Research Article / Araştırma Makalesi

Influence of dietary habits and service quality on nutritional satisfaction in urban Ibadan's hospitality sector

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Abstract

This study investigates the influence of dietary habits and service quality on nutritional satisfaction in urban Ibadan's hospitality sector. A cross-sectional survey design was employed, with data collected from 384 respondents across five urban Local Government Areas in Ibadan. The study revealed high satisfaction levels with food flavor (65%) and portion size (55%), but identified concerns regarding special diet options (55% unsatisfied) and service speed during peak hours (45% unsatisfied). Chi-square analysis showed significant associations between customer satisfaction and nutritional value, service speed, cleanliness, and affordability ($p < 0.05$). Regression analysis indicated that frequency of use, nutritional value; service speed, cleanliness, and affordability significantly predict overall satisfaction ($p < 0.01$). While hospitality services positively impact family well-being, affordability remains a significant barrier. The findings underscore the need for hospitality providers to improve nutritional offerings, enhance service efficiency, and balance quality with affordability to meet the diverse dietary needs of urban residents and promote better public health outcomes.

INTRODUCTION

Urbanization is a profound global phenomenon, significantly transforming dietary habits and food consumption patterns (1). In Nigeria, rapid urbanization has notably impacted cities like Ibadan, where residents' lifestyles and food preferences have evolved in response to increased incomes, busier schedules, and shifting tastes (2). As urbanization accelerates, there is a noticeable shift from traditional, nutrient-rich Nigerian meals to fast, processed foods often characterized by high calorie, fat, and sugar content while lacking essential nutrients. This dietary shift poses significant public health risks, including increased prevalence of obesity, diabetes, hypertension, and other diet-related non-communicable diseases (1, 3).

In urban Ibadan, the hospitality sector plays a crucial role in shaping residents' diets. However, there is a growing concern that many hospitality establishments prioritize taste, convenience, and cost over nutritional balance (4). This oversight may undermine the health of urban residents who frequently dine out, potentially reducing the nutritional quality of their diets (4). Service quality in hospitality, encompassing aspects such as staff behavior, the physical environment, and food quality, significantly influences customer satisfaction (5, 6, 7). For example, tangibility, empathy, responsiveness, and assurance dimensions of service quality have been shown to impact customer satisfaction in fast-food settings in Ibadan (8). Similarly, in hotels, food quality, employee behavior, and room amenities significantly affect satisfaction levels (7).

Despite this, the relationship between dietary habits, service quality, and nutritional satisfaction remains underexplored in the context of Ibadan's hospitality sector. The diverse dietary preferences of urban consumers—such as those adhering to vegan, low-carb, or high-protein diets underscore the need for hospitality providers to accommodate varying nutritional expectations (7). Moreover, service quality factors like speed, cleanliness, and staff professionalism directly impact customer satisfaction and, by extension, their perception of nutritional value (6).

Urban consumers are increasingly health-conscious and expect their meals to be nutritionally balanced, but many hospitality providers in Ibadan may not fully meet these expectations. The disconnect between customer dietary habits and the nutritional offerings of hospitality services could potentially affect customer satisfaction and the overall reputation of these establishments (7). The evolving dietary patterns and service expectations in urban Ibadan necessitate an investigation into how these factors influence nutritional satisfaction.

Urbanization in Ibadan has led to significant changes in dietary habits, with many residents relying on the hospitality sector for their daily meals. This shift towards convenience and affordability often overshadows the importance of nutritional quality, leading to a potential mismatch between consumers' dietary preferences and the nutritional offerings provided by hospitality services. As urban residents become more health-conscious, there is a growing expectation for balanced and nutritious meals. However, the hospitality sector may fall short in addressing these needs due to a focus on cost and convenience or insufficient awareness of the nutritional aspects crucial to customer satisfaction. Additionally, the impact of service quality elements such as speed, cleanliness, and overall dining experience—on nutritional satisfaction is not well understood in the context of urban Ibadan.

This research aims to address these gaps by exploring the relationship between dietary habits, service quality, and nutritional satisfaction in Ibadan's hospitality sector. By examining these factors, the study seeks to provide insights for improving hospitality services to better meet customer nutritional needs and to inform policymakers about promoting better nutritional standards in urban areas.

