Original Scientific Article

Drivers of Tipping Behaviour in Restaurants: The Case of Croatia

Ina Rimac
University of Split, Croatia
irimaco2@live.efst.hr

Ljudevit Pranić
University of Split, Croatia
ljudevit.pranic@efst.hr

Ena Jurić
University of Split, Croatia
Universitat de Girona, Spain
ejuric@efst.hr

Tipping in the hospitality industry is a widespread but under-researched phenomenon, particularly in regions where cultural, economic, and social dynamics diverge from established norms. This study explores the critical role of consumer-perceived value in shaping tipping behaviour in the restaurant industry, specifically focusing on Croatia – a context where unique cultural, economic, and social dynamics influence tipping practices. Analysing data from 438 Croatian residents, the study reveals how service dimensions – such as food quality, ambiance, service convenience, and server quality – intersect with demographic characteristics and payment methods to influence tipping practices and WoM recommendations. The research situates Croatia's tipping practices within the broader framework of tourism innovation, emphasizing the interplay of legislative reforms (such as the introduction of card-based tipping), operational advancements (such as the integration of digital payment systems), and evolving cultural norms. These innovations enhance the dining experience for both locals and international tourists, aligning local hospitality practices with global standards. The findings underscore how transitional economies can leverage these combined innovations to strengthen their competitiveness in the global tourism market while fostering positive tourist perceptions.

Keywords: tipping, restaurants, perceived value, tourism innovation, Croatia

 https://doi.org/10.26493/2335-4194.18.21-38

Introduction

Tipping practices have been extensively explored in North America, where gratuities often constitute a significant part of service workers' income (Lynn, 2018; Mansfield, 2016). By contrast, European countries present a more varied and complex picture (Gössling et al., 2021). In service-inclusive pricing contexts typical of Europe, tipping patterns differ significantly across countries, shaped by localized cultural and economic factors. Despite substantial research on tipping behaviours in North America and, to a lesser extent, Western and Northern Europe, studies examining the evolution of these practices in transitional economies like Croatia remain limited. These contexts often feature unique cultural and economic dynamics that interact with global influences to produce distinct consumer behaviours. While Lynn (2018) provides valuable insights into the motivations and patterns of tipping in North America, comparable research on transitional economies, particularly those adopting legislative and operational innovations, is sparse.

This study addresses this gap by investigating how localized factors – such as service dimensions, demographic characteristics, and payment methods – shape tipping behaviour in Croatia. Furthermore, this research situates tipping practices within the broader framework of tourism innovation, exploring how legislative and operational changes, such as the introduction of card-based tipping, represent adaptations of external innovations to local contexts. Recent studies underscore the importance of localized analysis in understanding consumer behaviour within service industries (Bader et al., 2023; Sangpikul, 2023), emphasizing the need to consider the interplay of cultural and economic dynamics. Moving beyond prior research that predominantly views tipping as a social norm or economic transaction, this work examines how Croatian consumers' perceptions and behaviours are shaped by the interaction of service dimensions – food quality, ambiance, service convenience, and server quality – with perceived restaurant value. It also investigates how demographic characteristics and payment methods influence tipping decisions and their impact on word-of-mouth (WoM) recommendations, a critical factor in today's tourism-driven economy (Hidayat et al., 2020; Konuk, 2019).

This study offers novel insights into how regional and cultural nuances influence tipping behaviours, with a specific focus on Croatia's domestic practices and rapidly expanding tourism industry. It highlights the implications of operational innovations, such as card-based tipping, for service management and consumer engagement in transitional economies. By providing practical guidance for restaurant managers and policymakers, this research aims to enhance service quality and align strategies with evolving consumer expectations. Ultimately, it contributes to a broader understanding of consumer behaviour in service industries, particularly in transitional economies like Croatia (Rajh & Koledić, 2021).

Literature Review and Hypothesis Development

Service quality is a key determinant of consumer behaviour in the hospitality industry, significantly influencing customer satisfaction, perceived value, and behavioural intentions (Ryu et al., 2012). Traditional frameworks, such as the SERVQUAL model developed by Parasuraman et al. (1988), provide a foundation for evaluating service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This model has been widely applied in service industries, including restaurants, as a tool to understand how service quality shapes customer perceptions. Building on SERVQUAL, Stevens et al. (1995) introduced DINESERV, a model specifically designed for restaurant settings. DINESERV adapts SERVQUAL's dimensions to focus on tangible elements such as facility cleanliness and ambiance, as well as intangible aspects like server attentiveness and responsiveness. Both models remain foundational, providing insights into how service quality impacts customer satisfaction and post-consumption behaviours, such as tipping and WoM recommendations.

In contrast to gap-based models like SERVQUAL and DINESERV, Grönroos' technical/functional quality framework (the Nordic European model) emphasizes both the outcome of service (technical quality) and the process of service delivery (functional quality). Technical quality encompasses tangible results, such as food presentation and taste, while functional quality refers to interpersonal interactions, such as the attentiveness and professionalism of the service staff. This model's holistic nature and simplicity make it particularly relevant for industries like hospitality and tourism, where customer experience is multifaceted (Grönroos, 1990).

Contemporary frameworks further expand the scope of service quality measurement. For instance, e-SERVQUAL adapts traditional SERVQUAL dimensions for online and digital service contexts, such as restaurant reservation systems or app-based food delivery platforms (Parasuraman et al., 2005). Meanwhile, Customer Experience (CX) metrics, including Net Promoter Score (NPS), Customer Effort Score (CES), and Customer Satisfaction (CSAT), provide actionable insights into customer loyalty and emotional engagement across the service journey (Homburg et al., 2017; Lemon & Verhoef, 2016). These approaches reflect the growing importance of omnichannel interactions in shaping modern consumer behaviour and are parti-

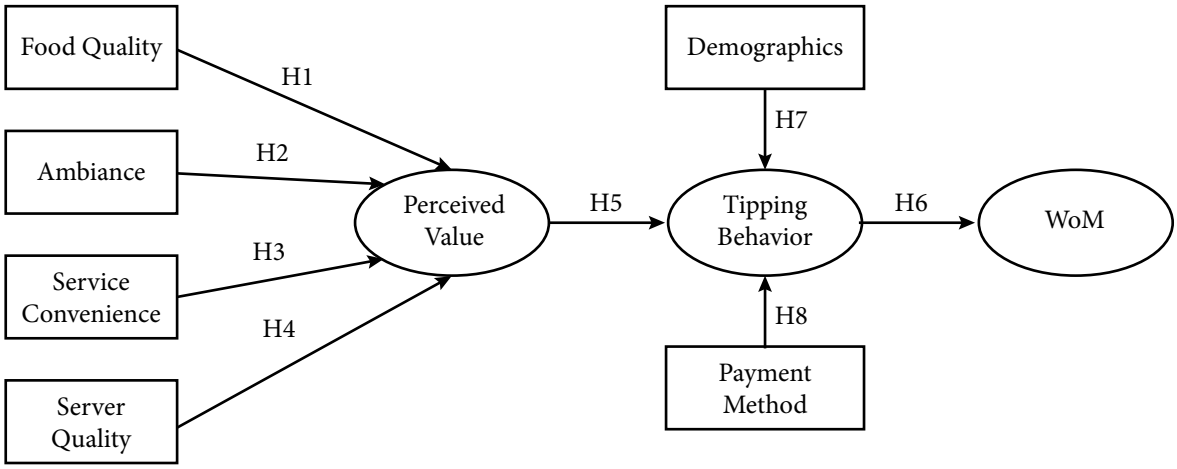

Figure 1 Hypothesized Relationships Between Service Quality Dimensions, Perceived Value, and Tipping Behaviour in Croatian Restaurants

cularly relevant for restaurants leveraging digital tools to enhance customer engagement.

