



EXAMINING THE INFLUENCE OF CONSUMER PERCEPTION FACTORS ON VISIT FREQUENCY TO SEAFOOD RESTAURANTS

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Abstract

This study investigates the factors influencing consumers' frequency of visits to fish and seafood restaurants in Albania by integrating the Theory of Planned Behavior (TPB) and the SERVQUAL model. Fish consumption is influenced by sensory and non-sensory attributes, as well as socio-economic factors, making it important to understand how consumers evaluate restaurant quality and make dining decisions. A quantitative research design was employed using a structured questionnaire to collect data on perceptions of price fairness, food quality, service quality, restaurant environment and hygiene, trust, and perceived health benefits. Ordinal Logistic Regression (OLR) was used to examine the relationship between these factors and visit frequency. The findings reveal that price perception and environmental and hygiene standards are significant predictors of visit frequency. Higher perceived affordability and better cleanliness increase the likelihood of more frequent visits. In contrast, service quality, cooking quality, fish product quality, and restaurant reliability were not found to have a significant effect, suggesting that these attributes function as baseline expectations rather than differentiating factors. The results support TPB by highlighting the role of salient beliefs in shaping consumer attitudes and behavior, and emphasize the importance of the tangibles dimension within the SERVQUAL framework. From a managerial perspective, the findings suggest that seafood restaurant operators should prioritize hygiene and competitive pricing strategies to enhance customer trust

and encourage repeat visits. Overall, the study demonstrates that value for money and sanitary conditions are the key drivers of consumer behavior in seafood restaurant settings.

Keywords: Seafood restaurant, Price perception, Hygiene, Visit frequency, TPB, SERVQUAL Model

INTRODUCTION

Fish and other seafood, rich in amino acids, unsaturated fatty acids and vitamins, are considered one of the most important sources of food for a healthy diet (Kızılaslan & Nalıncı, 2013) but also in the prevention of cardiovascular diseases (Rodrigues, 2021, McNaughton, 2008; Pieniak, 2008). Fish consumption in Europe has undergone changes in recent years with different characteristics between countries. Due to the increasing popularity and influence of scientific studies on the increase in meat consumption over fish consumption (Nguyen et al., 2023) animal protein consumption is now the largest part of the diet for Europeans. The average EU consumption fell to around 22.89 kg per capita in 2023, partly due to rising prices and inflation. In terms of preferences between countries, it seems that Mediterranean countries prefer fresh seafood, while Northern European countries show preferences for products such as salmon and trout (European Market Observatory for Fisheries and Aquaculture products (EUMOFA), 2025). Data show that on average, EU households spend a quarter of their total expenditure on fish and aquaculture products (EUMOFA, 2025). Consumers continue to consume fish products, but are paying more attention to price and convenience.

In Albania consumers prefer meat and poultry products over seafood in their diets. Regarding the consumption of fish products, it is estimated that about 70% of the population in Albania prefers wild fish and seafood over farmed fish. In recent years, the average national consumption of fish and seafood according to FAO is 11 kg per year (FAO, 2023).

Fish and seafood consumption and eating out has become increasingly important in the service and restaurant sectors with an impact on the economy, attracting the attention of food service entrepreneurs (de Sousa & Calixto, 2025). New consumption trends are demanding new gastronomic experiences that combine sophisticated dishes and economic sustainability (de Sousa & Calixto, 2025). The perception of fish and seafood menus as one of the main ingredients in the restaurant's best-selling dish affects the restaurant's culinary identity, with an impact on costs and profit margins for them. This study aims to assess factors that shape consumer perception of the frequency of visits to fish and seafood restaurants in order to amplify the factors that influence their growth and analyze the factors that limit it. The literature suggests that fish and seafood consumption preferences differ according to different factors

such as consumers' geographical location and socio-cultural characteristics (Can, 2015). As a food consumption trait, fish and seafood preference is fully characterized by the influence of several factors such as sensory factors such as freshness, taste, aroma and non-sensory factors such as risk perception or personal characteristics (Honkanen et al., 2005). Some authors have assessed that preferences for fish and seafood

Consumption are influenced by the consumer's place of residence, such as whether they come from the coastal region or inland areas (Islam, 2020). The perceived value that consumers receive from visiting seafood restaurants affects customer satisfaction and behavioral intentions. Customer satisfaction is influenced by hedonic attributes such as environmental quality or utilitarian attributes such as food and service quality (Wahab, 2018).

