

Midocean
College of Management
Bachelor of Project Management



Food Quality Impacts on Guests Loyalty in KSA/Al Madinah-Alharam Area in
Hotel industry

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1st Semester- 2024

Abstract:

This study explores the relationship between food quality and guest loyalty in the hotel industry, with a specific focus on the Al Haram area. Using a sample of 369 guests, we investigated how various dimensions of food quality—such as presentation, portion size, freshness, flavor, and nutritional value—affect guest loyalty. Additionally, the study examines the correlation between guest satisfaction, repeat purchase behavior, and customer referrals with guest loyalty. The reliability of the variables was confirmed through Cronbach's alpha, and Pearson correlation was used to test the hypotheses. The results indicate significant positive correlations between food quality, guest satisfaction, customer referrals, repeat purchase behavior, and guest loyalty. The findings highlight the importance of maintaining high food quality standards and fostering positive guest experiences to enhance loyalty. These results provide valuable insights for hotel managers aiming to improve customer retention and competitive positioning in the hospitality industry.

Keywords: Food quality, Guest loyalty, Hotel industry, Guest satisfaction, Customer referrals, Repeat purchase behavior, Al Haram area, Hospitality management.

Acknowledgement

I would like to express my deepest appreciation to Dr. Mona Elashry for her invaluable guidance and expertise, which made complex concepts understandable and easy to follow. Her dedication and heartfelt support were instrumental to this study.

I am also profoundly grateful to my wife for her unwavering support and encouragement throughout this journey. Her belief in me has been a source of strength and inspiration.

Additionally, I extend my sincere thanks to Midocean University for providing the resources and environment that made this research possible.

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1. Introduction:

The hospitality industry has become a significant area of focus globally, especially in enhancing guests' experiences. Studies indicate that when guests receive excellent service from a hotel's food and beverage department, it greatly enhances their overall experience and satisfaction (Abukhalifeh & Mat Som, 2012).

Breakfast, in particular, Is often cited as the most memorable part of a hotel stay, highlighting the importance of food quality in ensuring guest satisfaction.

The competition within the food and beverage sector has intensified, presenting substantial challenges for hotels (Abukhalifeh & Mat Som, 2012). Recent research by Jamaluddin et al. (2021) has shown that food and nutrition have garnered significant attention not only for their essential role in sustenance but also for their impact on mood, intelligence, and behavior. Scientific studies further indicate that food quality significantly affects various diseases.

Guests who revisit the same restaurants are influenced by multiple factors, including personal, cultural, environmental, and mental behavior. Positive experiences in restaurants, such as exceptional service, make guests feel special

and enhance their satisfaction. This leads them to repeatedly visit the same restaurant to recapture that unique feeling. It's not just about enjoying the meal; it's about engaging all senses and creating an enjoyable experience (Çetinsöz, 2019).

Hotels continuously raise their standards of quality and satisfaction to meet the increasing expectations of their guests. Retaining repeat customers is crucial as it lowers operating expenses, enhances brand loyalty, increases service purchases, and generates positive referrals (Ganesh et al., 2000). Achieving guest satisfaction is essential for expanding the business, increasing profitability, competing with rivals, and capturing a larger market share (Kandampully & Suhartanto, 2000).

Quality service, significantly associated with hotel staff, has become a fundamental element for hoteliers to provide excellent service, positively impacting guest satisfaction. As a result, nutritional quality has improved through various upgrades and both traditional and modern concepts in the hospitality industry. In recent years, food has evolved from being a mere necessity to a luxurious element, becoming a primary attraction for tourists (Jamaluddin et al., 2021).

Moreover, the unique cultural and religious significance of the KSA/Al Madinah-Alharam area makes it an exceptional case study for examining the impact of food quality on guest loyalty. Pilgrims and tourists visiting this region often have high expectations for hospitality services, including food quality. Understanding their preferences and experiences can provide valuable insights for hoteliers aiming to enhance service delivery and guest satisfaction in this unique and competitive market.

According to the above this research aims to study the relationship between the food quality and its impact on guest loyalty.

2. Research Problem:

This research aims to explore the relationship between food quality and guest loyalty in the hotel industry within KSA Al Madinah Almonwarah, specifically in the haram area. Despite food quality being crucial to guest experiences, there is limited empirical research on its impact on guest loyalty in this culturally significant region. This study seeks to fill this gap by providing insights that can help hotel operators enhance service delivery, meet diverse guest expectations, and improve market competitiveness.

2.1.Theoretical gap:

Although researchers have previously studied the relationship between guests' satisfaction and loyalty with the food and beverage departments, there is a lack of comprehension regarding the specific relationship between food quality and guest satisfaction and loyalty in the hotel industry.

2.2.Empirical gap:

Furthermore, there is an inadequate empirical gap in exploring food quality and guest loyalty in the context of the hotel industry, leaving a gap in the literature.

The current study aims to answer the main research question which is “What are the factors of food quality that affect guest loyalty in the hotel industry?”

3. Significant of the Research:

This research focuses on the quality of food that should be healthy while taking care of all nutrition elements, cooked deliciously, and represented attractively. Moreover, all of these will impact guests' satisfaction, thereby gaining their loyalty and reaching the significant target of increasing the profits of the hotel industry.

3.1.Theoretical Significant:

This research will add more information to existing findings about the relationship between the food and beverage department and customer satisfaction and loyalty. Furthermore, it will shed light on the nutrition of the food during the guests' stay.

3.2. Empirical Significant:

Developing strategies for food and beverage management: this research will assist food and beverage management in improving their strategies regarding food quality, maintaining costs, and gaining guest satisfaction.

Enhancing the quality of food: enhancing the quality of food by choosing the best options for guests during their stay so it would be a remembered experience.

Demonstrating the importance of food will help general managers and stakeholders see how important it is to the F&B department and make their planning decisions to maximize guest satisfaction.

4. Research questions:

The current research aims to study the main research question: “What are the factors of food quality that affect guest loyalty in the hotel industry?”

To answer the main research question, we need to answer the following sub questions:

Sub-Question 1: What are the factors of food quality?

Sub-Question 2: What are the challenges of food quality and their measures in hotel industry?

Sub-Question 3: How does food quality contribute to guest loyalty in the hotel industry?

Sub-Question4: What strategies can enhance guest loyalty in hotel industry within food quality?

Sub-Question5: How can this research assist hotel managers to provide the best experience in food services to gain guest loyalty?

Sub-Question6: How can guest satisfaction increase hotel profits?

5. Research Objectives:

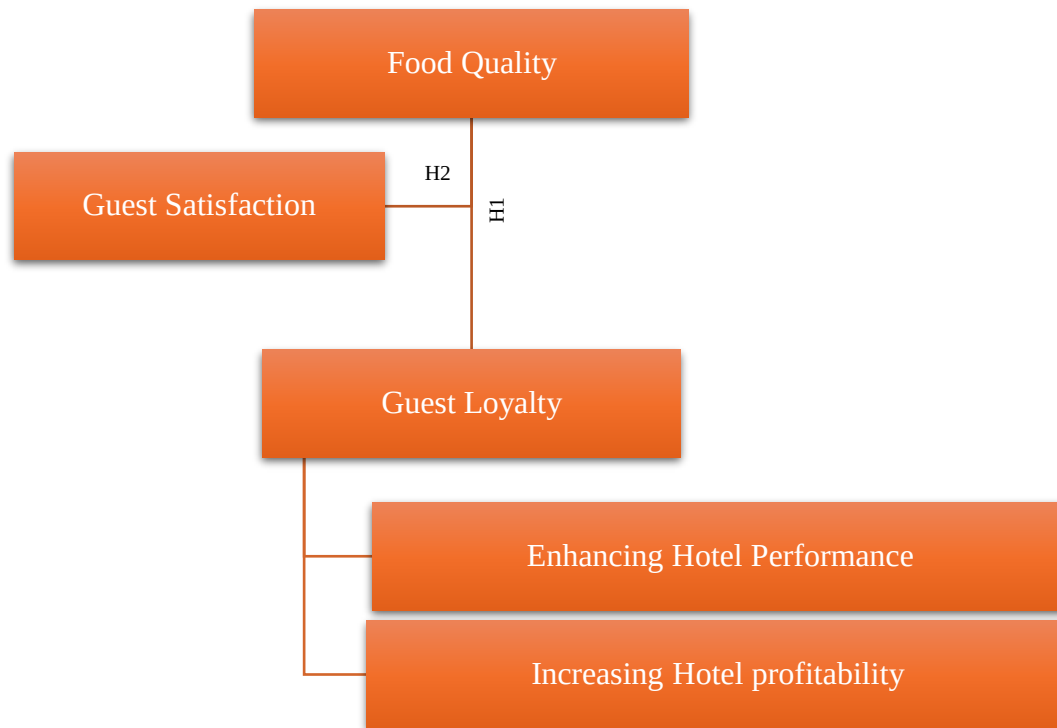
1- To study the factors affecting food quality.

- 2- To demonstrate the challenges of food quality and their measures in the hotel industry.
- 3- To evaluate the contribution of food quality to guest loyalty in the hotel industry.
- 4- To explore the enhancing strategies for guest loyalty within the food quality industry in the hotel industry.
- 5- To assist hotel managers in providing the best experience in food services to gain guest loyalty.
- 6- To examine how guest satisfaction increases hotel profitability.

6. Research Hypotheses:

- There is a statistically significant positive relationship between food quality and guest satisfaction.
- There is a statistically significant relationship between guest satisfaction and guest loyalty.
- There is a statistically significant relationship between guest loyalty and enhanced hotel performances.
- There is a statistically significant relationship between guest loyalty and the increasing profitability of the hotel.

7. Research Model:



The proposed research model.source:researcher (figuer1)

8. Study Setting:

This research focuses on food quality and guest loyalty. The appropriate places for this research are hotels and restaurants, specifically the F&B (food and beverage) department. What is the importance of food quality to guests and how will this impact their loyalty? Al Madinah Al Monwarah city, specifically Al masjid Al Haram hotels, is the area where the study will take place. Due to its significant place to pilgrims and one of the most visited places in Kingdom of Saudi Arabia during the year, there are two high seasons every year, which are Ramdan and Haj seasons, that have the highest occupancy. This research will help improve the catering services provided to the guests of Alrahman. Coming from all around the world, they travel from near and far distances inside and outside KSA. Hence, it is necessary to provide safe, healthy, and delicious food so guests leave the hotel with a good

experience. Also, to decrease the chances of having food poisoning and gain their satisfaction, which leads to profitability.

9. Project Structure

Introduction (Chapter 1)

The introduction provides context for the study on "Food Quality Impacts on Guests Loyalty in the KSA/Al Madinah-Al Haram Area in the Hotel Industry." It outlines the importance of food quality in influencing guest loyalty and introduces the research problem. The chapter highlights gaps in existing knowledge, particularly within the Al Madinah-Al Haram area, underscoring the significance of this research.

Literature Review (Chapter 2)

The literature review examines scholarly articles, books, and sources related to food quality and guest loyalty. It discusses key theories, methodologies, and findings, identifying trends and controversies. This chapter highlights gaps in the literature, particularly regarding star-rated hotels in the Al Madinah-Al Haram area, and establishes the theoretical framework for the study.

Research Methodology (Chapter 3)

This chapter details the research methodology, explaining the use of a quantitative approach. It describes data collection techniques, including surveys, and outlines sampling procedures, emphasizing simple random sampling. Ethical considerations are discussed, and the chosen methods are justified for their relevance to the study's objectives.

Statistical Analysis (Chapter 4)

In this section, the results of the data analysis are presented, describing the statistical tests and techniques used. The findings are interpreted and related back to the research questions. Visual aids like graphs and tables enhance clarity and highlight significant patterns and relationships.

Findings' Discussion and Conclusion (Chapter 5)

This chapter combines the discussion of findings with the conclusion. It analyzes results, compares them with existing literature, and addresses any limitations. Key findings and their implications are summarized, and the chapter concludes by emphasizing the research's significance and suggesting future study avenues.



Sugested project structure.source:researcher (figuer3)

2. Chapter 2: Literature Review

2.1.Introduction

Nutrition specialists have been studying the importance of global nutrition programs to enhance the health of people around the world. Over the last few years, food quality has become considerably more fundamental (Shekar 2022). Food has developed from the mainstay of tourism into a major reason for visiting many tourism destinations; it has become a significantly important part of marketing due to guests eating at least two or three times a day (Zahra and Mohamed, 2020).

Currently, the market competition of the hotel industry is expanding globally, and it is challenging to maintain guests due to social media. The expectations of guests have been raised and the companies are trying to meet their expectations, however pleasing them has become difficult and lavish. On the other hand, a returning guest knows the product will cost less than a new guest. Because they require less information, they would pay a higher price to purchase more services and willingly offer word of mouth recommendations to others (Ganesh, Arnold, and Reynolds, 2000).

Furthermore, Jamaludin, Noran, etc. (2021) mentioned in their study that many resorts and hotels offer meals to a large number of guests during their stay. Therefore, the importance of healthy food and its impact on customers' satisfaction had to be evaluated and studied. The majority of related studies examined the behavior of workers and ensured the application of health requirements in the kitchen.

In addition, today, there is a rapid increase in the demand for services, and all service providers are fighting to deliver the best possible service to their clients, especially those who frequent five-star hotels' restaurants. (Abdullah et al.,2022)

Companies in the food and beverage services industry need to pay attention to more than just the standard of their goods and the quality of customer care they offer. (Aftab et al.,2016).

When assessing the appeal of Five-star hotel outlets, customers usually take into account the quality of the service in addition to the flavor and appeal of the food and beverages (Akoya et al., 2015). Customer satisfaction is also highly influenced by exceptional personnel performance and quality of service (Abdullah et al., 2018).

A few past research Ali et al. (2013), Almohaimmeed (2017), Alrousan & Abuamoud (2013), Al-Tit (2015), Alzoubi et al., 2021), Antun et al. (2010), Ali & Amin (2014) examined the relationship between outstanding customer service and satisfaction, loyalty, and satisfaction, loyalty and confidence, and trust in loyalty. Because this study is unique, the researchers try to ascertain how, in the face of intense market rivalry in the Five Star Hotel restaurants, customer retention is impacted by service quality, food and beverage quality, satisfaction, and trust (Barber et al.,2011).

Customers judge the worth of services based on how satisfied they are overall with the experience and the quality of the services they receive. A luxurious hotel Services are conscious that if they can differentiate themselves from their competitors in terms of exceptional customer satisfaction and excellence of service. Five-star hotel restaurants still struggle to give their customers high-quality service since services are intangible and the service sector is growing quickly. to ensure that guests of five-star hotels' restaurants receive the required quality of service, since this will boost the nation's economy by encouraging more leisure-related activities (Abdullah et al., 2023).

This research focuses on studying the impact of healthy food on hotels and tourism and how it will impact on guest satisfaction and lead guests to be willing to choose the same hotel again.

2.2. Food Quality

2.2.1. Food definition

Food is “any substance eaten or drunk by a person to supply the body with the necessary nutrients. For its life or just to enjoy its taste, it is the primary source of energy and growth for humans. Its origin is either vegetable or animal.” (Albsol 2014, p7)

For more explanation, Mahmoud (2010) saw that healthy food contains an appropriate amount of protein, provides the body with energy, and contains diverse sources of nutrients. It helps the body grow, increase its vitality levels, and maintain the appropriate weight for the individuals. It contains all the essential amino acids, as well as being completely free of toxic substances and toxins added to it under the name of preservatives, and it must be free of environmental pollutants. Such as heavy metals, pesticides, or chemical residues, and not cause an allergic reaction after consuming them.

Healthy food has become significantly important in our lives. Research in recent years has shown interest in healthy food toward the connection between sickness and healthy food, so we found lots of staff started to change their food habits to live a better life so they started to have an interest in calories, fat, cholesterol, sodium (salt), fiber, and food allergy vigan (Alhamaqi 2010).

2.2.2. Food poisoning

In the previous studies, they defined food poisoning as the changes that happen to food when it is leftover and change its natural and chemical properties, which lead to a decrease in nutritional value and cause sickness conditions if it contains microbes.

Food spoilage is defined as unwanted changes in natural and chemical characteristics that lead to reducing the nutritional value and causing disease if it contains pathogenic microbes and parasites (Alesily, etc, 2014).

Pollution is defined as the unintentional presence of a harmful substance. Harmful pollutants can be biological, chemical, or physical, causing illness, injury, and death (Jamaluddin et al. 2021).

There are vital factors such as microbes, viruses, and enzymes present in food; there are also abiotic factors such as the oxidation of some food components with oxygen or the occurrence of reactions from the color or texture of food. They are quickly spoiled foods, moderately spoiled foods, and lowly spoiled foods, according to those factors mentioned (Hmaqy 2018).

2.2.3. Sanitary conditions related to kitchens and restaurants in hotels

According to Mustafa Wadomah (1995), using clean, well-made cooking equipment is essential to producing nutritious food. Therefore, avoid using utensils that pose a health risk and opt instead for safer options. Regarding aluminum cutlery, it has been linked to both Alzheimer's disease and muscular atrophy. The prep area needs to be covered for convenience and have bright, clear illumination. Look into the food to find any contaminants. There must be designated sinks for dishes and other culinary items. Conversely, in order to avoid the situation, equipment used to serve food and beverages should also be inspected on a regular basis. Any pollution, and always have detergents and disinfectants available for hand washing basins, marking them.

2.2.4. Health conditions related to food workers in hotels

The information available to workers in the field of food production and handling is often insufficient about the means and opportunities for food contamination and the

methods of preventing it. Most workers in this field are not familiar with health requirements, in addition to the low level of personal hygiene, and they are not skilled enough. And training in terms of handling, preparing, and storing food under good hygienic conditions, which leads to an increase.

Chances of food contamination and the spread of diseases resulting from contaminated food, such as bacterial diseases transmitted through food such as salmonella, typhoid, and cases of food poisoning. Therefore, workers must be medically examined, trained, and given skills and experience in their field of specialization (Mahmoud, 2015).

