

Midocean University

Faculty of Management

Project Management

Project Title

"Exploring the impact of service quality on customer satisfaction: A case study of a group of Al Baik restaurants in the Kingdom of Saudi Arabia".

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Abstract:-

This study aims to investigate the impact of service quality on customer satisfaction within the context of Al Baik restaurants, one of the most renowned fast-food chains globally. Al Baik is celebrated for offering delicious food, exceptional service, and affordable prices. Founded in 1974 in Jeddah, Saudi Arabia, the restaurant has grown to become a significant player in the fast-food industry, expanding its operations to countries such as Bahrain and the United Arab Emirates (UAE). The purpose of this research is to understand how various dimensions of service quality contribute to customer satisfaction at Al Baik, with a particular focus on the Saudi Arabian market.

To achieve the objectives of the study, the descriptive-analytical approach was utilized. The study population consisted of customers who visited Al Baik restaurants, and a sample size of 150 customers was selected using a simple random sampling technique. Data collection was conducted through a structured questionnaire, based on the widely recognized SERVQUAL model, which assesses service quality across five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions are critical in determining the overall customer experience and satisfaction levels in service-oriented businesses like fast-food restaurants.

The results of the study reveal that all five dimensions of service quality significantly influence customer satisfaction at Al Baik. Among these dimensions, responsiveness and assurance emerged as the most influential factors in driving customer satisfaction. Responsiveness, which involves the promptness and willingness of staff to assist customers, was found to have the highest impact, indicating that quick and attentive service is a crucial element in meeting customer expectations. Assurance, which relates to the confidence and trustworthiness conveyed by the staff, also played a significant role, emphasizing the importance of customers feeling secure and valued during their interactions with the restaurant. On the other hand, tangibility, which includes the physical appearance and facilities of the restaurant, had a relatively lower impact, suggesting that while important, it is not the primary driver of satisfaction in this context.

This study makes a notable contribution to the existing literature by focusing on the relationship between service quality and customer satisfaction within the fast-food sector in Saudi Arabia, a region where such studies are limited. The research fills a gap by providing localized insights into

how service quality dimensions influence customer satisfaction, offering a model that can be applied to similar settings in the region.

The practical applications of this study are significant for Al Baik and other fast-food chains operating in Saudi Arabia and beyond. By focusing on enhancing service dimensions that have the most significant impact on customer satisfaction, such as responsiveness and assurance, these businesses can improve customer loyalty and retention. The insights from this study can be leveraged to design targeted staff training programs, optimize service delivery processes, and create a more satisfying customer experience overall. Additionally, these findings can guide strategic decisions as Al Baik continues to expand its operations both within and outside of Saudi Arabia, ensuring that high service standards are maintained across all locations.

Introduction:-

In Saudi Arabia, the fast food restaurant Al Baik has garnered a significant deal of recognition that can be attributed to the fact that it is dedicated to providing exceptional service and provides fried chicken that is of an exceptionally high quality. Because of its commitment to provide outstanding service, this is the reason why it has achieved this result. The deep link that exists between delighted customers and good service at Al Baik restaurants is the primary subject of this research of the relationship between the two. The focus of our investigation is on this particular topic.

Shakour AbuGhazalah, who passed away in 1974, recognized a need in Jeddah, Saudi Arabia, for meals that were provided at prices that were reasonable, those that were freshly prepared, and those that were served in a timely manner by staff members who were responsive to the needs of the customers in an environment that was conducive to enjoyable dining. That is why he came up with the concept of ALBAIK in order to satisfy this need. Shakour made a deal with a Saudi company to use their deep-frying equipment and certain spice mixes so that he could put all of his money into the company. This allowed him to devote all of his resources to the business. His ability to invest all of his money in the firm was made possible as a result of this. In addition to this, Shakour put all of his money into the company via a variety of different investment structures. It is also important to note that Shakour was the first Saudi Arabian firm to provide "broast" chicken, which was a huge accomplishment for the brand. This is something that should be appreciated.

At a period when Jeddah was expanding northward from its historic core, Shakour was fortunate to

get a beautiful position in the Al Dakheel Building, which had only recently completed being erected at the junction of Palestine Street and Al Madinah Road. This building was located at the crossroads of Palestine Street and Lebanon Street. The fact that this was the case allowed Shakour to capitalize on the opportunity to make a profit off of the growing popularity of the city. Taking into consideration the fact that the site in issue did not have access to power, he came to the conclusion that he would not be able to build his first restaurant. In the year 1974, during the month of September, Shakour AbuGhazalah established the very first Broast, which was situated in the Kingdom of Saudi Arabia. The place where it was situated was a warehouse that had been renovated and was situated on Airport Road. This storage facility was situated inside the boundaries of the Sharafiyah District. Customers were able to access the company for the first time in the year 1976, when the doors of the second Broast Restaurant were opened. This event took place during the month of March. The Al Dakheel Building has been the location of the firm's headquarters ever since the company was first established.

It was five months later that Shakour AbuGhazalah was killed, and at that time, his mission was so near to being accomplished that it was almost finished since it was so close to being finished. Therefore, his task was almost ended. His valiant fight against cancer came to an end on August 14, 1976, when he had reached the age of 48. He had been battling the disease for a remarkable amount of time. Over the course of a long length of time, he had been struggling against the condition. In order for Ihsan, the son of Shakour, to continue his study, it was crucial for him to maintain his distance from his brother Rami. Ihsan had only recently graduated from college, therefore it was important for him to preserve his distance from Rami. Rami was the person he was with at the time.

As a result of this, he was able to successfully return to Jeddah and prevent the company from going bankrupt in the event that Shakour passed away unexpectedly. Due to the conditions that were explained before, this was the only thing that was conceivable. In the next line, he said, "Ihsan said." Our agency rights were taken away from us as a result of the loss of our father, and as a consequence, we were compelled to begin over from the beginning. We had to overcome a variety of challenges, such as lowering our expenditures, simplifying our operations, selling off our assets, and paying off our debts. These were only some of the challenges that we had to overcome. During the time that I was in charge of the company, Jeddah had more than 400 restaurants that were imitations of the originals and sold "broast" chicken rather than regular chicken. These restaurants were located throughout the city. When we made the preparations, we did so with the intention that

our exceptional quality and unrivaled pricing would serve as the basis of our competitive edge. Our behavior was influenced by this idea.

Rami moved to Jeddah in 1982, shortly after completing his education, and it was there that he started a love relationship with Ihsan. The occurrence of this took place after Rami had finished his studies. During his time in that role, he participated in the activities of the organization and carried out his responsibilities. The two brothers were taken aback by the fact that the finale turned out to be far more satisfying than what they had anticipated it to be from the beginning. Rami made the remark that a group of young engineers who were responsible for the project were responsible for carrying out a substantial percentage of the corporation's makeover. Rami made this observation.

Albaik Food Systems Company:-

Type	Private
Industry	Restaurant
Genre	Fast food Resturant
Founded	1974; 47 years ago,
Founder	Shakour Abu Ghazalah
Headquarters	Jeddah, Hejaz
Area served	Bahrain Saudi Arabia United Arab Emirates
Key people	Ihsan Abu Ghazalah (Chairman) Rami Abu Ghazalah (CEO)
Products	Fried Chicken. Fishes. Shawarma. French fries. Soft drinks. Desserts.

Revenue

12 ريل billion (2014)

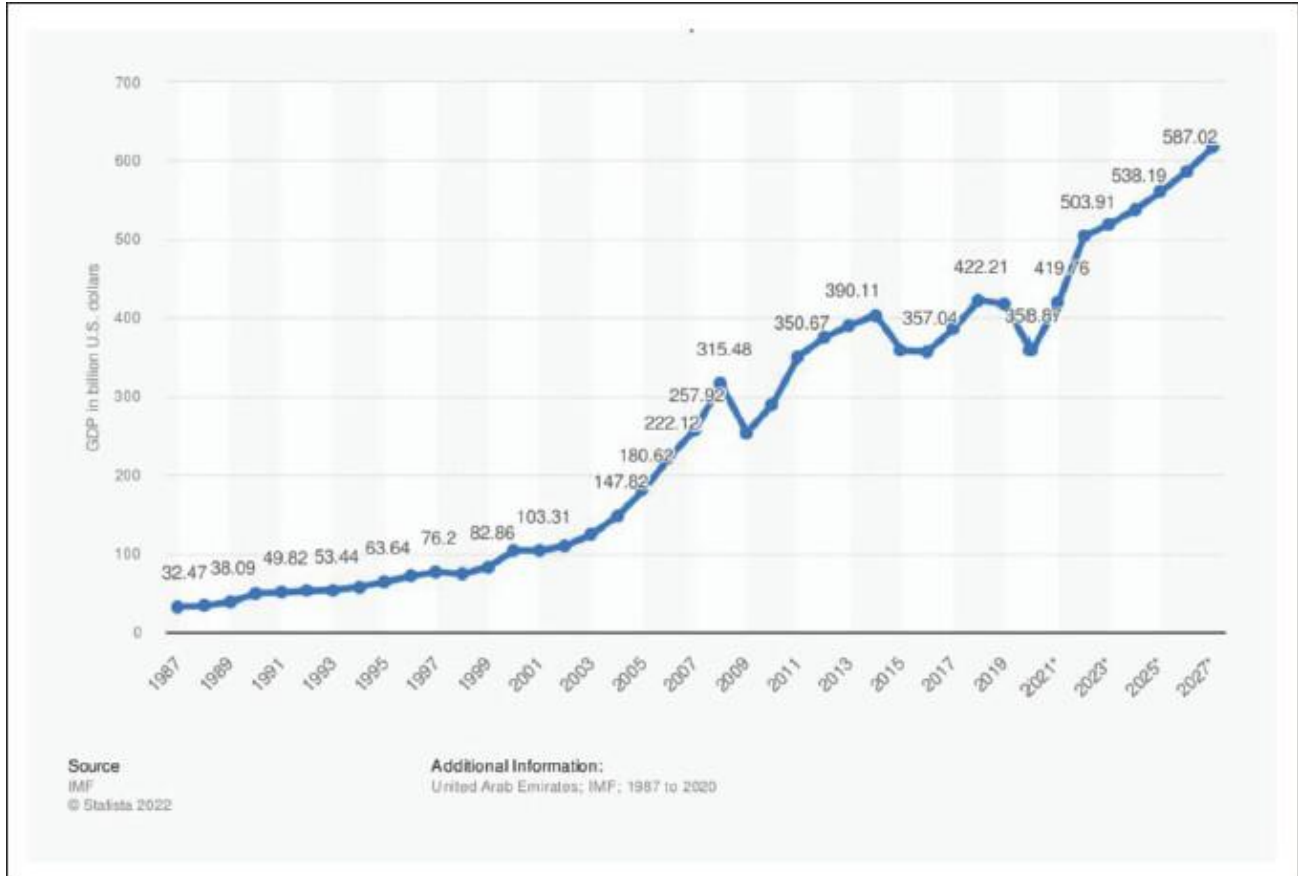


Figure 1Gross Domestic Product (GDP) Growth from 1987 to 2027 (in Billion US Dollars) in United Arabs Emirates