In the restaurant context, quality measurement frameworks emphasize both tangible and intangible elements. Tangibles, such as facility design and cleanliness, shape the dining environment, while functional elements like empathy and responsiveness enhance satisfaction through personalized service. Studies such as those by Ryu et al. (2012) illustrate how these dimensions contribute to perceived service quality and behavioural intentions, including tipping. Building on this foundation, the present study examines how similar dimensions – specifically food quality, ambiance, service convenience, and server quality (Whaley et al., 2019) – shape perceived value in Croatian restaurants and how this perceived value impacts tipping behaviour (Figure 1).

Tipping as a Social Norm in Consumer Behaviour

Tipping is driven by individual consumers' voluntary will and intent, influenced by various motivations. Examining these motives, Lynn (2015a) argues that tipping decisions are primarily driven by the desire to assist service providers, acknowledge good service, obtain future benefits, and gain social approval. However, Lynn (2015a) also identifies two key restraining factors that counteract these positive motivations: the desire to retain tip money for other purposes and an aversion to the status disparities suggested and maintained by tipping. Parrett (2006) claims that, while dining in a group at a restaurant, individuals tend to leave larger tips to stand out and secure status within the group. According to Parrett, tipping decisions are influenced by factors such as the consumer's gender, the method of payment, and the number of people at the table. Regarding payment methods, Lynn (2015a) argues that restaurant guests who pay with credit cards typically leave larger tips. He attributes this to the reduced psychological cost associated with delayed payment, which may influence tipping decisions when using a credit card.

In a study of tipping practices in South African restaurants, Saayman and Saayman (2015) discovered that tipping decisions are shaped by various factors, including customer characteristics, server attributes, and external variables such as hospitality and service quality, payment and billing processes, consistency, restaurant ambiance, specific features and occupancy levels, as well as the frequency of dining out. Azar (2010b) conducted a study to determine whether people tip for psychological reasons, such as social prestige, or strategic motives, such as ensuring future privileged service. The results suggest that tipping decisions are not sensitive to the quality of service. This finding implies that people tip primarily due to social and psychological motives rather than strategic

reasons aimed at improving future service. Hidayat et al. (2020) investigated the impact of food and service quality on consumer satisfaction and repurchase intentions in Indonesian restaurants serving hot meals. Their data analysis concluded that both food and service quality significantly and positively affect customer satisfaction and repurchase intentions.

Difference in Tipping Culture in Croatia and Worldwide

In Croatia, tipping was historically uncommon but has become customary over time. While tipping is not mandatory or included in prices, the decision to tip and the amount given are influenced by perceived service quality and the type of service provided. Tipping practices in Croatia vary across different service sectors. For example, it is customary to tip between 5% and 15% of the total bill in restaurants or transportation services. In hotels, tips for services such as room cleaning or luggage assistance typically range from 2 to 3 euros. At cafes and bars, rounding the bill to the nearest whole number is common (Bluesun Hotels and Resorts, n.d.). In 2024, the Croatian government introduced a tax on tips to formalize the practice. This measure aims to reduce the shadow economy and make employment in tourism more attractive. Tips above 3,360 euros annually per person are now taxed, applying to both cash and card payments. This move is expected to strengthen Croatia's tipping culture, aligning it with practices in many other countries.

Tipping customs vary significantly worldwide, with each country following its own set of unwritten rules that may confuse tourists (Lynn & Starbuck, 2015). For instance, in the U.S., tipping is well-established, with customary rates ranging from 15% to 20% of the bill in restaurants for satisfactory service (Lynn, 2015b). Tips below 10% are often recommended for unsatisfactory service, and similar guidelines apply to transportation services. In contrast, tipping norms in many Asian countries differ significantly from those in Western cultures and can sometimes lead to uncomfortable situations. Across several European countries, tipping between 2% and 15% of the total bill is customary in restaurants (Gössling et al., 2021; Hoffower, 2018). However, France has a distinct policy, where tipping amounts typically range from €1 to €20. In cafes, tips often depend on the drink ordered, typically ranging from €1 to €4, depending on the bar's level of luxury and service quality. Hotel tipping practices vary, with tips ranging from €1 to €4 in most European countries. Exceptions include the Netherlands and Belgium, where tipping is not expected as service costs are usually included in the price of the stay (Hoffower, 2018).

Drivers of Tipping in Restaurants

In the context of restaurants, discussions often focus on the perceived value of food quality and service. Previous studies highlight the importance of food quality in attracting and retaining customers. High-quality food entices customers and fosters satisfaction and loyalty by making them feel valued (Ryu et al., 2012). Conversely, lower-quality food leads to negative evaluations of the restaurant experience (Peri, 2006). Namkung and Jang (2007) argue that food quality can be assessed through crispness, healthiness, taste, and presentation indicators.

Peri (2006) provides an analytical model defining food quality as a composite of consumer demands, which includes safety, product specifications, nutrition, and sensory attributes. Quan and Wang (2004) found that food plays a significant role in enhancing tourists' positive experiences and creating memorable journeys. Although food may not be the primary purpose of travel, it still contributes substantially to the overall experience (Lee, Lee et al., 2008; Meng et al., 2008). Furthermore, studies suggest that food quality is a critical factor directly linked to customers' perceived service value in various travel-related businesses, including restaurants and airlines (Sulek & Hensley, 2004). As a result, restaurant food quality is often regarded as a key driver of perceived service value. Building on these findings, the first hypothesis proposes a positive relationship between food quality and perceived service value.

H1 Food quality has a positive impact on perceived service value.

Previous studies demonstrate that ambiance significantly shapes customers' perceptions of value for money, influencing factors such as exterior and inte-

rior design, music, scent, and temperature. Pecotić et al. (2014) emphasize that a restaurant's interior layout significantly impacts guest satisfaction, which in turn affects tipping decisions. Liu and Jang (2009a; 2009b) identify four key attributes contributing to guest satisfaction: product, service, atmosphere, and price. Biswas et al. (2017) explored the role of lighting in restaurant ambiance and found that changes in ambient light influence customers' alertness levels, which guests associate with their satisfaction. Caldwell and Hibbert (2002) investigated the effects of music tempo and musical preferences on restaurant customers' behaviour and tipping decisions. Their findings revealed that music preference, rather than tempo, significantly impacts guest behaviour.

This underscores the importance of selecting music that aligns with customer preferences, as appropriate music can encourage guests to stay longer, increase food and beverage expenditures, and influence tipping behaviour. Lee, Noble et al. (2018) examined how the colour of service props, such as tablecloths and receipt holders, affects consumer behaviour related to tipping. The study found that guests seated at tables with gold-coloured props or given gold receipt holders, often associated with luxury, prestige, and exclusivity, left higher tips than those with basic white or black props. These findings suggest that the visual elements of restaurant ambiance can affect customers' perceptions of their status and their tipping behaviour. Based on these insights, the second hypothesis posits a positive correlation between restaurant ambiance and perceived service value.

H2 Ambiance has a positive impact on perceived service value.

Seiders et al. (2005) propose that satisfied customers are more likely to make repeat purchases and examine how service convenience impacts consumer satisfaction and their intention to return to retail establishments. Service convenience, defined as the ease of purchase and navigation, plays a crucial role in encouraging or discouraging repeat visits. In the context of restaurants, practical service convenience encompasses factors such as the layout, ordering process, and transaction efficiency (Berry et al., 2002). These aspects significantly influence the perceived service value. For instance, guests are more likely to feel valued when navigating the restaurant or ordering food is seamless and straightforward. Based on this understanding, the third hypothesis posits a positive relationship between service convenience and perceived service value.