2.2.5. Food tourism

A study showed that there is something called food tourism, which focuses on local or traditional food for the country. This is one of the factors that the guest might try and be satisfied with.

Food tourism is undoubtedly one of the greatest ways to learn about the lifestyle of a people. It combines food, environment, culture, and the rituals of preparing and serving food. All these endless values define the identity of a tourist destination, and few countries have a local cuisine based on a historical basis supported by infrastructure products, raw materials, hotels, and restaurants (Aulet et al., 2019).

Food tourism is an emerging phenomenon developed as a tourism product. Recent studies have shown that more than a third of tourists spend their allocated funds on food, and it is also of great importance to determine the quality of the experience gained from the tourist trip (Georgica, 2014).

The food tourism experience is linked to the constant search for everything related to the cultural heritage associated with local food, so it can be said that it applies to tourists who plan their trips partially or completely in order to taste specific dishes that a country is famous for or to participate in activities related to the art of cooking,

and it is very important. Differentiate between tourists who consume food as part of the tourist experience and tourists whose activities and behavior are affected when choosing a tourist destination to visit. Pay attention to food, as food is the main motivation for travel (Hjalager and Richards, 2002).

WTO (2012) shows in their article that a food tourist is, in short, the tourist for whom food is a priority that drives his travel motivation and contributes to determining the travel destination he chooses. Food tourists participate in new trends of cultural consumption. They always look for the authenticity of the places they visit and are interested in the origin of local foods, as they are aware of the value of food as a means of social communication, so food must have a purely local character.

Gheorghe (2014) claimed that the success of food tourism is linked to the extent to which the role of heritage is activated, which serves as an attraction for tourists who are always looking for diversity and authentic experiences. So we find that any proposal to strengthen travel motivations for the sake of food tourism must be based on the local heritage of the host country as well as the principles and practices of sustainability in a way that is compatible with travel motivations in our current era, the main concept of which is based on the design and creativity of products and services that achieve tourist satisfaction.

Cooking methods include learning about the culinary culture in a particular region or country and what it includes, like local cuisine of historical origin, the dietary practices of the people of this region, and the place of local food that generally forms part of its history and culture (Ellis et al.,2018).

The art of cooking has a significant impact on the tourist's satisfaction with the tourist experience, as it is an integral and inseparable part of this experience, as the tourist destination provides local food recipes, the most skilled chefs, and the cultural background necessary for this to provide tourists with in-depth knowledge about

local cuisine, which makes the art of cooking an ideal product for tourist consumption (Crotts and Kivela, 2006).

Gastronomic methods have undoubtedly become one of the most advanced tourism products in this field, as several different tourism styles can be combined into one integrated package that makes the tourist spend a longer period of time compared to a specific tourist style or one attraction (Getz and Robinson, 2014).

The sale of food products is promoted and marketed through these methods, and this is reflected in the development of the local economy and the support of the culture and identity related to this place. (Feola, 2011).

2.3. Customer Loyalty

2.3.1. The definition of guest loyalty

Consumers exhibit differing levels of commitment, loyalty, or devotion in different facets of their everyday interactions. In consumer contexts, loyalty is also present, and it has garnered significant attention in the marketing literature (Kandampully et al., 2000).

Generally, the term, customer loyalty is defined as follows:

1. Consistently buy quality services over time.
2. Possess positive opinions regarding quality services.

Three distinct dimensions make up customer loyalty: behavioral, attitudinal, and composite. Metrics of regular, consistent purchasing behavior are taken into account when measuring behavioral loyalty. Specifically, it deciphers a type of consumer behavior steered throughout time toward a specific brand (Bowen and Shoemaker, 1998).

Only behavioral aspects were used by researchers (Ehrenberg, Goodhardt, and Barwise, 1990; Krishnamuthi and Raj, 1991) to measure loyalty. As Carev (2008)

noted, the issue with this kind of evaluation is that it offers only a partial knowledge of the variables driving recurrent purchase.

Frequent purchases are not necessarily the consequence of a psychological connection to the brand, which is another issue with the behavioral approach (TePeci, 1999). For instance, a tourist could choose to stay in a hotel just because it's in the most convenient place. They move when a new hotel across the street opens because it's more affordable. As a result, recurring purchases may not always indicate loyalty (Bowen and Chen, 2001).

In order to capture the emotional and psychological connection that is vital to loyalty, attitudinal data is used in the attitudinal measures of loyalty. The sensation of participation, affiliation, and loyalty are the subjects of the attitudinal measures. There are times when a guest has a positive opinion of a hotel but chooses not to stay there (Toh et al., 1993). Intentions to repurchase and recommend are examples of attitudes that are predictive of a loyal consumer and are referred to as attitude dimensions (Getty and Thompson, 1994).

The predictive power of loyalty is significantly increased when attitude and behavior are included in the definition of loyalty. For this reason, composite measurement is widely recognized as a two-dimensional construct that helps researchers understand customer loyalty in a variety of industries, including retail, leisure, high-end hotels, and airlines (Pritchard and Howard, 1997).

The composite approach to customer loyalty—which takes behavioral and attitudinal factors into account—was chosen for this study based on an analysis of loyalty ideas. In addition to other, more overt loyalty behaviors like positive word-of-mouth and repeat business, customer loyalty is made up of both an attitude of commitment to the relationship (such as price insensitivity) and other behaviors (Oliver, 1999).

Thus, clients who have positive opinions of the hotel, promise to rebook the good service, and tell others about the hotel are considered loyal consumers. According to this concept, the degree of a guest's loyalty might vary, from total allegiance to never considering staying at a hotel again. This description would characterize an exceptionally devoted visitor as someone who: stays at a hotel on a regular basis; has a great opinion of the hotel; and never considers staying at another hotel in the area. Carev (2008).

2.3.2. The Importance of Customer Loyalty in the Hotel Industry

It is now acknowledged that the hotel business is a worldwide one, with suppliers and customers dispersed around the globe (Kandampully et al., 2000). It is no longer seen as a luxury to utilize hotel amenities like the restaurant, bar, spa, or wellness center. These services are become a necessary part of many people's daily lives.

In addition, during the past 20 years, the need for hospitality services beyond the standard offerings meant for travelers has driven the global hospitality industry's expansion and escalated competitiveness in the market (Kandampully et al., 2000).

The ever-increasing volume and velocity of competition is one of the biggest problems facing hotel businesses today, according to Kandampully and Suhartanto (2000). Customers benefit greatly from competition since it offers them more options, better pricing, and higher levels of service.

Furthermore, there isn't much that sets one hotel's goods and services apart from another. Thus, gaining a competitive edge is essential for hotel enterprises. Two well-known tactics are being used by hotel operators to obtain a competitive edge.

These are: 1. Establishing low-cost leadership via price reductions; and 2. Fostering customer loyalty by offering distinctive advantages to clients. In an endeavor to increase their market share, hotels face a significant danger of negatively affecting their medium- and long-term profitability. According to Kandampully et al. (2000),

a hotel's capacity to stand out from the competition and win over repeat business depends more on service quality than pricing.

Because customer loyalty is so important, businesses are attempting to increase it through relationship marketing techniques and retention programs (Hallowell, 1996). Because loyal consumers assist a business in many ways, it is crucial to have them as clients.

According to Reichheld and Teal (1996), Customer loyalty has many benefits, such as a steady flow of income, lower marketing expenses, increased revenue per customer, lower operating costs, higher referral rates, higher price premiums, and switching barriers among devoted clients who resist easily being courted by rivals. Given these advantages, hotel companies' ability to retain customers is a critical requirement for their continued existence (Reichheld and Teal, 1996; Reinartz and Kumar, 2000; Yi and Jeon, 2003).

2.3.3. Guest Satisfaction

The worldwide service industry is nevertheless characterized by intense competition. The lodging industry has faced challenges in lowering cycle times for product development, improving product design, and raising quality and service standards. While there has been significant improvement in these areas, achieving complete customer satisfaction remains one of the most crucial goals in the modern hotel sector (Skogland and Siguaw, 2004).

In a market-oriented company, customer happiness is regarded as one of the most significant results of all marketing efforts. Expanding the business, gaining a larger market share, and gaining repeat and referral business are all necessary for the firm to satisfy its customers and ultimately increase profitability (Barsky, 1992).

According to research on services marketing, happy customers make larger purchases more frequently and on each visit. Additionally, the happy consumer recommends their friends and family. Sales, service, contentment, and profitability are all directly correlated. Customers spend more when they are happier (Gerson, 1993). Sales increase as client spending does. Additionally, revenues often increase as more units are sold (Gerson, 1993).

Moreover, the cost of selling to happy customers is far lower than the cost of luring in new clients from the competitors, and they are also less inclined to shop about for the best deals. Contented clients are the most economical and productive kind of promotion. On the other hand, a dissatisfied client is likely to tell other people about the negative experience in addition to taking their business elsewhere.

According to Hill and Alexander (2000), it often only takes two unfavorable interactions to turn someone into a lifelong adversary, but it may take several positive encounters to build consumer loyalty. Therefore, increasing customer pleasure does increase profits. Furthermore, the term "customer satisfaction" has been employed to denote contentment with a particular service encounter or consuming experience (Bitner, Booms, and Tetreault, 1990; Oliver and Swan, 1989). According to Cronin and Taylor (1992), it may also be defined as a synopsis of a customer's whole experience with a business or its offerings.

Repurchase intention frequently appears in customer satisfaction studies as a result of satisfaction (e.g. Boulding et al., 1993). Customer loyalty is influenced by positive experiences, which also impact future purchase intentions. Academics contend that overall satisfaction levels have a significant impact on consumer loyalty (e.g., Anderson and Fornell, 1994). Customer loyalty is determined by a number of factors, including satisfaction, which has been proven to be empirically supported by a number of research (Bolton, 1994; Rust and Zahorik, 1993). Customer

satisfaction and repurchase intentions have been related in other research (Cronin and Taylor, 1992; Oliver, 1980).

Though it is unclear how predictive repurchase intentions are of actual purchase behavior, as Anderson and Fornell (1994) point out, a satisfied customer is likely to repurchase the product or service because it reduces the risk associated with an unknown product offering.

Researchers continue to endeavor to ascertain the conceptual and empirical differentiations between service quality and customer happiness (e.g., Bitner and Hubert, 1993; Oliver, 1993; Taylor and Baker, 1994). However, according to Zahorik and Rust (1992), there is now "no universal agreement upon" the link. As a matter of fact, there are several situations when customer pleasure and service quality are synonymous (Iacobucci, Grayson, and Ostrom, 1994).

After analyzing the research on customer satisfaction and service quality, Liljander and Strandvik (1995) proposed that satisfaction is more strongly correlated with future behavior than service quality. The means to retention and satisfaction are quality and service. The confirmation-disconfirmation paradigm and comparison level theory (Oliver, 1980), which are based on earlier research, provide the framework for this study's examination of visitor satisfaction.

2.4.The relationship between food quality and customer satisfaction and loyalty

Most researchers focus on services and customer loyalty but not in particular food quality in the hotel industry. However, serving the food is one of the services that are provided to the guest in any hotel that impacts on their satisfaction and loyalty. Hence, many studies refer to food and beverage as services.

Noran, Abdulamuneem, et al, (2021) claimed in their research Healthy food represents one of the basic pillars of life for all living beings. Food safety is of

great importance in hotels and resorts, because it plays a role in increasing sales and ensuring health, which is achieved by improving the performance of employees and following rules and procedures during the stages of the food cycle in resorts. Their research revealed that a decrease and deficiency in the availability of health requirements in resort kitchens and restaurants. This is due to various reasons such as low cleanliness and sanitation in the kitchens and restaurants, as well as unclean utensils used in food preparation and consumption. inability of service providers to answer customer food inquiries, and failure to take customer suggestions to improve the service provided to them. The results also showed a decrease in the availability of health requirements among the workers responsible for preparing and serving meals, as they did not adhere to safety and occupational health instructions in each stage of food preparation. Therefore, their study has given Recommendations for Resort Restaurants:

- Activate oversight by food health regulatory authority on the food cycle.
- Ensure employees have access to health cards and timely vaccinations.
- Provide continuous training and special education courses for workers on health standards application in the food cycle.
- Increase the standard of health practices in food preparation and delivery.
- Diversify balanced food items for workers to increase satisfaction.
- Apply health requirements at the procurement stage for all dry, cold, and frozen foods.
- Ensure availability of health requirements during preparation and processing.
- Ensure availability of health requirements for cooking phase of all food items.

- Approve health requirements for catering phase and equipment for maintaining food temperatures.
- Asking guests for suggestions should be mandatory for improving nutritional and health value.

Despite that, these recommendations are implemented in Kingdom of Saudi Arabia hotels by the Ministry of Municipality and Rural Affairs, so they send an unannounced team to check regularly at all the places serving food. Although this study revealed valuable results, the influence of the quality of food and guest loyalty.

Another study Mohamed and Norhan(2020) examine in their study, that tourists tend to experience new foods and identify food habits and traditions. They prefer participating in food-related activities such as festivals, exhibitions, and cooking arts programs. Tourists accept tourism programs that determine the quality of local food in the destination. Local food can be a major driver of travel and a reason to repeat visits to tourist destinations. Considering local food is a unique opportunity to understand local culture.

A survey of five-star hotel workers revealed that they tend to have tourists and inmates who prefer certain foods and order them. The quality of local food provided increases tourist satisfaction. The study considers it necessary to take into account tourists' views on local foods. Some tourists ask about the historical origin of some of the agencies offered to them. Hotel workers tend to be neutral about hotel organization, which is associated with food tourism. Most employees agree that marketing officials should be coordinated with the food and drink sector. This also shows a positive relationship between food quality and guest loyalty.

Abdullah, O., Sufi, T., and Kumar, S. (2023) The results show in their analysis that food and beverage quality positively affects customer satisfaction in five-star hotel restaurants. Again, the level of service that five-star restaurants offer positively impacts guest happiness. Satisfaction has a favorable effect on customer retention. The show that the quality element has the most beneficial influence on customer happiness when compared to other elements. Such as food and beverage costs.

Quality also has a positive impact on restaurants at five-star hotels in terms of customer satisfaction and desire to repurchase. The objectives of this inquiry were fulfilled by the empirical study outcomes. The results show a strong correlation between customer trust and retention, particularly when it comes to food quality, beverage quality value, and service level. regardless of the environment, surroundings, and When there was a negative correlation between the customer satisfaction of five-star restaurants and the features of customer retention, customer satisfaction had a mediating effect. There is a significant relationship between service quality and customer retention, with customer satisfaction acting as a mediating factor.

Another finding by (Muringo Ngatia, 2023) the current study revealed several key findings. First, the results revealed a significant relationship between decision convenience and guest loyalty. Second, a positive relationship between access convenience and guest loyalty was found. Third, the positive effect of transaction convenience on guest loyalty was found to be insignificant. Fourth, benefit convenience and guest loyalty are directly related. Fifth, post-benefit convenience and guest loyalty are directly related. Lastly, the results revealed that guest satisfaction partially mediates the relationship service convenience has with guest loyalty. Thus, guest satisfaction is a prerequisite for guest loyalty. Even though service convenience significantly impacts guest loyalty, satisfaction contributes to

the relationship's growth. In addition, the unique contribution of each dimension of service convenience to guest loyalty significantly differs. The study shows that benefit and post-benefit convenience contribute the highest to guest loyalty, followed by access convenience. Decision convenience accounts for the lowest unique contribution to guest loyalty. However, transaction convenience was found to have an insignificant impact on guest loyalty.

2.4.1. The relationship between guest satisfaction and guest loyalty

A corporate strategy known as "guest satisfaction" focuses on providing value to clients, understanding and controlling their expectations, and exhibiting the capacity to fulfill obligations to them. For any food and beverage department to succeed, providing high-quality service and satisfying customers are essential (Parasuraman, Zeithaml, & Berry, 1988). Hallowell (1996) examined the connections between visitor pleasure and guest loyalty and established a link between the two. The quality of tracking visitor satisfaction and its impact on guests' intents to promote the stay of potential guests were both confirmed by Getty and Thomson in 1994. Zeithaml and Bitner (1996) uncovered the positive and negative correlations between image, loyalty, and visitor satisfaction.

2.5. Conclusion

Restaurant managers at five-star hotels will benefit from this study in a number of ways. They may take advantage of these problems to enhance dining experiences for guests and elevate standards across the restaurant industry. For the dining experience to be improved, metrics of customer satisfaction and loyalty are crucial (Carranza et al., 2018). Food, drinks, ambiance, and service quality all contribute to customer services.

Greater food and service quality, as well as higher prices, have all been linked to better dining experiences and repeat business in hotel and restaurant settings, according to numerous academics' study papers (Carranza et al., 2018; Ladhari et al., 2008). The primary contribution of this study is the identification of factors that influence customer satisfaction by accounting for food and service quality.

Their evaluations on the caliber of the food, drinks, and service have a beneficial effect on their happiness. Second, we evaluated the indirect link between satisfaction metrics, including customer loyalty, utilizing the managerial impact of customer satisfaction. This study found that the quality of the food and drinks had a beneficial effect on customer satisfaction in restaurants in five-star hotels. According to this study (prepared by the authors, 2023) providing excellent food is the main indicator of recurring business at restaurants.

The study's findings are consistent with other evaluations (Ali et al., 2018). Service quality is the primary factor determining customer satisfaction. The results of this study showed a significant relationship between client satisfaction and service excellence. The results of this investigation are in line with the findings of other studies (Carranza et al., 2018; Alrousan & Abuamoud, 2013). Figure 2 shows how customer satisfaction and retention are significantly correlated. It shows that customer satisfaction acts as a complete and positive mediator between the elements influencing consumer satisfaction and the desire to make another purchase (Abdullah et al., 2022b).

This result is in line with the findings of previous conclusions (Carranza et al., 2018; Al-Tit, 2015; Abdullah et al., 2018). In the context of a five-star restaurant in Delhi, this research recognizes the importance of a number of customer satisfaction characteristics to predict client retention or buy intentions from a management perspective. Management should create a welcoming environment and make sure

that all the facilities are provided in order to boost customer satisfaction, their likelihood to return, and their tendency to recommend the restaurant to others.