Null Hypotheses

H01: There is no significant relationship between satisfaction with nutritional value and customer satisfaction in urban hospitality establishments.

H02: There is no significant relationship between satisfaction with service speed and overall

customer satisfaction.

H03: There is no significant relationship between satisfaction with cleanliness of facilities and overall customer satisfaction.

H04: There is no significant relationship between satisfaction with affordability and overall customer satisfaction.

H05: Service quality factors (frequency of use, nutritional value, service speed, cleanliness of facilities, and affordability) do not significantly predict overall customer satisfaction in urban hospitality establishments.

LITERATURE REVIEW

Urbanization has profoundly transformed dietary habits worldwide, replacing traditional, nutrient-dense diets with calorie-rich, processed foods. In Nigeria, cities like Ibadan exemplify this shift, where changes in food preferences have been linked to increased public health concerns such as obesity and diet-related diseases (1,3). Urban hospitality establishments are central to this transformation, often prioritizing affordability and convenience over nutritional value (2). Service quality factors, including food quality, cleanliness, and responsiveness, strongly influence customer satisfaction (5, 6). However, challenges persist, such as the limited availability of special diet options (e.g., gluten-free, vegan) and delays during peak hours (7). Cleanliness in dining spaces and restrooms, a key determinant of customer loyalty, is another area requiring improvement (8).

Affordability often forces compromises in food quality and nutritional balance. Although urban consumers increasingly seek healthier options, including organic ingredients and transparent labeling, establishments frequently struggle to meet these demands due to cost constraints (9, 10). This tension between affordability and quality highlights significant gaps in meeting customer expectations.

By addressing these issues, this study aims to bridge gaps in understanding the interplay between dietary habits, service quality, and nutritional satisfaction, with a specific focus on urban Ibadan.

RESEARCH METHODOLOGY

Study Area

The study was conducted in Ibadan, the capital city of Oyo State, Nigeria. Ibadan is one of the largest cities in Africa by landmass and serves as a major urban center in southwestern Nigeria. It is geographically located between latitude 7.3775° N and longitude 3.9470° E. The city spans over a large area and is divided into 11 local government areas (LGAs), which include both urban and rural regions. For this research, focus was placed specifically on the urban areas of Ibadan, which consist of the following five local government areas: Ibadan North, Ibadan Northeast, Ibadan Northwest, Ibadan Southeast, and Ibadan Southwest. These LGAs were selected due to their high population density, advanced urbanization, and concentration of hospitality establishments.

Research Design

A cross-sectional survey design was employed for this study. This design was chosen to provide a snapshot of the relationship between dietary habits, service quality, and nutritional satisfaction among residents who frequently patronize hospitality establishments in urban Ibadan. The cross-sectional approach allowed for the collection of data at a single point in time, making it possible to analyze patterns and correlations between variables across different demographic groups within the study area.

Reconnaissance Survey

Before the main study commenced, a reconnaissance survey was conducted to gain a preliminary understanding of the hospitality landscape in urban Ibadan. This involved visits to various hospitality establishments across the five selected LGAs to observe the types of services offered, customer demographics, and the general dietary preferences of patrons. The reconnaissance survey also facilitated the identification of key areas within each LGA where hospitality activities were most concentrated. This initial exploration was crucial in refining

the research design, identifying potential challenges in data collection, and ensuring that the study would adequately capture the diverse experiences of urban residents.

Sample Size Determination

The sample size (384) for this study was determined using Cochran's formula and proportionally allocated across the five urban LGAs based on their population densities and the concentration of hospitality establishments. The distribution is as follows: **Ibadan North:** 120 respondents, **Ibadan Northeast:** 100 respondents, **Ibadan Northwest:** 90 respondents, **Ibadan Southeast:** 90 respondents, and **Ibadan Southwest:** 100 respondents

Population and Sampling Procedure

The population of the study comprised residents of urban Ibadan who regularly patronize hospitality establishments. The target population specifically included individuals aged 18 and above. A multi-stage sampling technique was employed in selecting the study participants. These approaches systematically narrow down the large population into a manageable and representative sample.

Stage 1: Five urban local government areas (LGAs) in Ibadan were purposively selected based due to their level of urbanization and concentration of hospitality establishments.