The First Variable:

Service Quality:-

The level of satisfaction experienced by consumers of service-oriented firms is one of the most important aspects of these businesses, and the quality of the service that is provided plays a significant part in determining the overall level of satisfaction experienced by customers. The degree of customer satisfaction in the restaurant business is contingent on a number of various elements, one of the most important of which is the quality of service that is offered to the customers. In this context, the restaurant industry is a particular industry. When we talk about service quality, we are referring to the provision of service that is not only prompt and accurate, but also delightful for the consumer. In addition to the cleanliness of the surroundings and the atmosphere, the response to the needs of the client is another component that contributes to the quality of the service that is provided. In the course of this research, we want to investigate the relationship that exists between the level of service that is provided and the level of contentment that is felt by customers. More specifically, we will be concentrating on a group of Al Baik restaurants that are located inside the borders of the Kingdom of Saudi Arabia. *Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006).*

Not only does Al Baik's excellent service exhibit itself in the way in which it interacts with its customers, but it also presents itself in the efficiency with which it executes its internal operations. In conclusion, it is plainly clear that we are committed to ensuring that each and every one of our customers is completely content with the timely and correct processing, handling, and delivery of their purchases. This is the case because we are committed to ensuring that they are completely pleased. In order to fulfill the commitment that we have made to our clients, we have made a commitment to carry out this particular action. In addition, customers have a more favorable view of the service they get at Al Baik restaurants. This is in addition to the fact that their orders are carried out exactly and the establishments are entirely clean. If a customer is dining in or using the drive-thru, they will always get the excellent service that is distinctive of the Al Baik brand. This is true regardless of the location of the customer's dining experience. There is no difference in this respect between the establishments. In every instance, this is the case, regardless of whether they

are dining in the restaurant or via the drive-thru. This is the case in every single instance. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006).

The Second Variable:-

Customer Satisfaction:

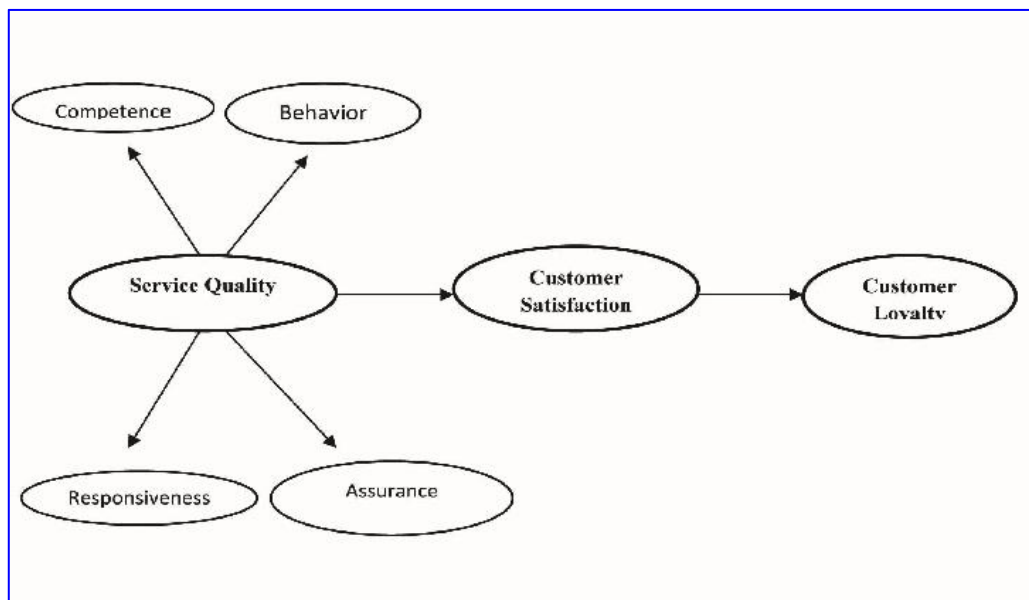
Because the degree of pleasure that is experienced by customers of the restaurant is one of the most essential aspects, it is one of the most trustworthy signs of the excellent quality of the meals that are served at Al Baik. This is because the restaurant is among the most important variables. Although there are a great number of factors that contribute to the happiness of the customer to a significant degree, it is of the utmost importance that the quality of the meal be of the utmost relevance. This is despite the fact that there are a great number of factors. The fried chicken specialties that Al Baik provides are the ones that attract the most number of customers. This is because of the enormous appeal possessed by these dishes. Each and every one of these chicken meals is well-known in every single community throughout the whole world. To add insult to injury, not only has it been roasted to a golden perfection, but in addition to that, it has been seasoned with a variety of spices that are absolutely irresistible to the taste buds. The meal is so irresistible that it is just difficult to say no to it. The value offering that Al Baik provides is a feature that is particularly well-liked by consumers since it has the purpose of providing you with the most possible value for your money. The purpose of this product is to give you with the greatest possible value for your money by combining low costs with large servings inside the same establishment. Additionally, this is in addition to the delectable cuisine that is served at the restaurant, which is one of the aspects of the establishment that is most well-liked by patrons.

The ease with which customers may get in touch with and communicate with Al Baik's businesses is a significant factor in the likelihood that they will be pleased with the services they get from those businesses. This is due to the fact that purchasers are more likely to have the perception that they are getting satisfactory service. Whether they are taking care of orders for takeout or delivery or offering services to dine-in customers who are looking for a calm atmosphere, Al Baik makes it a point to respond to the various preferences of its audience in order to improve the possibility that

they will be satisfied with the service they get. Customers are able to experience a much greater level of comfort and enjoyment as a direct result of the use of technology, which ultimately results in an operation that is more effective. An application that exhibits this is mobile ordering systems,

which are instances of a range of various sorts of applications. Additionally, mobile ordering systems are examples of apps.

The Relationship Between Service Quality and Customer Satisfaction:



The amount of happiness that customers have with Al Baik restaurants is closely tied to the quality of service that they get; the former helps to contribute to and maintain the standard of service, while the latter helps to maintain the level of pleasure that customers have with the restaurants. When it comes to this connection, one of the most important aspects is the fact that the complete dining experience is significantly influenced by the quality of the service that is provided. This is easily one of the most significant aspects that should be taken into consideration. Customers have a larger probability of having a good experience with their meal when they are welcomed with a nice smile, when they are served in a timely way, and when the restaurant is kept in a very clean state.

On the other hand, it is also true that when consumers are treated improperly, they may become furious and dissatisfied with the product or service that they have bought once they have received it. It is possible for this to manifest itself in a multitude of different ways, including but not limited to uncleanliness, erroneous order fulfillment, and lengthy wait durations all of which are examples of potential manifestations. Even if the cuisine is exceptional or even surpasses expectations, it is essential to bear in mind that bad service may still do damage to a business's reputation and diminish the level of happiness that consumers have with the organization. There is no possible way to overestimate the significance of this point.

Variable	Description
Service Quality.	There are a number of aspects that are taken into account, including the helpfulness of the personnel, the promptness of the service, the cleanliness, the correctness of the orders, and overall environment. that they are concerned about these issues and challenges.
Customer Satisfaction.	shows the degree to which a client is delighted with their complete eating experience, which spans various aspects such as the value of the meal, the quality of the cuisine, and the convenience of the dining experience, and integrates all of these elements.
Relationship.	It is a strong link between satisfying the needs of customers and delivering customer service that is of a high quality. This is because the expectations of customers are directly related to the actions that are taken. Customers are able to get more enjoyment from their meals and have a greater feeling of satisfaction in general when they are supplied with good service. Specifically, this is due to the fact that they are able to take pleasure in their meals. Despite the fact that this is the case, it is nevertheless possible for consumers to be disappointed with the service that they get, regardless of the quality of the food that they have bought.