The results of the study show that professional service quality has the most impact on computer science. It is recommended that managers of restaurants keep a careful eye on the quality of service offered in their businesses. The immediate impression that a service leaves on customers is a better indicator of its quality than any objective metric. It is recommended that restaurants provide flavorful, multicuisine cuisine in order to fulfill a range of client levels when it comes to food and beverage quality.

Price is a very sensitive topic for customers; thus pricing strategies should take the competition into account in addition to other internal and external factors. Customer happiness and the likelihood of repeat purchases are indirectly predicted by the quality of the food, beverages, and services. As customer pleasure rises, so does customer loyalty. Even while the item approach should be acceptable for analyzing the quality of the F&B services available at other five-star hotels, it is not possible to extrapolate the particular findings on the performance of the five-star hotels under investigation to other hotels.

The method used to obtain the data is an additional limitation. The expectations score should be acquired before the client uses the service, and the perception score should be gained after the customer has used the service, following earlier methods for assessing service quality. In the five-star hotel's restaurants, data on service quality, customer happiness, and customer retention were concurrently collected for this study. Despite these drawbacks, we think that our study significantly improves our ability to identify service quality.

particularly with regard to the F&B services that five-star hotels provided. However, it could be a good idea to conduct more investigation. Future research should have a larger sample size and cover more hotels. In another study, the cultural variations

in how visitors rate the quality of service at five-star hotels are being examined. Additionally, this metric may be utilized to look into customer.

The main findings of the current study provide the basis for various conclusions. First, there's a greater chance of hotel loyalty among patrons who experience greater degrees of choice convenience. Second, visitors are more likely to stick with hotels if they feel that the level of access convenience is higher. Third, visitors are more likely to remain faithful to hotels if they sense higher levels of benefit and convenience. Fourth, there's a greater chance of hotel loyalty among visitors who perceive higher degrees of post benefit convenience. Fifth, in the midst of decision, access, benefit, and post-benefit service conveniences, transaction convenience has a favorable but negligible effect on visitor loyalty.

As a result, there may not be a correlation between transaction convenience and hotel patronage. Sixth, compared to those who experience higher levels of decision, access, and post-benefit service conveniences, respectively, guests who perceive higher levels of benefit service convenience are more likely to be devoted. Benefit service convenience, then, is the better aspect of service convenience and has a greater impact on customer loyalty. Finally, it was discovered that the connection between service convenience and visitor loyalty was somewhat mediated by guest satisfaction. Thus, when customers are happy with the services, it is more probable that service convenience leads to increased hotel loyalty (Muringo Ngatia, 2023).

Chapter 3: Research Methodology

3.1. Introduction

This section explains the research instruments used to collect the data needed to answer the research questions and test the research hypotheses. As a result, the researcher used the survey approach to obtain quantitative data through questionnaires. The following sections present the instruments that were used to measure the research variables.

3.2. Operational definitions for research variables

Operational definitions are essential for precisely defining the variables being monitored in research projects. How a variable will be measured is described in an operational definition, either watched or controlled. It aids in ensuring the coherence of research projects, trustworthy and appropriate.

3.2.1. Food Quality (the independent variable)

Food quality operationally is gauged by guests' perceptions across five dimensions: presentation, portion, freshness, flavor and taste, and nutritional value. all these dimensions together determine the quality of food.

3.2.2. Guests loyalty (the dependent variable)

Guest loyalty operationally is assessed based on guests' perceptions across four dimensions: repeat purchase behavior, customer referrals, guest satisfaction score, and guest retention rates. These dimensions collectively define the overall loyalty of guests to the hotel.

3.3. Research Design

3.3.1. Research Philosophy: (positivist).

Research philosophy refers to the belief system and assumptions underpinning the development of knowledge in a particular field of study. It encompasses ontological, epistemological, and methodological perspectives, guiding researchers on how they view the world and approach their research. Understanding and explicitly stating one's research philosophy is crucial as it influences the research design, methodology, and interpretation of results (Saunders, Lewis, & Thornhill, 2019).

3.3.1. Research Approach: (deductive).

A research approach refers to the plan and procedures for conducting research, encompassing the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. It includes three main approaches: qualitative, quantitative, and mixed methods. Qualitative research focuses on understanding phenomena through in-depth exploration, quantitative research emphasizes the measurement and analysis of causal relationships between variables, and mixed methods combine both qualitative and quantitative

approaches to provide a comprehensive understanding of research problems (Creswell & Creswell, 2018).

3.3.2. Research Strategy: (survey)

Research strategy is the overall plan for how the researcher will go about answering the research questions. It details the methods and procedures for data collection and analysis, and it aligns with the research approach to ensure coherence and alignment throughout the study. Common research strategies include experiments, surveys, case studies, ethnography, grounded theory, and action research, each suitable for different types of research questions and objectives (Yin, 2018).

3.3.3. Research Choice: (quantitative).

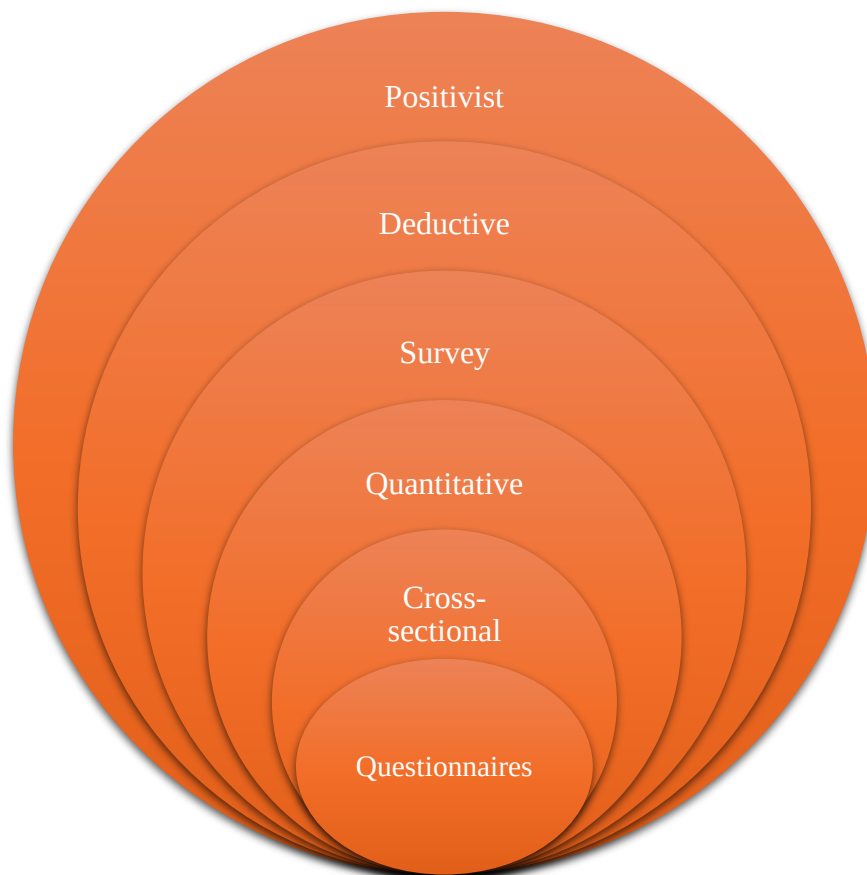
Research choice refers to the decision regarding the use of either a single method (monomethod) or multiple methods (multimethod) in a research study. This choice impacts how data is collected, analyzed, and interpreted. Researchers may opt for quantitative, qualitative, or mixed methods depending on the nature of the research questions and objectives, ensuring that the chosen methods are suitable for addressing the research aims effectively (Saunders, Lewis, & Thornhill, 2019).

3.3.4. Time Horizon: (cross- sectional).

The time horizon in research refers to the time frame within which the study is conducted. It can be cross-sectional, capturing data at a single point in time, or longitudinal, collecting data over an extended period to observe changes and developments. The choice of time horizon is crucial as it influences the scope and depth of the research findings (Saunders, Lewis, & Thornhill, 2019).

3.3.5. Data Collection and Analysis Techniques: Statistical analysis of survey results. (questionnaires, spss)

Data collection and analysis techniques encompass the methods used to gather and interpret data in a research study. These techniques vary depending on the research approach and can include surveys, interviews, observations, and questionnaires for data collection. For analysis, methods such as statistical analysis for quantitative data and thematic analysis for qualitative data are employed to derive meaningful insights. Selecting appropriate techniques is essential to ensure the validity and reliability of the research findings (Creswell & Creswell, 2018).



Research onion.source:researcher (figuer2)

3.4. Research population & Sampling methods and technique

This section offers a comprehensive overview of the study population sample. It delves into the characteristics and demographics of the population under study, providing a clear context for the research. Additionally, this section elaborates on the various methods and techniques employed to meticulously select the study sample. It includes a detailed explanation of the criteria and processes used to ensure the sample is representative and suitable for the research objectives. Moreover, it describes the statistical approaches and calculations implemented to determine the appropriate sample size, ensuring the reliability and validity of the study findings.

3.3.6. Research Population

The research focuses on the hotel industry in the Al Madinah-Al Haram area of KSA, specifically targeting star-rated hotels known for catering to a diverse and international clientele. The population includes guests staying at these hotels, encompassing a broad demographic range of nationalities, ages, and purposes of visit (e.g., religious pilgrimage, business, and leisure). The population size is estimated to be around 10,000 guests per month, The population is divided into three main strata: local guests (KSA residents), regional guests (residents of GCC countries), and international guests (non-GCC residents).

Table: Research Population Classification

Classification	Description	Estimated Monthly Population
----------------	-------------	------------------------------

Local Guests	Residents of KSA	4,000
Regional Guests	Residents of GCC countries	3,000
International Guests	Non-GCC residents	3,000
Total	All guest categories combined	10,000

3.3.7. Research sample

For this study, the research sample will include guests from three main categories: local guests (residents of KSA), regional guests (from GCC countries), and international guests (non-GCC residents). According to Krejcie and Morgan's table, for a population size of 10,000, the recommended sample size would be approximately 370 respondents. This sample size ensures a reasonable representation of the population and allows for statistically significant findings in your research on food quality and guest loyalty in the hotel industry.

Classification	Description	Estimated Monthly Population	Sample Size
Local Guests	Residents of KSA	4,000	148
Regional Guests	Residents of GCC countries	3,000	146
International Guests	Non-GCC residents	3,000	146
Total	All guest categories combined	10,000	370

3.3.8. Sampling Method & Techniques

In this study a probability sampling technique will be employed to ensure that each guest has an equal chance of being selected, thereby enhancing the representativeness and generalizability of the findings.

Specifically, the sampling method chosen under this technique is “simple random sampling”. This method involves selecting participants randomly from the entire population of guests at star-rated hotels, ensuring that each guest, irrespective of their nationality, purpose of visit, or demographic characteristics, has an equal probability of inclusion in the sample. By using simple random sampling, the study aims to obtain a representative and unbiased sample that accurately reflects the diverse guest population, thereby providing robust and reliable insights into the impact of food quality on guest loyalty.

3.5. Data collection method and technique

3.3.9. Introduction

This section outlines the research tools that were employed to gather the information needed to address research questions and evaluate research hypotheses.

In accordance. The researcher used the survey approach to acquire quantitative data via questionnaires. The next sections present the tools that were utilized to measure the research variables.

3.3.10.Independent variable (Food quality)

The researcher has relied on the questionnaire of Nabalya, A. O. (2022). In order to measure the independent variable (food quality). in terms of five dimensions : presentation, portion, freshness, flavor and taste, and nutrition value with overall 19 items for the whole variable. As. presentation dimension consists of 4 items, portion dimension consists of 4 items, freshness dimension consists of 4 items, flavor and taste dimension consists of 4 items, and nutrition value dimension

consists of 3 items. The instrument type is mcq Likert- scale type from strongly disagree. To strongly agree.

Independent Variable	Variable dimensions	No of items	Source
Food quality	• Presentation	4	Nabalayo, A. O. (2022). Moderating effect of customer product knowledge on meal experience dimensions and customer satisfaction in star rated hotels within the North Rift region, Kenya. (Doctoral dissertation, University of Eldoret).
	• Portion	4	
	• Freshness	4	
	• Flavor and taste	4	
	• Nutrition value	3	
	• Over all	19	

3.3.11. Dependent variable (Guests loyalty)

The researcher has relied on the questionnaire of AbdelHamid, M. A., & Farid Fawzy, S. (2023). In order to measure the dependent variable (guests loyalty). in terms of four dimensions : Repeat purchase behavior , customer referrals , guest satisfaction score and guest retention rates with overall 16 items for the whole variable. As. Repeat purchase behavior dimension consists of 4 items, customer referrals dimension consists of 4 items, guest satisfaction score dimension consists

of 4 items, guest retention rates dimension consists of 4 items, The instrument type is mcq Likert- scale type from strongly disagree. To strongly agree.

Dependent Variable	Variable dimensions	No of items	Source
Guest loyalty	• Repeat purchase behavior	4	AbdelHamid, M. A., & Farid Fawzy, S. (2023). The factors that affect customers' revisit intention of hotels: An empirical study applied on Saudi Arabia. <i>المجلة العلمية للدراسات والبحوث المالية والتجارية</i> 4(1), 337-373.
	• Customer Referrals	4	
	• Guest satisfaction score	4	
	• Guest retention rates	4	
	• Over all	16	

3.6. Types of data

In this section, we will distinguish between the primary data and secondary data utilized in the project. This differentiation will clarify the sources of our information and highlight the methods used to collect and analyze the data. Understanding the distinction between these two types of data is essential for comprehending the research process and the validity of the findings.

3.3.12. Primary data

In this project, the primary data was collected through a structured questionnaire designed to gather quantitative data. The questionnaire consisted exclusively of Likert scale questions, which asked participants to rate their level of agreement or

disagreement with a series of statements on a five-point scale ranging from "Strongly Disagree" to "Strongly Agree." This method allowed us to quantify participants' attitudes and opinions systematically, ensuring consistency and ease of analysis. The Likert scale format provided detailed insights into the degree of sentiment, making it an effective tool for measuring the variables central to our research objectives.

3.3.13.Secondary data

The secondary data for this project was sourced from reputable published materials, including academic journals, previous researches and online databases. These sources provided valuable historical context and established theories relevant to our research topic. Integrating this data enriched our analysis and helped validate our primary data findings.

3.7. Data analysis methods and procedures

After gathering data, it is critical to analyze the material in order to derive useful conclusions. As, the Statistical Package for the Social Sciences (SPSS). specifically version 28 were utilized to analyze the gathered data.

Descriptive analysis was used to perform the sample profile test in order to learn more about the features of the sample population. It aids in the comprehension of the study participants' demographics, preferences, and other pertinent data by researchers.

Tests for validity and reliability are essential for guaranteeing the accuracy and consistency of the data gathered.

Reliability tests, such as the Cronbach's Alpha test, evaluate the consistency of results over time, whereas validity testing, such as exploratory factor analysis, verify whether the research instruments measure what they are supposed to.

These method provided a deeper understanding of the relationships and patterns within the data, ultimately contributing to the study's overall findings and implications.

3.8. Conclusion

The methodology employed in this study was meticulously designed to investigate the relationship between food quality and guest loyalty in the star-rated hotels of the Al Madinah-Al Haram area, KSA. Through a survey approach using structured questionnaires, the research operationalized key variables: food quality and guest loyalty. Food quality was assessed across dimensions such as presentation, portion, freshness, flavor and taste, and nutritional value, while guest loyalty was measured through repeat purchase behavior, customer referrals, guest satisfaction score, and guest retention rates.

Aligned with a positivist philosophy and adopting a deductive research approach, this study aimed to quantitatively analyze these relationships. By focusing on quantitative data collection and analysis, the research utilized SPSS to conduct thorough descriptive analyses and reliability tests, ensuring the accuracy and consistency of the gathered data. These methodological choices were crucial in providing a comprehensive understanding of how food quality influences guest loyalty in the hotel industry context.

Furthermore, the study population encompassed a diverse range of guests, including local, regional (GCC countries), and international visitors. Using simple random sampling techniques, the research ensured that each guest had an equal chance of inclusion, enhancing the representativeness of the findings across different guest demographics.

Overall, the systematic approach to defining variables, selecting appropriate methodologies, and employing rigorous data collection and analysis techniques in this chapter lays a robust groundwork for interpreting and deriving meaningful insights in subsequent chapters. This methodological framework not only facilitates the exploration of specific research questions but also contributes to

broader discussions within the hospitality industry regarding service quality and customer loyalty dynamics.

Introduction

This research is a descriptive study aimed at exploring the relationship between food quality and guests' loyalty in the hotel industry within the Al Madinah-Al Haram area, KSA. The primary objective of this research is to determine how different aspects of food quality influence guest loyalty in star-rated hotels. By examining a sample that accurately represents the broader hotel guest population,

the research seeks to provide actionable insights into customer behavior and satisfaction.

To achieve these objectives, the researcher employed a questionnaire survey to gather quantitative data. This method allows for the systematic collection and analysis of guests' attitudes and perceptions regarding food quality, which are critical factors influencing their loyalty to a hotel. Attitudes, being mental positions that cannot be directly observed, are inferred from the survey results, which reflect guests' experiences and opinions.

Furthermore, this chapter will analyze the data collected from the research sample, test the hypotheses, and present the findings. The study combines theoretical frameworks with empirical data, utilizing various measures to assess the variables included in the research hypotheses.

Research Methodology

Quantitative data was gathered using a structured questionnaire with close-ended questions. This approach was selected to collect detailed information on guests' opinions and perceptions about food quality and its impact on their loyalty to the hotel.

The researcher carefully reviewed the collected data to ensure completeness and accuracy. This involved checking each completed questionnaire, coding the raw data manually to facilitate statistical analysis, and converting qualitative responses into quantitative data. The data was then entered into a statistical software program for further analysis, ensuring that each questionnaire was accurately represented in the final dataset.

