest age category of respondents was 35 up to 50 years of age (47%), 25 up to 35 years of age (29%), less than 25 years of age (14%), 50 years and over of age (11%). Approximately 48% of the respondents were professional, 34% of the respondents were

self-employed, 11% of the respondents were in other jobs, and 7% of the respondents were students. About 44% of the respondents earned under \$25,000; 33% earned \$25,000 up to \$40,000, 14% earned \$40,000 up to \$55,000, and 9% earned \$55,000 and over.

Factor analysis

EFA with varimax rotation was used in this study for two major reasons: (1) to explore a smaller number of main dimensions and (2) to recognize the underlying structure which would be appropriate for further examination (Giritlioglu et al., 2014; Hair et al., 2010). The EFA data were achieved from 29 items. An initial PCA was performed for the analysis as data cleaning task. After that, the items were tested to identify whether any items were loaded onto more than one factor. In the current study, if the factors had eigenvalue greater than 1 with loadings greater than 0.35, they were retained in order to control the number of factors extracted from the data (Hueng and Cheng, 2000).

Based on the findings of the factor analysis, three factors including 21 items were extracted as main dimensions of menu-related-factors for SESRHs (see Table 3). These three factors explained 64.43% of the total variance. Arguably, the overall significance of the correlation matrix was 0.000 with Bartlett's test of sphericity value of 3999.9, which showed that the data matrix was satisfactorily correlated to the factor analysis. In addition, the Kaiser–Meyer–Olkin overall measure of sampling adequacy (MSA) was 0.868, indicating the appropriateness of the EFA for the three factors of menu attributes. The three factors were identified as: “menu item descriptions”; “menu variety”; and “menu design” (see Table 3). Each of these factors will be discussed in turn.

Factor 1 (Menu item descriptions) had nine significant loadings and was the most important dimension of menu-related-factors for SESRHs, explaining 45.02% of the total variance in the data, with an eigenvalue of 7.29. The largest item that heavily loaded onto the aforementioned factor was “identification of both local and organic food.” Nevertheless, there were two items which had cross-loadings which resulted them being discarded from the scale (see Table 3).

Factor 2 (Menu variety) had seven significant loadings that explained 10.51% of the variance in the data, with an eigenvalue of 2.58. In terms of factor loadings, “availability of healthy alternative” was the highest item, which was heavily loaded onto the menu variety factor. Nevertheless, three items were discarded from the variety scale as their factor loadings were less than 0.35 (see Table 3).

Table 3. Results of exploratory factor analysis.

Menu attributes	Factor loadings			Communalities
	Factor 1	Factor2	Factor 3	
Factor 1: Menu item descriptions				
Identification of both local and organic food.	0.840			0.716
Identification of organic food	0.780			0.626
Identification of local food	0.788			0.635
Identification of menu items that promote a sense of place	0.742			0.571
Availability of a full description in my language	0.730			0.540
Identification of branding	0.688			0.500
Use of sensory words	0.538			0.755
Identification of place of origin of menu items	0.527			0.485
Identification of affective words	0.522			0.794
Factor 2: Menu variety				
Availability of healthy alternative		0.831		0.694
Availability of ethnic food		0.762		0.663
Availability of vegetarian choices		0.744		0.650
Availability of various food flavours		0.662		0.571
Availability of children's menus at all times.		0.647		0.548
Availability of various cooking of methods		0.568		0.513
Availability of various colours of food		0.440		0.452
Factor 3: Menu design				
Ease of finding the menu items			0.968	0.964
Ease of reading the menu print			0.862	0.940
Effectiveness of color combinations			0.814	0.860
Ease of reading the menu prices			0.765	0.676
Quality of the menu paper			0.601	0.550
Eigenvalue	7.29	2.58	1.49	
Explained variance (%)	45.02	10.51	8.90	
Cumulative variance	64.43%			
Number of items (total = 21)	9	7	5	

Factor 3 (Menu design) had five significant loadings that explained 8.90% of the variance in the data, with an eigenvalue of 1.49, as shown in Table 3. The largest item that heavily loaded onto menu design factor was "ease of finding the menu items." This finding is consistent with prior studies (e.g., MacLaurin and MacLaurin, 2000; NRA, 2007; Scanlon, 1999). In the same respect, NRA (2007) reported that half of the space in the menu should be left as blank space, known as "white space." In contrast, for three items: "durability and attractiveness of the menu cover"; "availability of accurate information"; and "prominence of the logo on every page" were discarded from the scale as their factor loadings were less than 0.35. This finding contrasts with the prior studies of Cichy and Wise (1999);

Scanlon (1999); NRA (2007); Kotschevar and Withrow (2008).

Regression analysis

Multiple regression analysis was performed to test the hypotheses of this study. It was anticipated that menu item descriptions, menu variety, menu design impacted overall customer satisfaction. The multiple regression analysis was used to examine the relative influence of menu attributes on overall customer satisfaction. The multiple regression analysis presents the most accurate explanation of the independent variables (Heung and Cheng, 2000). Overall customer satisfaction with the menu was used as an indicator of customers' evaluation of the menu attributes in

Table 4. Results of multiple regression analysis.