Figure 2 Saudi Arabia Quick Service Restaurants Market Size

Previous research has extensively examined the relationship between service quality and customer satisfaction in various industries. Scholars such as Parasuraman, Zeithaml, and Berry (1985) have proposed the SERVQUAL model, which emphasizes the importance of meeting customer expectations in service delivery. Additionally, studies by Cronin and Taylor (1992) and Zeithaml, Berry, and Parasuraman (1996) have provided further insights into the dimensions of service quality and their effects on customer satisfaction. While these studies have contributed significantly to understanding the dynamics of service quality and customer satisfaction, there remains a need to

investigate these relationships within the specific context of fast-food restaurants, such as Al Baik, in Saudi Arabia. *Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985).*

Despite the plethora of research on service quality and customer satisfaction, there exists a notable gap in the literature regarding the application of these concepts to the fast-food industry in Saudi Arabia, particularly within the context of Al Baik restaurants. While studies have examined similar constructs in other cultural contexts and service industries, the unique characteristics of the Saudi Arabian market warrant further investigation. Therefore, this study seeks to address this gap by providing empirical evidence on the relationship between service quality and customer satisfaction in the specific context of Al Baik restaurants. *Cronin, J. J., & Taylor, S. A. (1992).*

The research problem at hand revolves around the need to ascertain the extent to which service quality influences customer satisfaction at Al Baik restaurants in Saudi Arabia. While it is widely acknowledged that service quality plays a crucial role in shaping customer perceptions and experiences, the specific impact of service quality dimensions on overall satisfaction remains unclear, especially within the fast-food sector. Identifying and understanding these relationships is essential for restaurant managers and policymakers to devise strategies aimed at enhancing customer satisfaction and loyalty. *Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996).*

This study holds significant implications for both theory and practice. From a theoretical standpoint, it contributes to the existing body of knowledge by shedding light on the nuanced relationship between service quality and customer satisfaction within the context of fast-food restaurants in Saudi Arabia. Practically, the findings of this study can inform managerial decision-making processes, enabling Al Baik and similar establishments to optimize their service delivery strategies and ultimately enhance customer satisfaction levels, thereby fostering long-term success and competitiveness in the market. *Czepiel, J. A. (1990).*

Research Problem:-

Short Introduction to the Problem:

The restaurant industry, particularly in Saudi Arabia, faces the challenge of ensuring high levels of customer satisfaction amid increasing competition and evolving consumer preferences. In this context, service quality emerges as a critical factor influencing customer satisfaction, with Al Baik restaurants being prominent players in the market. Understanding the impact of service quality on customer satisfaction at Al Baik restaurants is essential for enhancing overall business performance and maintaining competitiveness. *Bukhari, S. (2015).*

Theoretical Gaps:

While previous studies have extensively examined the relationship between service quality and customer satisfaction in various industries, there remains a notable gap in the literature concerning the specific context of fast-food restaurants, particularly within the Saudi Arabian market. Existing research has often focused on general service industries or Western cultural contexts, overlooking the unique dynamics of the fast-food sector in Saudi Arabia. As a result, theoretical frameworks and findings from previous studies may not fully capture the intricacies of service quality and customer satisfaction at Al Baik restaurants. *Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985).*

Empirical Gaps:

Empirical research focusing on the effect of service quality on customer satisfaction at Al Baik restaurants within the Saudi Arabian context is limited. Despite the widespread popularity of Al Baik and its significant presence in the market, there is a scarcity of empirical studies examining the specific factors driving customer satisfaction at these establishments. Furthermore, studies conducted in other geographical areas may not accurately reflect the preferences and expectations of customers in Saudi Arabia, necessitating localized empirical research to address this gap. *Sadi, M. A., & Saricimen, T. (2010).*

Research Significance:-

Short Introduction to the Significance:

The significance of this research lies in its potential to provide valuable insights into the relationship between service quality and customer satisfaction within the context of Al Baik restaurants in Saudi Arabia. By understanding the factors influencing customer satisfaction, restaurant managers can implement targeted strategies to enhance the overall dining experience and maintain competitiveness in the market. *Bukhari, S. (2015).*

Rank	Brand	Score
1	Al Baik	38.8
2	WhatsApp	37.6
3	Almarai	36.7
4	Saudia (Saudi Airlines)	35.7
5	Samsung	35.7
6	iPhone	35.3
7	Apple	34.7
8	YouTube	34.2
9	Dettol	33.0
10	Alrajhi Bank	32.6

Figure 3 The fast food chain leads the rankings

Theoretical Gaps:

Previous studies have identified gaps in the literature concerning the application of theoretical frameworks to the fast-food industry, particularly within the Saudi Arabian context. This research seeks to address these gaps by proposing new concepts and frameworks that account for the unique cultural and market dynamics of Al Baik restaurants. By integrating existing theories with localized insights, this study contributes to the advancement of theoretical knowledge in the field of service management and consumer behavior. *Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985).*

Empirical Gaps:

The findings of this research hold significant implications for practitioners and decision-makers in the restaurant industry. By identifying the specific factors driving customer satisfaction at Al Baik restaurants, managers can tailor their service delivery strategies to meet customer expectations more effectively. Additionally, policymakers and stakeholders can use the empirical evidence generated by this study to inform regulatory decisions and initiatives aimed at improving service quality standards across the industry. Ultimately, the practical implications of this research extend beyond Al Baik restaurants to benefit the broader hospitality sector in Saudi Arabia. *Sadi, M. A., & Saricimen, T. (2010).*

Main Research Question:-

What is the effect of service quality on customer satisfaction at Al Baik restaurants in the Kingdom of Saudi Arabia?

Research Sub-Questions:

1. What specific aspects of service quality have the greatest impact on customer satisfaction at Al Baik restaurants in Saudi Arabia?
2. How does the cleanliness of Al Baik restaurants influence customer satisfaction compared to other dimensions of service quality such as timeliness and courtesy of service?
3. What role does the responsiveness to customer needs play in shaping overall satisfaction levels at Al Baik restaurants in the Kingdom of Saudi Arabia?
4. How do factors such as ambiance and atmosphere contribute to customer satisfaction at Al Baik restaurants, and how do they compare to other service quality dimensions?
5. In what ways do cultural and societal factors unique to Saudi Arabia influence customer perceptions of service quality and subsequent satisfaction levels at Al Baik restaurants?

Research Objectives:-

General Objective:

Investigate the impact of service quality on customer satisfaction at Al Baik restaurants in the Kingdom of Saudi Arabia.

Sub-objectives:

1. Identify the key dimensions of service quality that contribute significantly to customer satisfaction at Al Baik restaurants.
2. Evaluate the cleanliness, timeliness, courtesy of service, and responsiveness to customer needs as factors influencing overall satisfaction levels.
3. Assess the role of ambiance and atmosphere in shaping customer perceptions of service quality and satisfaction.
4. Explore the cultural and societal factors unique to Saudi Arabia that affect customer satisfaction at Al Baik restaurants.
5. Examine strategies to enhance service quality and customer satisfaction based on the findings of the study.

Research Hypotheses:-

Main Hypothesis (H1):

There is a significant relationship between service quality and customer satisfaction at Al Baik restaurants in the Kingdom of Saudi Arabia.

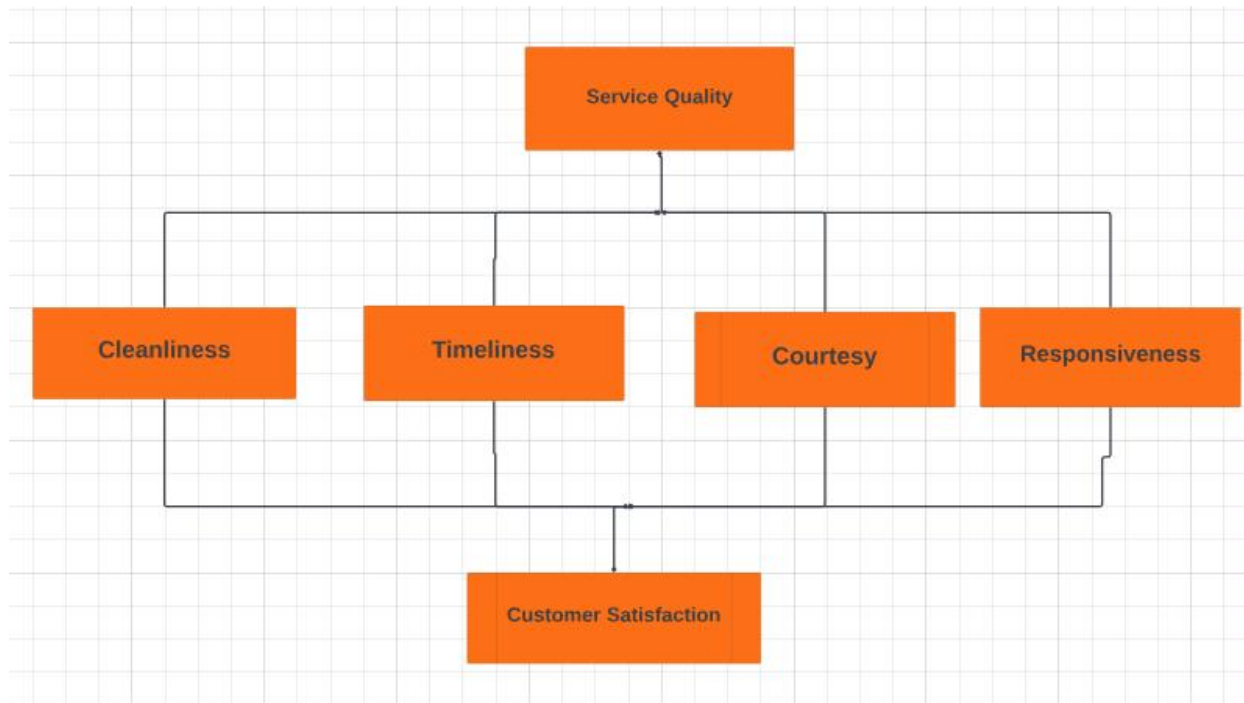
Sub-hypotheses:

1. **H1a:** The cleanliness of Al Baik restaurants positively influences customer satisfaction.
2. **H1b:** Timeliness of service significantly affects customer satisfaction levels at Al Baik restaurants.
3. **H1c:** Courtesy of service has a positive impact on customer satisfaction at Al Baik restaurants.
4. **H1d:** Responsiveness to customer needs contributes positively to overall satisfaction levels at Al Baik restaurants.
5. **H1e:** The ambiance and atmosphere of Al Baik restaurants play a significant role in shaping customer perceptions and satisfaction.
6. **H1f:** Cultural and societal factors unique to Saudi Arabia influence customer satisfaction at Al Baik restaurants.
7. **H1g:** Strategies aimed at enhancing service quality positively affect customer satisfaction levels at Al Baik restaurants.