Research Variables

The questionnaire focused on three main variables:

- Food Quality Dimensions: Presentation, portion, freshness, flavor and taste, and nutritional value.
- Guest Loyalty Dimensions: Repeat purchase behavior, customer referrals, guest satisfaction score, and guest retention rates.

Research Population

The study sample consisted of guests staying at star-rated hotels in the Al Madinah-Al Haram area. The researcher distributed 370 questionnaires, with 340

valid responses received, representing a 91.9% response rate. The sample was carefully selected to ensure it was representative of the broader guest population, including local, regional, and international guests.

Research Limitations

The study acknowledges the following limitations:

1. The research population is limited to guests at star-rated hotels in the Al Madinah-Al Haram area.
2. The study is confined to the food quality and loyalty variables, potentially overlooking other factors that influence guest loyalty.

Statistical Methods Used

The data gathered from the research sample was analyzed using the Statistical Package for the Social Sciences (SPSS) V28. The following statistical techniques were employed:

1. Frequencies and percentages to describe the research variables.
2. Correlation Coefficients to assess the relationships between the variables.
3. Descriptive statistics for all main variables and their dimensions.
4. Spearman Correlation Coefficients to examine the correlation between food quality and guest loyalty.
5. ONE WAY ANOVA to test differences in guest loyalty based on demographic variables such as guest origin (local, regional, international).

Measurement Model Assessment

This section of the study explains the procedures that the researcher has undertaken to examine the validity and reliability of the constructs. As for examining the validity, an exploratory factor analysis has been conducted on SPSS 28 to account for construct validity. For examining reliability, Cronbach's alpha has been extracted to evaluate the internal consistency of the measures that have been adopted for the purposes of this study.

First: Reliability Analysis

Reliability means that a measure or questionnaire should consistently reflect the construct that it is measuring ⁽¹⁾. Reliability is used to measure the same scale items multiple times, ensuring that the same result is found every time, as long as the underlying phenomenon is not changing. Reliability is also a measure of internal consistency between different items of the same construct. When a multiple-item scale is provided to respondents, and yield similar score every time even if it is completed at two different points in time, this is a reflection of internal consistency. Therefore, it can be said that reliability can be estimated in terms of average inter-item correlation, average item-to-total correlation, or more commonly, Cronbach's alpha ⁽²⁾. In this study, reliability of each scale has been tested through Cronbach's alpha to identify the internal consistency of the scale .

⁽¹⁾ Field, A. (2009). *Discovering Statistics Using SPSS: Introducing Statistical Method* (3rd ed.). Thousand Oaks, CA: Sage Publications.

⁽²⁾ Bhattacharjee, A. (2012). *Social science research: principles, methods, and practices*.

The alpha coefficient value depends on the number of items on the scale. In general, reliabilities less than 0.6 are considered poor, the 0.7 range, accepted, and over 0.8 good⁽³⁾

In a reliable scale all items should correlate with the total. So, if items don't correlate with the overall score from the scale with their values being less than about 0.3 it means there are problems, as a particular item does not correlate very well with the scale overall. Items with low correlations may have to be dropped ⁽⁴⁾. For the data in this study, all data have item-total correlations above

The following table summarizes the reliability test results for the study variables. All of the variables show an alpha coefficient of more than 0.6.

Table (1) Reliability Analysis for Research Variables

	Cronbach's Alpha ^a	N of Items
Presentation	0.84	4
Portion	0.81	4
Freshness	0.74	4
Flavor and taste	0.95	4
nutrition Value	0.89	3
Repeat purchase behavior	0.74	4
Customer Referrals	0.82	4
Guest satisfaction score	0.76	4
Guest retention rates	0.77	4
Food quality	0.91	19
Guest loyalty	0.89	16

⁽³⁾) Sekaran, U. (2003). Research Methods for Business: A skill Building Approach. New York: Wiley.

⁽⁴⁾) Field, A. (2009). Discovering Statistics Using SPSS: Introducing Statistical Method (3rd ed.). Thousand Oaks, CA: Sage Publications.

The Cronbach's Alpha values for the various scales used in the study highlight the reliability and internal consistency of the measurement tools employed. The scale for Presentation shows a strong internal consistency with an Alpha of 0.84, indicating that the items related to the visual appeal of food are reliably measuring the same underlying concept. The Portion scale, with an Alpha of 0.81, also demonstrates good reliability, reflecting consistent responses regarding portion sizes. The Freshness scale, with a slightly lower Alpha of 0.74, is still acceptable, suggesting reasonable consistency in responses related to the freshness of food items.

The Flavor and Taste scale exhibits an exceptionally high Cronbach's Alpha of 0.95, indicating excellent reliability and suggesting that the items measuring flavor and taste are highly consistent. Similarly, the Nutrition Value scale, with an Alpha of 0.89, reflects strong reliability, showing that the items related to nutritional content are consistently aligned.

The Repeat Purchase Behavior scale and the Customer Referrals scale both have Alphas of 0.74 and 0.82 respectively, indicating acceptable to good internal consistency for measuring these aspects of guest behavior. The Guest Satisfaction Score scale, with an Alpha of 0.76, shows acceptable reliability in assessing overall guest satisfaction. The Guest Retention Rates scale, with an Alpha of 0.77, also reflects good reliability, suggesting that the items related to guest retention are consistently measuring the intended construct.

Finally, the scales for Food Quality and Guest Loyalty have notably high Alphas of 0.91 and 0.89, respectively, indicating very high levels of internal consistency. These results suggest that the extensive range of items used to measure food quality and guest loyalty are highly reliable. Overall, the Cronbach's Alpha values indicate that the measurement tools used in the study are generally reliable and effectively capture the intended constructs.

The reliability analysis results indicate that all research variables exhibit acceptable to excellent levels of internal consistency. Specifically, the Cronbach's Alpha values suggest that the measurement scales for the various constructs are reliable and effectively capture the intended dimensions of the study.

Pearson correlation coefficient

It is statistical measure used for measuring correlation between two quantitative variables and it range between -1 and 1 according to the next table

Coefficient value	Correlation	Coefficient value	Correlation
0	No	0	No
From 0.05 to 0.4	Weak direct	From -0.05 to -0.4	Weak reverse
From 0.4 to 0.6	Medium direct	From -0.4 to -0.6	Medium reverse
From 0.6 to 0.9	Strong direct	From -0.6 to -0.9	Strong reverse
From 0.9 to 0.95	Almost perfect direct	From -0.9 to -0.95	Almost perfect reverse
1	Perfect direct	1-	Perfect reverse

Table (2) showing the internal consistency validity of the axis Presentation

Correlations		
		Presentation
1. · The presentation of the food served in the hotel is visually appealing.	Pearson Correlation	.515**
	Sig. (2-tailed)	.000
	N	369
2. · The plating and arrangement of the dishes in the hotel's restaurant are attractive.	Pearson Correlation	.507**
	Sig. (2-tailed)	.000
	N	369
3. · The aesthetic appeal of the food presentation in the hotel's dining area is excellent.	Pearson Correlation	.475**
	Sig. (2-tailed)	.000
	N	369
4. · I am satisfied with the garnishing and decoration of the food served in the hotel.	Pearson Correlation	.456**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations among the items related to food presentation reveal strong positive relationships, indicating that as one aspect of food presentation improves

1. "The presentation of the food served in the hotel is visually appealing" shows a significant positive correlation of 0.515 with other presentation items. This suggests a robust relationship with the overall appeal of food presentation.
2. "The plating and arrangement of the dishes in the hotel's restaurant are attractive" has a correlation of 0.507 with other presentation items, demonstrating a strong association with the attractiveness of plating and arrangement.

3. "The aesthetic appeal of the food presentation in the hotel's dining area is excellent" shows a correlation of 0.475. This indicates a slightly weaker, but still strong, relationship with the general aesthetic appeal of food presentation.
4. "I am satisfied with the garnishing and decoration of the food served in the hotel" correlates at 0.456, reflecting a strong but slightly less pronounced relationship compared to the other items.

All correlations are significant at the 0.01 level, indicating that the relationships observed are highly unlikely to be due to chance. The positive correlations across these items suggest that improvements in one aspect of food presentation are likely to be associated with improvements in other aspects, reinforcing the overall quality and appeal of food presentation in the hotel.

Table (3) showing the internal consistency validity of the axis Portion

		Portion
1. · I am satisfied with the portion size of the main courses served in the hotel.	Pearson Correlation	.573**
	Sig. (2-tailed)	.000
	N	369
2. · The portion sizes of the appetizers are appropriate.	Pearson Correlation	.453**
	Sig. (2-tailed)	.000
	N	369
3. · The portion size of the desserts in the hotel's restaurant is excellent.	Pearson Correlation	.448**
	Sig. (2-tailed)	.000
	N	369
4. · I am satisfied with the overall portion sizes of the meals served in the hotel.	Pearson Correlation	.489**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		
*. Correlation is significant at the 0.05 level (2-tailed).		

The correlations among the items related to portion size indicate a significant positive relationship across all aspects of portion satisfaction.

1. "I am satisfied with the portion size of the main courses served in the hotel" exhibits the highest correlation of 0.573 with other portion-related items. This suggests a strong and robust relationship, indicating that satisfaction with main course portion sizes is closely related to satisfaction with other portion sizes.
2. "The portion sizes of the appetizers are appropriate" shows a correlation of 0.453. This is a strong positive relationship, though slightly weaker than the correlation for main courses, indicating that satisfaction with appetizer portions is also positively associated with satisfaction in other areas of portion sizes.
3. "The portion size of the desserts in the hotel's restaurant is excellent" has a correlation of 0.448. This demonstrates a strong positive relationship, suggesting that satisfaction with dessert portion sizes is related to overall satisfaction with portion sizes, although it is the weakest among the portion-related items.
4. "I am satisfied with the overall portion sizes of the meals served in the hotel" correlates at 0.489, reflecting a strong positive association with other portion-related aspects, but slightly less than the correlation for main courses.

All correlations are significant at the 0.01 level, confirming that these relationships are statistically significant and not likely due to chance. The positive correlations imply that improvements or satisfaction in one area of portion sizes are likely to be

associated with improved satisfaction in other areas, reflecting a consistent experience of portion quality across different meal components in the hotel.

Table (4) showing the internal consistency validity of the axis Freshness

		Freshness
1. · The fruits and vegetables used in the hotel's dishes are very fresh.	Pearson Correlation	.528**
	Sig. (2-tailed)	.000
	N	369
2. · The freshness of the seafood served in the hotel's restaurant is excellent.	Pearson Correlation	.499**
	Sig. (2-tailed)	.000
	N	369
3. · I am satisfied with the freshness of the bakery items in the hotel.	Pearson Correlation	.506**
	Sig. (2-tailed)	.000
	N	369
4. · The meats and poultry served in the hotel's meals are very fresh.	Pearson Correlation	.462**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations among the items related to food freshness reveal significant positive relationships across all dimensions of freshness:

1. "The fruits and vegetables used in the hotel's dishes are very fresh" shows a strong correlation of 0.528 with other freshness-related items. This indicates that satisfaction with the freshness of fruits and vegetables is closely related to overall satisfaction with other aspects of food freshness.

2. "The freshness of the seafood served in the hotel's restaurant is excellent" has a correlation of 0.499. This reflects a strong positive relationship, suggesting that satisfaction with seafood freshness is positively associated with satisfaction in other freshness areas.
3. "I am satisfied with the freshness of the bakery items in the hotel" correlates at 0.506, indicating a strong positive link with overall freshness satisfaction. This means that satisfaction with bakery item freshness is strongly associated with satisfaction in other freshness aspects.
4. "The meats and poultry served in the hotel's meals are very fresh" shows a correlation of 0.462. While this is slightly weaker compared to the other freshness dimensions, it still represents a strong positive relationship, suggesting that satisfaction with meat and poultry freshness is positively related to overall freshness satisfaction.

All correlations are significant at the 0.01 level, confirming that these relationships are statistically significant and robust. The positive correlations indicate that improvements or satisfaction in one aspect of freshness are likely to be associated with higher satisfaction in other aspects, suggesting a comprehensive experience of freshness in the hotel's food offerings.

Table (5) showing the internal consistency validity of the axis Flavor and taste

		Flavor and taste
	Pearson Correlation	.445**

1. The overall taste of the food provided by the hotel is excellent.	Sig. (2-tailed)	.000
	N	369
2. The main courses served in the hotel's restaurant are very flavorful.	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	369
3. I am satisfied with the seasoning and spices used in the hotel's food.	Pearson Correlation	.467**
	Sig. (2-tailed)	.000
	N	369
4. The consistency of taste in the food served at different times is excellent.	Pearson Correlation	.586**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations among the items related to flavor and taste reveal significant positive relationships:

1. "The overall taste of the food provided by the hotel is excellent" has a Pearson correlation of 0.445 with other flavor and taste items. This reflects a strong positive association, suggesting that satisfaction with the overall taste of food is linked to satisfaction in other flavor aspects.
2. "The main courses served in the hotel's restaurant are very flavorful" shows a higher correlation of 0.525. This indicates a significant positive relationship, implying that satisfaction with the flavor of main courses is closely related to overall satisfaction with food taste.
3. "I am satisfied with the seasoning and spices used in the hotel's food" correlates at 0.467, showing a positive link with other flavor-related

dimensions. This suggests that satisfaction with seasoning and spices is positively associated with overall flavor satisfaction.

4. "The consistency of taste in the food served at different times is excellent" has the highest correlation of 0.586. This strong positive correlation indicates that consistency in taste is most strongly associated with overall satisfaction with flavor and taste.

All correlations are statistically significant at the 0.01 level, demonstrating that the positive relationships between these dimensions of flavor and taste are robust and significant. The findings suggest that improvements or high satisfaction in one aspect of flavor and taste are likely to be associated with increased satisfaction in other aspects, highlighting the importance of consistency and quality in the overall dining experience.

Table (6) showing the internal consistency validity of the axis nutrition Value

		nutrition Value
1. · I am satisfied with the nutritional value of the salads served in the hotel.	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	369
2. · The hotel provides sufficient information about the nutritional content of the food.	Pearson Correlation	.614**
	Sig. (2-tailed)	.000
	N	369
3. · The balance of nutrients in the hotel's menu offerings is excellent.	Pearson Correlation	.487**
	Sig. (2-tailed)	.000
	N	369

nutrition Value	Pearson Correlation	1
	Sig. (2-tailed)	
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations related to nutritional value exhibit significant positive relationships among the items:

1. "I am satisfied with the nutritional value of the salads served in the hotel" shows a Pearson correlation of 0.525 with other nutrition-related items. This indicates a strong positive association, suggesting that satisfaction with the nutritional value of salads is linked to satisfaction with other nutritional aspects of the hotel's offerings.
2. "The hotel provides sufficient information about the nutritional content of the food" has the highest correlation of 0.614. This strong positive relationship implies that providing detailed nutritional information is most closely associated with overall satisfaction with the nutritional value of the hotel's food.
3. "The balance of nutrients in the hotel's menu offerings is excellent" has a Pearson correlation of 0.487, showing a positive link with other nutritional value dimensions. This suggests that satisfaction with the balance of nutrients is positively related to overall satisfaction with nutritional value.

All correlations are statistically significant at the 0.01 level, demonstrating that these positive relationships are robust and significant. The findings indicate that satisfaction with various aspects of nutritional value is strongly interconnected, with detailed information about nutritional content being particularly influential.

Table (7) showing the internal consistency validity of the axis Repeat purchase behavior

		Repeat purchase behavior
1. · "I frequently stay at this hotel when visiting the Al Haram area."	Pearson Correlation	.380**
	Sig. (2-tailed)	.000
	N	369
2. · "I am likely to choose this hotel again for my next visit to the Al Haram area."	Pearson Correlation	.500**
	Sig. (2-tailed)	.000
	N	369
3. · "I often dine at the hotel's restaurant during my stay."	Pearson Correlation	.533**
	Sig. (2-tailed)	.000
	N	369
4. · "I regularly order room service from the hotel's dining facilities."	Pearson Correlation	.489**
	Sig. (2-tailed)	.000
	N	369
*. Correlation is significant at the 0.05 level (2-tailed).		
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations for repeat purchase behavior highlight several significant positive relationships:

1. "I frequently stay at this hotel when visiting the Al Haram area" has a Pearson correlation of 0.380, indicating a moderate positive association with other repeat purchase behaviors. This suggests that frequent stays are linked to other behaviors like dining at the hotel and ordering room service.

2. "I am likely to choose this hotel again for my next visit to the Al Haram area" shows a Pearson correlation of 0.500, reflecting a strong positive relationship. This implies that the intention to choose the hotel again is significantly associated with other repeat purchase behaviors.
3. "I often dine at the hotel's restaurant during my stay" has the highest correlation of 0.533, indicating a strong positive association. This suggests that frequent dining at the hotel's restaurant is closely related to other aspects of repeat purchase behavior.
4. "I regularly order room service from the hotel's dining facilities" shows a Pearson correlation of 0.489, also indicating a strong positive relationship. This implies that regular room service orders are significantly related to other repeat purchase behaviors.

All correlations are statistically significant at the 0.01 level, reinforcing the robustness of these positive associations. Overall, these results suggest that various repeat purchase behaviors are interconnected, with dining and ordering services strongly influencing the likelihood of choosing the hotel again and frequent stays.