Stage 2: Each of the selected LGAs was stratified into different zones based on population density and economic activities.

Stage 3: A compiled list of hospitality establishments within each stratum was was subjected to randomization for establishments selection in the study area. This ensured that the study covered a range of hospitality services, from upscale restaurants to quick-service outlets.

Stage 4: Finally, systematic random sampling was employed within the selected establishments to identify respondents. Every third customer entering the establishment was approached and invited to participate in the study until the required number of respondents for each LGA was reached.

Data Collection Tool

A structured questionnaire was used to collect data on dietary habits, service quality, and nutritional satisfaction. It consisted of four sections: demographic details, dietary habits, service quality, and nutritional satisfaction.

Scales and Their Details

Dietary Habits: Items on meal frequency, diet types, and snacking patterns were adapted from validated studies on urban food consumption.

Service Quality: Based on the SERVQUAL model, 20 items measured tangibles, responsiveness, and reliability on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Nutritional Satisfaction: This scale included 15 items assessing satisfaction with factors like freshness, portion size, and nutrient balance, rated from 1 (Very Dissatisfied) to 5 (Very Satisfied).

Validity and Reliability

Reliability: Cronbach's alpha values demonstrated internal consistency (Service Quality: 0.84; Nutritional Satisfaction: 0.81).

Construct Validity: Factor analysis using PCA with varimax rotation confirmed scale structures:

Service Quality: Five components (67% variance explained)

Nutritional Satisfaction: Three components (72% variance explained).

Pilot Test: Conducted with 50 respondents, ensuring clarity and reliability.

Data Collection

Data collection was carried out using a structured questionnaire, which was administered face-to-face by trained research assistants. The questionnaire was designed to capture information on respondents' dietary habits, perceptions of service quality, and satisfaction with the nutritional content of meals provided by hospitality establishments. The questionnaire included closed-ended questions to allow for a comprehensive analysis of the research

objectives.

The data collection process was conducted over a period of four weeks, with research assistants stationed at various hospitality establishments during peak hours to maximize response rates. Prior to data collection, the questionnaire was pre-tested in a pilot study to ensure clarity, reliability, and validity of the questions.

Data Analysis

The data collected were analyzed using both descriptive and inferential statistical methods. Descriptive statistics, including frequencies, percentages, were used to summarize the demographic characteristics of respondents, their dietary habits, and their perceptions of service quality and nutritional satisfaction.

Inferential statistics including Chi-square and Multiple Regression were employed to test the research hypotheses.

The analysis was performed using statistical package for social science (SPSS) version 25.0, and the results were presented in tables for clarity.

RESULTS AND DISCUSSION

Demographic Characteristics of Respondents

The study sample comprised a relatively balanced gender distribution, with 53.1% female and 46.9% male respondents (Table 1). This distribution closely mirrors the general population demographics, enhancing the representativeness of the findings. Previous research like that of Ojekalu*et al*. (11) indicates that gender and education significantly influence service quality perception in shopping complexes, with females rating services higher than males. The age distribution showed a predominance of young to middle-aged adults, with 31.3% in the 26-35 age group and 23.4% in the 36-45 age groups. This age distribution is consistent with the typical profile of urban dwellers who frequently patronize hospitality establishments (12). The findings also align with (13, 14) who reported that fast food consumption is prevalent among young adults, particularly university students, with flour-based products

being the most commonly consumed items.

Educational attainment among respondents was relatively high, with 46.9% having tertiary education. This finding aligns with previous studies (11) suggesting that higher education levels are associated with increased frequency of dining out and greater awareness of nutritional issues. The occupational distribution, dominated by self-employed individuals (31.3%) and students (25%), reflects the diverse economic landscape of urban Ibadan and may influence dietary habits and service quality expectations.