H3 Service convenience has a positive impact on perceived service value.

The most commonly researched driver of tipping behaviour is the quality of the server and the service provided (Azar, 2004; Strohmetz & Rind, 2001). According to Azar (2004), poor service leads to low tips, which in turn reduces the server's earnings. This supports the idea that the primary rationale for tipping is to encourage superior service, incentivizing workers to meet guests' needs effectively. Previous studies indicate that the attitudes and behaviours of restaurant service staff are critical determinants of overall client satisfaction (Gwinner et al., 2005; Ivkov et al., 2019) and significantly influence the amount of tips left by customers. Server quality can be divided into technical and emotional components (Whaley et al., 2014). The technical component includes actions such as greeting guests, efficiency in movement and task execution (Jewell, 2008), and menu knowledge (Azar, 2010a). The emotional component, on the other hand, involves interpersonal interactions, such as smiling (Shamir, 1984), offering friendly greetings (Garrity & Degelman, 1990), maintaining eye contact (Whaley et al., 2014), and other similar behaviours. By integrating both technical and emotional server attributes, the perceived value of the restaurant is enhanced for guests. Accordingly, the fourth hypothesis posits a positive relationship between server quality and perceived service value.

H4 Server quality has a positive impact on perceived service value.

Perception of value is a critical factor in consumer purchasing decisions (Wang, 2015). The term 'perceived value' refers to how consumers evaluate a product's usefulness based on the balance between perceived benefits and costs. Existing research highlights

the positive influence of perceived food quality on perceived service value and overall service experiences (Grewal et al., 1998; Hartline & Jones, 1996; Wang, 2013). In the hospitality sector, perceived service value is particularly significant due to its role in enhancing revenue by improving customers' evaluations of a company's services (Duman & Mattila, 2005; Parasuraman & Grewal, 2000; Petrick et al., 2001; Sweeney & Soutar, 2001). Lynn and McCall (2000) investigated the relationship between tip size and service quality, finding that tipping was positively associated with perceived service value. Their study also concluded that the overall service quality rating index was positively correlated with tipping decisions. Further research by Lynn and Sturman (2010) revealed that a server's tip increased by an average of 2% of the total bill for each additional point the server received for quality service. Based on these findings, the fifth hypothesis posits a positive correlation between perceived service quality and tipping decisions.

H5 Perceived service value has a positive impact on tipping decisions.

Often regarded as trustworthy informal personal conversations, WoM recommendations carry greater credibility than mass media commercial messages. This is because consumers tend to rely more on individual opinions and comments from fellow consumers when evaluating specific products or services (Konuk, 2019). In the hospitality sector, research has consistently demonstrated a positive correlation between customer satisfaction, the intention to return, and the likelihood of providing positive recommendations (Huang et al., 2014; Namin, 2017; Qin et al., 2010). WoM recommendations are typically generated by customers who are satisfied or have a positive perception of the overall value provided by the restaurant. Such customers are more likely to exhibit favourable behaviours post-consumption (Chun Wang et al., 2016). Based on these findings, when customers leave a generous tip for the server, their satisfaction and perceived value increase, which may enhance their willingness to share positive experiences with others. Conversely, leaving a poor or no tip could indicate a negative experience, potentially motivating guests to share unfavourable recommendations. Building on this, the sixth hypothesis posits that tipping decisions are positively associated with WoM recommendations.

H6 The decision to tip has a positive effect on WoM recommendation.

The seventh hypothesis proposes that specific individual characteristics influence tipping decisions made by restaurant patrons. Demographic factors such as gender, age, income level, education, and cultural background significantly shape tipping behaviour. Research has shown that older individuals tend to tip more frequently than younger ones, men are more likely to tip regularly than women, and individuals with higher incomes tip more often than those with lower incomes (Lynn et al., 1993). Additionally, cultural background significantly affects tipping practices. In some cultures, tipping is not customary; in others, failing to leave a tip may be considered impolite (Lynn, 2015a).

H7 Demographic characteristics influence tipping decisions.

The payment method (cash or card) is also anticipated to influence tipping decisions. The chosen method of payment can affect how easily a customer perceives the tipping process, thereby influencing the gratuity amount. Credit cards may reduce consumers' concerns about immediate costs, allowing for payment deferral and providing increased purchasing power. Feinberg (1986) highlights that the mere presence of a credit card logo can create a sense of enhanced purchasing power in consumers, which often leads to increased spending. These insights suggest that using a credit card and the visibility of credit card logos positively influence tipping behaviour. Saayman (2014) similarly argues that the payment method plays a role in tipping decisions. Parrett (2006) examines the determinants of restaurant tipping and posits that consumers paying by credit card generally leave higher tips than those paying in cash. However, Parrett's findings indicate that consumers paying in cash actually left tips 1.9% higher than those paying by card. Based on these considerations, the eighth

hypothesis suggests that the payment method – cash or card – influences restaurant tips.

H8 Payment method influences tipping decisions.

Methodology

Because Croatian residents over 18 were appropriate research subjects for this study, and obtaining a random sample of individuals across the country would have been very costly and time-consuming, a convenience sampling approach was utilized. A sequential two-step data collection process was adopted to ensure the research methodology's robustness and applicability. In the first step, conducted in May 2023, a pilot study was conducted to validate the survey instrument. A total of 12 students at Southern Croatia's largest public university completed the pilot questionnaire written in Croatian, followed by brief interviews with three participants to assess the questionnaire's readability, clarity, flow, and potential ambiguities. The pilot study adhered to best practices recommended in the literature, where a minimum of six participants is suggested for pilot tests (Leedy & Ormrod, 2023) and 10–20 participants are commonly used in tourism-related studies (Kim & Hall, 2022; Labanauskaitė et al., 2020). This phase identified no significant issues, indicating that the questionnaire and protocols were well-suited for the study's main phase.

The questionnaire used in the main study consisted of items grouped into seven constructs: food quality, ambiance, service convenience, server quality, perceived value, WoM recommendations, and payment methods. These constructs were derived from validated instruments in prior studies (Rajh & Koledić, 2021; Whaley et al., 2019). All items were measured on a seven-point Likert-type scale ranging from 1 (strongly disagree or equivalent negative stance) to 7 (strongly agree or equivalent positive stance). Scale reliability was assessed using Cronbach's alpha, with values ranging from 0.72 to 0.93 across constructs, indicating that all coefficients exceeded the threshold of 0.70 for internal consistency reliability (Hair et al., 2019).

In the main phase, conducted in June 2023, the validated survey was distributed using snowball sampling to reach a broader population. Recruitment leveraged social media platforms such as WhatsApp, Facebook, and Instagram and targeted Facebook groups, including university and job-related communities, to widen the reach. Participants were encouraged to share the survey with their contacts, especially those from diverse age groups, to enhance the diversity of the respondent pool. This approach ensured engagement by a wide range of participants, increasing the likelihood of obtaining high-quality responses. Although the sample was not randomized, efforts were made to capture varied demographic characteristics, including age, gender, and geographic representation.