The purpose of the study is to identify the characteristics that drive a consumer to choose to visit a seafood restaurant that refers to menus with fresh seafood as the main ingredients, such as fish, shrimp, squid, oysters, and others. The study did not differentiate between the location of restaurants in coastal areas or within cities. According to Lim (2010) there are four variables that affect customer satisfaction such as: food quality, service quality, environment, and price. Consumer satisfaction is considered one of the key variables that drives consumer purchasing behavior goals in the future (Kim et al., 2013).

THEORETICAL LENS OF THE STUDY

This study integrates the TPB and the SERVQUAL Model to examine consumer perceptions and their influence on the frequency of visits to fish and seafood restaurants in Albania.

Theory of Planned Behavior

The TPB, developed by Ajzen (1991), suggests that individual behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of restaurant consumption, these elements help explain why consumers decide to visit certain establishments. In this study, consumers' perceptions regarding the health benefits of fish consumption, price affordability, and trust in restaurants contribute to shaping their attitudes and perceived control over the decision to dine in fish and seafood restaurants. A positive perception of fish as a healthy food may strengthen favorable attitudes toward fish consumption. Similarly, when prices are perceived as reasonable, consumers experience a greater sense of control over their dining choices. Trust in restaurants also contributes to the formation of positive behavioral intentions. Together, these factors influence the frequency of visits to fish and seafood restaurants.

SERVQUAL Model

The SERVQUAL model is widely used to measure perceived service quality from the consumer's perspective. It evaluates service quality across several dimensions, including tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman, 1988). SERVQUAL has been used to measure service quality in various contexts with widespread use in the provision of food services in restaurants (Qin & Prybutok, 2009). In this research, key elements of the SERVQUAL framework are reflected through consumer perceptions of cooking quality, service quality, restaurant environment and hygiene, trustworthiness, and price fairness. High-quality food preparation, professional service, a clean and pleasant environment, and reasonable prices contribute to a positive service experience. When consumers perceive these elements positively, their satisfaction increases and they are more likely to revisit the restaurant.

By combining the TPB and the SERVQUAL model, this study develops an integrated framework to analyze consumer behavior in fish and seafood restaurants. These two theoretical approaches complement each other: the first explains the behavioral determinants of consumer decisions, while the second evaluates the perceived quality of service provided by restaurants. The SERVQUAL dimensions capture the perceived quality of the dining experience, while the TPB explains how these perceptions shape attitudes and influence consumer behavior. In this study, perceived service quality factors include cooking quality, service quality, environment and hygiene, price perception, and trust. They are expected to influence consumers' attitudes and perceptions, which ultimately affect the frequency of visits to fish and seafood restaurants.

EMPIRICAL REVIEW

Consumer perception toward hygiene and environmental quality in seafood restaurant

Sanitation represents a critical determinant in consumers' restaurant choice decisions. However, limited scholarly attention has been devoted to understanding consumers' emotional responses to sanitation conditions. Existing findings highlight that, within full-service restaurant contexts, consumers primarily rely on tangible sanitation cues particularly the cleanliness of restrooms and employee hygiene to form overall perceptions of sanitation (Park et al., 2016). The literature findings highlight that hygiene is a critical determinant of both the success and long-term viability of foodservice operations, underscoring its significance as a key area of inquiry within foodservice research (Kim & Bachman, 2019). Consumers consistently perceive food safety as a fundamental concern when dining out at restaurants (Knight, 2007). Research by Henson et al., (2006) identifies key attributes used by customers to evaluate restaurant