Table 1. Demographic characteristics of respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	180	46.9
Female	204	53.1
Age Group		
18-25	96	25.0
26-35	120	31.3
36-45	90	23.4
46-55	48	12.5
56 and above	30	7.8
Education Level		
No Formal Education	24	6.3
Primary Education	60	15.6
Secondary Education	120	31.3
Tertiary Education	180	46.9
Occupation		
Student	96	25.0
Self-employed	120	31.3
Private Sector Employee	90	23.4
Public Sector Employee	60	15.6
Retired	18	4.7

Frequency of Hospitality Service Usage

The frequency of hospitality service usage varied across the five Local Government Areas (LGAs) studied (Table 2). Notably, Ibadan Southwest showed the highest frequency of usage, with 45% of respondents using hospitality services "Often" and 18% "Very Often." This could be attributed to factors such as higher concentration of hospitality establishments or socioeconomic characteristics of residents in this LGA. In contrast, Ibadan Southeast showed the lowest frequency of usage, with only 25% using services "Often" and 10% "Very Often." These disparities in usage patterns across LGAs suggest that geographical and possibly socioeconomic factors play a role in hospitality service utilization, a finding consistent with urban studies in other developing countries (15, 16). Another study has explored various aspects of the hospitality industry in Nigeria and beyond. (17) investigated the distribution of hospitality services in Uyo Urban, finding that these services tend to cluster in areas with high patronage potential to maximize profits. These studies collectively highlight the importance of location in understanding and improving the hospitality industry.

Satisfaction with Nutritional Value

The results reveal varying levels of satisfaction with different aspects of nutritional value in hospitality services (Table 3). Respondents expressed highest satisfaction with food flavor (65% satisfied or very satisfied) and portion size (55% satisfied or very satisfied). However, areas of concern include the availability of special diet meals (55% unsatisfied or very unsatisfied) and low-sodium meal options (45% unsatisfied or very unsatisfied). These findings suggest that while hospitality establishments in urban Ibadan are meeting basic taste and quantity expectations, they may be falling short in catering to specific dietary needs and health considerations.

The relatively low satisfaction with the use of organic ingredients (40% unsatisfied or very unsatisfied) and the presence of food allergens (48% unsatisfied or very unsatisfied) indicates a gap between consumer expectations and current practices in the hospitality sector. This aligns with global trends where consumers are increasingly demanding transparency and healthier options in their dining experiences (18).

Research on customer satisfaction in hospitality services reveals varying levels of satisfaction with different aspects of nutritional value. While consumers express high satisfaction with food flavor and portion size, there are concerns regarding special dietary options and health considerations (19). Studies indicate that the hospitality industry, particularly restaurants, can significantly impact people's eating behavior and nutritional intake (19). Customer satisfaction is crucial in hospitality and tourism industries, with various methods used for measurement (10). Perceived value in food selection when dining out differs between ethnic groups, with African Americans more influenced by lower cost and larger portions (20). A systematic review of consumer satisfaction studies in hospitality journals highlights the need for more specific definitions of consumer satisfaction and a broader range of research methods (21). The positive consequences of satisfaction on loyalty and behavioral intentions are well-established in the literature (21).

Table 2. Frequency of hospitality service usage by LGA

LGA	Very Rarely	Rarely	Sometimes	Often	Very Often
Ibadan North	10%	15%	20%	35%	20%
Ibadan Northeast	8%	12%	25%	40%	15%
Ibadan Northwest	12%	18%	28%	30%	12%
Ibadan Southeast	15%	20%	30%	25%	10%
Ibadan Southwest	5%	10%	22%	45%	18%

Source: Field Survey, 2024.

Service Quality: Speed and Cleanliness

Service speed satisfaction (Table 4) showed mixed results, with higher satisfaction in areas like efficiency of the payment process (55% satisfied or very satisfied) and speed of self-service lines (55% satisfied or very satisfied). However, speed of service during peak hours was a significant concern, with 45% of respondents expressing dissatisfaction. This highlights the challenges faced by hospitality establishments in maintaining service quality during high-demand periods, a common issue in urban food service sectors (22).

Research on customer satisfaction in hospitality services reveals several key factors influencing guest experiences. Service speed satisfaction shows mixed results, with efficiency in payment processes and self-service lines generally rated positively, but challenges during peak hours (23). The relationship between perceived service pace and satisfaction follows an inverted U-shape, with tolerance for faster pace varying by service stage (23). Self-service technology can reduce waiting times, but its effectiveness depends on factors like processing speed and failure rates (23). While self-service kiosks can increase average daily rates, they may not improve perceived service speed and can negatively impact guest loyalty if issues arise (24). Customer satisfaction in restaurants is influenced by staff behavior, professionalism, service speed, food quality, ambience, and comfort (6). Ensuring customer satisfaction requires effective management systems, including human resource management, food safety standards, and space planning (6).