Participants completed the survey anonymously and voluntarily, and the use of personal networks enhanced both response rates and data reliability. Respondents who did not dine in a restaurant within the past year were excluded from the analysis to ensure that the data aligns with the study's focus on recent restaurant experiences. The final sample size of 438 respondents exceeded the minimum requirements for robust statistical analysis, providing a solid basis for examining the study's hypotheses. However, it should be noted that due to the use of convenience sampling, the findings may only be fully generalizable to some of the population of Croatia, which remains a limitation of this study. To ensure the robustness of our statistical analyses, we evaluated the assumptions required for parametric methods, such as normality, homoscedasticity, independence, and linearity. Where these assumptions were not satisfied, we employed non-parametric alternatives. Thus, the data analysis was conducted using SPSS 23, employing Spearman's rank-order correlation, Mann-Whitney U test, logistic regression, chi-square test, and the Wilcoxon signed-rank test to examine relationships and comprehensively test the study's hypotheses.

Results

Descriptive statistics were employed to analyse the demographic characteristics, dining and tipping habits, and employment experience in the hospitality sector, as presented in Table 1. Among the participants surveyed, 342 (78.1%) were female, and 96 (21.9%) were male. The largest demographic group consisted of individuals aged 18 to 25, totalling 119 (27.2%), followed

Table 1 Descriptive Statistics

Category	Item	f	%
Gender	Female	342	78.1
	Male	96	21.9
	Total	438	100.00
Age	18–25	119	27.2
	26–35	59	13.5
	36–45	101	23.1
	46–55	113	25.8
	56–65	37	8.4
	66+	9	2.1
	Total	438	100.00
Educational Qualification	Elementary/Primary School	2	0.5
	High/Secondary School	123	28.1
	Undergraduate degree or similar	90	20.5
	Master's degree or similar	202	46.1
	Doctoral degree or similar	21	4.8
	Total	438	100.00
Monthly Income	0–460€	76	17.4
	461–660€	30	6.8
	661–860€	64	14.6
	861–1,060€	110	25.1
	1,061–1,460€	95	21.7
	Over 1,460€	63	14.4
	Total	438	100.00
In the past 12 months, have you dined in a restaurant, defined as an establishment providing seated dining service?	Yes	438	100.0
	No	0	0
	Total	438	100.00
Did you leave a tip on your most recent visit to a restaurant?	Yes	405	92.5
	No	33	7.5
	Total	438	100.00
Do you currently work in the tourism and hospitality sector or have you worked in this sector in the past?	Yes	178	40.6
	No	260	59.4
	Total	438	100.00

closely by those aged 46 to 55, who accounted for 113 (25.8%). Other age ranges represented included 36 to 45 years (101 respondents or 23.1%), 26 to 35 years (59 respondents or 13.5%), and 56 to 65 years (37 respondents or 8.4%). In terms of education, respondents with a Master's degree made up the largest segment at 202 (46.1%), followed by those with secondary school education at 123 (28.1%). Smaller proportions held a bachelor's degree or equivalent (90 respondents or 20.5%), postgraduate qualifications (21 respondents or 4.8%), or primary education only (2 respondents or 0.5%). Regarding income, most participants, 110 (25.1%), reported a monthly net income between €861 and €1,060, indicating a level of financial stability. 405 respondents (92.5%) reported leaving a tip during their last restaurant visit, while 33 (7.5%) did not. Regarding employment experience, 178 participants (40.6%) had worked in the tourism and hospitality sector, whereas 260 (59.4%) had no such experience. These findings highlight the diversity of respondents and provide valuable insights into their dining behaviours, financial situations, and professional backgrounds.

Table 2 analyses respondents' dining experiences, revealing generally positive attitudes across several categories while also identifying areas for potential improvement. Regarding food quality, respondents rated the taste of dishes highly, w ith a mean score of 6.15 (SD = 1.12), indicating satisfaction with the culinary offerings. However, perceptions of ingredient quality received a slightly lower mean score of 5.52 (SD = 1.39), suggesting room for improvement in this area. Regarding ambiance, the tidiness of the restaurant was rated favourably (mean 6.12, SD 1.13), but assessments of architectural charm were less enthusiastic, with a mean score of 5.12 (SD = 1.69). This indicates opportunities to enhance the aesthetic appeal of the dining environment. Service convenience was generally well-received, particularly the efficiency of the ordering process, which scored a mean of 6.04 (SD = 1.22). However, ratings for the simplicity of the restaurant layout were lower, suggesting that improvements in the layout could enhance customers' ease of movement.

Assessments of server quality were largely positive, though meal recommendations received a relatively low score of 5.28 (SD = 1.75), pointing to a potential area for refinement in service delivery. The perceived value corresponded with overall pleasure, yielding a mean construct value of 5.46 (SD = 1.23), highlighting

Table 2 Analysis of Respondents' Dining Experience

Items and Constructs	Arithmetic mean	Standard deviation
The food in the restaurant was tasty	6.15	1.12
The restaurant offered freshly prepared dishes	6.12	1.22
The aroma of the dishes was appealing	6.12	1.12
The portion size was appropriate	6.00	1.28
The presentation of the dishes was appealing	5.97	1.18
The colours of the dishes were appealing	5.93	1.29
The ingredients used in the preparation of the dishes were of high quality	5.52	1.39
Food Quality	5.97	0.98
All in all, the restaurant was kept tidy	6.12	1.13
The restaurant had a pleasant temperature	5.97	1.22
The restaurant had a pleasant smell	5.81	1.31
The restaurant had pleasant lighting	5.77	1.33
The restaurant was attractively decorated	5.73	1.29
Appropriate music was playing in the restaurant	5.33	1.69
The architecture of the restaurant added a special touch	5.12	1.69
Ambiance	5.69	1.06
The process of ordering food/drinks was brief	6.04	1.22
The layout of the restaurant was sufficiently simple for me to navigate with ease	5.88	1.32
The layout of the restaurant was sufficiently simple to facilitate my movement	5.71	1.41
Service Convenience	5.88	1.08
The waiter was neatly dressed	6.26	1.06
The waiter genuinely wanted to assist in meal selection	5.38	1.67
The waiter and I established positive eye contact	5.34	1.66
The waiter provided good recommendations for the meal	5.28	1.75
Server Quality	5.57	1.22
I am satisfied with the level of quality I received for my money	5.67	1.40
The price-to-quality ratio of the food was excellent	5.62	1.33
The atmosphere I experienced in the restaurant is worth every kuna/euro	5.41	1.46
What I received from the restaurant, considering the price paid, has great value	5.14	1.57
Perceived Value	5.46	1.23
I will speak positively about this restaurant to others	5.99	1.28
I will recommend this restaurant to close friends	5.93	1.28
I will recommend this restaurant to family members	5.91	1.35
WoM Recommendation	5.94	1.22
When paying with a card in the restaurant, I leave a larger tip than usual	2.35	1.81
When paying cash in the restaurant, I leave a smaller tip than usual	2.18	1.81
Tipping Behaviour Depending on Payment Method	2.26	1.60

a positive balance between price and quality. WoM recommendations showed a strong inclination among respondents to speak positively about the restaurant, indicating potential for organic promotion. Tipping behaviour revealed a preference for larger gratuities when paying by card (mean 2.35, SD 1.81) compared to cash (mean 2.18, SD 1.81), underscoring the influence of payment methods on tipping practices. The standard deviations presented in Table 2 provide insights into the variability of responses or ratings across each construct, reflecting respondents' range of experiences and perceptions.

