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RESEARCH CONTRIBUTIONS:

Customer Tipping Behavior in Online Food Delivery Services

**Beyond Service: The Critical Role of Emotional Quality in Enhancing
Customer Satisfaction and Brand Fidelity in Casual Dining Chain
Restaurants**



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ABSTRACTS

Research Manuscripts

Customer Tipping Behavior in Online Food Delivery Services

This study examined factors influencing customer tipping behavior in online food delivery (OFD) services. An online survey of 551 U.S.-based participants was analyzed using confirmatory factor analysis and structural equation modeling. Customer satisfaction—shaped by factors including food quality, safety, hygiene, control, convenience, service, and fulfillment—was found to predict tipping behavior significantly. Age and income had a positive moderating effect on this relationship. Findings suggest that improving customer satisfaction through service quality and food safety can enhance tipping behavior. These insights can guide OFD companies and restaurants in refining their service strategies to enhance customer loyalty and employee satisfaction.

Beyond service: The Critical Role of Emotional Quality in Enhancing Customer Satisfaction and Brand Fidelity in Casual Dining Chain Restaurants

This study examined how emotional and service quality impact customer satisfaction and brand fidelity in casual dining chain restaurants. Data from 222 U.S. customers were analyzed using structural equation modeling. Results showed that both service quality and emotional quality positively affect customer satisfaction and brand fidelity, with emotional quality having a stronger direct influence on brand fidelity. The study recommends prioritizing both service quality and emotional quality to build sustainable customer relationships. It highlights the importance of consistent, personalized service and occasional treats. Restaurants should foster a welcoming atmosphere and encourage rapport-building with customers. This research offers valuable insights for enhancing customer satisfaction and brand fidelity in the restaurant industry.