Goodness of fit					
<i>R</i>	<i>R</i> ²	Sig. <i>F</i> change			
0.64	0.41	.000*			
Analysis of variance (ANOVA)					
	<i>Df</i>	Sum of squares	Mean square	<i>F</i> change	<i>P</i> value
Regression	47	190.508	4.053	31.125	.000
Residuals	264	483.156	1.830		
Variable in the equation					
	Beta	T	<i>P</i> value		
Independent variable					
Menu item descriptions	.3211	3.997	.000		
Menu variety	.2923	3.412	.001		
Menu design	.1370	1.659	.020		
Constant	2.094	3.740	.000		

**p* ≤ 0.05.

SESRHs (see Table 3). The equation for overall customer satisfaction based on the menu attributes derived from multiple regression analysis in this study, was expressed in the following equation:

$$Y_S = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3$$

$$Y_S = 2.094 + 0.32X_1 + 0.29X_2 + 0.14X_3$$

where:

Y_S = Overall Customer Satisfaction with the menu

β₀ = Constant (coefficient of intercept)

X₁ = Menu item descriptions

X₂ = Menu Variety

X₃ = Menu design

B₁...B₃ = regression coefficients of factor 1 to factor 3.

The correlation coefficient (*R*), coefficient of determination (*R*²), and *F* ratio predicted the goodness of fit of the regression model. First, *R* for independent variables (*X₁* to *X₃*) on the dependent variable (*Y_S*) is 0.64, which shows that the customers had positive overall satisfaction levels with the three major menu attributes. Second, *R*² is 0.41, showing that 41% of the variation of overall customer satisfaction is explained by the three key menu attributes (see Table 4). Finally, the *F* ratio examined if the findings of the regression model could have occurred by chance. The *F* ratio had a value of 31.125, significant at 0.000, indicating that the equation’s findings would hardly have occurred by chance and the regression model was meaningful in explaining the data.

Moreover, the beta coefficient explained the relative importance of the three menu attributes (independent variables) in contributing to the variance in overall

customer satisfaction with the menu (dependent variable). Table 4 shows that menu item descriptions (*B₁* = 0.32; significance = 0.000) carried the heaviest weighting for customer satisfaction, followed by menu variety factor (*B₂* = 0.29; significance = 0.01) and menu design factor (*B₃* = 0.14; significance = 0.020). This findings support the hypotheses that these three independent variables were related to overall customer satisfaction with the menu.

More specifically, the menu item description was the strongest predictor of overall customer satisfaction with the menu. This finding agrees with Reynolds et al. (2005) who revealed that menu item description was a crucial part of meeting/exceeding customer expectations, which in turn leads to customer satisfaction. There was also significant relationship between menu variety and overall customer satisfaction. This finding is supported by Drysdale and Aldrich (2008) who explained that menu variety is essential to restaurants that depend on repeat customer traffic. Regarding menu design, the findings of multiple regression analysis showed that the menu design was the weakest predictor of overall customer satisfaction with the menu. This finding is in parallel with Yuk and Kwong (2005) who urged restaurant managers to learn the features of menu design in order to use them in their menus. Customers will be dissatisfied if they cannot read the menu simply (NRA, 2007). On the basis of the earlier findings, Hypotheses 1, 2, 3 were accepted.

Theoretical implications

In comparison to previous studies that developed customer satisfaction models, it seems that this study is