Table 3 Summary of Spearman's Correlation Between Independent Variables and Perceived Value[a]

Independent Variable	Correlation Coefficient	Relationship	Significant Value	Direction of Relationship
Food Quality	0.787	Strong	0.000	Positive
Ambiance	0.714	Strong	0.000	Positive
Service Convenience	0.578	Moderate	0.000	Positive
Server Quality	0.621	Moderate	0.000	Positive

Note [a] Correlation is significant at the 0.01 level; N = 438

Table 4 Mann-Whitney U Test Results for the Relationship Between Independent Variables and Perceived Value

Independent Variable	Mann-Whitney U	Z-value	p-value	Interpretation
Food Quality	5127.000	−14.266	< 0.001	Higher food quality is associated with higher perceived value.
Ambiance	7482.000	−12.413	< 0.001	Higher ambiance ratings are associated with higher perceived value.
Service Convenience	10429.500	−10.222	< 0.001	Greater service convenience is associated with higher perceived value.
Server Quality	10043.000	−10.477	< 0.001	Better server quality is associated with higher perceived value.

Table 5 Summary Table of Logistic Regression Analysis

Test/Analysis	Statistic	Value	Interpretation
Omnibus Test	Chi-square	8.799	p = 0.003: The predictor significantly improves the model
Model Fit	Nagelkerke R Square	0.048	Measure of variability explanation: 4.8%
Classification Accuracy	Correctly Classified Observations	92.5%	Representative model
Effect of Perceived Value	Exp(B)	1.492	For each unit increase in perceived value, the li4kelihood of tipping increases by 1.492 times (p = 0.002)

To test hypotheses H1, H2, H3, and H4, the relationships between perceived value and the independent variables – food quality, ambiance, service convenience, and server quality – were examined using Spearman's rank-order correlation analysis. The results indicated that all variables were statistically significant ($p < 0.001$) and positively correlated with perceived value. Among the variables, food quality demonstrated a strong positive correlation with perceived value ($r_s = 0.787$), as did ambiance ($r_s = 0.714$). Service convenience ($r_s = 0.578$), and server quality ($r_s = 0.621$) showed moderate positive correlations. These findings suggest that each factor shapes customers' perceptions of value meaningfully. The detailed results are presented in Table 3.

Table 4 summarizes the results of the Mann-Whitney U tests, which reveal statistically significant differences in perceived value based on the median grouping of each independent variable. For these analyses, independent variables were divided into two categories: participants scoring below the median were categorized as experiencing lower service quality, whereas those scoring above the median were designated as experiencing higher service quality. Across all variables (food quality, ambiance, service convenience, and server quality), participants in the

Table 6 Mann-Whitney U Test Results for the Impact of Tipping Decision on WoM Recommendation

Test Statistics	Value
Mann-Whitney U	4605.000
Wilcoxon W	5166.000
Z-valueZ-value	−3.040
p-value	0.002

higher-quality group consistently demonstrated significantly higher perceived value than those in the lower-quality group. These findings underscore the substantial impact of these factors on perceived value within the restaurant context. Consequently, H1, H2, H3, and H4, which propose a positive effect of food quality, ambiance, service convenience, and server quality on perceived value, are supported by the findings.

H5 was tested using logistic regression. The logistic regression analysis revealed a significant positive effect of perceived value on tipping decisions in restaurants. The model significantly improved the fit compared to the null model (Chi-square = 8.799, $p < 0.05$), with 92.5% of observations correctly classified. The Nagelkerke R^2 value of 0.048 indicates a modest explanatory power, suggesting that the predictors account for a small portion of the variance in tipping decisions. The odds ratio for perceived value (Exp(B) = 1.492) indicates that for each unit increase in perceived value, the likelihood of tipping increases by 49.2%, supporting the hypothesis that higher perceived value leads to a greater probability of tipping. These results are presented in Table 5. Additionally, assumptions of logistic regression were tested. The linearity of the logit assumption was evaluated through partial residual plots, which showed a positive linear relationship between perceived value and the partial residuals, confirming the assumption of linearity. Furthermore, the Varian-

Table 7 Frequency of Tipping by Demographic Characteristics

Demographic Characteristic	Category	No Tip Count	Tip Count	Total Count	Tip Frequency (%)
Gender	Female	22	320	342	93.6%
	Male	11	85	96	88.5%
Age	18–25	13	106	119	89.1%
	26–35	6	53	59	89.8%
	36–45	5	96	101	95.0%
	46–55	6	107	113	94.7%
	56–65	3	34	37	91.9%
	66 and above	0	9	9	100.0%
Education	Primary School	0	2	2	100.0%
	Secondary School	10	113	123	91.9%
	BA	8	82	90	91.1%
	MA	15	187	202	92.6%
	PhD	0	21	21	100.00%
Income	0–460€	13	63	76	82.9%
	461–660€	2	28	30	93.3%
	661–860€	4	60	64	93.8%
	861–1,060€	5	105	110	95.5%
	1,061–1,460€	3	92	95	96.8%
	1,461€ and above	6	57	63	90.5%

Table 8 Summary of Chi-Square Tests for Demographic Characteristics and Tipping Behaviour

Demographic Characteristic	Chi-Square Value	df	P- value
Gender	2.718[a]	1	0.099
Age	5.073[b]	5	0.407
Education level	2.177[c]	4	0.703
Income	14.557[d]	5	0.012

Notes [a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.23. [b] 3 cells (25.0%) have expected count less than 5. The minimum expected count is 0.68. [c] 3 cells (30.0%) have expected count less than 5. The minimum expected count is 0.15. [d] 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.26.

ce Inflation Factor (VIF) was calculated and found to be 1.000, indicating no multicollinearity in the model.

The results of the Mann-Whitney U test, presented in Table 6, indicate a significant difference in WoM recommendation based on whether participants left a tip on their most recent visit to a restaurant. The Mann-Whitney U value is 4605.000, with a Z value of −3.040 and a p-value of 0.002. This result suggests that the decision to leave a tip is associated with differences in the likelihood of recommending the restaurant through WoM, with those who tipped reporting higher levels of recommendation. Based on this analysis, H6 is accepted.

H7 was empirically tested to explore the relationship between gender, age, education, income, and tipping behaviour in restaurant settings. Table 7 shows that a higher proportion of female respondents (93.6%; n = 320) reported tipping than male respondents (88.5%; n = 85). When examining age groups, a clear trend emerged, with older participants displaying higher tipping rates. Specifically, tipping frequencies increased from 89.1% among those aged 18–25 to 100% among those aged 66 and above. The analysis of educational attainment indicated variability in tipping frequencies across different academic backgrounds, ranging from 91.1% to 100%. However, this variability suggests that educational levels do not have a distinct or consistent impact on tipping behaviour. Significantly, the analysis identified a strong association between income levels and tipping behaviour. As outlined in Table 7, tipping frequencies demonstrated an upward trend across increasing income brackets, ranging from 82.9% in the lowest income bracket (€0–460) to 96.8% in the €1,061–1,460 bracket.

As shown in Table 8, the chi-square tests indicated a stat istically significant association between income level and tipping behaviour ($\chi^2 = 14.557$, df = 5, $p < 0{,}05$). However, no significant relationships were identified between gender ($\chi^2 = 2.718$, df = 1, $p = 0.099$), age ($\chi^2 = 5.073$, df = 5, $p = 0.407$), or education level ($\chi^2 = 2.177$, df = 4, $p = 0.703$) and tipping behaviour.