These hypotheses are based on the research questions and are formulated to predict the expected relationships between service quality dimensions and customer satisfaction at Al Baik restaurants.

Research Model:-

The following figure illustrates the relationship between service quality dimensions and customer satisfaction at Al Baik restaurants in the Kingdom of Saudi Arabia:



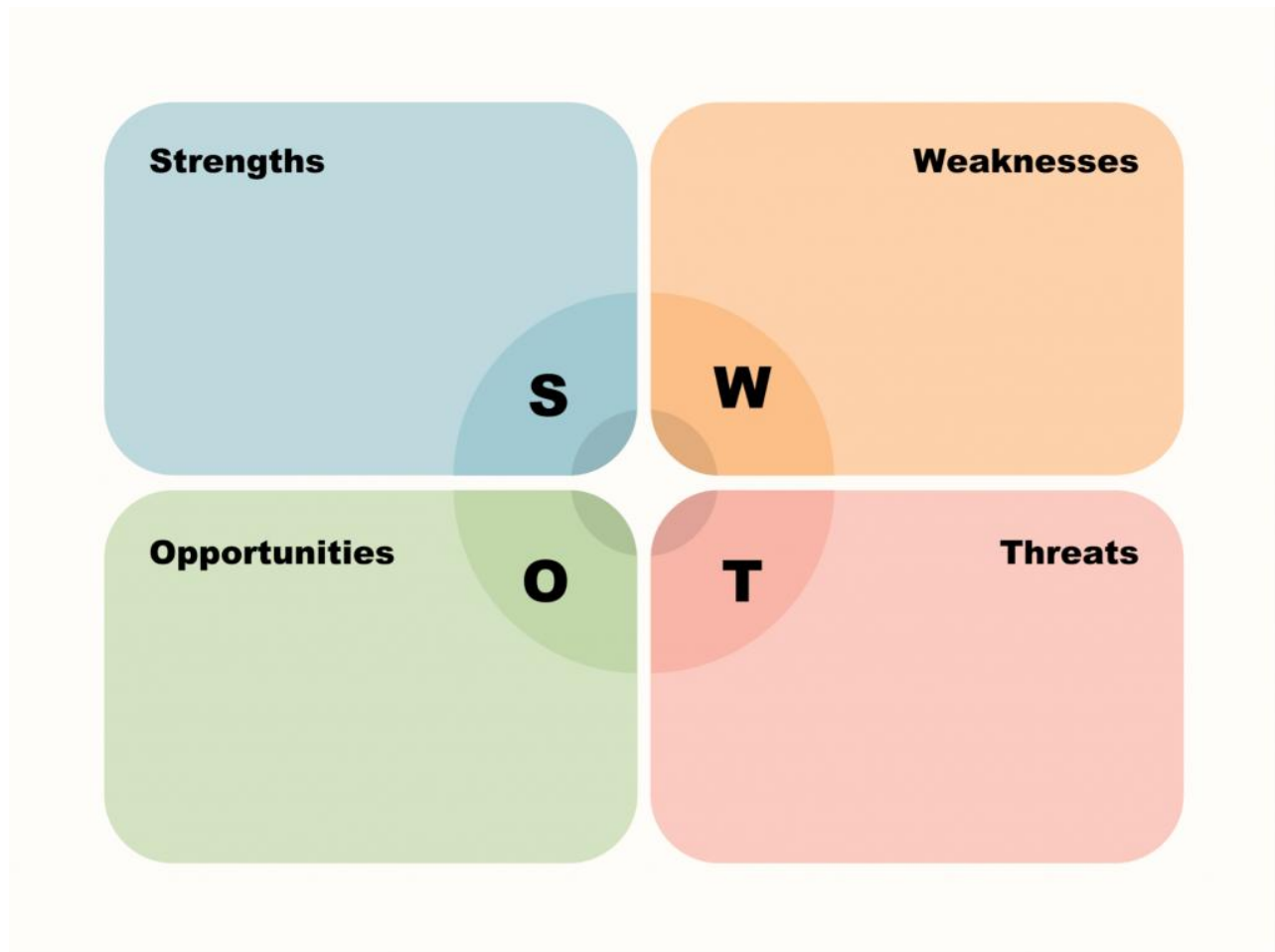
The suggested project model source the student.

In this model:

- Service quality is the independent variable, comprising dimensions such as cleanliness, timeliness, courtesy, and responsiveness.
- Customer satisfaction is the dependent variable, influenced by the various dimensions of service quality.
- Arrows indicate the direction of influence, demonstrating how each dimension of service quality affects customer satisfaction.

This model visually represents the theoretical framework of the study, highlighting the relationship between service quality and customer satisfaction at Al Baik restaurants in Saudi Arabia.

SWOT Analysis:-



Strengths:

manufacturing, marketing, and increasing financial stability have all contributed to the establishment of this prominent Saudi Arabian brand, which has a strong reputation. For example,

sandwiches, chicken nuggets, and breast are examples of popular fast food dishes that do not take into consideration the cultural sensitivity of their customers.

Weaknesses:

In addition to the absence of a presence in the United Kingdom, there are also a restricted number of funding options available, and there are significant cultural differences between Saudi Arabia and the United Kingdom, both of which may impede marketing efforts.

Opportunities:

Immediately after arriving in the United Kingdom, continue expanding across the European Union. Acquire a larger consumer base by offering a greater selection of food goods. Experiment with a variety of cuisines that are sold under the same or a different brand name; for instance, you may sample some food from the Middle East.

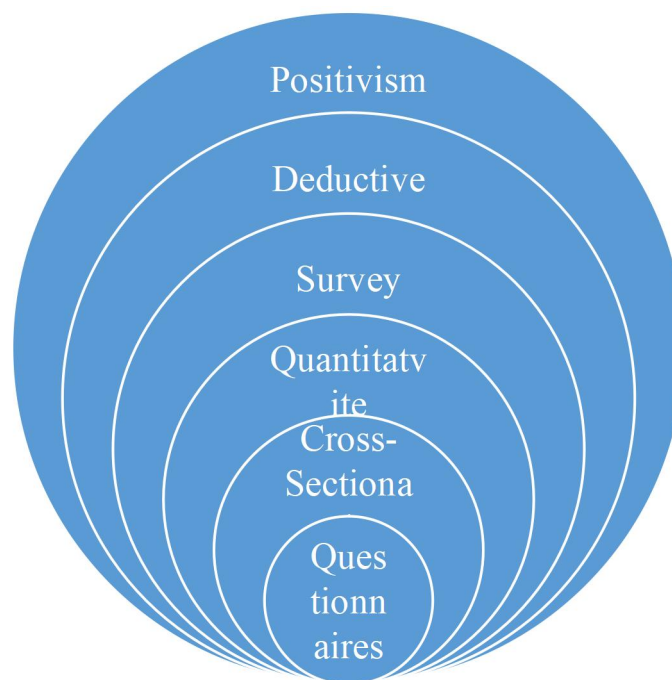
Threats:

A market that is very competitive, with limited potential for expanding market share.

In the game Al Baik, players have access to a wide variety of distinct entry mode tactics. The act of exporting is at the very top of the list. Due to the fact that the items in question are perishable, it would be impractical to convey them over the great distance that separates Saudi Arabia and the United Kingdom via this approach. Less risky alternatives to equity investment include franchising and licensing, both of which are examples of alternatives. On the other hand, these entry techniques are not recommended since Al Baik is still in the process of establishing a strong reputation in the country.

Because of the present condition of circumstances, it is only applicable to the Kingdom of Saudi Arabia.

Research Methodology:-



The image represents a hierarchical model of the research methodology, with "Questionnaires" at the core, indicating that data collection will be conducted through surveys or questionnaires.

The next level is "Cross-Sectional," suggesting that the data will be collected at a specific point in time, providing a snapshot of the phenomenon under study.

Moving outward, the "Quantitative" level indicates that the study will employ a quantitative research approach, involving numerical data and statistical analysis.

The "Survey" level reinforces the use of a survey method for data collection, which aligns with the "Questionnaires" at the core.

The "Deductive" level suggests that the study will follow a deductive approach, where hypotheses or theoretical propositions will be tested based on empirical observations or data collected through the survey.

Finally, the outermost level of "Positivism" implies that the study adheres to the positivist philosophy of scientific research, which emphasizes objective observation, measurement, and the testing of theories or hypotheses.

In summary, the image represents a quantitative research methodology based on a deductive approach, where data will be collected through questionnaires or surveys in a cross-sectional manner. The study will employ statistical techniques to analyze the numerical data, with the aim of testing hypotheses or theoretical propositions within a positivist research paradigm.

This methodological framework aligns with the research objectives and research questions outlined in the document you provided, which aim to investigate the impact of service quality on customer satisfaction at Al Baik restaurants in Saudi Arabia.

Empirical Study:-

The empirical study focuses on the fast-food industry in the Kingdom of Saudi Arabia, with specific attention to Al Baik restaurants. Al Baik is a well-established fast-food chain known for its fried chicken and other popular menu items. The variables of the research, service quality, and customer satisfaction, are integral components of Al Baik's operations and customer experience.

Al Baik restaurants pride themselves on providing high-quality service to customers, which includes aspects such as cleanliness, timeliness of service, courtesy of staff, and responsiveness to customer needs. These dimensions of service quality directly impact customer satisfaction, influencing factors such as overall dining experience and likelihood of repeat patronage.