safety, including observed cleanliness, staff appearance, inspection results, and the overall impression of the establishment. Although food safety issues may not always be immediately apparent, consumers remain attentive to indicators such as undercooked or off-tasting food, the presence of foreign objects, and inappropriate food temperature (Namkung & Jang, 2007). Customers typically rely on visible and tangible cues such as the appearance of dining areas, restrooms, service stations, and staff to form their evaluations (Ryu & Jang, 2008). Barber & Scarcelli (2009) further emphasize that concerns about cleanliness and food safety significantly influence customers' intentions to revisit a restaurant. Prior literature categorizes humane clues (e.g., employees' hygiene practices and appearance) as one of the evaluative in shaping customer satisfaction, trust, and the long-term sustainability of restaurant operations (Wall & Berry, 2007).

Consumer quality perception toward seafood product, service and cooking quality of seafood restaurant

Determining consumer behavior towards seafood is important as previous studies have shown that consumer behaviors towards fish and seafood vary among different consumer segments (Jacobs et al., 2015). According to Wang & Somogyi (2018), consumers are significantly influenced by their perceptions of product safety. Concerns about seafood food safety have increased the demand for high-quality seafood products that have safety guarantees (Hu et al., 2014). Eldor (2021) defines quality service not only as meeting but also exceeding customer expectations measured by how they react, trust and pay attention to them. Customer satisfaction is increased by selecting the right communication and service provided by the staff (Rajput & Gahfoor, 2020). Customers often evaluate service quality in conjunction with food quality making entrepreneurs pay attention to it as a common construct (Adriatico et al., 2022). In addition, service quality and perceived value influence behavioral intentions, with service quality being the most important factor in customer satisfaction (Huan-Chen & Ying-Wei, 2009). Service quality is instrumental in creating a unique image, with employees acting as a source of competitive advantage through their brand consistent behaviors (Erkmen & Hancer 2019). Consumer concern regarding the impact of seafood quality on their health is the most dominant factor, even more so than taste and preferences for species, confirming the importance of perception of product quality in consumer choice (Olsen, 2004).

Consumer perception toward trust in seafood restaurant

Building trusting relationships can be ensured not only by providing satisfactory service experiences, but also by determinants such as trust, customer satisfaction,

commitment and involvement. It is a trait under continuous assessment. Bowden-Everson (2013) found that the importance of relational relationships with the customer did not significantly change loyalty based on the level of customer relationship experience. Trust and perceived risk are widely conceptualized as key motivational constructs in consumer psychology, as they significantly shape subsequent behavioral responses. Empirical evidence supporting this integration offers valuable practical implications, especially for guiding strategic initiatives within the hospitality sector (Jin et al., 2015). Furthermore, satisfaction has been consistently identified in restaurant marketing literature as a central determinant of usage intentions and trust. In turn, trust and perceived risk function as important antecedents that influence both initial and ongoing customer satisfaction (Seo & Lee, 2021).

Consumer perception toward price in seafood restaurant

Restaurateurs perceived that clients prioritize seafood quality and its associated health benefits over sustainability considerations and the connection to marine ecosystem health (Donlan et al., 2022). Price is widely recognized as one of the most influential determinants of consumer behavior in seafood consumption and restaurant choice. Numerous studies have identified price as a key barrier, particularly among lower-income consumers, shaping both purchasing decisions and consumption frequency (Brécard et al., 2009; Carlucci et al., 2015; Uchida et al., 2014). This is consistent with economic theory on price elasticity, which suggests that as prices increase, demand tends to decrease, although the magnitude of this response varies across food categories. Empirical evidence indicates that food demand is generally price inelastic; however “food away from home” including restaurant meals, tends to be more price-sensitive compared to food consumed at home. In the context of seafood, several studies confirm that price plays a critical role in shaping consumer preferences and substitution patterns. For example, demand for fish and seafood products has been found to exhibit moderate price elasticity, meaning that increases in price can significantly reduce consumption, especially when substitutes such as other protein sources are available (Andreyeva et al., 2009) This sensitivity is particularly relevant in restaurant settings, where seafood is often perceived as a premium or luxury item, leading consumers to adjust their dining choices based on price fluctuations. Furthermore, research shows that lower-priced fish and seafood options tend to be purchased more frequently, whereas higher-priced seafood items are consumed less often, reinforcing the inverse relationship between price and demand (Stefani et al., 2012).

