

**IMPACT OF SERVICESCAPE AND FOOD QUALITY  
ON FIRMS PERCEIVED PERFORMANCE (A STUDY  
OF HOTEL INDUSTRY IN PAKISTANI CONTEXT)**



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## ABSTRACT

The main and primary motive of the research is that what is the hotel industry in Pakistan and further by drilling down what is servicescape and food quality perception in accordance with customers, organizations, available literature and industrial standards. What are the possible factors that can play there part in making purchase decision and how one service has the competitive edge over the other? How we can improve our performance.

**Keywords:** Servicescape, food quality, core competencies, competitive advantage, comparative pricing, and firms perceived performance

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