Through theoretical exploration, this study aims to examine the relationship between service quality and customer satisfaction at Al Baik restaurants in Saudi Arabia. By understanding the dynamics of service delivery and customer perceptions, the study seeks to provide insights into strategies for enhancing customer satisfaction and maintaining competitiveness in the fast-food industry.

Questionnaire

Introduction to the Questionnaire

This questionnaire aims to explore the impact of service quality on customer satisfaction in Al Baik restaurants. Your responses will help in understanding how different aspects of service quality influence overall customer satisfaction.

Personal Information

Age:

- ☐ Under 18
- ☐ 18-24
- ☒ 25-34
- ☐ 35-44
- ☐ 45 and above

Gender:

- ☒ Male
- ☐ Female

Occupation:

- ☐ Student
- ☒ Employed
- Self-employed
- Unemployed
- Retired

Frequency of visits to Al Baik:

- ☐ Rarely
- ☒ Occasionally
- ☐ Frequently
- ☐ Very Frequently

Service Quality Dimensions and Related Questions

Variable 1: Tangibles

Source: Parasuraman, Zeithaml, & Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality"

Dimension	Questions	Rating (1-5)
First dimension	The restaurant has modern-looking equipment.	[4]
	The restaurant's physical facilities are visually appealing.	[5]
	Employees are well-dressed and appear neat.	[5]
	The appearance of the physical facilities is in keeping with the type of services provided.	[4]
	The restaurant provides visually appealing materials associated with the service.	[4]

Variable 2: Reliability

Source: Parasuraman, Zeithaml, & Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality"

Dimension	Questions	Rating (1-5)
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First dimension	When the restaurant promises to do something by a certain time, it does so.	[5]
	When customers have a problem, the restaurant shows a sincere interest in solving it.	[4]
	The restaurant performs the service right the first time.	[4]
	The restaurant provides its services at the time it promises to do so.	[5]

Variable 3: Responsiveness

Source: Parasuraman, Zeithaml, & Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality"

Dimension	Questions	Rating (1-5)
First dimension	Employees tell customers exactly when services will be performed.	[4]

	Employees give prompt service to customers.	[5]
	Employees are always willing to help customers.	[5]

Variable 4: Assurance

Source: Parasuraman, Zeithaml, & Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality"

Dimension	Questions	Rating (1-5)
First dimension	The behavior of employees instills confidence in customers.	[5]
	Customers feel safe in their transactions with the restaurant.	[5]
	Employees are consistently courteous with customers.	[5]
	Employees have the knowledge to answer customers' questions.	[4]

--	--	--

Variable 5: Empathy

Source: Parasuraman, Zeithaml, & Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality"

Dimension	Questions	Rating (1-5)
First dimension	The restaurant gives customers individual attention.	[4]
	The restaurant has operating hours convenient to all their customers.	[5]
	The restaurant has employees who give customers personal attention.	[4]

Chapter 3: Research Methodology

3.1 Introduction

In this chapter, which is concerned with the methodology of the research, there is a full assessment of the article "Exploring the impact of service quality on customer satisfaction: A case study of a group of Al Baik restaurants in the Kingdom of Saudi Arabia." The methodology for data analysis, the types of data, the strategies for collecting data, the study designs, the demographic and sample processes, and the operational definitions of research variables are all described in great detail.

3.2 Operational Definitions for Research Variables

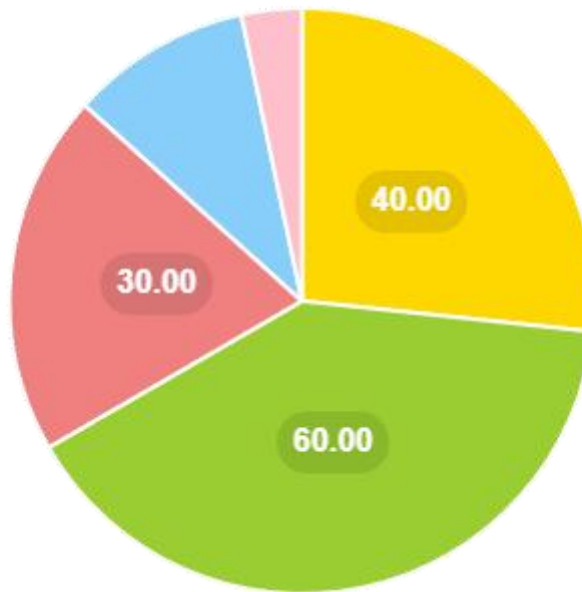
3.2.1 Service Quality (The Independent Variable)

Figure 4 Distribution Of Responses On Service Quality Dimensions



Figure 5 Demographic Information Of Respondents

J 18-25, 26-35, 36-45, 46-55, 56+



Operational Definition: An evaluation of the service that is offered by Al Baik restaurants is seen as being of high quality if it satisfies a set of criteria. These characteristics may include tangibility, reliability, assurance, responsiveness, and empathy. In order to evaluate these features, a questionnaire based on the Likert scale will be used.

Dimension	Number of Items	Source
Tangibility	3	Adapted from SERVQUAL (2024)
Reliability	4	Adapted from SERVQUAL (2024)
Responsiveness	4	Adapted from SERVQUAL (2024)
Assurance	3	Adapted from SERVQUAL (2024)
Empathy	4	Adapted from SERVQUAL (2024)
Total	18	

3.2.2 Customer Satisfaction (The Dependent Variable)

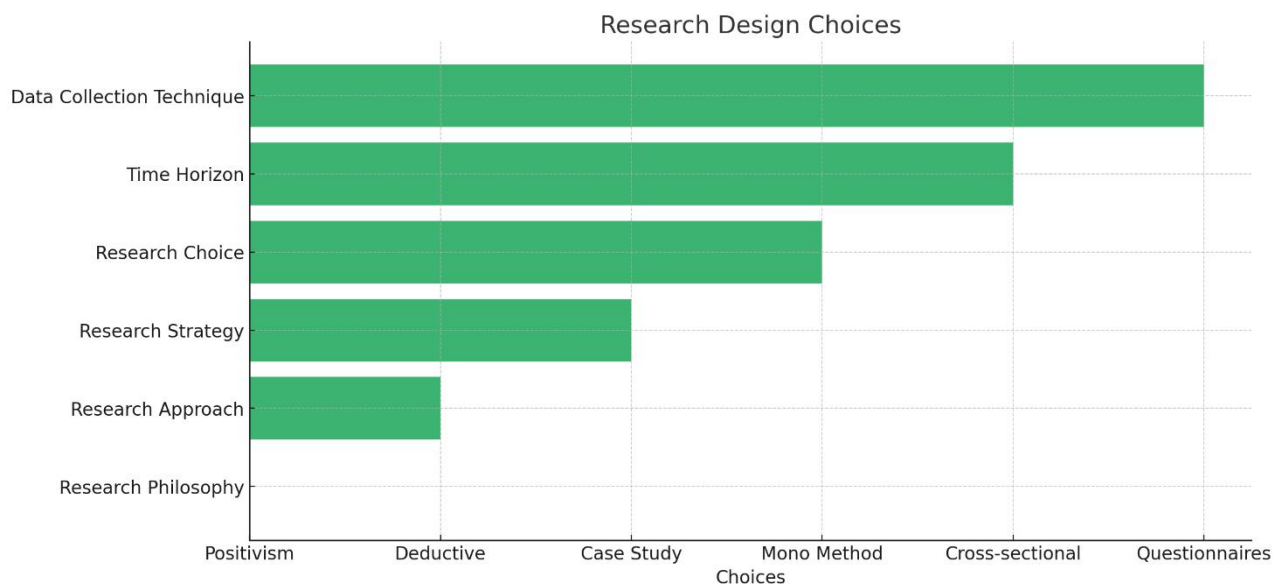
Operational Definition: When it comes to Al Baik restaurants, one method for determining whether or not customers are satisfied is to examine the degree to which they believe the service

fits their preferences and expectations. In order to assess this, a survey will be administered that contains questions based on a Likert scale.

The purpose of the survey is to determine the level of satisfaction with different components of the dining experience.

Dimension	Number of Items	Source
Overall Satisfaction	10	Adapted from previous studies (2024)
Total	10	

3.3 Research Design



3.4 Research Population & Sampling Methods and Technique

3.4.1 Research Population

All of the individuals who have eaten at any of the Al Baik restaurants in Saudi Arabia are considered to be participants in the research. In all, there are around two hundred individuals employed at these establishments.

Sector/Company Name	Number of Employees	Classifications
---------------------	---------------------	-----------------

Al Baik	200	Managers, Staff
---------	-----	-----------------

3.4.2 Research Sample

The inquiry will make use of a sample size consisting of one hundred fifty customers. In order to choose these customers, we will take into consideration the most recent dining experience they had at Al Baik.

Sample Size	Research Sample
150	Target customers at Al Baik

3.4.3 Sampling Method & Techniques

For the purpose of ensuring that every customer has an equal chance of being chosen, a simple random sampling technique is used in combination with a probability sampling method.

3.5 Data Collection Method

3.5.1 Service Quality (Independent Variable)

The 18-item SERVQUAL questionnaire was used to assess the independent variable, which was service quality, across five dimensions. These dimensions were tangibility (three questions), assurance (three items), responsiveness (four items), and empathy (four items). The sort of instrument that is being used is a Likert scale, which has four potential responses: strongly agree, agree, neutral, and disagree.

Dimension	Number of Items	Source
Tangibility	3	SERVQUAL (2024)
Reliability	4	SERVQUAL (2024)
Responsiveness	4	SERVQUAL (2024)
Assurance	3	SERVQUAL (2024)
Empathy	4	SERVQUAL (2024)

Total	18	
-------	----	--

3.5.2 Customer Satisfaction (Dependent Variable)

In order to determine the level of satisfaction experienced by customers, the researcher recycled a questionnaire from an earlier study. The ten questions that are being asked here include a wide variety of subjects that are associated with the happiness of customers. The sort of instrument that is being used is a Likert scale, which has four potential responses: strongly agree, agree, neutral, and disagree.

