

BRS - typical research variables

SERVICE & OPERATIONS VARIABLES

Independent variables

- Service quality
- Staff responsiveness
- Employee professionalism
- Waiting time
- Service efficiency
- Service reliability
- Service assurance
- Service empathy
- Complaint handling effectiveness
- Service recovery strategies
- Operational efficiency
- Food preparation time
- Cleanliness standards
- Hygiene practices
- Menu variety
- Pricing fairness
- Value for money
- Facility aesthetics
- Technology integration (e.g., self-check-in)
- Reservation system efficiency

Dependent variables

- Customer satisfaction
- Customer loyalty
- Repeat purchase intention
- Word-of-mouth intention
- Customer retention
- Perceived service value
- Customer trust

EVENTS MANAGEMENT VARIABLES

Independent variables

- Event experience quality
- Event design
- Event atmosphere
- Entertainment quality
- Venue suitability
- Event safety measures
- Event logistics efficiency
- Ticket pricing

- Sponsor involvement
- Crowd management strategies
- Sustainability practices at events

Dependent variables

- Attendee satisfaction
- Revisit intention
- Recommendation intention
- Event success perception
- Sponsor satisfaction

CATERING & FOOD SERVICE VARIABLES

Independent variables

- Food quality
- Food presentation
- Nutritional value
- Menu innovation
- Portion size
- Food safety compliance
- Supplier reliability
- Kitchen staff competence
- Cost control practices
- Waste management practices

Dependent variables

- Customer satisfaction
- Perceived food value
- Repeat booking intention
- Corporate client retention

Variable combinations for dissertations

Service quality → Customer satisfaction

1. How does service quality influence customer satisfaction at mid-sized catering companies in urban areas?

(Explanatory: cause-effect)

Social media marketing → Event attendance intention

Employee motivation → Service quality

Food quality → Customer retention

Green practices → Brand image → Loyalty

Leadership style → Employee performance

Event experience quality → Attendee satisfaction

Technology adoption → Operational efficiency

Pricing fairness → Perceived value → Purchase intention

Complaint handling → Trust → Loyalty

BRS - Sample RQs

2. How does staff hygiene training influence food safety performance in catering operations?
(Explanatory: testing impact)

3. How does the use of digital tools (e.g., event management apps) improve coordination in event planning?
(Explanatory: evaluating effects)

4. To what extent does the use of eco-friendly materials enhance attendee perceptions of event quality?
(Explanatory: sustainability → perceptions)