

This research work focuses on full service restaurants, to understand the role and influence of service quality on behavioral intentions i.e. loyalty and repurchase intentions of customers, Meanwhile, examining customers' satisfaction and customers' trust role in this relationship as well. Increasing number of restaurants is a basic reason of immense competition in this industry, so importance of keeping customers loyal and having their favorable intentions cannot be denied. As it is always costly to acquire new customers than keeping the existing ones loyal that are willing to make repurchases.

Study was conducted on restaurants in city of Faisalabad and the target population was individual customers of restaurants. By using well structured, self-administrated questionnaire primary data was collected from 250 individual customers of different restaurants in Faisalabad. For data analysis SPSS 16 version was used. Different tests or tools that were used for analysis include Descriptive statistics, One-way ANOVA, Correlation Analysis, Multiple Regression Analysis and Cronbach's Alpha.

Findings of the study indicate that service quality is an important predictor of behavioral intentions, having direct statistically significant relationship with customers' loyalty and customers' repurchase intentions. Customer satisfaction and customer trust are failed to prove as mediators in relation of service quality and behavioral intentions for restaurants but yet indirect influence of service quality through customer satisfaction and customer trust is stronger.

This study has made contributions in better understanding of service quality influences. And thus will help restaurants' management in taking profitable decisions, by making, quality improvement efforts financially accountable.