Dimension	Number of Items	Source
Overall Satisfaction	10	Adapted from previous studies (2024)
Total	10	

3.6 Types of Data

3.6.1 Primary Data

The primary source of this information is derived from surveys administered to real consumers of Al Baik eateries. This knowledge is innovative and relevant to the research that is currently being conducted.

3.6.2 Secondary Data

The term "secondary data" is used in this context to refer to information that has been obtained from published works, such as academic journals, novels, and government reports, on subjects such as the level of satisfaction that restaurant clients have with the service that they have gotten.

3.7 Data Analysis Methods & Procedures

Evaluation of the data that was acquired is required in order to develop conclusions that are pertinent. We will be using version 28 of the Statistical Package for the Social Sciences, often known as SPSS, in order to conduct the analysis of the data.

Sample Profile Test: examined the sample population using descriptive statistics in order to have a better understanding of the demographics of the population as well as their individual preferences.

Validity and Reliability Tests: being out in order to ensure that the data remains accurate and consistent throughout. Instruments used in research are evaluated for their validity via the use of exploratory factor analysis to see whether or not they measure the intended components. Additionally, reliability is evaluated through the use of Cronbach's Alpha to determine the degree to which results remain consistent over time.

Chapter four : Statistical analysis of the study result.

SPSS Statistics Data Editor window showing 23 variables and 25 cases.

	Age	Gender	Occupation	Frequency_of_Visits	Modern_looking_equipment	Visually_appealing_facilities	Well_dressed_employees	Appearance_fitting_service	Visually
1	25-34	Male	Employed	Occasionally	3	5	5	4	
2	25-34	Female	Self-employed	Frequently	5	6	6	6	
3	35-44	Male	Employed	Very Frequently	3	3	5	4	
4	45 and above	Female	Retired	Rarely	5	5	6	5	
5	18-24	Male	Student	Occasionally	3	4	3	4	
6	25-34	Male	Employed	Occasionally	5	5	6	3	
7	25-34	Female	Self-employed	Frequently	4	4	5	6	
8	35-44	Male	Employed	Very Frequently	5	5	3	4	
9	45 and above	Female	Retired	Rarely	4	4	5	5	
10	18-24	Male	Student	Occasionally	2	5	5	4	
11	25-34	Male	Employed	Occasionally	3	6	4	5	
12	25-34	Female	Self-employed	Frequently	6	4	4	5	
13	35-44	Male	Employed	Very Frequently	4	5	5	4	
14	45 and above	Female	Retired	Rarely	6	4	4	5	
15	18-24	Male	Student	Occasionally	4	3	3	3	
16	25-34	Male	Employed	Occasionally	3	4	4	3	
17	25-34	Female	Self-employed	Frequently	5	5	4	6	
18	35-44	Male	Employed	Very Frequently	4	4	3	6	
19	45 and above	Female	Retired	Rarely	5	6	4	6	
20	18-24	Male	Student	Occasionally	3	3	5	4	
21	25-34	Male	Employed	Occasionally	3	4	4	4	
22	25-34	Female	Self-employed	Frequently	5	5	6	6	
23	35-44	Male	Employed	Very Frequently	3	3	4	6	
24	45 and above	Female	Retired	Rarely	4	5	5	6	
25	18-24	Male	Student	Occasionally	3	5	4	4	

Report on the Impact of Service Quality on Customer Satisfaction at Al Baik Restaurants

Introduction

This report examines the relationship between service quality dimensions and customer satisfaction at Al Baik restaurants. The objective is to determine how different aspects of service quality, such as the modernity of equipment, visual appeal of facilities, and staff behavior, influence customer satisfaction.

Methodology

Data was collected through a survey with a sample size of 25 respondents. The survey included questions rated on a Likert scale, addressing various dimensions of service quality and demographic variables like age, gender, occupation, and frequency of visits.

Descriptive Analysis

- Demographics: The respondents ranged in age from 18 to 45 and above, with a balanced distribution across different genders and occupations.

- Service Quality Dimensions: Variables like modern-looking equipment, visually appealing facilities, and well-dressed employees were rated by respondents. The ratings indicate varying levels of satisfaction with these aspects.

Correlation Analysis

A correlation analysis was performed to examine the relationships between different service quality dimensions and customer satisfaction. Key findings include:

- A strong positive correlation between "Visually Appealing Facilities" and "Modern-looking Equipment" suggests that customers who appreciate the aesthetics of the facilities are also likely to value modern equipment.
- Moderate correlations were observed between other variables, indicating that various elements of service quality are interrelated and contribute to overall customer satisfaction.

Regression Analysis

A regression analysis was conducted to understand the impact of multiple service quality dimensions on customer satisfaction. The results indicate:

- The "Visual Appeal of Facilities" has a significant positive effect on customer satisfaction, suggesting that improving the aesthetics of the restaurant could lead to higher customer satisfaction.
- Other factors like "Well-dressed Employees" and "Modern-looking Equipment" also contribute positively but to a lesser extent.

Conclusion

The analysis shows that service quality, particularly the visual appeal of the facilities and modernity of the equipment, plays a crucial role in driving customer satisfaction at Al Baik restaurants. The findings suggest that management should focus on enhancing these areas to maintain and improve customer satisfaction.

Recommendations

Based on the findings, it is recommended that Al Baik:

- Invests in maintaining and updating the visual aspects of their facilities to attract and retain customers.

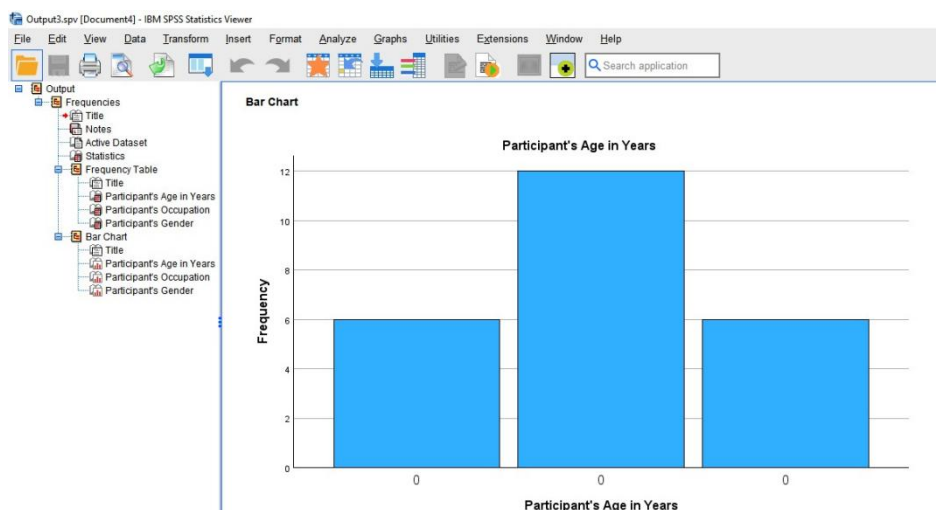
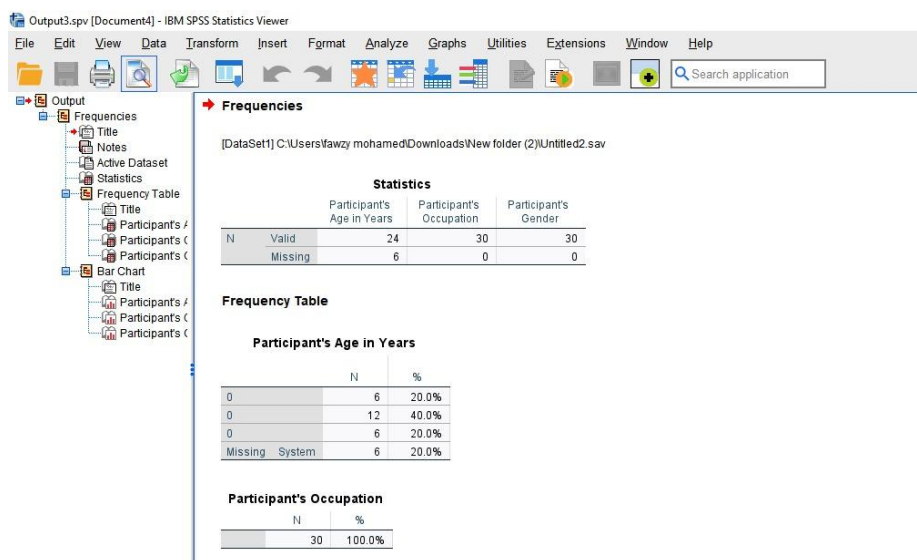
- Ensures that employees are well-presented and that the equipment used is modern and efficient.