H8 was tested to evaluate the influence of payment methods on restaurant tipping decisions. A one-sample Wilcoxon signed-rank test was conducted to determine whether levels of agreement for two statements significantly differed from the neutral value of four, which indicates indifference. Table 9 summarizes the hypothesis testing results for each statement using the Wilcoxon signed-rank test. At the 5% significance level, the null hypothesis for both statements was rejected. Participants' responses showed disagreement with the statement, 'When paying cash at a restaurant, I leave a smaller tip than usual', with a mean score of 2.18. This score reflects a low level of agreement, indicating that respondents strongly disagreed with the idea that they leave smaller tips when paying with cash. The Wilcoxon test confirmed a statistically significant difference from the neutral value ($p < 0.001$), supporting the conclusion that respondents generally do not perceive their tipping behaviour to decrease when paying with cash. Similarly, there was low agreement with the statement, 'When paying by card at a restaurant, I leave a larger tip than usual', with a mean score of 2.35. This score, well below the neutral point of four on the Likert-type scale, also indicates a low level of agreement. The Wilcoxon test further confirmed a significant difference from the neutral value ($p < 0.001$). These results suggest that respondents generally disagree with the idea that they leave larger tips when paying by card.

Discussion and Conclusion

Tipping in restaurants continues to be a significant component of the global economy, allowing hospitali-

Table 9 Summary of Hypothesis Tests Using One-Sample Wilcoxon Signed Rank Test[a]

Null Hypothesis	Test	Sig.
The median of 'When paying cash in a restaurant, I leave a smaller tip than usual equals 4.00'	One-Sample Wilcoxon Signed Rank Test	0.000
The median of 'When paying by card in a restaurant, I leave a larger tip than usual equals 4.00'	One-Sample Wilcoxon Signed Rank Test	0.000

Note [a] The significance level is 0.05

ty workers to earn beyond minimum wages (Whaley et al., 2014). This study's findings highlight the importance of localized analysis within global discussions on tipping practices. While service gratuities are often lower in European service-inclusive pricing contexts than in North America, the nuances of tipping behaviour – such as its variability in frequency and size –underscore the need for context-specific strategies (Gössling et al., 2021). Croatia's unique context – characterized by its slow and ongoing transition from a communist to a market economy, a rapidly growing tourism industry, and diverse regional traditions – provides a rich setting to examine tipping behaviour (Pranić, 2023; Pranić & Pivac, 2014). Croatia's integration of card-based tipping represents a significant innovation in addressing the long-standing issue of lost gratuities associated with digital payments. This advancement benefits restaurant staff by ensuring consistent income and enhances the dining experience for tourists by providing convenient and transparent payment options. While this study focuses on Croatia, its findings offer insights contributing to broader discussions on global tipping practices, particularly within European countries' service-inclusive pricing systems (Gössling et al., 2021). Additionally, it extends existing research by integrating theoretical perspectives on perceived value and consumer behaviour to understand how various aspects of restaurant service influence tipping decisions.

Theoretical Implications

Using the SERVQUAL model, its restaurant-specific adaptation DINESERV, and theories of consumer-perceived value, we highlight the pivotal roles of food quality, ambiance, service convenience, and server quality in shaping perceived restaurant value and its subsequent impact on tipping decisions (Hidayat et al., 2020; Sangpikul, 2023). Consistent with the SERVQUAL and DINESERV frameworks, the findings underscore the multidimensional nature of service quality (Parasuraman et al., 1988; Pecotić et al., 2014; Stevens et al., 1995). Specifically, food quality emerged as the strongest predictor of perceived value, aligning with previous research on its critical role in customer satisfaction and behavioural intentions (Namkung & Jang, 2007; Ryu et al., 2012). Ambiance, service convenience, and server quality contributed significantly, reflecting consumers' holistic evaluation of dining experiences.

The findings of this study align with those of international literature. For example, studies in the U.S. have shown that perceived value is a key determinant of tipping behaviour, with positive dining experiences leading to higher gratuities (Lynn & McCall, 2000). Similarly, research in South Africa (Saayman, 2014) and Indonesia (Hidayat et al., 2020) highlights how service quality drives consumer satisfaction and tipping intentions. However, this study's focus on Croatia underscores the localized dynamics of tipping behaviour, where cultural norms and economic factors create a unique interplay between perceived value and tipping decisions.

Income level significantly influenced tipping behaviour, aligning with research on socio-economic factors and gratuity practices (Lynn, 2015a). One notable finding is the lack of significant associations between age, gender, or education and tipping behaviour in this study, contrasting with prior research. For instance, Conlin et al. (2003) reported that younger customers tended to tip less than older ones and that cross-gender interactions influenced tip amounts. Additionally, Saayman and Saayman (2015) suggested that females tend to tip more frequently, while youn-

ger individuals are more likely to exceed the customary 10% tip in South Africa, highlighting the interplay between gender, age, and cultural tipping norms. The absence of such associations in the Croatian context may reflect the influence of cultural norms that differ from those in other countries. It is possible that the relatively modest tipping expectations in Croatia, combined with the economic realities of local consumers, dilute the impact of demographic factors on tipping behaviour. Further research could explore these cultural mediators in greater detail.

The findings regarding payment methods also provide intriguing insights. While several studies suggest that paying by card often leads to larger tips (Lynn, 2015b), a recent study in Hong Kong indicates that restaurant patrons are more likely to tip when paying by cash rather than by credit card (Kakkar & Li, 2022). However, this study found no significant difference between cash and card tipping in Croatia, suggesting that local cultural factors may mediate the influence of payment methods on tipping behaviour. This discrepancy may stem from the nascent introduction of card-based tipping in Croatia, where cash tipping remains a deeply ingrained practice. Over time, as card tipping becomes more common, the influence of payment methods on tipping behaviour in Croatia may pan out differently.

Practical Implications

The results offer actionable insights for restaurateurs and policymakers aiming to enhance customer satisfaction and tipping behaviours. Food quality is prioritized, as it strongly correlates with perceived value. Investments in improving ambiance – through thoughtful design, appropriate lighting, and curated music – can further elevate the dining experience and encourage positive consumer behaviours, including tipping and WoM advocacy. Server training should emphasize both technical and emotional aspects of service. Proactive engagement, tailored meal recommendations, and attentive service can significantly enhance guest satisfaction and tipping likelihood. Managers should also consider the interconnected nature of service dimensions, ensuring consistency between front-of-house and kitchen staff to deliver a seamless experience.

Understanding the localized dynamics of payment methods is critical as Croatia transitions to more formalized tipping practices. Promoting card-based tipping as a convenient option may gradually influence consumer habits, aligning with global trends. Furthermore, aligning tax policies with these practices could help normalize and encourage tipping behaviours. Despite the nascent introduction of card-based tipping in Croatia, anecdotal evidence suggests that owners and managers of food and beverage establishments have been slow to fully adopt and integrate this practice into their operations, potentially due to logistical challenges or reliance on traditional cash-based tipping norms. Finally, the strong association between tipping and WoM recommendations suggests that efforts to enhance customer experiences can yield long-term benefits in customer loyalty and restaurant advocacy.

Study Limitations and Future Research

This study's findings, while insightful, are subject to several limitations. The use of convenience and snowball sampling may constrain the generalizability of results, as the sample needs to fully represent the Croatian population's diversity. In particular, the overrepresentation of female respondents and limited representation of older demographics might introduce biases. Future studies should utilize stratified random sampling to better capture the nuanced behaviours of diverse demographic groups. An additional limitation lies in the study's cross-sectional nature, which captures tipping behaviour at a single point in time. Longitudinal research could provide valuable insights into how tipping behaviours evolve, particularly in response to changing cultural norms, economic conditions, and the increasing adoption of card-based payment methods. The absence of significant correlations between demographic factors such as age, gender, education, and tipping behaviour warrants further exploration. Qualitative research could delve deeper into cultural mediators and contextual factors that may obscure these associations in specific settings, offering richer insights into consumer behaviour.