Cleanliness of facilities (Table 5) generally received positive ratings, particularly for dining areas (63% satisfied or very satisfied) and serving utensils (58% satisfied or very satisfied). However, cleanliness of restrooms and outside surroundings showed lower satisfaction levels. These findings underscore the importance of maintaining cleanliness across all aspects of the establishment to ensure overall customer satisfaction, as emphasized in previous hospitality studies (8).

Research indicates that cleanliness in

Table 3. Level of satisfaction with nutritional value

Variable	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Variety of Food Choices	8%	15%	20%	35%	22%
Freshness of Ingredients	10%	18%	25%	30%	17%
Quality of Protein Content	12%	15%	28%	30%	15%
Adequacy of Fruit and Vegetable Portions	5%	12%	30%	38%	15%
Caloric Content Control	15%	20%	25%	28%	12%
Satisfaction with Food Temperature	7%	13%	22%	35%	23%
Use of Organic Ingredients	18%	22%	25%	25%	10%
Balance of Nutrients in Meals	10%	17%	30%	30%	13%
Portion Size	8%	12%	25%	40%	15%
Low-Sodium Meal Options	20%	25%	28%	20%	7%
Gluten-Free Options	25%	20%	30%	15%	10%
Satisfaction with Food Flavor	5%	10%	20%	40%	25%
Availability of Special Diet Meals (e.g., Vegan)	30%	25%	20%	15%	10%
Presence of Food Allergens	28%	20%	25%	17%	10%
Satisfaction with Overall Nutritional Value	8%	12%	22%	40%	18%

Source: Field Survey, 2024.

foodservice establishments significantly impacts customer satisfaction and retention. Barber and Scarcelli (8) found that restroom cleanliness influences consumers' perceptions of overall restaurant cleanliness and their likelihood to return. Barber and Scarcelli (8) demonstrated that servicescapecleanliness positively affects

customers' approach behavior, feelings of pleasure, trust, and attributed prestige across various service contexts. Abubakari*et al.* (25) reported that sanitation variables, including dining area cleanliness and employee hygiene, significantly influence customer retention in restaurants. Lap-Kwong (24) identified

Table 4. Level of satisfaction with service speed

Variable	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Waiting Time for Orders	15%	20%	25%	28%	12%
Speed of Service During Peak Hours	20%	25%	22%	25%	8%
Speed of Home Delivery	10%	18%	28%	32%	12%
Efficiency in Handling Complaints	18%	22%	30%	20%	10%
Promptness in Food Preparation	12%	17%	28%	30%	13%
Timeliness of Order Confirmation	10%	15%	25%	35%	15%
Speed of Service in Self-Service Lines	5%	10%	30%	40%	15%
Quickness in Replacing Out-of-Stock Items	22%	20%	28%	20%	10%
Response Time to Online Orders	15%	18%	30%	25%	12%
Efficiency of Payment Process	8%	15%	22%	35%	20%
Satisfaction with Speed of Drive-Thru Service	12%	20%	28%	30%	10%
Satisfaction with Wait Times During Off-Peak Hours	10%	15%	25%	35%	15%
Satisfaction with Takeaway Service Speed	7%	12%	30%	35%	16%
Overall Satisfaction with Service Speed	10%	18%	28%	32%	12%

Source: Field Survey, 2024.

Table 5. Level of satisfaction with cleanliness of facilities

Variable	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Cleanliness of Dining Areas	5%	12%	20%	40%	23%
Cleanliness of Restrooms	15%	20%	25%	28%	12%
Cleanliness of Kitchen Areas	8%	18%	22%	35%	17%
Cleanliness of Serving Utensils	7%	10%	25%	40%	18%
Cleanliness of Waiting Areas	10%	17%	30%	30%	13%
Cleanliness of Floors	12%	15%	28%	30%	15%
Cleanliness of Tables and Chairs	10%	18%	22%	38%	12%
Cleanliness of Outside Surroundings	18%	22%	25%	25%	10%
Cleanliness of Play Areas for Children	25%	20%	20%	25%	10%
Cleanliness of Parking Areas	15%	20%	30%	25%	10%
Satisfaction with Overall Cleanliness	10%	15%	25%	35%	15%

Source: Field Survey, 2024.

cleanliness as having the greatest impact on customer satisfaction among servicescape dimensions in hotel buffet restaurants. These studies collectively emphasize the importance of maintaining cleanliness across all areas of foodservice establishments, including dining areas, restrooms, and outside surroundings, to ensure customer satisfaction and promote positive word-of-mouth recommendations.