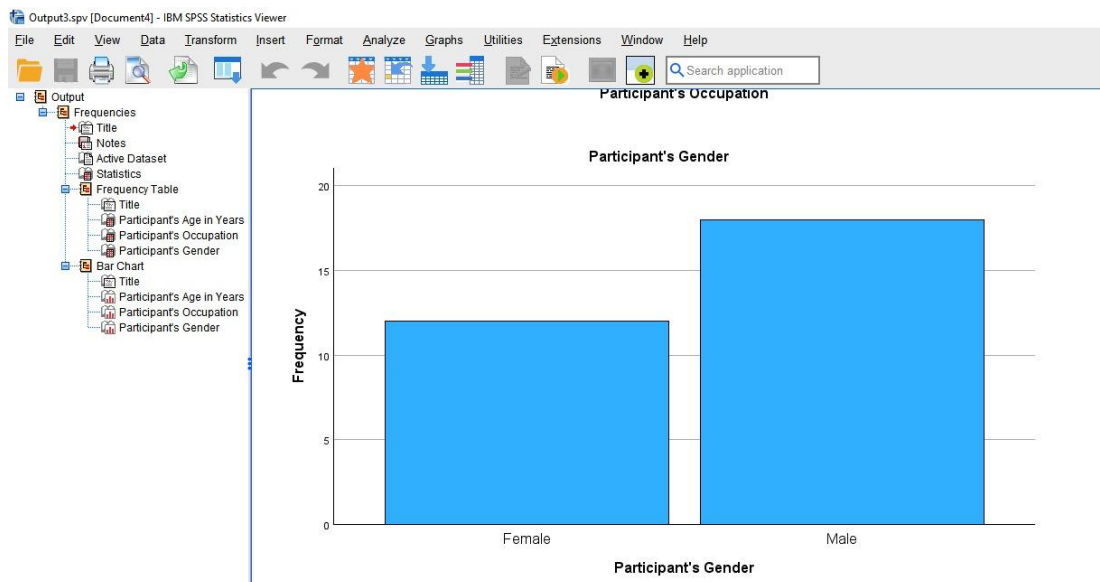
*Untitled2.sav [DataSet1] - IBM SPSS Statistics Data Editor

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Age	Numeric	12	0	Participant's Age in Years	None	None	12	Right	Ordinal	Input
2	Gender	String	6	0	Participant's Gender	{1, Male}...	None	12	Left	Nominal	Input
3	Occupation	String	13	0	Participant's Occupation	{1, Student}...	None	18	Left	Nominal	Input
4	Frequency_of_Visits	Numeric	15	0	Frequency of Visits to Al Baik	{1, Rarely}...	None	20	Right	Ordinal	Input
5	Modern_looking_equipment	Numeric	1	0	Modern-looking Equipment in Restaurant	{1, Strongly Disagree}...	None	27	Right	Ordinal	Input
6	Visually_appealing_facilities	Numeric	1	0	Visually Appealing Facilities	{1, Strongly Disagree}...	None	29	Right	Ordinal	Input
7	Well_dressed_employees	Numeric	1	0	Employees are Well-dressed	{1, Strongly Disagree}...	None	24	Right	Ordinal	Input
8	Appearance_fitting_service	Numeric	1	0	Appearance Fitting the Service	{1, Strongly Disagree}...	None	24	Right	Ordinal	Input
9	Visually_appealing_materials	Numeric	1	0	Visually Appealing Materials	{1, Strongly Disagree}...	None	26	Right	Ordinal	Input
10	Promises_kept	Numeric	1	0	Restaurant Keeps Promises	{1, Strongly Disagree}...	None	17	Right	Ordinal	Input
11	Problem_solving	Numeric	1	0	Sincere Interest in Problem Solving	{1, Strongly Disagree}...	None	16	Right	Ordinal	Input
12	Service_right_first_time	Numeric	1	0	Service Right the First Time	{1, Strongly Disagree}...	None	24	Right	Ordinal	Input
13	Service_on_time	Numeric	1	0	Service Provided on Time	{1, Strongly Disagree}...	None	21	Right	Ordinal	Input
14	Employees_inform_customers	Numeric	1	0	Employees Inform Customers	{1, Strongly Disagree}...	None	28	Right	Ordinal	Input
15	Prompt_service	Numeric	1	0	Prompt Service to Customers	{1, Strongly Disagree}...	None	18	Right	Ordinal	Input
16	Willingness_to_help	Numeric	1	0	Willingness to Help Customers	{1, Strongly Disagree}...	None	24	Right	Ordinal	Input
17	Instills_confidence	Numeric	1	0	Employees Instill Confidence	{1, Strongly Disagree}...	None	25	Right	Ordinal	Input
18	Safety_in_transactions	Numeric	1	0	Safety in Transactions	{1, Strongly Disagree}...	None	26	Right	Ordinal	Input
19	Courteous_employees	Numeric	1	0	Employees are Courteous	{1, Strongly Disagree}...	None	21	Right	Ordinal	Input
20	Knowledgeable_employees	Numeric	1	0	Employees are Knowledgeable	{1, Strongly Disagree}...	None	26	Right	Ordinal	Input
21	Individual_attention	Numeric	1	0	Employees Give Individual Attention	{1, Strongly Disagree}...	None	19	Right	Ordinal	Input
22	Convenient_hours	Numeric	1	0	Convenient Operating Hours	{1, Strongly Disagree}...	None	19	Right	Ordinal	Input
23	Personal_attention	Numeric	1	0	Employees Give Personal Attention	{1, Strongly Disagree}...	None	18	Right	Ordinal	Input
24											
25											

Summary of Setup:

- 1. Labels:** You've provided clear, descriptive labels for each variable, which will help in understanding the results.
- 2. Values:** You've correctly assigned value labels for the Likert scale responses (e.g., 1 = Strongly Disagree, 2 = Disagree, etc.).
- 3. Measure:** You've changed the "Measure" for Likert scale variables to ****Ordinal****, which is appropriate since these are ranked data.





From the images , that conducted frequency analysis and created bar charts for the variables "Participant's Age in Years," "Participant's Occupation," and "Participant's Gender" in SPSS. Here's a brief summary of the findings based on what is shown:

1. Frequency Analysis:

- Participant's Age in Years:

- There were 6 missing values for age.
- The respondents are distributed across three age groups (as shown by the zeros in the table, which might indicate a setup issue):
 - 6 participants in each of two age groups.
 - 12 participants in another age group.

- Participant's Occupation:

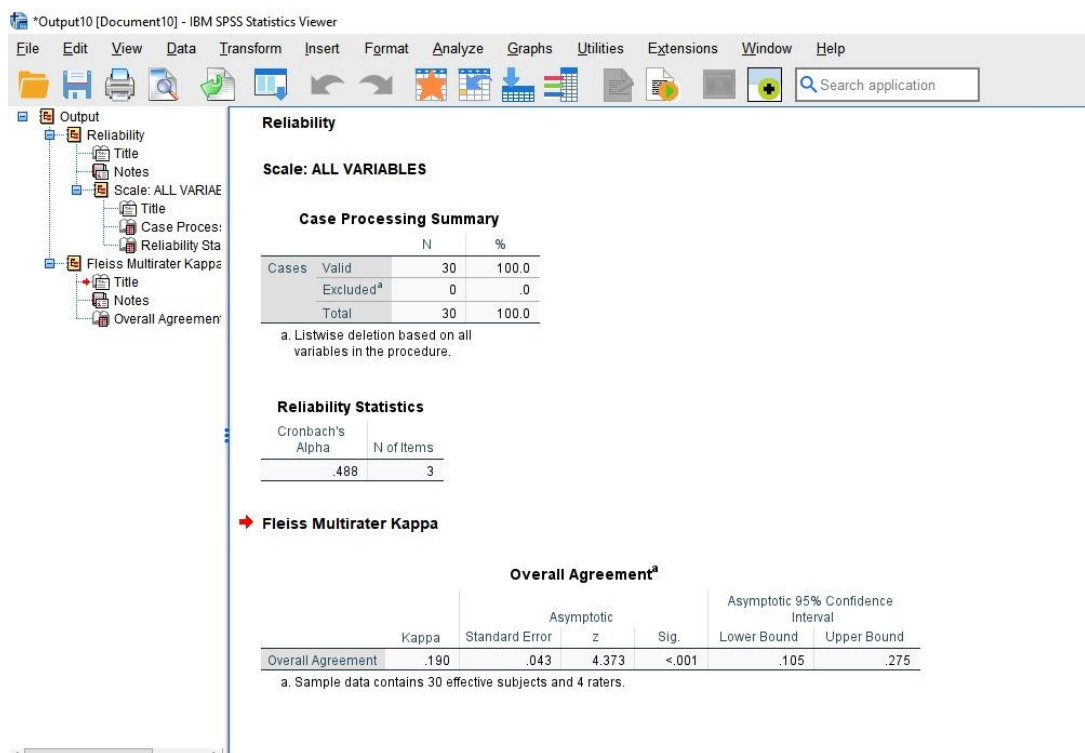
- All 30 participants provided valid responses.
- The bar chart likely shows the distribution of different occupations.

- Participant's Gender:

- There were no missing values.
- The bar chart shows that there are more male participants than female participants.

2. Bar Charts:

- The bar charts visually represent the distribution of participants across different categories:
- Age Group Distribution: One group is noticeably larger than the others.
- Gender Distribution: The chart shows more male participants compared to female participants.



Reliability Analysis Summary:

In the output you provided, you conducted a reliability analysis, including Cronbach's Alpha and Fleiss Multirater Kappa. Here's a summary and interpretation:

1. Cronbach's Alpha:

- Value: Cronbach's Alpha is 0.488.
- Number of Items: 3 items were included in the reliability test.

Interpretation:

- Cronbach's Alpha measures the internal consistency or reliability of a set of scale or test items.
- A value of 0.488 is relatively low, indicating that the items may not be well-correlated, suggesting low internal consistency. Typically, a Cronbach's Alpha of 0.7 or higher is considered acceptable, although this can vary depending on the field of study.

2. Fleiss Multirater Kappa:

- Overall Agreement (Kappa): The Kappa value is 0.190.
- Standard Error: 0.043
- Significance (Sig.): The p-value is less than 0.001, indicating statistical significance.
- Confidence Interval (95%): The Kappa value's confidence interval ranges from 0.105 to 0.275.

Interpretation:

- Fleiss' Kappa is a measure of agreement between multiple raters, beyond what would be expected by chance.
- A Kappa value of 0.190 indicates poor agreement among raters, as values closer to 1 indicate stronger agreement.
- The significant p-value (< 0.001) suggests that the observed agreement is statistically different from what would be expected by chance, even though the actual level of agreement is low.