Price also functions as a key informational cue influencing perceived value and quality in seafood restaurants. Consumers often evaluate the trade-off between price and attributes such as freshness, sustainability, and dining experience. In this regard, price is not only a cost factor but also a signal that shapes expectations and willingness to pay. Studies on consumer acceptance highlight that price remains one of the most powerful marketing variables affecting the evaluation of alternative seafood products and final purchase decisions (Arru, 2022). Moreover, price sensitivity in seafood consumption is influenced by contextual factors such as income level, availability of substitutes, and situational conditions. For instance, during periods of uncertainty or food safety concerns, consumers may become even more responsive to price changes, adjusting their purchasing behavior accordingly (Jin & Gil 2025). In seafood restaurants, this implies that pricing strategies must carefully balance profitability with perceived value, as excessive pricing may deter customers, while competitive pricing can stimulate demand and increase consumption frequency. Overall, the literature suggests that price is a central determinant of seafood consumption behavior, particularly in restaurant contexts, where it interacts with perceived quality, consumer income, and market conditions to shape purchase decisions and dining frequency.

Grounded in the literature review, Figure 1 illustrates the conceptual framework developed in this study.

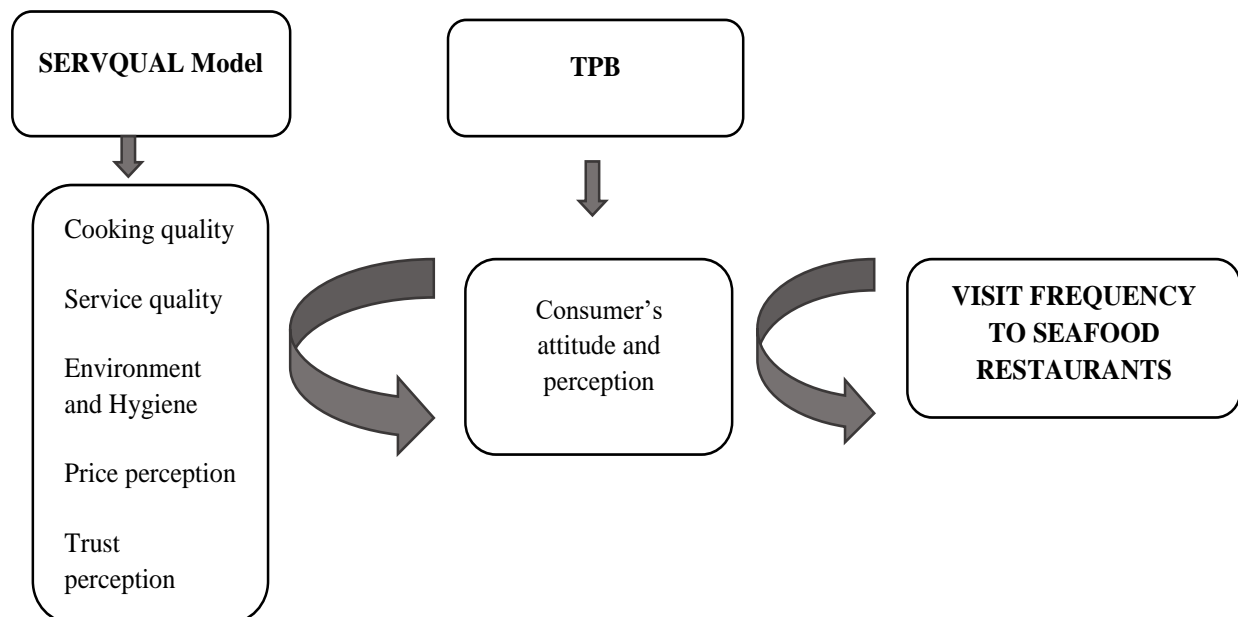


Figure 1: Conceptual Model of the study

Table 1 represents the hypothesis of the study based on the theoretical framework dividing the factor between the two theories of SERVQUAL Model and TPB.

