



Service Quality in Food and Beverage Industry: A Bibliometric Review

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ABSTRACT

Purpose

The purpose of this paper is to identify the link and connection between the main theme i.e. Service Quality and Food and Beverages. It also aims at identifying the valuable contributions from authors, journals, countries, and institutions in the selected area.

Design/methodology/approach

This paper uses bibliometrics method to analyze the relevant literature metrics such as annual publication trends, authors with the most produced work, top productive countries and affiliations, and the popular mentioned keywords. Furthermore, this paper also uses VOSviewer to do the analysis of co-authorship, and keyword co-occurrence analysis in order to obtain the basic literature and research hotspot in this research field.

Findings

The findings from the bibliometric review shows the increasing trend for number of publications since 1992 until 2020 and most of the publications was published in foodservice business research journal.

Research limitations/implications

The study analyses this field from a comprehensive perspective, but it exclusively examines articles published in Scopus database only. Future research may use different combinations of keywords and extend the study area to a low number of publication countries.

Originality/value

This paper contributes to the literature on SQ in food and beverage industry by highlighting the trends of SQ and food and beverages publications from the Scopus database using bibliometric analysis.

Keywords: Service quality; Food and Beverage; bibliometric analysis

INTRODUCTION

This study illustrates the exploration of the link and connection between “Service Quality and Food and



Beverages” by mapping the service quality and food and beverages literature review. Given the recent surge in the service quality of food and beverage research, there is a need for timely reviews to portray the intellectual structure of the field. This paper aims to address this gap by carrying out the bibliometric analysis of the service quality of food and beverage research on the Scopus database.

Service quality (SQ) is a pivotal factor in the food and beverage (F&B) industry, influencing customer satisfaction, loyalty, and overall business performance. (Liu, C.H., et al, 2024; Samosir, J., et al, 2024; Putta, S. S., et al, 2023; Ishola, O. A., & Olusoji, M. O., 2020; Ramya, N., Kowsalya, A., & Dharanipriya, K., 2019). According to Sabora, C. (2024), in a highly competitive market, businesses that provide excellent service quality can distinguish themselves and gain a competitive edge. This statement is significant in the food and beverage sector, where service quality includes efficiency and reliability, hygiene, customer care, and the overall dining experience. The significance of SQ has improved over the years due to the global shifts triggered by the COVID-19 pandemic and the impact of technological evolution on customer awareness, which heightened consumer expectations around safety and digital integration, either in food delivery services or dine-in service. (Wu, M., et al, 2024; Talukder, M. B., et al, 2023).

Although several studies on the subject of service quality in multidisciplinary industries have been conducted in the previous study, most of the researcher have avoided utilizing bibliometrics analysis. According to the Scopus database retrieved on September 2024, search within article title for the keyword service quality and bibliometric gives result of less than 20 documents only. Among the bibliometric analysis literature available for multiple industries are accounting and finance (Bonang, D., et al., 2024; Azzari, V., 2020), healthcare (Datt, M., et al., 2023; Ali, J., Jusoh, A., et al., 2022; Valencia-Arias, A., et al., 2018), private higher institution (Wider, W., et al, 2024), library (Ashiq, M., et al., 2022), hotels (Ahlawat, R., Ghai, M., & Garg, S. K., 2023), logistic (Dhaigude, S. A., & Mohan, B. C., 2023) and airport (Bakır, M., et al., 2022). Since the food and beverage industry document article is not found in the Scopus database, so this study is going to focus on the review of combined themes from service quality and food and beverages industry. The academicians, investors, entrepreneurs, and the authorities will gain an understanding of the service quality – food and beverages link through this study, which will help them to make well-informed decision in future.

This study uses the bibliMagika and VOSviewer software to do bibliometric analysis on service quality and food and beverage. This study covers documents in the Scopus database from 1992 until September 2024 only. The literature review will be examined in the next section, which will then be followed by the research methods, findings, discussion, and conclusion.

METHOD

Bibliometric analysis is a methodical strategy that uses the outputs of the academic literature database to comprehend the worldwide research trends in a certain field. This type of approach sets apart a review paper, which is primarily meant to talk about the issues, advancements, and future prospects of a certain topic, from a bibliometric analysis paper (Passas, I., 2024). Furthermore, Khatib, S. F., et al. (2022) state that bibliometric can be define as quantitative research method involving the examination and analysing of bibliographic data such as publications, citation and related metadata within the specific body of literature to identify the characteristics, patterns and trends. The ease with data collection and extracted from academic databases such as Scopus, Web of Science (WoS) and Dimensions may be the reason for the growing number of research that have been carried out employing bibliometric analysis.