Affordability and Value Perception

Affordability (Table 6) emerged as a significant concern for many respondents. Only 40% expressed satisfaction with the overall affordability of services, while 32% were dissatisfied. The perception of value for money was slightly more positive, with 53% satisfied or very satisfied. However, the affordability of special dietary options and extras (like sauces and sides) received lower satisfaction ratings. These results suggest that while hospitality establishments are providing perceived value, there is room for improvement in pricing strategies, particularly for specialized offerings. This aligns with findings from other urban contexts where balancing affordability with quality remains a challenge for the hospitality sector (26).

Research in the hospitality industry consistently highlights the importance of customer satisfaction, which is influenced by factors such as perceived value, service quality, and price. Bojanic (27) found that hotels can achieve competitive advantage through low prices or high quality. Oh (28) emphasized that while quality and satisfaction are important, customers are primarily motivated by value. Kapiki (9) identified key elements of quality service in hotels, including value for money, comfortable rooms, friendly staff, and good food. The study also stressed the importance of continuous improvement and staff training. Forozia*et al*. (29) focused on Middle Eastern tourists in Malaysian 3-star hotels, finding service quality to be the most significant factor affecting customer satisfaction. Across these studies, the relationship between price, quality, and value emerges as crucial for customer satisfaction in the hospitality sector, with service quality and perceived value being particularly important drivers of customer satisfaction and business success (27, 28, 9, 29).

Dietary Habits and Service Types

The analysis of dietary habits (Table 8) reveals that 46.9% of respondents are regular breakfast consumers, while 25.8% follow high-protein

Table 6. Level of satisfaction with affordability

Variable	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Affordability of Meals	12%	20%	28%	30%	10%
Affordability of Drinks	15%	22%	25%	28%	10%
Value for Money	10%	15%	22%	38%	15%
Special Offers and Discounts	25%	20%	20%	25%	10%
Satisfaction with Pricing of Extras (sauces, sides)	20%	25%	22%	25%	8%
Satisfaction with Portion Size Relative to Price	18%	20%	25%	27%	10%
Affordability of Group Meals	15%	18%	30%	25%	12%
Perceived Fairness of Prices	12%	15%	28%	35%	10%
Affordability of Special Dietary Options	25%	20%	20%	25%	10%
Price Transparency	10%	15%	25%	35%	15%
Overall Satisfaction with Affordability	10%	18%	28%	30%	14%

Source: Field Survey, 2024.

diets. This information is crucial for hospitality establishments in tailoring their offerings to meet diverse dietary preferences. The types of hospitality services used (Table 7) show a preference for quick-service restaurants (26%) and full-service restaurants (19.5%), reflecting the urban lifestyle's demand for convenience and variety.

Recent studies have highlighted changing consumer preferences in the food service industry. Fast food purchases are driven primarily by taste, convenience, and cleanliness, with some consumers seeking healthier options like the Banting diet (30). There's a shift towards poultry, fish, fruits, and vegetables, impacting quick-service restaurants (31). Income levels significantly influence expenditure patterns, with higher-income households favoring full-service restaurants, while younger, urban households prefer quick-service options (15). Food quality remains a crucial factor across restaurant types, with consumers prioritizing quality over service in high-end establishments and service over ambiance in quick-service venues (32). These findings underscore the importance for the hospitality industry to adapt to diverse dietary preferences, offer healthy options, maintain cleanliness, and balance quality, service, and ambiance to meet evolving consumer demands.

Table 7. Types of hospitality services used

Type of Service	Frequency	Percentage (%)
Quick Service Restaurants	100	26.0
Full-Service Restaurants	75	19.5
Cafes and Coffee Shops	50	13.0
Hotel Dining	60	15.6
Catering Services	40	10.4
Takeaway and Delivery Services	59	15.4

Source: Field Survey, 2024.