Table (8) showing the internal consistency validity of the axis Customer Referrals

		Customer Referrals
1. · "I have recommended this hotel to others in the past."	Pearson Correlation	.489**
	Sig. (2-tailed)	.000
	N	369
2. · "I am likely to refer this hotel to colleagues and business associates."	Pearson Correlation	.486**
	Sig. (2-tailed)	.000

	N	369
3. · "I frequently mention this hotel when discussing accommodations with others."	Pearson Correlation	.419**
	Sig. (2-tailed)	.000
	N	369
4. · "I would recommend the hotel's restaurant to friends visiting the Al Haram area."	Pearson Correlation	.509**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations for customer referrals reveal several significant positive relationships:

1. "I have recommended this hotel to others in the past" has a Pearson correlation of 0.489, indicating a strong positive association with other customer referral behaviors. This suggests that past recommendations are closely linked to other referral activities.
2. "I am likely to refer this hotel to colleagues and business associates" shows a Pearson correlation of 0.486, also reflecting a strong positive relationship. This implies that the likelihood of referring the hotel to colleagues and business associates is significantly related to other referral behaviors.
3. "I frequently mention this hotel when discussing accommodations with others" has a Pearson correlation of 0.419, indicating a moderate positive association. This suggests that frequent mentions of the hotel in conversations are linked to other customer referral behaviors.
4. "I would recommend the hotel's restaurant to friends visiting the Al Haram area" exhibits the highest correlation of 0.509, indicating a robust positive relationship. This implies that recommending the hotel's restaurant is strongly associated with other referral activities.

All correlations are statistically significant at the 0.01 level, demonstrating the strength and reliability of these positive associations. Overall, these results indicate that various customer referral behaviors are interrelated, with a strong tendency for individuals who engage in one form of referral to exhibit other referral behaviors as well.

Table (9) showing the internal consistency validity of the axis Guest satisfaction score

		Guest satisfaction score
1. · "Overall, how satisfied are you with your experience at this hotel?"	Pearson Correlation	.467**
	Sig. (2-tailed)	.000
	N	369
2. · "How satisfied are you with the quality of service provided by the hotel's staff?"	Pearson Correlation	.532**
	Sig. (2-tailed)	.000
	N	369
3. · "How satisfied are you with the cleanliness and comfort of the hotel's accommodations?"	Pearson Correlation	.483**
	Sig. (2-tailed)	.000
	N	369
4. · "How satisfied are you with the amenities and facilities provided by the hotel?"	Pearson Correlation	.415**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		
*. Correlation is significant at the 0.05 level (2-tailed).		

The correlations for guest satisfaction scores illustrate several notable positive relationships:

1. "Overall, how satisfied are you with your experience at this hotel?" shows a Pearson correlation of 0.467, indicating a significant positive association with other dimensions of guest satisfaction. This suggests that overall satisfaction is moderately related to satisfaction with specific aspects of the hotel experience.
2. "How satisfied are you with the quality of service provided by the hotel's staff?" has a Pearson correlation of 0.532, reflecting a strong positive relationship. This implies that satisfaction with staff service is closely linked to overall satisfaction and other satisfaction factors.
3. "How satisfied are you with the cleanliness and comfort of the hotel's accommodations?" exhibits a Pearson correlation of 0.483, showing a significant positive association. This suggests that satisfaction with cleanliness and comfort is significantly related to overall guest satisfaction and other satisfaction dimensions.
4. "How satisfied are you with the amenities and facilities provided by the hotel?" has a Pearson correlation of 0.415, indicating a moderate positive relationship. This implies that satisfaction with amenities and facilities is positively related to other aspects of guest satisfaction.

All correlations are statistically significant at the 0.01 level, confirming the robustness of these positive associations. Overall, these results indicate that various aspects of guest satisfaction are interrelated, with higher satisfaction in one area generally associated with higher satisfaction in other areas.

Table (10) showing the internal consistency validity of the axis Guest retention rates

		Guest retention rates
1. · "I plan to stay at this hotel again on my next visit."	Pearson Correlation	.535**
	Sig. (2-tailed)	.000
	N	369
2. · "I am likely to recommend this hotel to my friends and family."	Pearson Correlation	.511**
	Sig. (2-tailed)	.000
	N	369
3. · "I often return to this hotel for special occasions or events."	Pearson Correlation	.450**
	Sig. (2-tailed)	.000
	N	369
4. · "I consider this hotel as my primary choice for accommodations in the Al Haram area."	Pearson Correlation	.489**
	Sig. (2-tailed)	.000
	N	369
*. Correlation is significant at the 0.05 level (2-tailed).		
**. Correlation is significant at the 0.01 level (2-tailed).		

The correlations for guest retention rates provide valuable insights into factors influencing the likelihood of repeat visits and recommendations:

1. "I plan to stay at this hotel again on my next visit." shows a Pearson correlation of 0.535, reflecting a strong positive association with other dimensions of guest retention. This suggests that a higher likelihood of planning a return stay is closely linked to overall guest retention factors.

2. "I am likely to recommend this hotel to my friends and family." has a Pearson correlation of 0.511, indicating a significant positive relationship. This implies that the likelihood of recommending the hotel is strongly associated with other aspects of guest retention.
3. "I often return to this hotel for special occasions or events." exhibits a Pearson correlation of 0.450, demonstrating a moderate positive relationship. This indicates that the frequency of returning for special occasions is positively related to overall guest retention rates.
4. "I consider this hotel as my primary choice for accommodations in the Al Haram area." has a Pearson correlation of 0.489, showing a significant positive association. This implies that considering the hotel as a primary choice is strongly related to other guest retention factors.

All correlations are statistically significant at the 0.01 level, highlighting the robustness of these relationships. Overall, these findings indicate that guest retention is strongly influenced by factors such as the intention to return, likelihood of recommending the hotel, and the hotel's status as a primary choice for accommodations.

Second: Descriptive Analysis

Reporting descriptive statistics so that the researcher is familiar with the data and understands the relationships between variables. In summary, a descriptive analysis of respondent profile in terms of age, gender and educational level have been presented. Summary statistics of the Frequencies, Percentages, Mean and Standard deviation for each of the variables in the model are reported in this section.

2. Demographic Characteristics

Table (11) Descriptive Statistics of Gender

Gender			
		Frequency	Percent
Valid	Male	90	24.4
	Female	269	72.9
	Prefer not to say	10	2.7
	Total	369	100.0

The table presents the gender distribution among the study participants. Out of 369 respondents, 90 were male, representing 24.4% of the sample, while 269 were female, making up 72.9% of the sample. Additionally, 10 participants (2.7%) chose not to disclose their gender.

These figures indicate that the majority of the respondents were female, which may reflect the gender composition of the population being studied. The small percentage of participants who preferred not to disclose their gender also adds a layer of privacy and respect for individual choices in the study. This gender distribution is important for understanding potential differences in perspectives or experiences that may arise due to gender in the context of food quality and guest loyalty in the hotel industry.

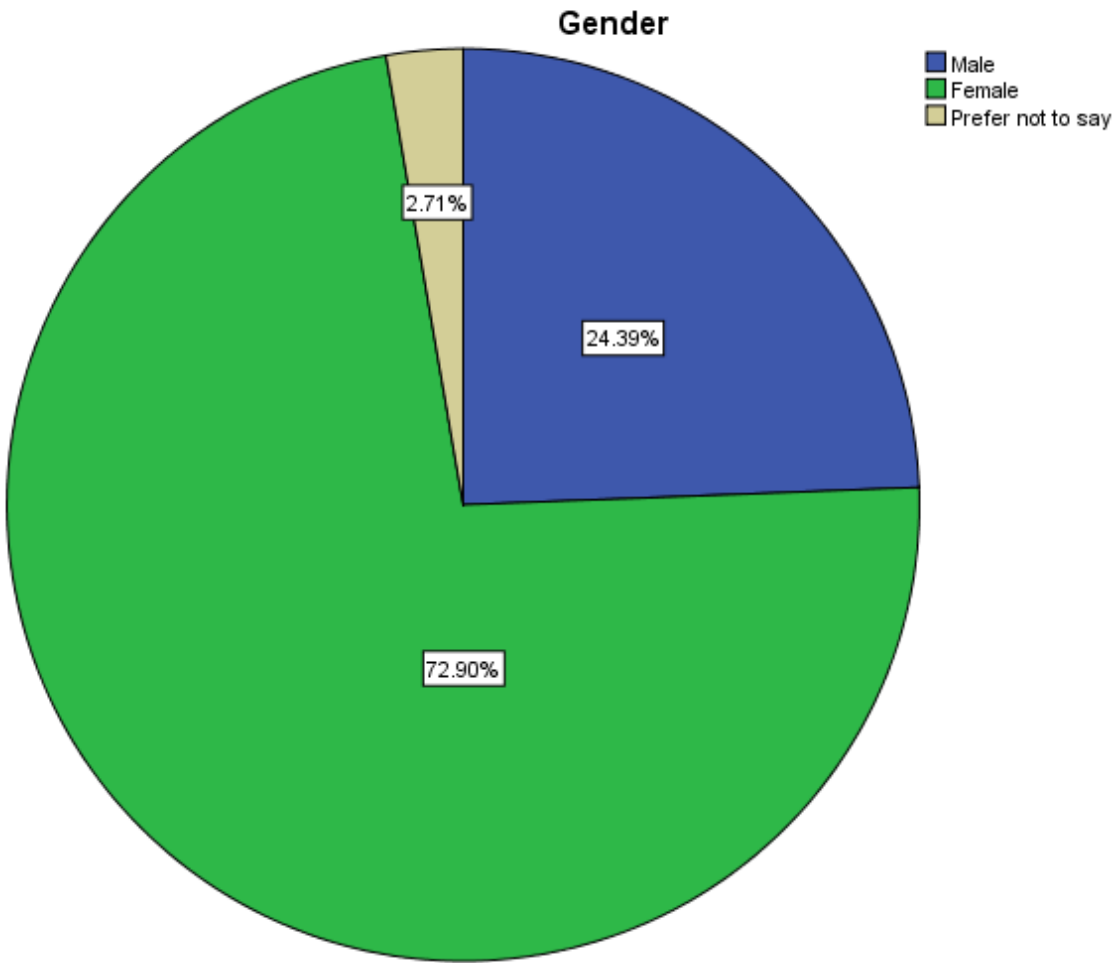


Table (12) Descriptive Statistics of Age

Age			
		Frequency	Percent
Valid	18-24	139	37.7
	25-34	158	42.8
	35-44	72	19.5
	Total	369	100.0

The table outlines the age distribution of the respondents. Among the 369 participants, 139 individuals (37.7%) fall within the 18-24 age range, making this group the second-largest. The 25-34 age group represents the largest portion of the sample, with 158 respondents (42.8%). The 35-44 age group includes 72 participants, accounting for 19.5% of the total sample.

This age distribution indicates a diverse range of age groups within the sample, with a notable concentration of respondents in the 18-34 age range, which collectively accounts for 80.5% of the sample. This distribution is relevant for understanding how different age groups may perceive food quality and guest loyalty differently, potentially highlighting age-related preferences or expectations within the hotel industry in the Al Madinah-Alharam area.

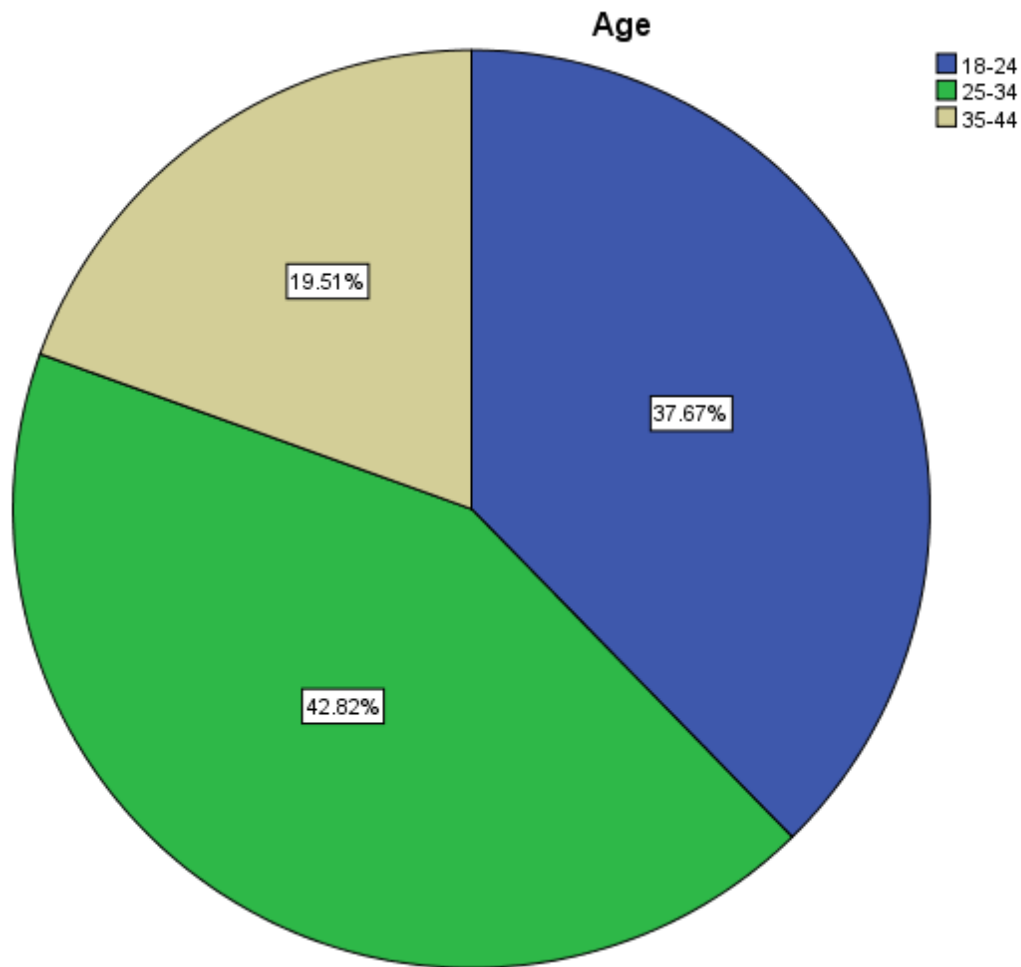


Table (13) Descriptive Statistics of Educational level

Educational level			
		Frequency	Percent
Valid	High school diploma or equivalent	50	13.6
	Bachelor's degree	285	77.2

	Master's degree	17	4.6
	Doctorate or professional degree	17	4.6
	Total	369	100.0

The table displays the educational background of the respondents. Out of the 369 participants, the majority hold a Bachelor's degree, with 285 individuals (77.2%). This is followed by those with a high school diploma or equivalent, totaling 50 respondents (13.6%). Both the Master's and Doctorate or professional degrees are represented equally, with 17 participants (4.6%) in each category.

This distribution reveals a predominantly well-educated sample, with a strong emphasis on individuals holding a Bachelor's degree. The high proportion of respondents with a Bachelor's degree suggests that the findings may reflect perspectives that are more likely to come from individuals with a higher level of formal education. This educational profile is crucial for understanding how educational background might influence perceptions of food quality and guest loyalty in the hotel industry.

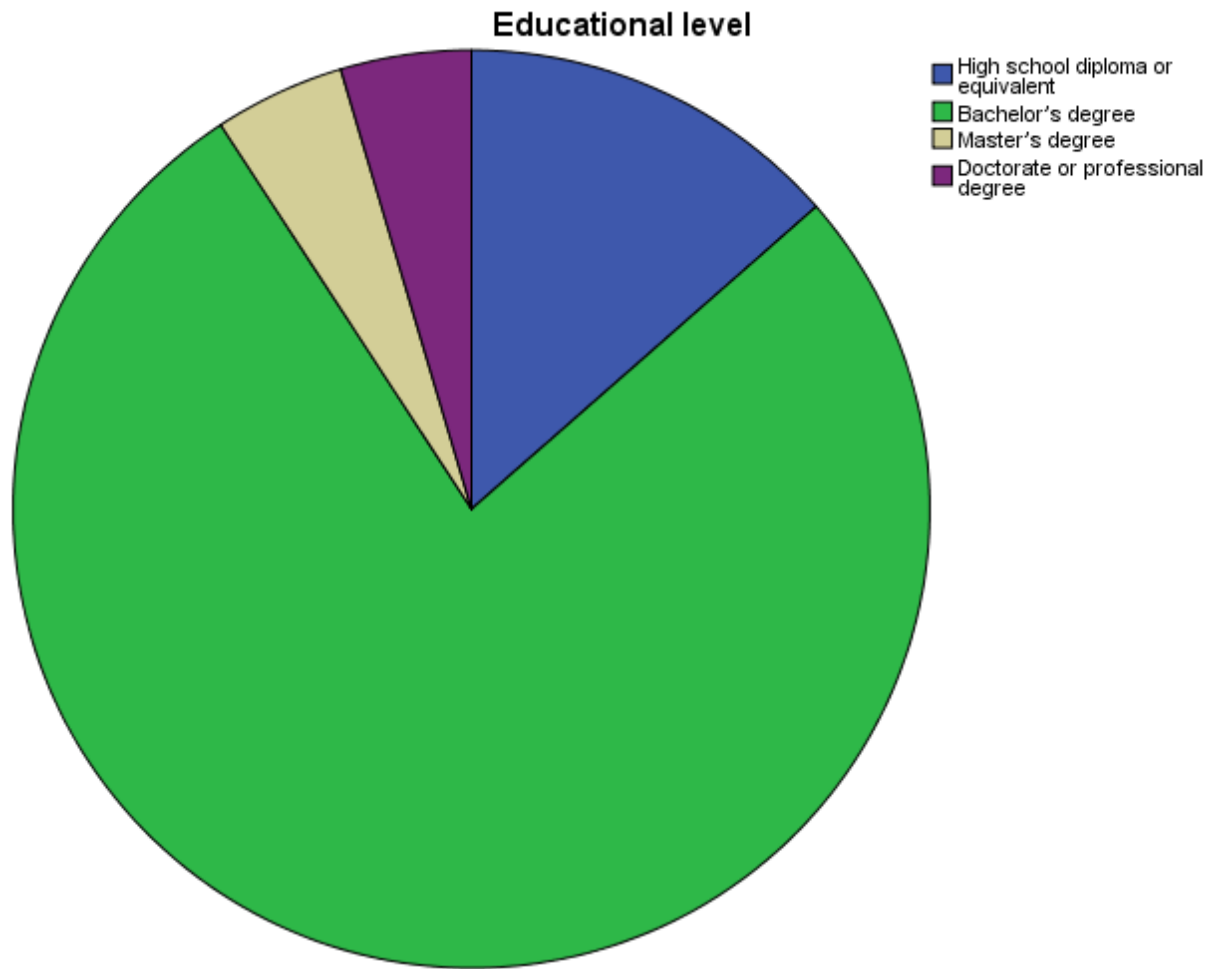


Table (14) Descriptive Statistics of Educational level

Years of experience			
		Frequency	Percent
Valid	Less than 1 year	68	18.4
	1-3 years	139	37.7
	4-6 years	128	34.7
	7-10 years	34	9.2
	Total	369	100.0

The table illustrates the distribution of respondents based on their years of experience. Among the 369 participants, 139 (37.7%) have between 1 to 3 years of experience, making this the largest group. The next most common category is those with 4 to 6 years of experience, comprising 128 respondents (34.7%).

