

**Measuring the impact of perceived quality of service and price  
amongst restaurant customers in Johannesburg**

by

**SAREL FRANCOIS GROBBELAAR**

**dissertation presented as partial fulfilment of the  
requirements for the degree**

**MAGISTER COMMERCII**  
in  
**BUSINESS MANAGEMENT**

The logo of the University of Johannesburg, featuring two stylized human figures in orange and yellow, facing each other with their arms raised, forming a shape reminiscent of the letter 'J'.

UNIVERSITY  
OF  
JOHANNESBURG  
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**STUDY LEADER: PROF FJ HERBST**

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**I dedicate this dissertation to my wife Rina and our three sons  
Ivan, Röan and Arné.**

**I also dedicate this dissertation to Arthur.**