Defining keywords

In bibliometric research, it is important to use most accurate keywords related to the research field in order to ensure the data retrieved was correct and can achieve the target (Rahman, N. A. A., et al., 2022). Therefore, in order to make sure that the publications in this study could be retrieved from trustworthy sources, the following search codes were used in the title to retrieve documents from Scopus: TITLE ("service quality" AND "food and beverage" OR "restaurant"). The search was not limit to any criteria such as language, document types, sources types and subject areas of the journal and it yielded 152 research studies from 1992 until 2024 and all of the data was used for this study.

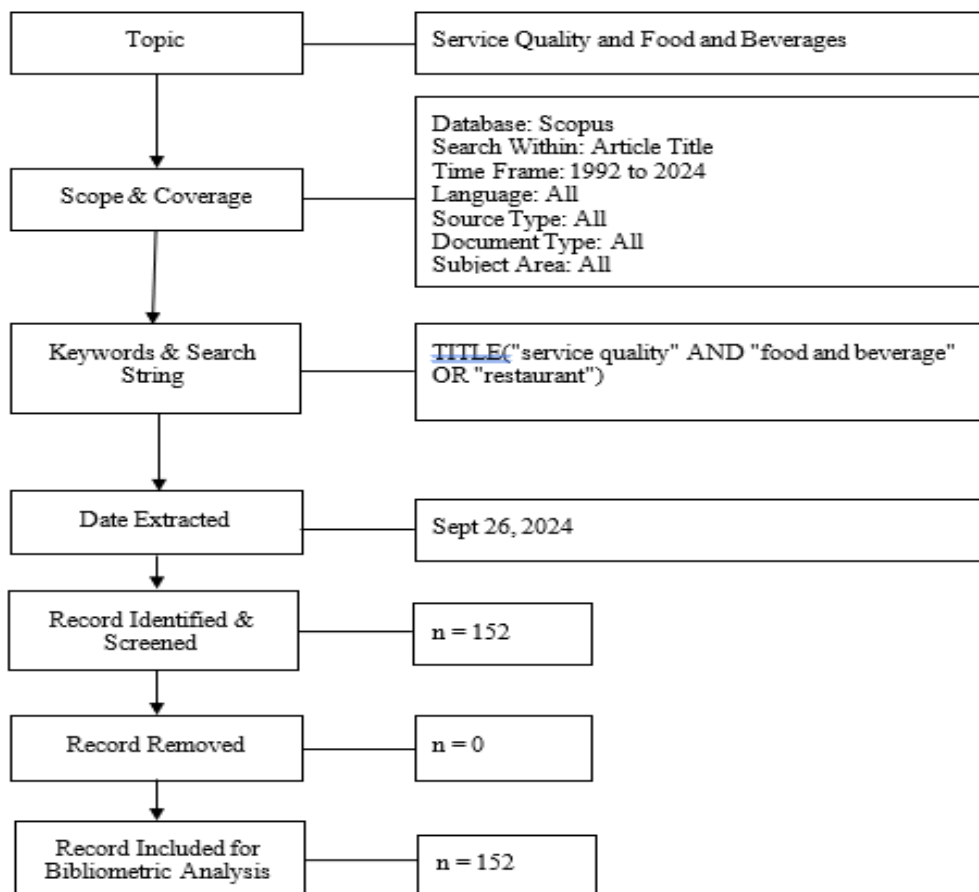
Search Strategy

The database use for this study was retrieved from Scopus. According to previous researcher, Scopus was one of the largest databases uses by the researcher to find the article due to the coverage, user friendly interface, citation metrics and reliability (Singh, V. K., et al., 2021; Visser, M., et al., 2021). Moreover, it provided more comprehensive coverage of the topics than Web of Science and other similar resources. (Visser, M., et al., 2021). Referring to the Scopus website of content, there are 97.3+ mill records, 19+ mill author profile and 94+ thousand affiliations profile have in the Scopus database as of July 2024. The database reported on March 2023 consist of over 27,950 active titles, with 26,591 active peer-reviewed journals, and 15,450 inactive titles (primary predecessor of the active titles), over 292,000 volumes of books, 192 trade journals, and 1,167 book series (Scopus, n.d). Therefore, it is believed that this database can provide extensive scientific research from all over the world and would help this study in reaching the objective at the end.