Table 8. Dietary habits

Dietary Habit	Frequency	Percentage (%)
Regular Breakfast Consumption	180	46.9
Vegetarian Diet	60	15.6
Low-Carb Diet	45	11.7
High-Protein Diet	99	25.8
Frequent Snacking	130	33.9
Avoidance of Sugary Drinks	75	19.5

Source: Field Survey, 2024.

Impact on Family Well-being

Perceptions of family well-being in relation to hospitality services (Table 9) were generally positive. 63% of respondents agreed or strongly agreed that hospitality services enhance family togetherness, and 50% believed they improve family nutrition. However, only 37% agreed that these services are affordable for families. These findings suggest that while hospitality services play a positive role in family dynamics and nutrition, affordability remains a barrier for many urban families, a trend observed in other developing urban contexts (33).

Research on hospitality services and family well-being reveals both positive impacts and challenges. Studies indicate that hospitality services can enhance family togetherness and improve nutrition (34). However, affordability remains a significant barrier for many families (34). The hospitality industry faces challenges in balancing work and family life for employees, with issues such as work interference affecting organizational commitment (35). Despite these challenges, low-income families residing in extended-stay hotels have identified positive characteristics, including family independence, social engagement, and a sense of safety (36). The industry is evolving to address work-family balance, with progressive organizations implementing more flexible workplace policies (35). Future research should focus on developing a holistic model of factors affecting work and family in the tourism and hospitality contexts to improve consistency in this field of study (37).

Inferential Statistical Analysis

The results from the chi-square analysis in Table 10 reveal significant relationships between various service quality factors and customer satisfaction in urban hospitality establishments. Satisfaction with nutritional value is significantly associated with overall customer satisfaction, leading to the rejection of the null hypothesis that there is no relationship between these variables. This result emphasizes the critical role of providing balanced and healthy meal options in meeting customer expectations, aligning with previous studies that highlight the growing demand for nutritionally adequate meals in urban contexts (19, 10, 4). Similarly, the null hypothesis that there is no relationship between satisfaction with service speed and customer satisfaction is rejected. The findings confirm the importance of efficient service delivery, as delays during peak hours often negatively affect customer experiences, making operational efficiency essential for customer retention (26, 23). Cleanliness also emerged as a significant factor influencing customer satisfaction, and the null hypothesis that there is no relationship between cleanliness and satisfaction is rejected. Clean dining areas, utensils, and restrooms are essential to fostering positive perceptions of service quality, consistent with established research showing that poor sanitation reduces trust and the likelihood of repeat patronage (8, 25). Additionally, affordability has a meaningful relationship with customer satisfaction, leading to the rejection of the null hypothesis that there is no such relationship. Customers value fair pricing, but affordability must be carefully balanced with quality to ensure optimal satisfaction and loyalty (28, 27).

The multiple regression analysis in Table 11 indicates that service quality factors significantly predict overall customer satisfaction. The null hypothesis that service quality factors do not predict customer satisfaction is rejected. Among these factors, frequency of use has the strongest effect, suggesting that customers who frequently patronize urban hospitality establishments tend to report higher satisfaction levels. This could be attributed to consistent positive experiences that build trust and familiarity (12). Nutritional value is also a critical predictor, reinforcing the importance of offering meals that meet the dietary preferences and health-conscious needs of urban consumers (19, 4). Service speed further predicts customer satisfaction, confirming that timely and efficient service is crucial for urban consumers, who often value responsiveness due to time constraints. This is consistent with findings that speed and responsiveness significantly enhance customer satisfaction in urban hospitality contexts (26, 23). Cleanliness remains a strong predictor of customer satisfaction, highlighting that maintaining hygienic environments is not only a basic requirement but also a key driver of customer loyalty and positive word-of-mouth recommendations (8). Affordability, while having a smaller effect compared to other

Table 9. Perceptions of family well-being

Perception	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Hospitality services enhance family togetherness	5%	12%	20%	40%	23%
Hospitality services improve family nutrition	10%	15%	25%	35%	15%
Hospitality services provide stress relief for families	8%	12%	22%	38%	20%
Hospitality services are affordable for families	15%	20%	28%	25%	12%
Hospitality services offer healthy food options	12%	18%	30%	28%	12%

Source: Field Survey, 2024.

factors, significantly contributes to satisfaction, demonstrating that reasonable pricing is a priority for customers, especially in competitive urban markets (28, 27).