Table 1: Hypothesis of the study

Dimension SERVQUAL	Hypothesis
Tangibles	H6: The restaurant environment and hygiene positively influence the frequency of visits to seafood restaurants.
Reliability	H1: The perception of fish and seafood as a healthy food positively influences the frequency of visits to seafood restaurants.
Responsiveness	H3: Service quality positively influences the frequency of visits to seafood restaurants
	H2: Cooking quality positively influences the frequency of visits to seafood restaurants
Assurance	H5: Trust in seafood restaurants positively influences the frequency of visits.
Value perception	H4: Perceived price fairness positively influences the frequency of visits to seafood restaurants
SERVQUAL + Value Perception → TPB constructs → Intention → Frequency of visits	

Note: *The hypotheses are ranked according to the dimensions of the SERVQUAL model*

MATERIAL AND METHODS

This study included customers dining at various seafood restaurants in Tirana and Durres, two of the largest cities in Albania. A non-probability convenience sampling method was employed, as participants were selected based on their accessibility and willingness to participate during their restaurant visits. The research instrument used in this study was a questionnaire, through which data were collected based on respondents' answers. The questionnaire was administered in full compliance with research ethics. Participation was voluntary, and respondents were informed that they could withdraw at any time if they felt uncomfortable continuing. After data collection, the dataset was cleaned to remove incomplete responses, resulting in a final sample of 210 valid questionnaires. The questionnaire included items measuring perceptions of seafood quality, cooking quality, service quality, prices, restaurant reliability, and environment and hygiene.

To investigate the factors influencing the frequency of seafood restaurant visits, an OLR model was applied. The dependent variable, visit frequency, was categorized as rarely, once per month, twice per month, and weekly. Independent variables included perceptions of prices, environment and hygiene, service quality, cooking quality, fish quality, and restaurant reliability.

OLR is appropriate because the dependent variable is ordinal, with categories that have a natural order but unequal intervals. The model estimates the probability of being in higher versus lower categories, allowing assessment of how the independent variables influence the likelihood of more frequent visits.

RESULTS AND DISCUSSION

The study sample included 210 participants, of whom 112 (53.3%) were female and 98 (46.7%) were male (Figure 2). The age distribution of respondents who consume seafood in restaurants is shown in Figure 3. The largest proportion of participants belonged to the 25-34 age group (40%), followed by the 18-24 group (21.4%). Respondents aged 35-44 and 45-50 accounted for similar shares, 19% and 19.5%, respectively. These results suggest that young adults, particularly those aged 25-34, are the most active consumers of seafood in restaurant settings. Consumption is more evenly distributed and slightly lower among older age groups. The relatively high participation of the 18-24 group indicates that seafood consumption is also present among younger consumers, not limited to older or more established individuals.