Tools and Data Analysis

Different threshold values were used to screen the papers. The source documents for the analysis were acquired in September 2024. The search was launched using the database's keywords ("service quality" AND "food and beverage" OR "restaurant") as mentioned earlier. The flow diagram for reporting items for systematic review and meta-analysis proposed by Page, M. J., et al.'s (2021) were used in this study as a reference. In order to prevent duplicates or documents that are unrelated to the study's subject, every document that was acquired was carefully screened and checked. Before uploading the dataset to biblioMagika for screening, the document is first downloaded as a CSV file from Scopus. These applications assist in locating missing information and in cleaning and harmonizing author names, affiliations, and countries. Clean data will help this study obtain accurate analytical results. After filtering, no document was removed and the dataset is uploaded into biblio Magika (Ahmi, A., 2024) and VOSviewer (Van Eck & Waltman, 2023) for analysis.

Figure 1. Flow diagram of the search strategy.



Source: Zakaria et al. (2021), Page, M. J., et al. (2021)

RESULTS AND DISCUSSION

This section analyzes the following aspects of researchers works: publication by year, publication by source title, publication by country, subject area, co-citation patterns, and themes in service quality and food and beverage studies based on the keywords. The information and results provided mostly presented as frequency and percentage.

Document Profiles

Table 1. Citation Metrics

Main Information	Data
Publication Years	1992 - 2024
Total Publications	152
Citable Year	33
Number of Contributing Authors	413
Number of Cited Papers	138
Total Citations	5,092
Citation per Paper	33.50
Citation per Cited Paper	36.90
Citation per Year	159.13
Citation per Author	12.33
Author per Paper	2.72
Citation sum within h-Core	4,995
h-index	37
g-index	68
m-index	1.121

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

According to Table 1, the Scopus database contains the earliest research on the relationship between service quality and food and beverage, dating back to 1992. There have been 152 publications during the past 32 years, and 5,092 citations make them deemed influential. It is supported by the high citation per paper score of 33.50 and citation per author score of 12.33. There are 413 authors was contributed towards the topics, 138 papers have been cited and average author per paper is 2.72. With a high degree of citation and influence, the research has had a substantial impact on the academic community, as indicated by the h-index and g-index counts.

Table 2. Document Type

Document Type	Total Publications	Percentage (%)
Article	136	89.47%
Conference Paper	11	7.24%
Book Chapter	5	3.29%
Total	152	100.00

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

The document type published in the Scopus database is displayed in Table 2. 89.47% of all publications are covered by the 136 articles. Next in line are the conference paper (11 publications, 7.24%) and book chapter (5 publications, 3.29%). On the other hand, table 3 display the publications' sources, which include 137 journal

publications (90.13%), 10 conference proceedings (6.58%), and 5 books (3.29%).

Table 3. Source Type

Source Type	Total Publications	Percentage (%)
Journal	137	90.13%
Conference Proceeding	10	6.58%
Book	5	3.29%
Total	152	100.00

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

The languages used by earlier researchers to discuss the themes in the Scopus database are displayed in Table 4. English is the medium used by the majority of scholars. Spanish is used in just four articles, and Korean is used in one journal. Other than that, the publication's subject area is indicated in table 5 and it shows the business, management, and accounting fields account covers more than 60% of publications, with the social sciences coming in second at 25%. Table 5 indicates that the remaining articles are found in various areas.

Table 4. Languages

Language	Total Publications	Percentage (%)
English	147	96.71%
Spanish	4	2.63%
Korean	1	0.66%
Total	152	100.00

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

Table 5. Subject Area

Subject Area	Total Publications	Percentage (%)
Business, Management and Accounting	100	65.79%
Social Sciences	38	25.00%
Agricultural and Biological Sciences	28	18.42%
Engineering	19	12.50%
Economics, Econometrics and Finance	17	11.18%
Environmental Science	17	11.18%
Computer Science	15	9.87%
Decision Sciences	10	6.58%
Energy	10	6.58%
Chemical Engineering	2	1.32%
Mathematics	2	1.32%
Nursing	2	1.32%
Arts and Humanities	1	0.66%
Chemistry	1	0.66%
Earth and Planetary Sciences	1	0.66%
Health Professions	1	0.66%