Ethical considerations surrounding tipping represent an important area for future research. Tipping

is often framed as a voluntary act that acknowledges service quality, but it also raises questions about fairness, economic inequality, and power dynamics between customers and servers (Estreicher & Nash, 2004). For example, tipping can create financial uncertainty for service workers, who may rely on gratuities to supplement low wages (Azar, 2010a). Additionally, it can perpetuate inequities in how both servers and customers of different genders or ethnic backgrounds are treated and compensated, as biases in customer perceptions may affect tipping behaviour and service delivery (Brewster, 2013; 2015; Lynn, 2009; Parrett, 2015). However, Brewster et al. (2022) challenge the generalizability of previously observed effects of server race on customers' tipping practices and underscore the need for further research to understand better the conditions under which perceived race influences tipping behaviour. Croatia's rapidly changing labour market, with 160,000 residence and work permits issued in 2023 – a 30% increase from the previous year – presents a compelling setting for such research (Simmonds, 2023). Foreign workers now comprise about 9% of the 1.7 million-strong workforce, including approximately 43,951 employed in tourism and hospitality. Many of these workers come from countries such as the Philippines and Indonesia, highlighting Croatia as an ideal context for exploring how tipping practices intersect with cultural diversity and economic migration in an emerging labour market.

On the positive side, tipping has been shown to incentivize better customer service, as servers may strive to meet or exceed customer expectations in anticipation of higher gratuities (Lynn & Sturman, 2010). Furthermore, tipping can boost employee morale by providing direct recognition for their efforts, fostering a sense of appreciation and motivation (Bodvarsson & Gibson, 1997). Future studies could explore these multifaceted ethical dimensions, examining how tipping practices intersect with labour rights, customer biases, service quality, and societal values. Additionally, it would be interesting to investigate whether tipping behaviours differ across various types of restaurants, such as fast-food, casual, and fine-dining establishments, both in Croatia and internationally (Gusckowski, 2023). Finally, exploring tipping behaviour across different service sectors, such as tourism and personal services, could provide a more comprehensive understanding of gratuity practices. Future research could expand on these insights by examining tipping practices across countries, including those in Asia and Africa, where cultural norms differ significantly. In contrast, comparative studies across diverse cultural contexts would help illuminate global and localized ethical considerations of tipping.

References

Azar, O. H. (2004). The history of tipping: From sixteenth-century England to United States in the 1910s. *Journal of Socio-Economics, 33*(6), 745–764.

Azar, O. H. (2010a). Do people tip because of psychological or strategic motivations? An empirical analysis of restaurant tipping. *Applied Economics, 42*(23), 3039–3044.

Azar, O. H. (2010b). Tipping motivations and behavior in the US and Israel. *Journal of Applied Social Psychology, 40*(2), 421–457.

Bader, M., Khasawneh, N., Al Rousan, R., Al Hasanat, S., & Nayak, K. P. (2023). Factors influencing the satisfaction and revisit intention of Jordanian medical tourists. *Academica Turistica, 16*(3), 291–311.

Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of marketing, 66*(3). https://doi.org/10.1509/jmkg.66.3.1.18505

Biswas, D., Szocs, C., Chacko, R., & Wansink, B. (2017). Shining light on atmospherics: How ambient light influences food choices. *Journal of Marketing Research, 54*(1), 111–123.

Bluesun Hotels and Resorts. (N.d.). *Napojnice u Hrvatskoj: kakav je običaj?* https://www.bluesunhotels.com/content/napojnice-hrvatska-obic4aj-koliko-dati

Bodvarsson, Ö. B., & Gibson, W. A. (1997). Economics and restaurant gratuities: Determining tip rates. *American Journal of Economics and Sociology, 56*(2), 187–203.

Brewster, Z. W. (2013). The effects of restaurant servers' perceptions of customers' tipping behaviors on service discrimination. *International Journal of Hospitality Management, 32,* 228–236.

Brewster, Z. W. (2015). Perceptions of intergroup tipping differences, discriminatory service, and tip earnings among restaurant servers. *International Journal of Hospitality Management, 46,* 15–25.

Brewster, Z. W., Gourlay, K., & Nowak, G. R. (2022). Are black restaurant servers tipped less than white servers? Three experimental tests of server race effects on custo-

mers' tipping behaviors. *Cornell Hospitality Quarterly, 63*(4), 433–447.

Caldwell, C., & Hibbert, S. A. (2002). The influence of music tempo and musical preference on restaurant patrons' behavior. *Psychology and Marketing, 19*(11), 895–917.

Chun Wang, J., Wang, Y.-C., & Tai, Y.-F. (2016). Systematic review of the elements and service standards of delightful service. *International Journal of Contemporary Hospitality Management, 28*(7), 1310–1337.

Conlin, M., Lynn, M., & O'Donoghue, T. (2003). The norm of restaurant tipping. *Journal of Economic Behavior and Organization, 52*(3), 297–321.

Duman, T., & Mattila, A. S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism Management, 26*(3), 311–323.

Estreicher, S., & Nash, J. R. (2004). *The law and economics of tipping: The laborer's perspective.* Working paper no. 54, Berkley Electronic Press.

Feinberg, R. A. (1986). Credit cards as spending facilitating stimuli: A conditioning interpretation. *Journal of Consumer Research, 13*(3), 348–356.

Garrity, K., & Degelman, D. (1990). Effect of server introduction on restaurant tipping 1. *Journal of Applied Social Psychology, 20*(2), 168–172.

Gössling, S., Fernandez, S., Martin-Rios, C., Reyes, S. P., Fointiat, V., Isaac, R. K., & Lunde, M. (2021). Restaurant tipping in Europe: A comparative assessment. *Current Issues in Tourism, 24*(6), 811–823.

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing, 74*(3), 331–352.

Grönroos, C. (1990). *Service management and marketing* (Vol. 27). Lexington Books.

Gusckowski, J. (2023, 21 March). *As tipping spreads, restaurants risk ticking off customers.* Restaurant Business. https://www.restaurantbusinessonline.com/consumer-trends/tipping-spreads-restaurants-risk-ticking-customers?utm_source=chatgpt.com

Gwinner, K. P., Bitner, M. J., Brown, S. W., & Kumar, A. (2005). Service customization through employee adaptiveness. *Journal of Service Research, 8*(2), 131–148.

Hair, J. F., Babin, B. J., Black, W. C., & Anderson, R. E. (2019). *Multivariate data analysis.* Cengage.

Hartline, M. D., & Jones, K. C. (1996). Employee performance cues in a hotel service environment: Influence on perceived service quality, value, and WoM intentions. *Journal of Business Research, 35*(3), 207–215.

Hidayat, D., Bismo, A., & Basri, A. R. (2020). The effect of food quality and service quality towards customer satisfaction and repurchase intention (case study of hot plate restaurants). *Jurnal Manajemen Bisnis, 10*(01). https://doi.org/10.22219/jmb.v10i1.11913

Hoffower, H. (2018, 23 June). *How much to tip in every country you're traveling to.* Business Insider. https://www.businessinsider.com/how-much-to-tip-countries-traveling-2018-6

Homburg, C., Jozić, D., & Kuehnl, C. (2017). Customer experience management: toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science, 45,* 377–401.

Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion: The effects of price promotions on customer evaluations in coffee chain stores. *International Journal of Contemporary Hospitality Management, 26*(7), 1065–1082.