Participants with less than 1 year of experience account for 68 individuals (18.4%), while those with 7 to 10 years of experience make up the smallest group, with 34 respondents (9.2%).

This distribution indicates a concentration of respondents with relatively modest levels of experience, primarily between 1 and 6 years. This may reflect a workforce that is relatively new or in the early stages of their careers, which could influence their perceptions of food quality and guest loyalty in the hotel industry. Understanding this distribution helps contextualize the responses and interpretations related to the study's focus on food quality and its impact on guest loyalty.

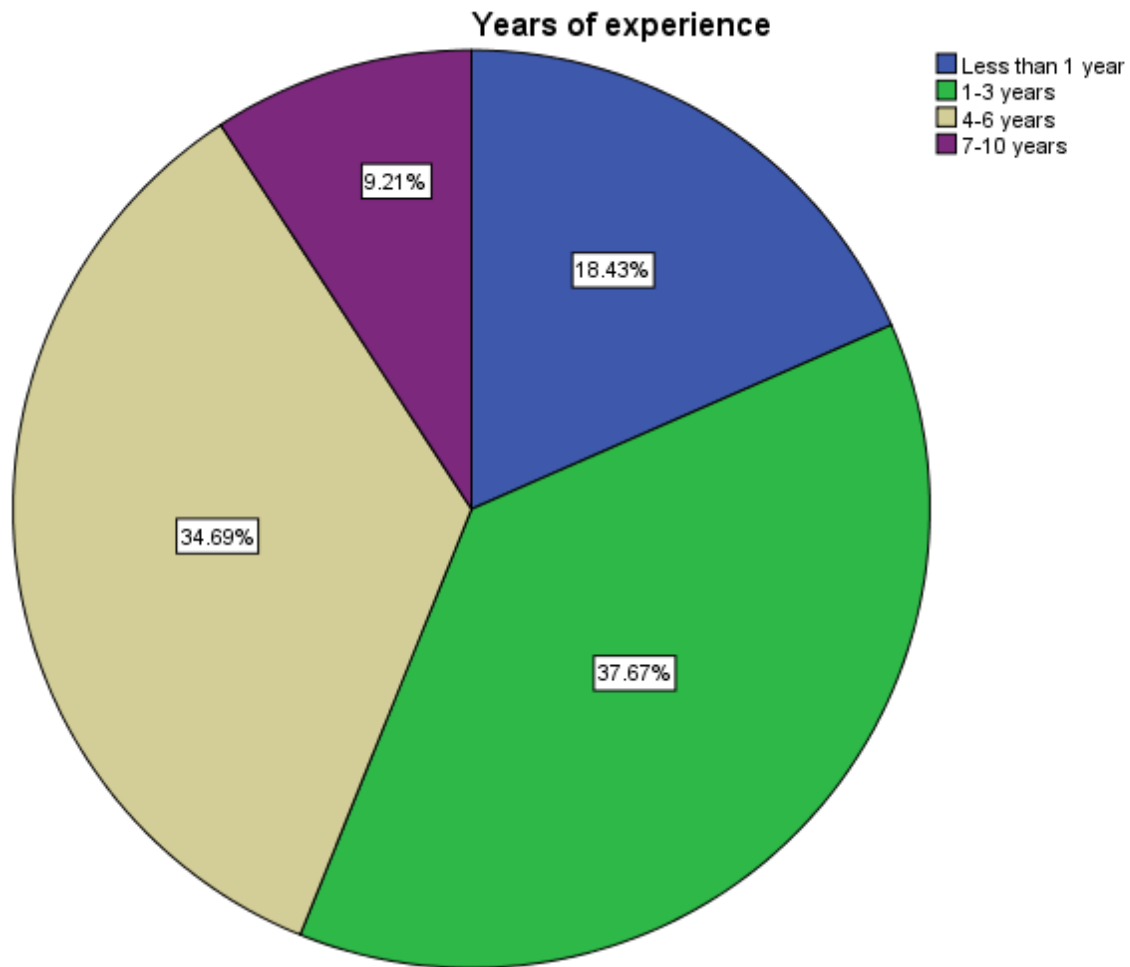


Table (15) Descriptive Statistics of Job position

Job position			
		Frequency	Percent
Valid	Entry-level	81	22.0
	Mid-level	177	48.0
	Senior	84	22.8
	Executive	27	7.3
	Total	369	100.0

The table displays the distribution of respondents according to their job positions. Out of the 369 participants:

- Mid-level employees constitute the largest group, with 177 respondents (48.0%). This indicates a significant portion of the sample occupies mid-level roles, suggesting a broad perspective on food quality and guest loyalty from individuals with considerable experience and responsibility.
- Entry-level employees follow with 81 respondents (22.0%), representing those who are newer to their roles but may still provide valuable insights into their experiences and observations.
- Senior employees make up 84 respondents (22.8%), reflecting a substantial portion of the sample with higher levels of responsibility and experience.
- Executive positions are held by the smallest group, with 27 respondents (7.3%). This smaller group might offer a more strategic viewpoint on food quality and guest loyalty, albeit from a more specialized perspective.

The distribution indicates a well-rounded sample across different job levels, with a predominance of mid-level and senior employees. This mix is advantageous for understanding how food quality impacts guest loyalty from various organizational perspectives and levels of experience within the hotel industry.

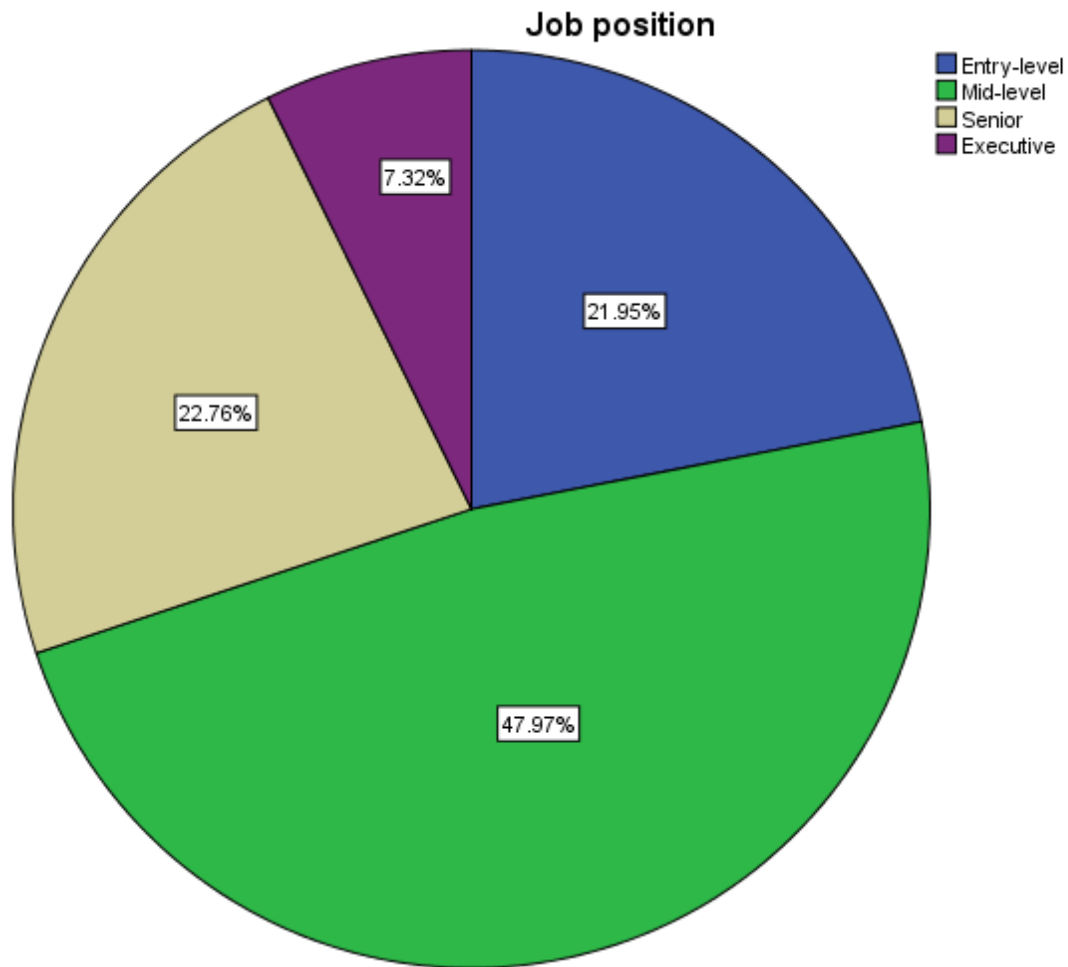


Table (16) Descriptive Statistics of Administrative Level

Administrative Level			
		Frequency	Percent
Valid	Junior	92	24.9
	Middle	178	48.2
	Senior	99	26.8
	Total	369	100.0

The table presents the distribution of respondents based on their administrative levels. Among the 369 participants:

- Middle-level administrators are the largest group, with 178 respondents (48.2%). This suggests a strong representation of individuals who are likely to be involved in day-to-day operations and decision-making processes related to food quality and guest satisfaction.**
- Senior-level administrators account for 99 respondents (26.8%), indicating that a significant portion of the sample has extensive experience and may provide insights into higher-level strategic perspectives on food quality and guest loyalty.**
- Junior-level administrators make up 92 respondents (24.9%), reflecting a group with less experience but potentially valuable insights from their operational roles.**

This distribution highlights a balanced representation of administrative levels, with a concentration at the middle and senior levels. This composition is beneficial for understanding the impact of food quality on guest loyalty from various administrative perspectives within the hotel industry.

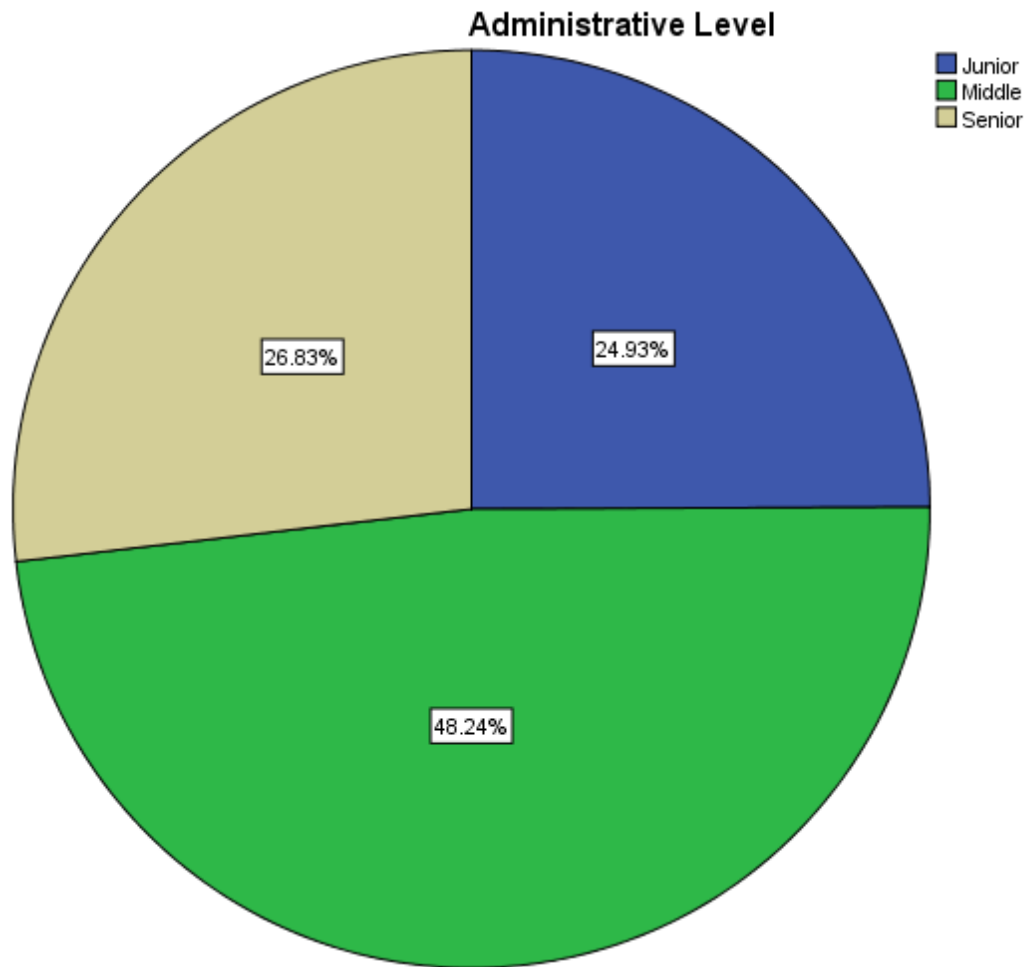


Table (17) Descriptive Statistics of Reporting Department

Reporting Department			
		Frequency	Percent
Valid	Finance	74	20.1
	Human Resources	57	15.4
	Marketing	195	52.8
	Operations	43	11.7
	Total	369	100.0

The table illustrates the distribution of respondents across different reporting departments among the 369 participants:

- Marketing is the largest group, with 195 respondents (52.8%). This significant representation suggests that marketing professionals are highly engaged in the study, providing valuable insights into how food quality might influence guest loyalty from a promotional and customer engagement perspective.
- Finance includes 74 respondents (20.1%), indicating a notable presence of individuals involved in financial planning and budgeting, which could impact decisions related to food quality investments.
- Human Resources comprises 57 respondents (15.4%). HR professionals might offer insights into staffing and training related to food quality and guest services.
- Operations has 43 respondents (11.7%), representing those directly involved in the day-to-day management of hotel operations, including food services.

This distribution shows a strong focus on the marketing department, which is crucial for understanding guest perceptions and loyalty, while also including key perspectives from finance, HR, and operations. This diverse departmental representation provides a well-rounded view of how food quality impacts guest loyalty across different functional areas within the hotel industry.

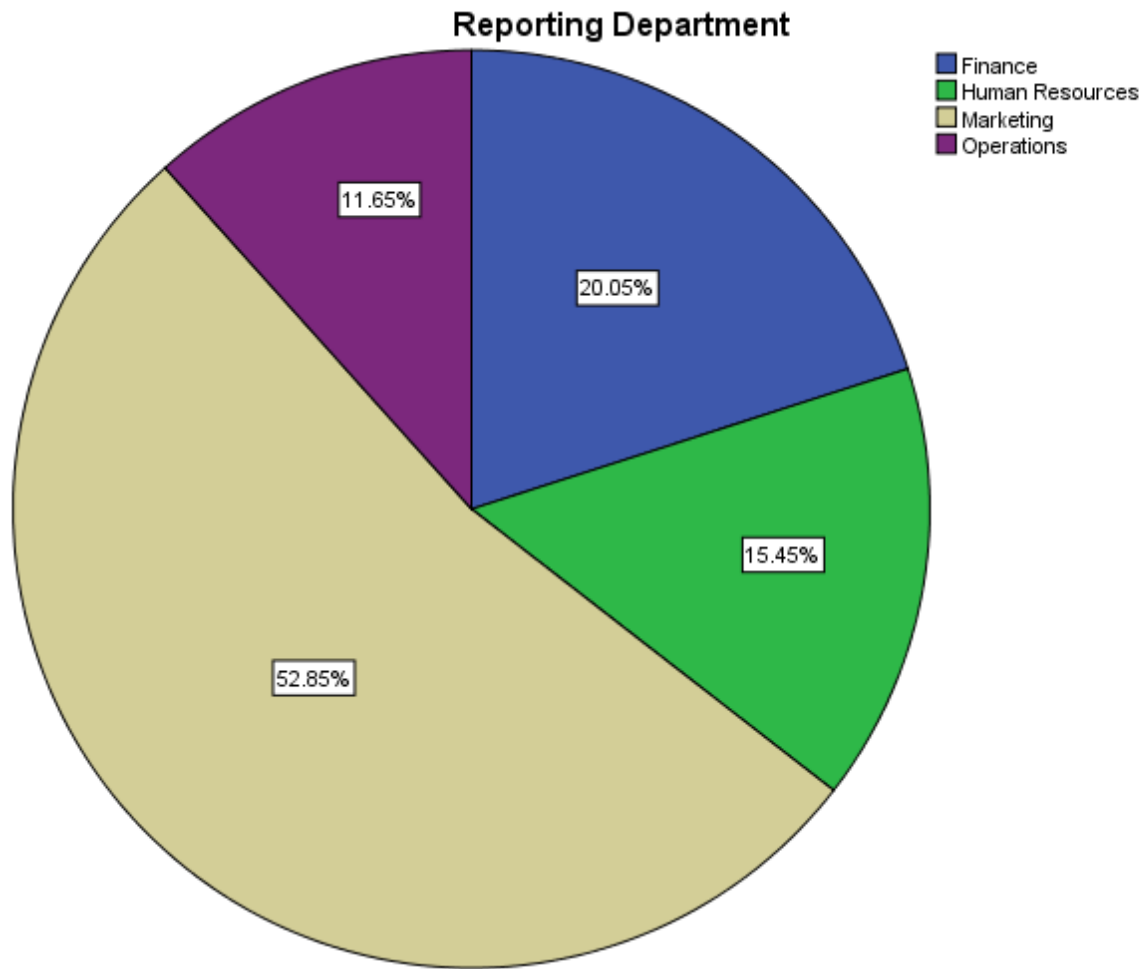


Table (18) Descriptive Statistics of Food quality

Descriptive Statistics of Food quality			
	N	Mean	Std. Deviation
1. · The presentation of the food served in the hotel is visually appealing.	369	3.347	.9319
2. · The plating and arrangement of the dishes in the hotel's restaurant are attractive.	369	3.431	1.0034

3. · The aesthetic appeal of the food presentation in the hotel's dining area is excellent.	369	3.423	.9641
4. · I am satisfied with the garnishing and decoration of the food served in the hotel.	369	3.328	.9431

The descriptive statistics for the food quality dimensions reveal insights into guests' perceptions of the food presentation at the hotel.