Immunology and Microbiology	1	0.66%
Materials Science	1	0.66%
Medicine	1	0.66%

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

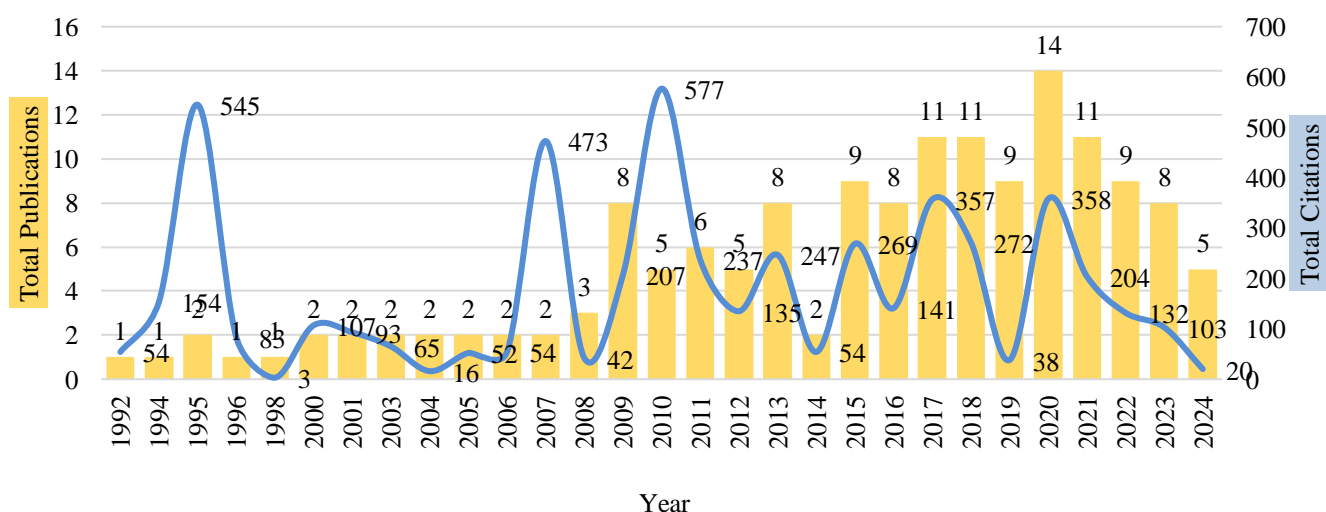
Publication Trends

This section of the study discusses the trends in research publications concerning food and beverage and service quality since 1992. Figure 2 displays the annual publication patterns and information on the total number of publications (yellow) and citations (pink). The research has been steadily growing but slightly decrease in the recent year, as this image illustrates. Since 2008, there has been an upward trend in the number of publications, reaching its maximum point in 2020 with 14 publications. In late 2019, the pandemic of COVID-19 was beginning in China and then spread globally in in the year 2020 caused significant global disruption, severe economic downturns in countries around the world. Due to the attacked, a lot of scholars are trying to understand about it and find the impact towards human life. According to Lee, S., & Ham, S. (2021), COVID-19 has changed the way of human life and had an impact on the food service industry. Most people are more concerned about hygiene, service quality, and safety. In addition, the adoption of technology during that time also derived the changes in the food service industry trends as discussed by Halim-Lim, S. A., et. al. (2023) and Li, Y., et. al. (2022). This global shift has led the academic interest and scholars to explore service quality more extensively, resulting in substantial increase in publication during that year.

For the citation analysis, the high number of citations from the authors was generated in 2010 (577 citations) which caused by the food industry market starting to evolved and the numbers have continued to fluctuate over the years until now. According to the report from The Edge (2010), the food industry was the sector of the year for 2010 which driven by a spate of mergers and acquisitions. Additionally, Gayatri, N. A. G., et. al (2022) also found that the restaurant industry experienced a big growth from year 2010 until 2019. This finding explains the increasing trends of scholar's citation in that year.

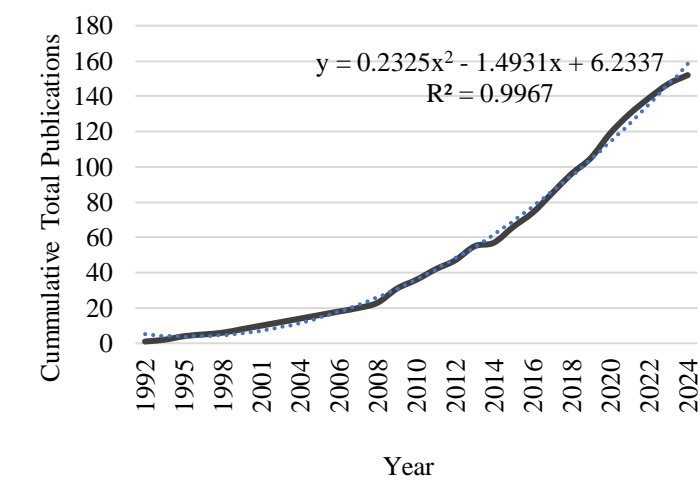
Meanwhile, the decreasing trend of citations might be due to a variety of issues, such as high competition, shifting research focus, or changing methodology. These emerging areas may not yet be fully reflected in Scopus-index publications during the study was conducted. Despite a minor decline in the most recent year, the cumulative number of publications has grown consistently, as shown in Figure 3. Understanding these trends is crucial, as it illustrate how the external factors such as technological innovation, global health crisis, and changes in consumer expectations would influence the academic development of service quality research especially in the food and beverage sector.