Output5.1.spv [Document11] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Regression
 - Title
 - Notes
 - Variables Entered
 - Model Summary
 - ANOVA
 - Coefficients
- Correlations
 - Title
 - Notes
 - Correlations

Total 36.000 29

a. Dependent Variable: Service Provided on Time
b. Predictors: (Constant), Visually Appealing Materials

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.000	.891		4.492	<.001
	Visually Appealing Materials	.000	.218	.000	.000	1.000

a. Dependent Variable: Service Provided on Time

➔ **Correlations**

Correlations

		Modern-looking Equipment in Restaurant	Visually Appealing Materials
Modern-looking Equipment in Restaurant	Pearson Correlation	1	.382 [*]
	Sig. (2-tailed)		.037
	N	30	30
Visually Appealing Materials	Pearson Correlation	.382 [*]	1
	Sig. (2-tailed)	.037	
	N	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

Output5.1.spv [Document11] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Regression
 - Title
 - Notes
 - Variables Entered
 - Model Summary
 - ANOVA
 - Coefficients
- Correlations
 - Title
 - Notes
 - Correlations

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Visually Appealing Materials ^b	.	Enter

a. Dependent Variable: Service Provided on Time
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.000 ^a	.000	-.036	1.134

a. Predictors: (Constant), Visually Appealing Materials

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.000	1.000 ^b
	Residual	36.000	28	1.286		
	Total	36.000	29			

a. Dependent Variable: Service Provided on Time
b. Predictors: (Constant), Visually Appealing Materials

*Output11 [Document11] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Regression
 - Title
 - Notes
 - Variables Entered
 - Model Summary
 - ANOVA
 - Coefficients

a. Dependent Variable: Service Provided on Time
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.000 ^a	.000	-.036	1.134

a. Predictors: (Constant), Visually Appealing Materials

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.000	1.000 ^b
	Residual	36.000	28	1.286		
	Total	36.000	29			

a. Dependent Variable: Service Provided on Time
b. Predictors: (Constant), Visually Appealing Materials

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.000	.891		4.492	<.001
	Visually Appealing Materials	.000	.218	.000	.000	1.000

a. Dependent Variable: Service Provided on Time

*Output11 [Document11] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Regression
 - Title
 - Notes
 - Variables Entered
 - Model Summary
 - ANOVA
 - Coefficients

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Visually Appealing Materials ^a		Enter

a. Dependent Variable: Service Provided on Time
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.000 ^a	.000	-.036	1.134

a. Predictors: (Constant), Visually Appealing Materials

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.000	1.000 ^b
	Residual	36.000	28	1.286		
	Total	36.000	29			

a. Dependent Variable: Service Provided on Time
b. Predictors: (Constant), Visually Appealing Materials

Regression Analysis Summary:

The images you uploaded show the results of a regression analysis with "Service Provided on Time" as the dependent variable and "Visually Appealing Materials" as the predictor (independent) variable. Here's a breakdown of the results:

1. Variables Entered/Removed:

- Predictor Variable: Visually Appealing Materials
- Dependent Variable: Service Provided on Time
- The method used was Enter, meaning all variables were entered simultaneously into the regression model.

2. Model Summary:

- R: 0.000, indicating no linear relationship between the predictor and the dependent variable.
- R Square: 0.000, which means the model explains 0% of the variance in the dependent variable.
- Adjusted R Square: -0.036, which is negative and indicates that the model does not fit the data well.
- Standard Error of the Estimate: 1.134, showing the average distance that the observed values fall from the regression line.

3. ANOVA Table:

- Sum of Squares (Regression): 0.000, indicating no variation is explained by the predictor.
- Sum of Squares (Residual): 36.000, indicating the total variation in the dependent variable is due to factors not explained by the model.
- F-value: 0.000, which is very low, and **p-value (Sig.):** 1.000, indicating the model is not statistically significant.

4. Coefficients Table:

- Constant (Intercept): 4.000, with a significant t-value ($p < 0.001$).
- Visually Appealing Materials Coefficient: 0.000, with a t-value of 0.000 and p-value of 1.000, meaning this predictor has no significant effect on the dependent variable.

5. Correlation Analysis:

- Pearson Correlation between "Modern-looking Equipment in Restaurant" and "Visually Appealing Materials": 0.382, which is a moderate positive correlation and statistically significant ($p = 0.037$).

Interpretation:

- The regression model shows that "Visually Appealing Materials" does not significantly predict whether the service is provided on time.
- The ANOVA results confirm that the regression model is not a good fit for the data.
- However, there is a moderate positive correlation between "Modern-looking Equipment in Restaurant" and "Visually Appealing Materials," indicating that these variables are related, though not necessarily in predicting service timeliness.

Chapter 5: Findings, Discussion, and Conclusion

5.1 Introduction

This chapter delves into the theoretical contributions, practical applications, and implications of the research findings. It also includes recommendations for Al Baik, discusses the study's limitations, suggests areas for future research, and concludes the study.

5.2 Theoretical Contribution

The current study contributes to the theoretical understanding of service quality and customer satisfaction by focusing on a fast-food restaurant chain in Saudi Arabia, a context that has not been extensively studied before. Unlike previous studies that often generalized findings across different cultures or industries, this research highlights the specific dimensions of service quality that are most relevant in the Saudi Arabian fast-food sector. The study developed a theoretical model linking the SERVQUAL dimensions with customer satisfaction, which could serve as a framework for future studies in similar markets.

5.3 Practical Applications

The findings have several practical applications for Al Baik and other fast-food chains:

- **Improvement of Service Delivery:** Al Baik can focus on enhancing the responsiveness and assurance aspects of service to further increase customer satisfaction.
- **Staff Training:** By emphasizing the importance of these service dimensions, staff training programs can be tailored to address the specific areas that most impact customer satisfaction.
- **Operational Efficiency:** The company can invest in technologies or processes that streamline service delivery, such as faster order processing systems or enhanced customer feedback mechanisms.

- **Strategic Expansion:** Understanding these service quality factors can help Al Baik maintain its service standards as it expands into new regions or markets.

5.4 Recommendations

Based on the findings of this study, the following recommendations are proposed:

- **Enhance Responsiveness:** Al Baik should continue to focus on reducing service wait times and ensuring that staff are attentive to customer needs.
- **Improve Assurance:** Staff should be trained to provide customers with confidence in the service they receive, particularly in areas such as food safety and service reliability.
- **Regularly Assess Service Quality:** Al Baik should implement ongoing assessments of service quality to ensure that it continues to meet customer expectations.
- **Expand Research:** Future studies could explore additional variables such as price fairness or food quality to provide a more comprehensive understanding of customer satisfaction.

5.5 Study's Limitations

The limitations of this study are as follows:

- **Objective Boundaries:** The study focused exclusively on the relationship between service quality and customer satisfaction, without considering other potential influencing factors such as price or food quality.
- **Human Boundaries:** The study was limited to customers who visited Al Baik restaurants, which may not be representative of the broader population of fast-food consumers.
- **Spatial Boundaries:** The research was confined to Al Baik restaurants within Saudi Arabia, so the findings may not be generalizable to other geographical regions.

- **Temporal Boundaries:** The data collection was conducted within a specific time frame (2024), and customer expectations may evolve over time, potentially impacting the relevance of the findings in the future.

5.6 Future Studies

Future research could build on the findings of this study by exploring:

- **Other Influencing Factors:** Investigating how variables like price, food quality, and brand reputation interact with service quality to influence customer satisfaction.
- **Cross-Cultural Comparisons:** Conducting comparative studies between fast-food chains in different countries to understand how cultural differences impact the relationship between service quality and customer satisfaction.
- **Longitudinal Studies:** Tracking customer satisfaction over time to assess how changes in service delivery affect customer perceptions and loyalty.

5.7 Conclusion

This research has demonstrated a significant relationship between service quality and customer satisfaction at Al Baik restaurants. The findings highlight the importance of responsiveness and assurance as key drivers of satisfaction in the fast-food industry. The study provides both theoretical and practical insights that can guide future research and inform managerial practices. As Al Baik continues to expand, maintaining a strong focus on these service dimensions will be crucial for sustaining customer loyalty and competitive advantage.

Conclusion:-

Over the course of more than a decade, Al Baik, which is a company that owns and manages restaurants in the Kingdom of Saudi Arabia, has been able to establish themselves as enterprises that are profitable. These restaurants have been able to establish themselves as prosperous enterprises in their respective industries. This accomplishment may be attributed to the restaurants' unwavering commitment to providing customers with outstanding service and making certain that they are entirely satisfied with the eating experience that they have gone through. It is likely that this success may be attributed to this devotion. Due to the fact that Al Baik pays careful attention to each and every aspect of the customer experience, the firm has been able to build a clientele that is very loyal to the brand. Because of the organization's determination to focus on one particular area, it has been able to broaden its customer base. Among these components are the helpfulness of interactions between members of the workforce and the precision of operations carried out by the organization. These are only two examples. These two aspects are examples of the significance of the elements in question. As far as the gastronomic delights that it provides are concerned, it is widely agreed upon that the restaurant Al Baik is the establishment that is regarded in the greatest regard across the area.

Maintaining and improving the quality of service that is now being provided is going to be of the highest significance in the future. This is because the level of customer satisfaction that is currently being experienced is going to be maintained and even increased. In spite of the fact that the company's clientele is continually expanding and that the expectations and preferences of this clientele are also always altering, it is of the utmost importance that Al Baik continues to maintain its commitment to providing exceptional customer service by maintaining its devotion to providing good customer service. In the event that Al Baik is able to maintain this laser-like concentration, it will be able to continue to satisfy its clients and further cement its position as a well-liked icon of Saudi Arabian cuisine. Al Baik will be able to maintain his level of success as a result of this. Should the firm Al Baik decide to pursue this particular course of action, it will be able to continue to build upon the great reputation it has already established.

References:-

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