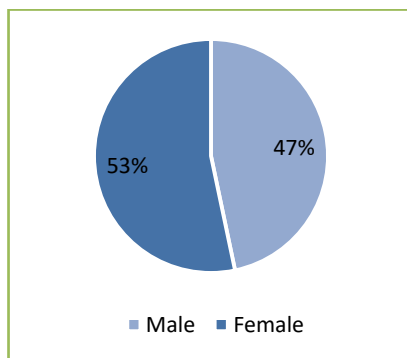


Figure 2: The distribution of respondents by gender

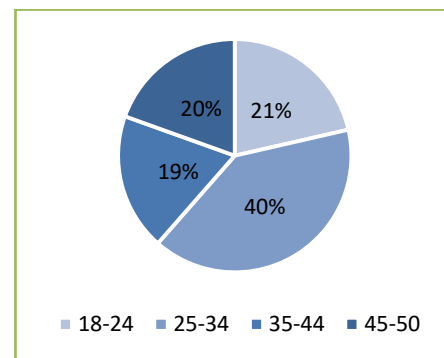


Figure 3: The distribution of respondents by age

The educational composition of the sample shows that the majority of respondents hold a university degree (57.1%), followed by those with postgraduate education (30.5%), while a smaller proportion have completed only high school (12.4%) (Figure 4). This shows that the sample is highly educated, with nearly nine out of ten participants having attained at least a university-level education. From an analytical perspective, this distribution suggests a strong academic orientation of the sample, which may influence the study's findings. Higher education levels are often associated with greater awareness, access to information, and potentially more critical evaluation of topics such as food choices, sustainability, or health. However, the

relatively low representation of individuals with only high school education may limit the generalizability of the results to the broader population, particularly less educated groups.

Regarding employment (Figure 5), the sample is predominantly composed of employed individuals (63.8%), followed by part-time employed participants (19%) and students (17.1%). From an analytical perspective, this distribution indicates that the findings are largely driven by individuals with fulltime employment, suggesting that the results may primarily reflect the behaviors, preferences, and constraints of economically active adults. This is important because full-time employment is often associated with greater purchasing power, time constraints, and potentially different consumption patterns compared to students. The relatively lower proportion of students suggests that younger or more financially dependent individuals may be underrepresented. Since students often exhibit different consumption habits such as higher price sensitivity or greater reliance on convenience foods this could limit the generalizability of the findings to the broader young population. Additionally, the presence of 19% part-time employed respondents introduces an intermediate group, which may share characteristics of both students and fully employed individuals. This group could reflect more flexible lifestyles but also varying levels of income stability, potentially influencing their consumption behavior in distinct ways.

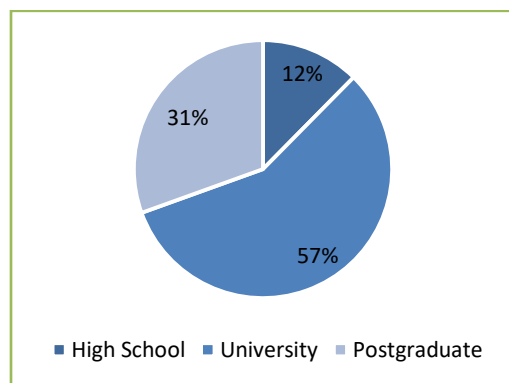


Figure 4: The distribution of respondents by education

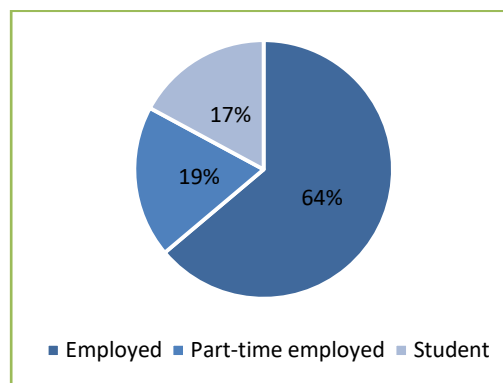


Figure 5: The distribution of respondents by employment

Model Fit

The overall model was statistically significant, indicating that the included predictors collectively improved model fit relative to a null model ($\chi^2 = 106.855$, $df = 6$, $p < 0.001$). Goodness-of-fit tests suggested an adequate fit, with the Deviance test showing no significant lack of fit ($\chi^2 = 299.735$, $df = 303$, $p = 0.542$). The Nagelkerke pseudo R^2 of 0.449 indicated

moderate explanatory power. The test of parallel lines was not significant ($\chi^2 = 13.581$, $df = 12$, $p = 0.328$), suggesting that the proportional odds assumption was satisfied.