Figure 2 Total Publications and Citations by Year



Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

Figure 3 Publication Growth



Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

Publications by Authors & Institutions

This study identified the top ten authors and top ten articles by institutions in the "Service quality and Food and beverages" search. A minimum of three articles is required to identify it. Prybutok, Victor R. (University of North Texas) and Cheng, Ching-Chan (Taipei University of Marine Technology) are the most productive authors with four publications. Following the list are the remaining writers, each with three publications, as indicated in Table 6. As for the data publication by institution, with six publications, Universiti Teknologi MARA in Malaysia leads the field for most productive institutions, followed by Sejong University in Korea, which has five publications overall. The other universities contributed to this theme, as indicated in Table 7 below.

Table 6. Top 10 Productive Authors

Author's Name	Current Affiliation	Country	TP	NCP	TC	C/P	C/CP	h	g	m
Prybutok, Victor R.	University of North Texas	United States	4	4	229	57.25	57.25	4	4	0.250
Cheng, Ching-Chan	Taipei University of Marine Technology	Taiwan	4	4	150	37.50	37.50	4	4	0.308
Uslu, Abdullah	Akdeniz University	Turkey	3	3	50	16.67	16.67	3	3	0.600
Yeh, Tsu-Ming	Dayeh University	Taiwan	3	3	134	44.67	44.67	3	3	0.300
Mohi, Zurinawati	Universiti Teknologi MARA	Malaysia	3	2	55	18.33	27.50	2	3	0.154
Kukanja, Marko	University of Primorska	Slovenia	3	3	10	3.33	3.33	2	3	0.333
Planinc, Tanja	University of Primorska	Slovenia	3	3	10	3.33	3.33	2	3	0.333
Koutroumanis, Dean A.	University of Tampa	United States	3	2	11	3.67	5.50	2	3	0.118
Qin, Hong	University of Texas-Pan American	United States	3	3	222	74.00	74.00	3	3	0.188

Ahn, Young-Joo	Sejong University	South Korea	3	3	25	8.33	8.33	2	3	0.500
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Notes: TP=total number of publications; NCA=Number of contributing authors; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; g=g-index; m=m-index.

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

Table 7. Top 10 Productive Institutions

Affiliations	Country	TP	NCA	NCP	TC	C/P	C/CP	h	g	m
Universiti Teknologi MARA	Malaysia	6	17	4	63	10.50	15.75	2	6	0.154
Sejong University	South Korea	5	12	4	98	19.60	24.50	3	5	0.600
University of North Texas	United States	4	6	4	229	57.25	57.25	4	4	0.250
Macau University of Science and Technology	Macao	4	4	3	117	29.25	39.00	2	4	0.154
Oklahoma State University	United States	4	8	4	229	57.25	57.25	4	4	0.160
Taipei College of Maritime Technology	Taiwan	3	8	3	138	46.00	46.00	3	3	0.231
Akdeniz University	Turkey	3	5	3	50	16.67	16.67	3	3	0.600
Sun Yat-Sen University	China	3	6	3	246	82.00	82.00	3	3	0.167
Universiti Sains Malaysia	Malaysia	3	6	3	47	15.67	15.67	2	3	0.200
University of Primorska	Slovenia	3	7	3	10	3.33	3.33	2	3	0.333

Notes: TP=total number of publications; NCA=number of contributing authors; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; g=g-index; m=m-index.