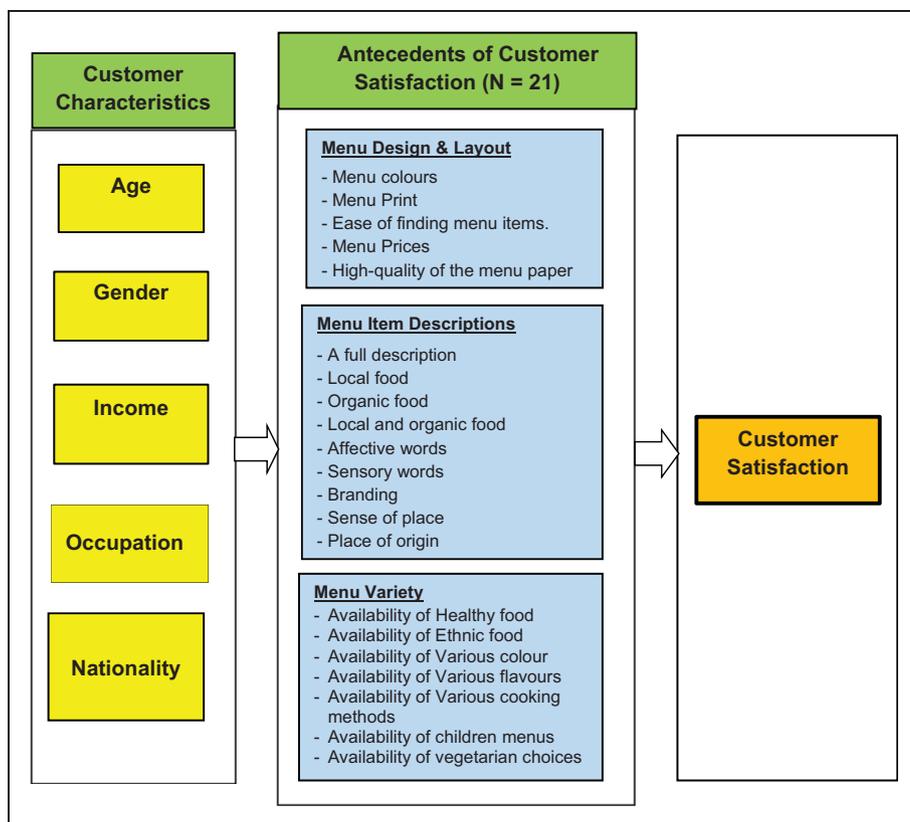


Figure 3. The developed model of this study.

the first one attempting to develop a model of customer satisfaction for RH restaurants. To date no study has been focused on studying the relationship between menu attributes and customer satisfaction. Despite the growth of research on customer satisfaction, the current study contributes to the literature on dining satisfaction by adding new antecedents of customer satisfaction, i.e. menu item descriptions, menu design and menu variety. This study found that menu item descriptions, menu design and menu variety significantly predicted overall customer satisfaction with the menu. This finding showed that the aforementioned variables are crucial elements in a restaurant because they may affect customer satisfaction in their dining experience.

Managerial implications

The current study provides a model of menus as marketing tools for SESRH restaurants, which identifies new antecedents of customer satisfaction (see Figure 3). Three hundred and twelve self-administered questionnaires were used to develop the model in this study. The model makes a useful contribution to practice which may assist SESRHs in the successful application of menus as marketing tools in the longer term.

The model should serve as an effective marketing tool to aid SESRHs managers in the implementation of criteria of menu item descriptions, menu variety and menu design in order to sustain the marketing of SESRHs' restaurants. In addition, this study suggested a checklist based on the questionnaire findings in order to help F&B managers and executive chefs (ECs) in SESRHs to develop their à la carte menus. The checklist contained three key parts: menu item descriptions, menu design, and menu variety (see Table 5).

Based on the findings of customer questionnaire findings, a set of recommendations have been drawn which could support SESRH restaurants in using menus as marketing tools. These recommendations are addressed for a range of stakeholders, i.e. SESRH F&B managers and ECs, as follows: (1) provide menu items that suit different dietary requirements, such as: vegetarian menus; children's menus; specific diets, e.g. in relation to food allergies; (2) pay particular attention to the use of local and organic food with detailed menu item descriptions and menu variety to entice customers' appetite and satisfy them; (3) draw customers' attention to signature menu items by writing menu items in a box, using bold print and showing a colourful picture; (4) the menu should be written in Russian; English; German; and

Table 5. Menu checklist.

	Excellent	Good	Fair	Poor	Comments
Menu item descriptions					
1					Detailed description of menu items
2					Other language menu item names (e.g., French, Italian, Chinese) with a translation of the menu item name in a language to match key market segments, e.g., English, German
3					Detailed description emphasising the use of organic ingredients
4					Detailed description emphasising the use of local ingredients
5					Detailed description emphasising the use of ethnic ingredients
6					Affective or sensory labels used for menu items
7					Geographic labels for regional menu items
8					Identification of branding
Menu variety					
1					Availability of healthy alternative
2					Availability of ethnic food
3					Availability of vegetarian choices
4					Availability of various food flavours
5					Availability of children’s menus at all times.
6					Availability of various cooking of methods
7					Availability of various colours of food
Menu design					
1					The menu print is easy to read.
2					There is suitable space between menu items.
3					The menu is made of high-quality paper.
4					The menu is easily understood.
5					It is easy to find menu items.

then translated into Arabic in order to satisfy the majority of SESRH customers, especially high income customers; (5) menus should include an identification of local and organic food as well as the effectiveness of color combinations to attract and satisfy British customers; (6) pay more attention to ethnic food of British, Russians, German, and Arab as they were the dominant nationalities frequenting SESRHs and this promotes a familiarity, safety and national identity.

Conclusion

Based on the findings of EFA of restaurant menu attributes, menu item descriptions; menu variety and menu design were extracted as the major factor of menu attributes. The current study investigated the antecedents of customer satisfaction. The findings of this study also proved that customer satisfaction has many antecedents similar to the findings of prior

studies (e.g., Ekinci et al., 2008; Liu and Jang, 2009). This study proved that menu item descriptions, menu variety, and menu design were the key predictors of customer satisfaction. In detail, the findings also indicated that menu item descriptions factor was the most vital dimension of menu marketing. These findings can encourage marketers attempt to raise customer satisfaction.

Limitations of this study and suggestions for further research

This study focuses only on 10 SESRHs in Egypt and this is considered the most notable limitation of this study. Therefore, the findings have to be applied with caution when applied to other hospitality industry sectors or in other country contexts. Future research could expand this study by comparing customer perceptions and expectations of menu attributes.

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