Hypothesis Testing

Parameter estimates revealed that perceptions of prices ($B = 0.973$, $p < 0.001$, 95% CI: 0.661–1.284) and environmental and hygiene quality ($B = 1.082$, $p < 0.001$, 95% CI: 0.747–1.418) were positively associated with visit frequency, supporting the corresponding hypotheses. In contrast, service quality ($B = 0.157$, $p = 0.462$), cooking quality ($B = -0.182$, $p = 0.529$), fish quality ($B = -0.437$, $p = 0.150$), and restaurant reliability ($B = 0.222$, $p = 0.401$) did not show statistically significant effects on the frequency of visits.

Overall, these results indicate that affordability and perceptions of environmental and hygiene standards play the most important roles in shaping how often customers visit seafood restaurants, whereas other factors such as service, cooking quality, and consistency do not significantly influence visit frequency within this sample.

Table 2: Variables included in the model

	Variable Name	Measurement	Scale	Hypothesis
DV	Frequency of visits to fish restaurants	1 = Rarely; 2 = Once per month; 3 = Twice per month; 4 = Every week	Ordinal	-
IV	Fish product quality	Perception of freshness and quality of fish	Likert scale (1-5)	H1 x
IV	Cooking quality	Perception of food preparation and taste	Likert scale (1-5)	H2 x
IV	Service quality	Perception of staff behavior and service speed	Likert scale (1-5)	H3 x
IV	Prices perception	Perception of affordability and value for money	Likert scale (1-5)	H4 ✓
IV	Restaurant reliability	Perception of consistency and dependability	Likert scale (1-5)	H5 x
IV	Environment/hygiene	Perception of environment and cleanliness	Likert scale (1-5)	H6 ✓

Note: DV - Dependent variable; IV - independent variable

✓ - hypothesis supported, x - hypothesis not supported

DISCUSSION

The results of this study indicate that perceptions of restaurant pricing and environmental and hygiene standards are the primary factors influencing the frequency of visits to seafood restaurants. Specifically, higher perceived affordability and better cleanliness significantly increase the likelihood of more frequent visits. These findings suggest that practical considerations related to value for money and sanitary conditions outweigh other quality-related dimensions in shaping consumer behavior.

From a theoretical perspective, these results can be interpreted through the lens of TPB (Ajzen, 1991), where behavioral intentions and actual behavior are influenced by attitudes and perceived constraints. In this context, price perception and hygiene conditions can be understood as salient belief-based factors shaping consumers' attitudes toward visiting seafood restaurants. When consumers perceive prices as fair and environments as clean, their overall evaluation becomes more favorable, thereby increasing the likelihood of repeat visits.

Additionally, the findings can be linked to the SERVQUAL framework (Parasuraman et al., 1988), which conceptualizes service quality across multiple dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. In this study, environmental and hygiene aspects align closely with the tangibles dimension, while service related variables reflect responsiveness and assurance. The significance of hygiene (tangibles) compared to the non-significant effects of other SERVQUAL dimensions suggests that, in the context of seafood restaurants, observable and physical cues play a more influential role than interpersonal or process-oriented service attributes.

In particular, price perception emerged as a significant predictor of visit frequency. When customers perceive restaurant prices as fair and aligned with the value offered, they are more inclined to return more frequently. This finding is consistent with prior research indicating that perceived value for money is a key determinant of consumer satisfaction and behavioral intentions in hospitality settings (Zeithaml, 1988). Alongside price, environment and hygiene also showed a significant positive effect. Cleanliness and a well maintained dining environment enhance perceived safety and trust, which are especially important in the context of seafood consumption due to concerns about freshness and food safety (Henson et al., 2006).

In contrast, several hypothesized factors including service quality, cooking quality, fish product quality, and restaurant reliability did not emerge as significant predictors of visit frequency. Although these attributes are generally considered important contributors to overall customer satisfaction, the findings suggest that they may function as baseline expectations rather than differentiating factors. According to service quality literature, when core service attributes meet minimum expectations, their marginal impact on behavioral outcomes may

diminish (Parasuraman et al., 1988). Similarly, TPB suggests that when certain beliefs are uniform across alternatives, their ability to explain variance in behavior becomes limited.