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

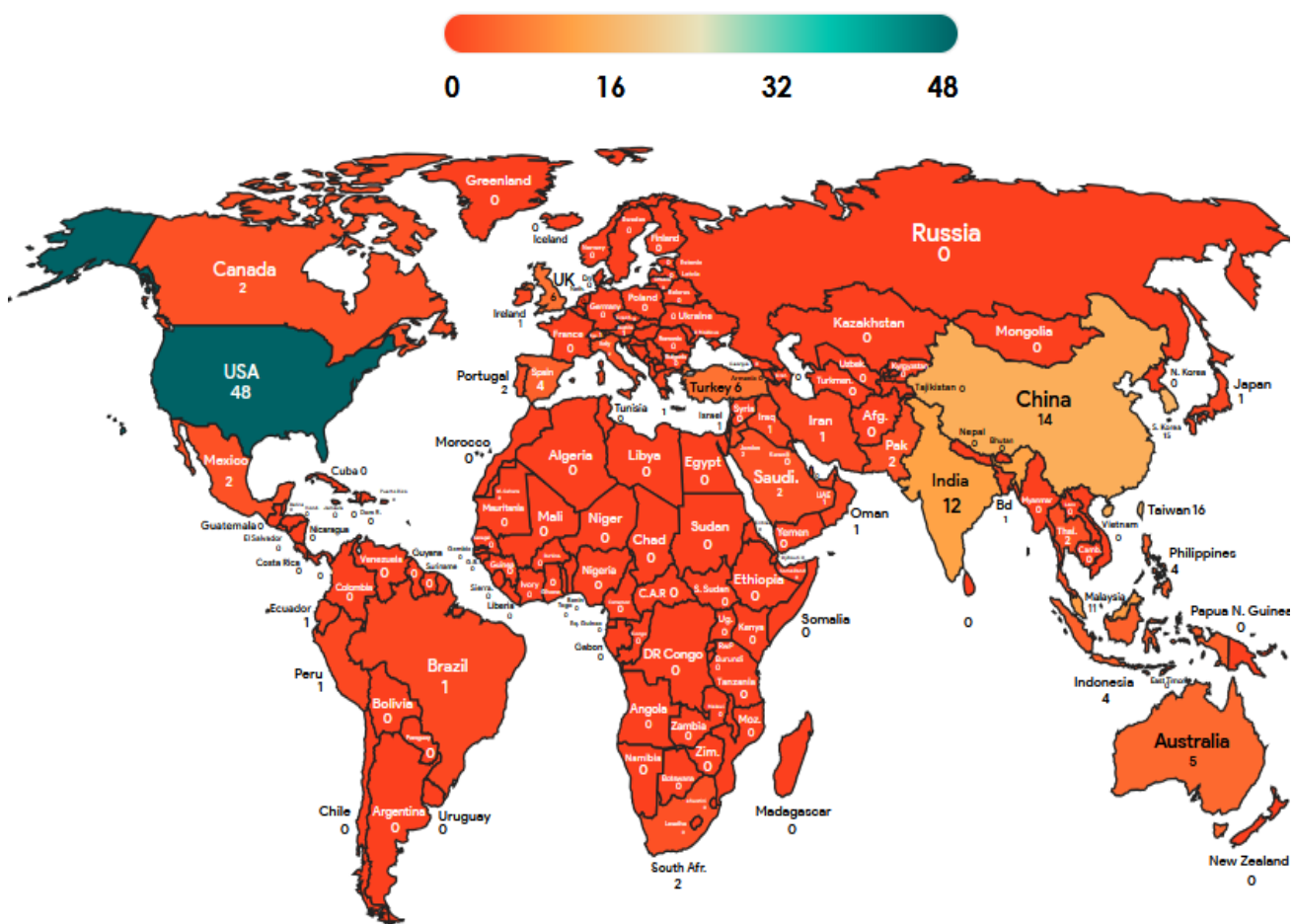
Publications by Countries

Different countries across the world have contributed to the research on these themes. Figure 4 shows the countries that contributed to the publications, and further qualitative interpretation helps explain this difference. The publication was led by the United States, by having 48 publications has a mature hospitality research environments and a long-standing interest in service quality framework that contributes to the dominant output in the field. Many universities in US provide extensive institutional support for hospitality and foodservice research through specialized library guides, dedicated database, and industry-linked archives. For example, in the website of University of Pennsylvania Library (n.d), offers a comprehensive Food & Beverage Industry research guide that consolidates academic databases and industry. Other than that, the university of San Francisco

and University of Nebraska-Lincoln also providing specialized hospitality research guides that facilitate scholarly access to F&B and service quality literature. This well-established academic infrastructure helps explain why the US can lead in publication results.