The highest mean score is observed for the attractiveness of the plating and arrangement of dishes in the hotel's restaurant, with a mean of 3.431 and a standard deviation of 1.0034. This suggests that, on average, guests find the presentation and arrangement of dishes to be relatively appealing. However, the higher standard deviation indicates a broad range of opinions among guests regarding this aspect.

Following closely is the aesthetic appeal of the food presentation in the hotel's dining area, with a mean of 3.423 and a standard deviation of 0.9641. This reflects a generally favorable perception of the food's visual appeal, although there is still some variability in guests' responses.

The satisfaction with garnishing and decoration of the food is slightly lower, with a mean score of 3.328 and a standard deviation of 0.9431. This indicates a moderate level of satisfaction, with guests having somewhat positive but varied opinions on the garnishing and decoration of the food served.

The lowest mean score is for the visual appeal of the food presentation, which stands at 3.347 with a standard deviation of 0.9319. This suggests that while guests generally find the visual presentation satisfactory, there is notable variability in their perceptions.

Overall, the data indicates that guests have a generally positive but varied view of the food presentation aspects, with the highest satisfaction associated with the plating and arrangement, and the least satisfaction with the visual appeal.

Table (19) Descriptive Statistics of Portion

Descriptive Statistics of Portion			
	N	Mean	Std. Deviation
1. · I am satisfied with the portion size of the main courses served in the hotel.	369	3.333	.9470
2. · The portion sizes of the appetizers are appropriate.	369	3.415	.9463
3. · The portion size of the desserts in the hotel's restaurant is excellent.	369	3.396	.9473
4. · I am satisfied with the overall portion sizes of the meals served in the hotel.	369	3.428	.9388

The descriptive statistics for the portion size dimensions reveal the following insights into guests' perceptions of portion sizes at the hotel:

Among the different aspects of portion sizes, the highest mean score is observed for the overall satisfaction with the portion sizes of meals served in the hotel, which is 3.428 with a standard deviation of 0.9388. This indicates that guests generally feel positive about the portion sizes provided, although the standard deviation suggests that there is some variability in their opinions.

Next, the mean score for the portion size of desserts is 3.396, with a standard deviation of 0.9473. This reflects a generally favorable perception of dessert portion sizes, though it is slightly lower than the overall satisfaction score, indicating some guests may find room for improvement.

The portion sizes of appetizers have a mean score of 3.415 and a standard deviation of 0.9463. This suggests that guests perceive appetizer portions as generally appropriate, aligning closely with their overall satisfaction with portion sizes.

The lowest mean score is for satisfaction with the portion size of main courses, which stands at 3.333 with a standard deviation of 0.9470. This indicates that while guests are moderately satisfied with the portion sizes of main courses, this aspect has the lowest level of satisfaction compared to other portion size dimensions.

Overall, the data shows that guests have a generally positive view of portion sizes, with the highest satisfaction related to overall meal portion sizes and the lowest concerning main courses. The variability in responses highlights some differences in individual perceptions regarding portion sizes.

Table (20) Descriptive Statistics of Freshness

Descriptive Statistics of Freshness			
	N	Mean	Std. Deviation
1. · The fruits and vegetables used in the hotel's dishes are very fresh.	369	3.293	.9702
2. · The freshness of the seafood served in the hotel's restaurant is excellent.	369	3.431	.9244
3. · I am satisfied with the freshness of the bakery items in the hotel.	369	3.458	.9406
4. · The meats and poultry served in the hotel's meals are very fresh.	369	3.458	.9719

The descriptive statistics for the freshness of food items at the hotel indicate varying levels of guest satisfaction across different types of food.

The highest mean score is for the satisfaction with the freshness of bakery items and meats/poultry, both at 3.458, with standard deviations of 0.9406 and 0.9719, respectively. This suggests that guests generally perceive these items as fresh, though the variability in their responses indicates some differences in individual experiences.

The freshness of seafood is rated slightly lower, with a mean score of 3.431 and a standard deviation of 0.9244. While still considered positive, this score is marginally less favorable compared to bakery items and meats/poultry.

The lowest mean score is for the freshness of fruits and vegetables, at 3.293 with a standard deviation of 0.9702. This indicates that guests are less satisfied with the freshness of these items compared to other food categories, although it still reflects a moderate level of satisfaction.

Overall, while guests are generally satisfied with the freshness of various food items, there is notable variability in their perceptions. Bakery items and meats/poultry receive higher satisfaction scores, whereas fruits and vegetables are perceived less favorably, suggesting potential areas for improvement in the hotel's food offerings.

Table (21) Descriptive Statistics of Flavor and taste

Descriptive Statistics of Flavor and taste			
	N	Mean	Std. Deviation
1. The overall taste of the food provided by the hotel is excellent.	369	3.377	.8917
2. The main courses served in the hotel's restaurant are very flavorful.	369	3.436	.9566
3. I am satisfied with the seasoning and spices used in the hotel's food.	369	3.350	.8721
4. The consistency of taste in the food served at different times is excellent.	369	3.472	1.0784

The descriptive statistics for the flavor and taste of the food at the hotel reveal different levels of guest satisfaction with various aspects of taste.

The highest mean score is for the consistency of taste in the food served at different times, with a mean of 3.472 and a standard deviation of 1.0784. This indicates that guests are most satisfied with the reliability of flavor across different dining experiences, although the higher standard deviation suggests considerable variation in individual perceptions.

The mean score for the flavorfulness of the main courses is slightly lower, at 3.436 with a standard deviation of 0.9566. This reflects a positive but slightly less enthusiastic perception of the flavor of main courses compared to the consistency of taste.

The overall taste of the food is rated with a mean of 3.377 and a standard deviation of 0.8917, showing a good level of satisfaction but with room for improvement compared to the consistency and flavorfulness of specific dishes.

The lowest mean score is for satisfaction with the seasoning and spices used in the hotel's food, at 3.350 with a standard deviation of 0.8721. This indicates that while the seasoning is generally satisfactory, it is perceived less positively compared to other aspects of flavor and taste.

In summary, while guests generally find the food flavorful, with notable satisfaction regarding the consistency of taste, there is a clear distinction in perceptions, particularly with regard to the seasoning and spices used. Improving the seasoning and ensuring a consistently excellent taste could enhance overall guest satisfaction.

Table (22) Descriptive Statistics of nutrition Value

Descriptive Statistics of nutrition Value			
	N	Mean	Std. Deviation
1. · I am satisfied with the nutritional value of the salads served in the hotel.	369	3.244	.9297

2.	· The hotel provides sufficient information about the nutritional content of the food.	369	3.347	1.0049
3.	· The balance of nutrients in the hotel's menu offerings is excellent.	369	3.350	.9582

The descriptive statistics for the nutritional value of the food at the hotel reveal varying levels of guest satisfaction with different aspects of nutrition.

The highest mean score is for the provision of sufficient information about the nutritional content of the food, with a mean of 3.347 and a standard deviation of 1.0049. This suggests that guests generally appreciate the availability of nutritional information, although the relatively high standard deviation indicates that opinions on this aspect are quite diverse.

The balance of nutrients in the hotel's menu offerings has a mean score of 3.350 with a standard deviation of 0.9582. This indicates a generally positive perception of how well the hotel balances nutritional content in its menu, though there is still some variation in guest opinions.

The lowest mean score is for satisfaction with the nutritional value of the salads served in the hotel, which stands at 3.244 with a standard deviation of 0.9297. This suggests that guests are least satisfied with the nutritional value of salads compared to other aspects of nutrition, with a noticeable level of variation in responses.

In summary, while the hotel seems to perform reasonably well in providing nutritional information and balancing nutrients, there is a clear need for improvement in the nutritional value of salads. Enhancing the nutritional content of salads and continuing to provide clear information could contribute to higher overall guest satisfaction with the hotel's food offerings.

Second variable: Guest loyalty

Table (23) Descriptive Statistics of Repeat purchase behavior

Descriptive Statistics of Repeat purchase behavior			
	N	Mean	Std. Deviation
1. · "I frequently stay at this hotel when visiting the Al Haram area."	369	3.336	.9094
2. · "I am likely to choose this hotel again for my next visit to the Al Haram area."	369	3.336	.9359
3. · "I often dine at the hotel's restaurant during my stay."	369	3.366	.9607
4. · "I regularly order room service from the hotel's dining facilities."	369	3.396	.9270

The descriptive statistics for repeat purchase behavior among guests at the hotel in the Al Haram area provide insights into their likelihood of returning and their dining habits.

The item with the highest mean score is "I regularly order room service from the hotel's dining facilities," with a mean of 3.396 and a standard deviation of 0.9270. This suggests that guests are relatively satisfied with the room service options, and it indicates a strong tendency for repeat use of this service.

Following closely, "I often dine at the hotel's restaurant during my stay" has a mean score of 3.366 with a standard deviation of 0.9607. This reflects a positive perception of the hotel's dining facilities, indicating that guests frequently choose to dine at the hotel's restaurant during their stay.

The statements "I frequently stay at this hotel when visiting the Al Haram area" and "I am likely to choose this hotel again for my next visit to the Al Haram area" both have the same mean score of 3.336, with standard deviations of 0.9094 and 0.9359, respectively. These scores suggest that while there is a general inclination towards returning to the hotel, the level of commitment and loyalty could be further strengthened.

In summary, the data indicates that while guests show some level of repeat behavior, particularly with room service and dining, there is room for improvement in increasing the frequency of their stays and enhancing overall guest loyalty. Addressing factors that influence repeat visits and strengthening guest satisfaction could further improve repeat purchase behavior.

Table (24) Descriptive Statistics of Customer Referrals

Descriptive Statistics of Customer Referrals			
	N	Mean	Std. Deviation
1. "I have recommended this hotel to others in the past."	369	3.225	.9532
2. "I am likely to refer this hotel to colleagues and business associates."	369	3.444	.8894
3. "I frequently mention this hotel when discussing accommodations with others."	369	3.415	.9940
4. "I would recommend the hotel's restaurant to friends visiting the Al Haram area."	369	3.404	1.0200

The descriptive statistics for customer referrals highlight how likely guests are to recommend the hotel and its restaurant to others.

The item with the highest mean score is "I am likely to refer this hotel to colleagues and business associates," with a mean of 3.444 and a standard deviation of 0.8894. This suggests that guests feel fairly confident in recommending the hotel to their professional network, indicating a positive view of the hotel's overall quality and reputation.

Close behind is "I would recommend the hotel's restaurant to friends visiting the Al Haram area," which has a mean score of 3.404 and a standard deviation of 1.0200. This indicates a strong tendency to recommend the restaurant specifically, reflecting satisfaction with the dining experience and its appeal to potential guests.

The item "I frequently mention this hotel when discussing accommodations with others" has a mean score of 3.415 and a standard deviation of 0.9940. This suggests that guests often bring up the hotel in conversations about where to stay, further supporting the idea of positive word-of-mouth.

The lowest mean score is for "I have recommended this hotel to others in the past," with a mean of 3.225 and a standard deviation of 0.9532. This indicates a slightly lower level of past referrals, which might suggest that while guests are willing to recommend the hotel, they may not have done so as frequently in the past.

Overall, the data shows a generally positive inclination towards recommending the hotel and its services, though there is some variability in past referral behavior. Enhancing the factors that contribute to positive recommendations could help improve guest satisfaction and encourage more frequent referrals.

Table (25) Descriptive Statistics of Guest satisfaction score

Descriptive Statistics of Guest satisfaction score			
	N	Mean	Std. Deviation
1. · "Overall, how satisfied are you with your experience at this hotel?"	369	2.949	1.2875
2. · "How satisfied are you with the quality of service provided by the hotel's staff?"	369	3.005	1.3084
3. · "How satisfied are you with the cleanliness and comfort of the hotel's accommodations?"	369	3.100	1.3077
4. · "How satisfied are you with the amenities and facilities provided by the hotel?"	369	2.973	1.2020

The descriptive statistics for guest satisfaction scores reveal insights into various aspects of guests' experiences at the hotel.

The item with the highest mean score is "How satisfied are you with the cleanliness and comfort of the hotel's accommodations?" with a mean of 3.100 and a standard deviation of 1.3077. This suggests that guests are somewhat satisfied with the cleanliness and comfort of their accommodations, though the variability in responses indicates that experiences may differ.

The next highest mean score is for "How satisfied are you with the quality of service provided by the hotel's staff?" which has a mean of 3.005 and a standard deviation

of 1.3084. This indicates a generally positive view of the staff's service quality, though there is significant variability, reflecting a range of experiences among guests.

The item "Overall, how satisfied are you with your experience at this hotel?" has a mean of 2.949 and a standard deviation of 1.2875. This overall satisfaction score is slightly lower than the specific aspects of service and accommodations, suggesting that while there are positive elements, overall guest satisfaction may be impacted by other factors.

The lowest mean score is for "How satisfied are you with the amenities and facilities provided by the hotel?" with a mean of 2.973 and a standard deviation of 1.2020. This indicates that guests are less satisfied with the amenities and facilities compared to other aspects, which could be an area for improvement to enhance overall guest satisfaction.

Overall, the data suggests that while guests are relatively satisfied with certain aspects of their stay, there is notable variability in their experiences. Addressing areas with lower satisfaction scores, particularly amenities and facilities, could help improve overall guest satisfaction.

Table (26) Descriptive Statistics of Guest retention rates

Descriptive Statistics of Guest retention rates			
	N	Mean	Std. Deviation
1. · "I plan to stay at this hotel again on my next visit."	369	3.344	.9687
2. · "I am likely to recommend this hotel to my friends and family."	369	3.363	.9227
3. · "I often return to this hotel for special occasions or events."	369	3.417	.9437
4. · "I consider this hotel as my primary choice for accommodations in the Al Haram area."	369	3.298	.9629

The descriptive statistics for guest retention rates provide insight into guests' likelihood of returning to and recommending the hotel.

The item with the highest mean score is "I often return to this hotel for special occasions or events," which has a mean of 3.417 and a standard deviation of 0.9437. This suggests that guests who have had special occasions or events at the hotel are relatively more likely to return, indicating a strong connection between positive experiences and repeat visits for significant events.

The second-highest mean score is for "I am likely to recommend this hotel to my friends and family," with a mean of 3.363 and a standard deviation of 0.9227. This reflects a positive tendency towards recommending the hotel, which is beneficial for word-of-mouth marketing and could contribute to the hotel's reputation and growth.

The item "I plan to stay at this hotel again on my next visit" has a mean of 3.344 and a standard deviation of 0.9687. This indicates a moderate level of intention to return, showing that while there is a positive inclination to revisit, it is not as strong as the inclination to return for special occasions.

The lowest mean score is for "I consider this hotel as my primary choice for accommodations in the Al Haram area," with a mean of 3.298 and a standard deviation of 0.9629. This suggests that while the hotel is a preferred option for some guests, it may not be considered the primary choice for a majority, indicating room for improvement in establishing stronger loyalty.

Overall, the data indicates that guests have a generally positive view of their likelihood to return and recommend the hotel. However, the hotel could benefit from enhancing its appeal to become the primary choice for accommodations and further strengthening its relationship with guests to increase overall retention rates.

Hypotheses Testing

1- There is no relationship exist between Food quality and Guest loyalty

To test this hypothesis we used Pearson correlation to test the relationship between Food quality and Guest loyalty as below

Table (27) Shows the relationship between Food quality and Guest loyalty

Correlations		
		Food quality
Guest loyalty	Pearson Correlation	.621
	Sig. (2-tailed)	.000
	N	369

The hypothesis that "There is no relationship between Food Quality and Guest Loyalty" was tested using Pearson correlation analysis to examine the strength and direction of the relationship between these two variables.

The results, as shown in Table (27), reveal a Pearson correlation coefficient of 0.621 between Food Quality and Guest Loyalty. This positive correlation indicates a moderate to strong relationship, suggesting that higher perceptions of food quality are associated with greater guest loyalty. The correlation is statistically significant with a p-value of 0.000, which is well below the conventional alpha level of 0.05.

Thus, the null hypothesis is rejected, and it can be concluded that there is a significant relationship between food quality and guest loyalty. This implies that improvements in food quality are likely to enhance guest loyalty, highlighting the importance of maintaining high standards in food offerings to foster greater customer retention and satisfaction.

There is a statistically significant relationship between guest satisfaction and guest loyalty.

To test this hypothesis we used Pearson correlation to test the relationship between guest satisfaction and guest loyalty.as below

Table (28) Shows the relationship between guest satisfaction and guest loyalty

Correlations		
		Guest loyalty
Guest satsisfaction score	Pearson Correlation	.606**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The hypothesis that "There is a statistically significant relationship between guest satisfaction and guest loyalty" was evaluated using Pearson correlation analysis to assess the association between these two variables.

As demonstrated in Table (28), the Pearson correlation coefficient between Guest Satisfaction Score and Guest Loyalty is 0.606. This indicates a strong positive relationship between the two variables, meaning that higher levels of guest satisfaction are closely associated with greater guest loyalty. The correlation is statistically significant with a p-value of 0.000, which is far below the alpha level of 0.01, reinforcing the validity of the observed relationship.