These findings are broadly consistent with prior studies showing that price and hygiene perceptions are key drivers of dining behavior, particularly in contexts involving perishable food products where concerns about safety and value are heightened (Brécard et al., 2009; Carlucci et al., 2015; Uchida et al., 2014). Consumers tend to rely on easily observable cues such as cleanliness and pricing when making frequent consumption decisions, while more nuanced aspects like cooking techniques or service interactions may have a secondary influence.

From a managerial perspective, the results suggest that seafood restaurant operators should prioritize maintaining high hygiene standards and implementing competitive pricing strategies. Emphasizing cleanliness in both visible facilities and operational practices can enhance perceived safety and trust, while transparent and fair pricing can strengthen perceived value. Marketing communications that highlight these attributes may be particularly effective in attracting new customers and encouraging repeat visits. While food quality and service quality remain essential for maintaining overall satisfaction, these factors alone may not be sufficient to drive visit frequency without the support of strong value and hygiene perceptions.

Despite the contributions of this study, several limitations should be acknowledged. First, the sample is restricted to a single city, which may limit the generalizability of the findings across different geographic and cultural contexts. Second, the reliance on self-reported measures may introduce biases such as social desirability or recall bias. Future research could address these limitations by using more diverse samples and incorporating objective measures of restaurant performance or actual behavioral data. Additionally, future studies could further integrate TPB and SERVQUAL constructs in a more comprehensive structural model to examine indirect effects and mediating relationships, such as the role of satisfaction or trust.

Overall, the findings highlight the central role of price and hygiene perceptions in shaping seafood restaurant visit frequency, providing both theoretical contributions and practical insights for restaurant managers aiming to enhance customer loyalty and repeat patronage.

CONCLUSIONS

This study set out to examine the factors influencing the frequency of visits to seafood restaurants by integrating insights from TPB and SERVQUAL frameworks. The findings indicate that perceived price fairness and environmental hygiene are the most significant predictors of visit frequency, suggesting that consumers place greater emphasis on value for money and sanitary conditions than on other service-related attributes when making dining decisions.

These results reinforce the idea that observable and easily assessable cues play a dominant role in shaping consumer behavior in seafood restaurant contexts.

From a theoretical standpoint, the results support TPB by demonstrating that belief-based evaluations particularly those related to price and hygiene contribute to more favorable attitudes and, consequently, higher visit frequency. Similarly, within the SERVQUAL framework, the prominence of hygiene related factors underscores the importance of the tangible dimension, while other dimensions such as responsiveness and assurance appear to function more as baseline expectations rather than key differentiators.

The study also has important managerial implications. Seafood restaurant operators should prioritize maintaining high standards of cleanliness across all visible areas, as well as ensuring that hygiene practices are consistently communicated to customers to enhance perceived safety and trust. In addition, adopting transparent and competitive pricing strategies can strengthen perceived value and encourage repeat patronage. While food quality and service quality remain essential for overall satisfaction, managers should recognize that these elements alone may not be sufficient to increase visit frequency without strong supporting perceptions of value and hygiene.

Despite these contributions, several limitations should be acknowledged. The study is based on data collected from a single geographic location, which may limit the generalizability of the findings to other cultural or regional contexts. Furthermore, the use of self-reported measures may introduce potential biases, such as social desirability or recall inaccuracies. Future research could address these limitations by employing more diverse and representative samples, as well as incorporating objective behavioral data. In addition, further studies could extend the present model by exploring mediating or moderating variables such as customer satisfaction or trust to better understand the mechanisms underlying consumer behavior in seafood restaurant settings.

Overall, the study highlights the critical role of price perception and hygiene standards in driving consumer visit frequency, offering both theoretical contributions and practical guidance for improving customer retention in the seafood restaurant industry.

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