Secondly, Taiwan contributed 16 publications, followed by South Korea (15), China (14), and India (12). All of these countries demonstrate strong engagement in this research area driven by rapid growth in their foodservice sectors, rising consumer expectations, and expanding hospitality research. Meanwhile, Malaysia was in sixth place with 11 publications for the theme. It shows that Malaysia also looking forward for the better service quality especially in the foodservices sector. The country that published less than ten publications are mentioned in the maps in red color and orange color. These countries present significant opportunities for future exploration, especially in Southeast Asia where the tourism and food-related business are major economic contributors.

Figure 4 Worldwide publication indexed by Scopus on service quality in food and beverages.

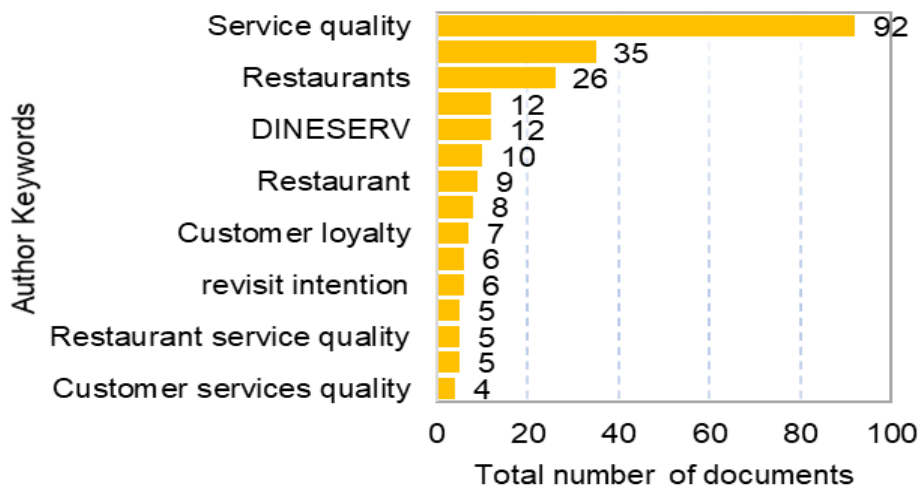


Source: Generated by the author(s) using iipmaps.com

Top Keywords

The selection of keywords may lead to reaching the objective of the studies. To ensure the keywords are suitable, the scholars need to identify the primary keyword before running their studies. The primary keywords can be determined using an author keyword analysis. Figure 5 displays the top 15 author keywords that occur in the most publications. It shows the popular keyword used by the author's is "service quality" which give the results of 92 documents. The second place of keyword is "customer satisfaction" with the total of 35 documents and followed by keyword of "restaurants" with 26 documents. There also had 12 documents use the keyword of 'satisfaction' and 'DINESERV' respectively. The remaining keyword using less than 10 documents are "SERVQUAL", "Restaurant", "Loyalty", "Customer Loyalty", "Food Quality", "revisit intention", "behavioral intentions", "restaurant service quality", "fast food" and "customer service quality".

Figure 5 Frequency Distribution of Top 15 Author Keywords



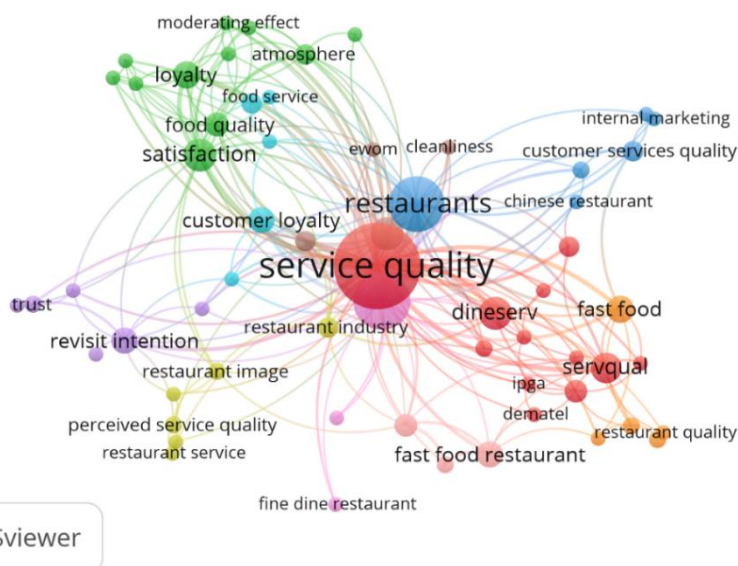
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

The results shows that most scholars like to discuss the topic of service quality especially in the restaurants. Besides that, the scholars also related their study discussion with the theoretical framework such as DINESERV. As we know, the service quality commonly has a strong relationship with the customer satisfaction and their loyalty to the restaurants. So, the results also found that this keyword being among the top keyword use by the scholars in the study writing.