Therefore, the hypothesis is supported, and it can be concluded that guest satisfaction has a significant impact on guest loyalty. This finding underscores the importance of enhancing guest satisfaction to foster higher levels of loyalty, suggesting that efforts to improve the overall guest experience are likely to contribute positively to guest retention and commitment to the hotel.

This result is in moderate agreement with Noran, etc. (2021) mentioned in their study that many resorts and hotels offer meals to a large number of guests during their stay. Therefore, the importance of healthy food and its impact on customers' satisfaction had to be evaluated and studied. The majority of related studies examined the behavior of workers and ensured the application of health requirements in the kitchen.

- **There is a statistically significant relationship between guest loyalty and Customer Referrals.**

To test this hypothesis we used Pearson correlation to test the relationship between guest loyalty and Customer Referrals..as below

Table (29) Shows the relationship between guest loyalty and Customer Referrals

Correlations		
		Guest loyalty
Customer Referrals	Pearson Correlation	.501**
	Sig. (2-tailed)	.000
	N	369

** . Correlation is significant at the 0.01 level (2-tailed).

The hypothesis that "There is a statistically significant relationship between guest loyalty and customer referrals" was tested using Pearson correlation analysis to examine the connection between these two variables.

According to Table (29), the Pearson correlation coefficient between Guest Loyalty and Customer Referrals is 0.501. This value signifies a moderate to strong positive relationship, indicating that higher guest loyalty is associated with increased likelihood of making customer referrals. The correlation is statistically significant with a p-value of 0.000, which is well below the alpha level of 0.01. This confirms the strength and reliability of the observed relationship.

Thus, the hypothesis is supported, demonstrating that guest loyalty significantly influences the propensity of guests to refer the hotel to others. This finding suggests that enhancing guest loyalty can have a beneficial effect on customer referrals, which in turn can contribute to improved hotel performance through increased word-of-mouth recommendations and a stronger reputation in the market.

- **There is a statistically significant relationship between guest loyalty and Repeat purchase behavior.**

To test this hypothesis we used Pearson correlation to test the relationship between guest loyalty and Repeat purchase behavior..as below

Table (30) Shows the relationship between guest loyalty and Repeat purchase behavior

Correlations		
		Guest loyalty
Repeat purchase behavior	Pearson Correlation	.398**
	Sig. (2-tailed)	.000
	N	369
**. Correlation is significant at the 0.01 level (2-tailed).		

The hypothesis that "There is a statistically significant relationship between guest loyalty and repeat purchase behavior" was examined using Pearson correlation analysis to assess the association between these two variables.

According to Table (30), the Pearson correlation coefficient between Guest Loyalty and Repeat Purchase Behavior is 0.398. This result indicates a moderate positive relationship, suggesting that higher guest loyalty is associated with increased likelihood of repeat purchases. The correlation is statistically significant, with a p-value of 0.000, which is well below the 0.01 significance level. This confirms the reliability of the observed correlation.

Therefore, the hypothesis is supported, showing that guest loyalty significantly impacts repeat purchase behavior. This finding implies that fostering guest loyalty can lead to more frequent repeat stays or purchases, emphasizing the importance of maintaining high levels of customer satisfaction and engagement to encourage ongoing patronage.

Discussion

The present study aimed to investigate the relationships between various factors—such as food quality, guest satisfaction, customer referrals, and repeat purchase behavior—and their collective impact on guest loyalty within the hospitality industry. The findings from the reliability analysis and subsequent correlation tests provide insightful implications for hotel management and contribute to the existing body of literature on customer loyalty in the service sector.

Reliability of Measurement Instruments

The reliability analysis, as evidenced by the Cronbach's Alpha values ranging from 0.74 to 0.95 across different constructs, indicates that the measurement instruments used in this study possess good to excellent internal consistency. This suggests that the items within each scale are coherently measuring their respective constructs, thereby reinforcing the validity of the findings derived from these scales.

Key Findings and Interpretations

1. **Food Quality and Guest Loyalty:** A strong positive correlation ($r = 0.621$, $p < 0.01$) was observed between food quality and guest loyalty. This finding

underscores the critical role that food quality plays in fostering guest loyalty. High-quality food not only meets guests' expectations but also enhances their overall dining experience, which contributes significantly to their willingness to return to the hotel and recommend it to others.

2. **Guest Satisfaction and Guest Loyalty:** The study revealed a significant positive relationship ($r = 0.606$, $p < 0.01$) between guest satisfaction and guest loyalty. This aligns with the established notion in service marketing literature that satisfaction is a precursor to loyalty. When guests are satisfied with their experiences—encompassing aspects such as service quality, cleanliness, and amenities—they are more likely to develop an emotional attachment to the hotel, leading to repeat patronage and advocacy.
3. **Guest Loyalty and Customer Referrals:** A notable positive correlation ($r = 0.501$, $p < 0.01$) was found between guest loyalty and customer referrals. Loyal guests tend to act as brand ambassadors, recommending the hotel to friends, family, and colleagues. This behavior not only enhances the hotel's reputation but also serves as a cost-effective marketing strategy, leveraging word-of-mouth to attract new customers.
4. **Guest Loyalty and Repeat Purchase Behavior:** The correlation analysis indicated a moderate positive relationship ($r = 0.398$, $p < 0.01$) between guest loyalty and repeat purchase behavior. This suggests that as guests become more loyal, their likelihood of making repeat purchases—such as booking future stays or utilizing hotel services—increases. Repeat purchases are vital for sustaining revenue streams and ensuring long-term business success.

Implications for Hotel Management

The findings of this study have several practical implications:

- **Enhancing Food Quality:** Given the strong association between food quality and guest loyalty, hotels should prioritize maintaining high standards in their culinary offerings. This includes sourcing fresh ingredients, diversifying menu options, and ensuring consistent taste and presentation.
- **Improving Guest Satisfaction:** Since guest satisfaction is closely linked to loyalty, hotels should continuously monitor and enhance all aspects of the guest experience. This encompasses staff training to improve service quality, maintaining cleanliness and comfort in accommodations, and ensuring that amenities meet guest expectations.

- **Leveraging Customer Referrals:** Recognizing that loyal guests are likely to refer the hotel to others, management should implement referral programs and encourage satisfied guests to share their positive experiences. This can amplify the hotel's reach and attract new clientele through trusted recommendations.
- **Fostering Repeat Business:** To capitalize on the relationship between loyalty and repeat purchases, hotels should develop strategies to encourage repeat visits. This could involve personalized marketing, loyalty rewards programs, and tailored guest experiences that make guests feel valued and appreciated.

Relation to Existing Literature

The results of this study corroborate existing research that emphasizes the pivotal role of quality and satisfaction in driving customer loyalty (e.g., Oliver, 1999; Zeithaml, 2000). The strong correlations observed between food quality, guest satisfaction, and loyalty echo findings from prior studies that highlight the importance of service excellence in the hospitality industry (e.g., Kim & Richardson, 2003). Additionally, the linkage between loyalty and positive word-of-mouth aligns with the works of Reichheld and Sasser (1990), who underscored the impact of customer retention on business performance.

Limitations and Future Research

While the study provides valuable insights, it is not without limitations. The research was conducted within a specific geographic region—the Al Haram area—and may not be generalizable to other contexts or cultural settings. Future studies could expand the scope to include diverse locations and demographic groups to enhance generalizability.

Moreover, the cross-sectional nature of the study limits the ability to draw causal inferences. Longitudinal studies could provide a deeper understanding of how these relationships evolve over time. Additionally, exploring other potential factors influencing guest loyalty, such as price sensitivity, brand image, and technological advancements (e.g., AI adoption in service delivery), could offer a more comprehensive view.

Conclusion

In summary, the study elucidates the significant interrelationships between food quality, guest satisfaction, customer referrals, repeat purchase behavior, and guest

loyalty. The strong internal consistency of the measurement instruments bolsters the credibility of these findings. For hotel management, these insights highlight the importance of prioritizing quality and satisfaction to cultivate loyalty, which in turn drives positive referrals and repeat business. By focusing on these areas, hotels can enhance their competitive edge, foster enduring customer relationships, and achieve sustained success in the dynamic hospitality landscape.

Summary :

The study examined the relationships between various factors, such as food quality, guest satisfaction, customer referrals, and repeat purchase behavior, and their impact on guest loyalty. The reliability analysis showed strong internal consistency across all research variables, with Cronbach's alpha values ranging from 0.74 to 0.95, indicating the reliability of the measurement instruments.

Food Quality and Guest Loyalty: The analysis revealed a statistically significant positive correlation ($r = 0.621$, $p < 0.01$) between food quality and guest loyalty. This suggests that higher perceptions of food quality are associated with increased guest loyalty.

Guest Satisfaction and Guest Loyalty: The Pearson correlation test showed a significant positive relationship between guest satisfaction and guest loyalty ($r = 0.606$, $p < 0.01$). This indicates that as guest satisfaction increases, so does their loyalty to the hotel.

Guest Loyalty and Customer Referrals: A significant positive correlation ($r = 0.501$, $p < 0.01$) was found between guest loyalty and customer referrals, meaning that loyal guests are more likely to recommend the hotel to others, which can enhance the hotel's performance and reputation.

Guest Loyalty and Repeat Purchase Behavior: The correlation between guest loyalty and repeat purchase behavior was also significant ($r = 0.398$, $p < 0.01$), suggesting that loyal guests are more inclined to make repeat purchases, such as staying at the hotel again or using its dining services.

Overall, the results underscore the importance of maintaining high food quality, guest satisfaction, and loyalty to foster positive behaviors such as customer referrals and repeat purchases, which are crucial for the hotel's long-term success.

Recommendations

Based on the findings of this study, several recommendations can be made for hotel management to enhance guest loyalty and overall business performance:

1. **Focus on Food Quality Improvement:** Since food quality has a strong impact on guest loyalty, hotels should invest in high-quality ingredients, innovative recipes, and consistent food presentation. Regularly updating the menu to include fresh and diverse options can help maintain a high standard of culinary offerings, which is critical for guest retention.
2. **Enhance Guest Satisfaction Across All Touchpoints:** Given the significant correlation between guest satisfaction and loyalty, it is crucial for hotels to ensure that every aspect of the guest experience meets or exceeds expectations. This includes improving service quality through staff training, maintaining the cleanliness and comfort of accommodations, and ensuring that amenities are up-to-date and well-maintained.
3. **Leverage Customer Referrals:** Loyal guests who are satisfied with their experience are likely to recommend the hotel to others. Management should actively encourage and facilitate customer referrals by implementing referral programs, providing incentives for recommendations, and engaging guests through social media and follow-up communications.
4. **Develop Strategies for Encouraging Repeat Purchases:** To maximize the relationship between guest loyalty and repeat purchase behavior, hotels should design loyalty programs that reward repeat visits and offer personalized experiences. Tailored marketing efforts, such as special offers for returning guests or exclusive events, can also motivate guests to choose the hotel for future stays.
5. **Monitor and Maintain High Standards:** Consistently monitoring guest feedback and using it to make improvements is essential. Regular surveys and reviews can provide valuable insights into areas that need attention and help ensure that the hotel maintains high standards in service delivery.
6. **Explore Technological Enhancements:** As technology continues to evolve, hotels should explore the integration of digital solutions, such as AI-driven service improvements, to enhance guest experiences. Investing in technology that improves operational efficiency and guest satisfaction can further strengthen loyalty.

7. **Broaden the Scope of Quality Assessments:** To gain a more comprehensive understanding of the factors influencing guest loyalty, hotels should consider evaluating additional aspects of the guest experience, such as pricing strategies, brand perception, and the impact of new technologies.

By implementing these recommendations, hotels can not only improve guest satisfaction and loyalty but also strengthen their competitive position in the market, ensuring long-term success and profitability.

Suggested research:

1. The Impact of Hotel Service Quality on Customer Satisfaction and Loyalty.
2. The Role of Digital Marketing in Enhancing Guest Experience in Hotels.
3. The Relationship Between Hotel Interior Design and Guest Experience.
4. The Effect of Environmental Sustainability on Customer Hotel Choices.
5. The Role of Innovation in Improving Hotel Service Quality.
6. Analyzing the Impact of Technological Investments on Hotel Performance.
7. The Effect of Green Practices on Hotel Reputation.

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4. Appendices

Kind regards,

The researcher is conducting a study titled ‘Food Quality Impacts on Guests Loyalty in KSA/Al Madinah-Alharam Area in Hotel industry.’ This study is part of the requirements for Midocean university. The success of this study depends on your accurate reading of it and subsequently answering its sections.

Please mark (✓) in the box that aligns with your opinion.

I sincerely appreciate your recognition of the study’s importance and your cooperation in achieving its results. Please be informed that the information provided in the questionnaire will be used solely for scientific research purposes and will be treated with complete confidentiality.

Accept my utmost respect and appreciation."

Before you begin please note the following

There are no wrong answers, we value your honest feedback!

Your time and cooperation are so much appreciated.

Supervisor

2024/2025

Researcher

Dr. Mona Moustafa Elashry.

Abdullah

Mohandis

Demographic characteristics

1. **Gender:**
 1. Male
 2. Female
 3. Prefer not to say
2. **Age:**
 1. Under 18
 1. 18-24
 2. 25-34
 3. 35-44
 4. 45-54
 5. 55 and above
3. **Educational Qualification:**
 1. High school diploma or equivalent
 2. Bachelor's degree
 3. Master's degree
 4. Doctorate or professional degree
4. **Years of Experience:**
 1. Less than 1 year
 2. 1-3 years
 3. 4-6 years
 4. 7-10 years
 5. More than 10 years
5. **Job Position:**
 1. Entry-level
 2. Mid-level
 3. Senior
 4. Executive
6. **Administrative Level:**
 1. Junior
 2. Middle
 3. Senior

7. **Reporting Department:**

1. Finance
2. Human Resources
3. Marketing
4. Operations
5. IT

Variable	Variable dimensions	No of statements	Source
Food quality	• Presentation • Portion • Freshness • Flavor and taste • Nutrition value	19-20	NABALAYO, A. O. (2022). MODERATING EFFECT OF CUSTOMER PRODUCT KNOWLEDGE ON MEAL EXPERIENCE DIMENSIONS AND CUSTOMER SATISFACTION IN STAR RATED HOTELS WITHIN THE NORTH RIFT REGION, KENYA (Doctoral dissertation, University of Eldoret).
Guest loyalty	• Repeat purchase behavior	6-8	AbdelHamid, M. A., & Farid Fawzy, S. (2023). The factors that affect

	• Customer Referrals • Guest satisfaction score • Guest retention rates		customers' revisit intention of hotels: An empirical study applied on Saudi Arabia. <i>المجلة العلمية للدراسات والبحوث المالية والتجارية</i> 4(1), 337-373.
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First variable: Food quality

Statement	Agree	Neutral	Disagree
The first dimension : Presentation			
1. ☐ The presentation of the food served in the hotel is visually appealing.			
2. ☐ The plating and arrangement of the dishes in the hotel's restaurant are attractive.			
3. ☐ The aesthetic appeal of the food presentation in the hotel's dining area is excellent.			
4. ☐ I am satisfied with the garnishing and decoration of the food served in the hotel.			
The second dimension : Portion			
1. ☐ I am satisfied with the portion size of the main courses served in the hotel.			
2. ☐ The portion sizes of the appetizers are appropriate.			

3. ☐ The portion size of the desserts in the hotel's restaurant is excellent.			
4. ☐ I am satisfied with the overall portion sizes of the meals served in the hotel.			
The third dimension : Freshness			
1. ☐ The fruits and vegetables used in the hotel's dishes are very fresh.			
2. ☐ The freshness of the seafood served in the hotel's restaurant is excellent.			
3. ☐ I am satisfied with the freshness of the bakery items in the hotel.			
4. ☐ The meats and poultry served in the hotel's meals are very fresh.			
The fourth dimension : Flavor and taste			
1. The overall taste of the food provided by the hotel is excellent.			
2. The main courses served in the hotel's restaurant are very flavorful.			
3. I am satisfied with the seasoning and spices used in the hotel's food.			
4. The consistency of taste in the food served at different times is excellent.			
The fifth dimension : nutrition Value			
1. ☐ I am satisfied with the nutritional value of the salads served in the hotel.			
2. ☐ The hotel provides sufficient information about the nutritional content of the food.			
3. ☐ The balance of nutrients in the hotel's menu offerings is excellent.			

Second variable: Guest loyalty

Statement	Strongly disagree	disagree	neutral	agree	Strongly agree
The first dimension : Repeat purchase behavior					
1. ☐ "I frequently stay at this hotel when visiting the Al Haram area."					
2. ☐ "I am likely to choose this hotel again for my next visit to the Al Haram area."					
3. ☐ "I often dine at the hotel's restaurant during my stay."					
4. ☐ "I regularly order room service from the hotel's dining facilities."					
The second dimension : Customer Referrals					
1. ☐ "I have recommended this hotel to others in the past."					
2. ☐ "I am likely to refer this hotel to					

colleagues and business associates."					
3. ☐ "I frequently mention this hotel when discussing accommodations with others."					
4. ☐ "I would recommend the hotel's restaurant to friends visiting the Al Haram area."					

The third dimension : Guest satisfaction score

	Very dissatisfied	dissatisfied	neutral	satisfied	Very satisfied
1. ☐ "Overall, how satisfied are you with your experience at this hotel?"					
2. ☐ "How satisfied are you with the quality of service provided by the hotel's staff?"					
3. ☐ "How satisfied are you with the cleanliness and comfort of the hotel's					

accommodations? "					
4. ☐ "How satisfied are you with the amenities and facilities provided by the hotel?"					
The fourth dimension : Guest retention rates					
	Disagree	Neutral	Agree		
1. ☐ "I plan to stay at this hotel again on my next visit."					
2. ☐ "I am likely to recommend this hotel to my friends and family."					
3. ☐ "I often return to this hotel for special occasions or events."					
4. ☐ "I consider this hotel as my primary choice for accommodations in the Al Haram area."					