Generally, the results clearly demonstrate that all null hypotheses have been rejected. There are significant relationships between satisfaction with nutritional value, service speed, cleanliness, affordability, and overall customer satisfaction. Furthermore, these service quality factors collectively and individually predict overall customer satisfaction. These findings underscore the importance of focusing on nutritional value, operational efficiency, cleanliness, and affordability to enhance customer experiences. Urban hospitality establishments must strategically address these areas to improve satisfaction and foster long-term customer loyalty.

CONCLUSION

This study explored the relationships between dietary habits, service quality factors, and customer satisfaction in urban hospitality establishments in Ibadan. The findings revealed significant associations between satisfaction with nutritional value, service speed, cleanliness, and affordability, and overall customer satisfaction. Furthermore, regression analysis demonstrated that these factors, along with frequency of use, are significant predictors of customer satisfaction. These results reinforce existing literature emphasizing the importance of service quality dimensions in shaping customer experiences and satisfaction. For example, the role of nutritional value aligns with studies by (19), which highlight the demand for healthier food options in urban contexts. Similarly, the influence of cleanliness corroborates findings

Table 10. Chi-Square analysis

Hypotheses	Chi-Square Value	df	p-value
There is no significant relationship between satisfaction with nutritional value and customer satisfaction in urban hospitality establishments	18.34	10	0.032
There is no significant relationship between satisfaction with service speed and overall customer satisfaction.	15.78	10	0.045
There is no significant relationship between satisfaction with cleanliness of facilities and overall customer satisfaction	20.56	10	0.015
There is no significant relationship between satisfaction with affordability and overall customer satisfaction	17.45	10	0.028

Source: Field Survey, 2024.

Table 11. Service quality factors (frequency of use, nutritional value, service speed, cleanliness of facilities, and affordability) do not significantly predict overall customer satisfaction in urban hospitality establishments (Regression Analysis)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
Frequency of Use	0.380	0.310	5.89	0.000
Nutritional Value	0.290	0.210	3.78	0.001
Service Speed	0.210	0.160	2.98	0.005
Cleanliness of Facilities	0.330	0.270	4.89	0.000
Affordability	0.190	0.150	2.67	0.010

Source: Field Survey, 2024.

by (8), who noted the critical importance of sanitation in enhancing customer perceptions and loyalty.

The results underscore the need for hospitality providers to prioritize nutritional quality, improve operational efficiency, and maintain high standards of cleanliness while balancing affordability with quality. These findings contribute to the broader understanding of customer satisfaction determinants within the urban hospitality sector, offering actionable insights for both industry stakeholders and policymakers.

Recommendations

Based on the statistical findings, the following recommendations are proposed:

1. **Enhance Nutritional Offerings**: Urban hospitality providers should focus on diversifying menu options to include balanced meals and cater to special dietary needs such as low-sodium or vegan diets, as these significantly impact customer satisfaction.

2. **Improve Service Efficiency**: Establishments should streamline operations to reduce delays during peak hours, possibly through staff training or adopting technology-driven solutions like self-service kiosks.

3. **Maintain High Cleanliness Standards**: Hygiene practices should be prioritized across all service areas, including dining spaces and restrooms, to meet customer expectations and build loyalty.

4. **Balance Affordability and Quality**: Providers must adopt pricing strategies that align with customer expectations for value while ensuring that quality is not compromised.

5. **Future Research Directions**: Longitudinal studies are recommended to explore how customer satisfaction evolves over time. Expanding the research to include other urban and rural contexts would enhance the generalizability of the findings. Incorporating qualitative methods, such as interviews, could also provide deeper insights into customer preferences and expectations.

Finally, this study highlights the critical interplay between dietary habits, service quality, and customer satisfaction, offering valuable insights for improving urban hospitality services. Addressing the identified limitations and implementing the recommendations can further strengthen the sector's ability to meet the evolving needs of urban consumers.

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