Co-occurrence Analysis

Co-occurrence analysis is one of the most widely used bibliometric techniques to identify and visualize the relationships among keywords that frequently appear together in previous research. This analysis helps the scholars to understand the intellectual structure of the particular research field. The analysis is done by clustering related concepts or themes based on their co-occurrence patterns. According to Zhou, X., et al. (2022), co-occurrence analysis explores the possible connection between two bibliographic items included in the same dissertation. For this study, a co-occurrence analysis of the authors' keywords was conducted to uncover the thematic structure of publications related to the research topic which are service quality.

Figure 6 Co-occurrence of author keyword Map (all item)



Source: Generated by the author(s) using VOSviewer (Van Eck & Waltman, 2023)



The visual presented in Figure 6 illustrates a network map where each node represents a specific author's keyword for the dataset. The frequency of the keyword's occurrence was represented by the nodes size while the strength of association between keywords was represent by the thickness of the connecting lines. The favorite authors keyword was service quality and restaurants as referring to the largest nodes size in the illustration. Besides that, the previous researcher also does the study for the service quality that related with the customer loyalty, satisfaction and also revisit intention. In addition, the study also revealed the formation of six distinct clusters which are representing a closely related group of the research theme. These clusters are identified as revisit intention, satisfaction, quality service, theory of quality, fast food restaurant, and restaurant images.

Based on the clusters, the thematic patterns generated four major areas dominate service quality research in the food and beverage sector. The first theme was customer behavioral outcomes that derive from the cluster satisfaction and revisit intention as discussed by the previous scholar such as Mohd Nazri, F. N., et. al. (2022); Rajput, A. and Gahfoor, R.Z. (2020) and Rahman, N. A. A, et al. (2019) that shows service quality strongly influences satisfaction and behavioral intentions. The second themes identified was service quality frameworks which discussing about theory of quality. From the figure 6, it was identified that most theory discussed by the scholars was DINESERV and SERVQUAL.

Next theme highlighted the dining experience and restaurant image. This theme demonstrating the importance of ambience, environment, and overall service quality. Lastly, the theme found was type of restaurants such as fast-food restaurants, fine dine restaurants and Chinese restaurants. This indicates an emerging research interest in operational efficiency and standardized service delivery for all of this type of restaurants.

Considering the findings of this study, it shows that the service quality is one of the interesting topics that may be explore by future researchers. It is supported by the bibliometric analysis that shows a low number of publications and it is a call for more future research. The keyword analysis shows the increasing importance of the study related with the service quality in food and beverages industry. There might be more critical for future research especially for the cluster that may fill the significant current gap such as theory of quality, restaurant images, and quality service. However, this study might not be accurate since it is limited to the certain specific keywords only (service quality and food and beverage) which cannot cover the overall aspects of these area. Maybe future researchers may identify other keyword that might be relevant and try to use other combinations of keyword.

Furthermore, this study already identified the country that have a lower publication regarding the themes. This may give a direction towards future research to help improve the research for the surrounding area that may give the benefit towards the key industry player and the government of the mentioned countries. There also need a collaboration from the mention countries in this study to explore more about the themes in depth and give the enhancement towards the industry in future. By having more research in this area will help the key player of the industry to understand the needs and fulfill the recent environment and requirement to help the industry become stronger in their country or surrounding area.

CONCLUSION

This article presents the bibliometric analysis of service quality related with food and beverages. The data collection of the study from the Scopus database and 152 number of documents was analyzed since year 1992 until September 2024. Bibliometric analysis done by this study provides a comprehensive review of the research output in this field. The United States, Taiwan, South Korea, China, India and Malaysia was identified as the most contributions towards the publication around the world. It also identified the main keyword and themes in the scientific research. The analysis revealed that the overall number of publications has increased over the years even if there exist a decline in the publication trends. The findings of the study suggest that future research may explore to improve the related themes discussed and lead to a better performance in the future. However, a number of restrictions was appearing in this study. The study only focused on publications that publish the Scopus database only. As a results, it might not cover a wide field of study area. In addition, the bibliometric analysis only provides the dataset on publication volume and trends. However, it still requires opinions and feedbacks from experts to provide an intellectual appraisal using their knowledge. Overall, this article highlights the gaps in current research and suggest potential ideas to future researchers.

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