Ivkov, M., Božić, S., & Blešić, I. (2019). The effect of service staff's verbalized hospitality towards group diner's additional purchases and tipping behaviour. *Scandinavian Journal of Hospitality and Tourism, 19*(1), 82–94.

Jewell, C. N. (2008). Factors influencing tipping behavior in a restaurant. *Psi Chi Journal of Undergraduate Research, 13*(1), 38–48.

Kakkar, V., & Li, K. K. (2022). Cash or card? Impression management and restaurant tipping behavior. *Journal of Behavioral and Experimental Economics, 97*(2), 101837.

Kim, M. J., & Hall, C. M. (2022).4 Is walking or riding your bike when a tourist different? Applying VAB theory to better understand active transport behavior. *Journal of Environmental Management, 311,* 114868.

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and WoM intentions towards organic food restaurants. *Journal of Retailing and Consumer Services, 50*(3), 103–110.

Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives, 34*(2), 100652.

Lee, N. Y., Noble, S. M., & Biswas, D. (2018). Hey big spender! A golden (color) atmospheric effect on tipping behavior. *Journal of the Academy of Marketing Science, 46*(2), 317–337.

Lee, Y.-K., Lee, C.-K., Lee, S.-K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research, 61*(1), 56–64.

Leedy, P. D., & Ormrod, J. E. (2023). *Practical research: Planning and design.* Pearson.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing, 80*(6), 69–96.

Liu, Y., & Jang, S. S. (2009a). The effects of dining atmospherics: An extended Mehrabian-Russell model. *International Journal of Hospitality Management, 28*(4), 494–503.

Liu, Y., & Jang, S. S. (2009b). Perceptions of Chinese restaurants in the US: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management, 28*(3), 338–348.

Lynn, M. (2009). Determinants and consequences of female attractiveness and sexiness: Realistic tests with restaurant waitresses. *Archives of Sexual Behavior, 38*(5), 737–745.

Lynn, M. (2015a). Explanations of service gratuities and tipping: Evidence from individual differences in tipping motivations and tendencies. *Journal of Behavioral and Experimental Economics, 55*(1), 65–71.

Lynn, M. (2015b). Tipping in restaurants and around the globe: An interdisciplinary review. In M. Altman (Ed.), *Handbook of contemporary behavioral economics* (pp. 648–666). Taylor and Francis.

Lynn, M. (2018). The effects of tipping on consumers' satisfaction with restaurants. *Journal of Consumer Affairs, 52*(3), 746–755.

Lynn, M., & McCall, M. (2000). *Beyond gratitude and gratuity: A meta-analytic review of the predictors of restaurant tipping* [Unpublished manuscript]. School of Hotel Administration, Cornell University. https://ecommons.cornell.edu/server/api/core/bitstreams/2898911a-5909-4802-a91a-04ebceb71fc7/content

Lynn, M., & Starbuck, M. M. (2015). Tipping customs: The effects of national differences in attitudes toward tipping and sensitivities to duty and social pressure. *Journal of Behavioral and Experimental Economics, 57*(16), 158–166.

Lynn, M., & Sturman, M. (2010). Tipping and service quality: A within-subjects analysis. *Journal of Hospitality and Tourism Research, 34*(2), 269–275.

Lynn, M., Zinkhan, G. M., & Harris, J. (1993). Consumer tipping: A cross-country study. *Journal of Consumer Research, 20*(3), 478–488.

Mansfield, E. D. (2016). The political economy of the itching palm: An analysis of tipping norms. *International Studies Quarterly, 60*(3), 375–386.

Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing, 14*(1), 41–56.

Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services, 34,* 70–81.

Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research, 31*(3), 387–409.

Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science, 28*(1), 168–174.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing, 64*(1), 12–40.

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research, 7*(3), 213–233.

Parrett, M. (2006). An analysis of the determinants of tipping behavior: A laboratory experiment and evidence from restaurant tipping. *Southern Economic Journal, 73*(2), 489–514.

Parrett, M. (2015). Beauty and the feast: Examining the effect of beauty on earnings using restaurant tipping data. *Journal of Economic Psychology, 49*(1), 34–46.

Pecotić, M., Bazdan, V., & Samardžija, J. (2014). Interior design in restaurants as a factor influencing customer satisfaction. *RIThink, 4,* 10–14.

Peri, C. (2006). The universe of food quality. *Food Quality and Preference, 17*(1–2), 3–8.

Petrick, J. F., Morais, D. D., & Norman, W. C. (2001). An examination of the determinants of entertainment vacationers' intentions to revisit. *Journal of Travel Research, 40*(1), 41–48.

Pranić, L. (2023). What happens to the entrepreneurial intentions of Gen Z in a crony capitalist economy amidst the COVID-19 pandemic? *Sustainability, 15*(7), 5750.

Pranić, L., & Pivac, S. (2014). Job satisfaction and attitudes of restaurant staff regarding the smoking ban: A case study. *Ekonomski vjesnik: Review of Contemporary Ent4repreneurship, Business, and Economic Issues, 27*(1), 9–24.

Qin, H., Prybutok, V. R., & Zhao, Q. (2010). Perceived service quality in fast-food restaurants: Empirical evidence from China. *International Journal of Quality and Reliability Management, 27*(4), 424–437.

Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food

experiences in tourism. *Tourism Management, 25*(3), 297–305.

Rajh, S. P., & Koledić, I. (2021). Tipologija potrošača s obzirom na njihovu sklonost ostavljanju napojnice u restoranima. *Zbornik Ekonomskog Fakulteta u Zagrebu, 19*(2), 53–70.

Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management, 24*(2), 200–223.

Saayman, M. (2014). To tip or not to tip? *African Journal of Hospitality, Tourism and Leisure, 3*(2). https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_36_vol_3_2_2014.pdf

Saayman, M., & Saayman, A. (2015). Understanding tipping behaviour: An economic perspective. *Tourism Economics, 21*(2), 247–265.

Sangpikul, A. (2023). Understanding a conceptual framework of spa service quality: An overview approach. *Academica Turistica, 16*(3), 277–289.

Seiders, K., Voss, G. B., Grewal, D., & Godfrey, A. L. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. *Journal of Marketing, 69*(4), 26–43.

Shamir, B. (1984). Between gratitude and gratuity an analysis of tipping. *Annals of Tourism Research, 11*(1), 59–78.

Simmonds, L. (2023, 8 December). *Foreign workers to eventually make up quarter of Croatian workforce?* Total Croatia News. https://total-croatia-news.com/news/croatian-workforce/

Stevens, P., Knutson, B., & Patton, M. (1995). DINESERV: A tool for measuring service quality in restaurants. *Cornell Hotel and Restaurant Administration Quarterly, 36*(2), 56–60.

Strohmetz, D. B., & Rind, B. (2001). The impact of tipping recommendations on tip levels. *Cornell Hotel and Restaurant Administration Quarterly, 42*(3), 71–73.

Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly, 45*(3), 235–247.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing, 77*(2), 203–220.

Wang, E. S.-T. (2015). Effect of food service-brand equity on consumer-perceived food value, physical risk, and brand preference. *British Food Journal, 117*(2), 553–564.

Wang, E. S. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail and Distribution Management, 41*(10), 805–816.

Whaley, J. E., Douglas, A. C., & O'Neill, M. A. (2014). What's in a tip? The creation and refinement of a restaurant-tipping motivations scale: A consumer perspective. *International Journal of Hospitality Management, 37*(6), 121–130.

Whaley, J. E., Kim, S.-H., & Kim, Y.-K. (2019). Drivers and impact of restaurant tipping behavior. *Journal of Foodservice Business Research, 22*(2), 117–131.