

Midocean University

Faculty of Management

Project Management

Project Title

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

Student Name:

Hadi Aldalooj

2021205519

Graduation project - 2:

Faculty .of Management, Midocean University

Supervisor:

Dr. Mona Moustafa Elashry

Faculty member - Faculty of Management -Midocean University

Secondsemester - 2024

Content

Abstract:	3
Introduction:	4
Al-baik Food Systems Company:	6
The First Variable: Service Quality:	8
The Second Variable:	9
Research Problem:	15
Research Significance:	16
Main Research Question:	18
Research Objectives:	19
Research Hypotheses:	20
Research Model:	21
SWOT Analysis:	22
Research Methodology:	24
Empirical Study:	25
Questionnaire:	27
Research Methodology:	33
Conclusion:	39
References:	40

Abstract:-

The fact that ALBAIK is one of the most well-known fast food restaurants in the globe is due to the fact that it offers some of the most delectable cuisine, the most friendly service, and the most reasonable prices. This might be attributed to the fact that it provides an affordable price. The city of Jeddah, which is situated in Saudi Arabia, was the location where the restaurant that is now known as ALBAIK originally opened its doors to the public in the year 1974. Over the course of the last several years, it has extended its operations to a variety of countries, mostly to Bahrain and the United Arab Emirates, but also to other nations. The astonishing rise to renown that the ALBAIK restaurant chain had in the United Arab Emirates is detailed in this case study, which gives a full overview of the phenomenon. An important topic of discussion is ALBAIK's entry strategy, as well as the benefits of entering the market in the United Arab Emirates. This is one of the primary focuses of the talk. Additionally, the political, economic, cultural, technological, and legal surroundings of the United Arab Emirates (UAE) are extensively searched for and evaluated. This is done from a variety of perspectives. In the United Arab Emirates, each and every one of these factors has the potential to have an impact on the activities that individuals and businesses participate in. In conclusion, the purpose of the case study is to provide light on the fast-food industry in the United Arab Emirates as well as the corporate social responsibility initiatives that have aided ALBAIK in becoming a market leader. This will be accomplished by shedding light on both of these entities. In order to achieve this goal, a description of the procedures that have been put into place will be provided.

Introduction:-

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

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

At a period when Jeddah was expanding northward from its historic core, Shakour was fortunate to get a beautiful position in the Al Dakheel Building, which had only recently completed being erected at the junction of Palestine Street and Al Madinah Road. This building was located at the crossroads of Palestine Street and Lebanon Street. The fact that this was the case allowed Shakour to capitalize on the opportunity to make a profit off of the growing popularity of the city. Taking into consideration the fact that the site in issue did not have access to power, he came to the conclusion that he would not be able to build his first restaurant. In the year 1974, during the month of September, Shakour AbuGhazalah established the very first Broast, which was situated in the Kingdom of Saudi Arabia. The place where it was situated was a warehouse that had been renovated and was situated on Airport

Road. This storage facility was situated inside the boundaries of the Sharafiyah District. Customers were able to access the company for the first time in the year 1976, when the doors of the second Broast Restaurant were opened. This event took place during the month of March. The Al Dakheel Building has been the location of the firm's headquarters ever since the company was first established.

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

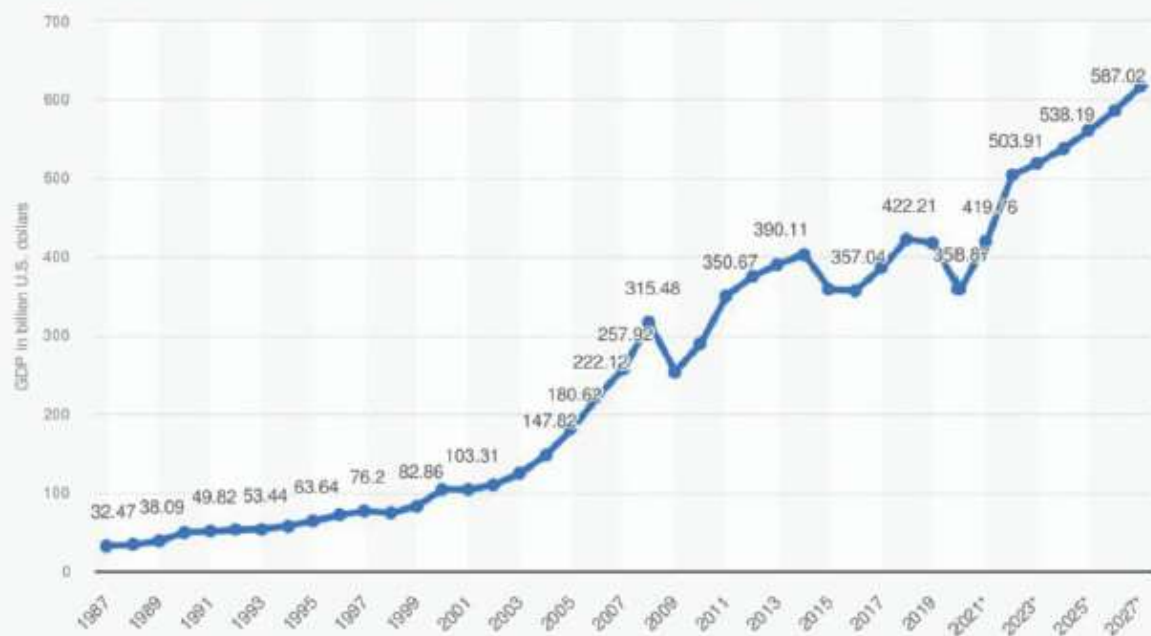
As a result of this, he was able to successfully return to Jeddah and prevent the company from going bankrupt in the event that Shakour passed away unexpectedly. Due to the conditions that were explained before, this was the only thing that was conceivable. In the next line, he said, "Ihsan said." Our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

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

that a group of young engineers who were responsible for the project were responsible for carrying out a substantial percentage of the corporation's makeover. Rami made this observation.

Albaik Food Systems Company:-

Type	Private
Industry	Restaurant
Genre	Fast food Resturant
Founded	1974; 47 years ago,
Founder	Shakour Abu Ghazalah
Headquarters	Jeddah, Hejaz
Area served	Bahrain Saudi Arabia United Arab Emirates
Key people	Ihsan Abu Ghazalah (Chairman) Rami Abu Ghazalah (CEO)
Products	Fried Chicken. Fishes. Shawarma. French fries. Soft drinks. Desserts.
Revenue	12ريال billion (2014)



Source:

IMF
© Statista 2022

Additional Information:

United Arab Emirates; IMF; 1987 to 2020

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

The First Variable:

Service Quality:-

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

Not only does Al Baik's excellent service exhibit itself in the way in which it interacts with its customers, but it also presents itself in the efficiency with which it executes its internal operations. In conclusion, it is plainly clear that we are committed to ensuring that each and every one of our customers is completely content with the timely and correct processing, handling, and delivery of their purchases. This is the case because we are committed to ensuring that they are completely pleased. In order to fulfill the commitment that we have made to our clients, we have made a commitment to carry out this particular action. In addition, customers have a more favorable view of the service they get at Al Baik restaurants. This is in addition to the fact that their orders are carried

out exactly and the establishments are entirely clean. If a customer is dining in or using the drive-thru, they will always get the excellent service that is distinctive of the Al Baik brand. This is true regardless of the location of the customer's dining experience. There is no difference in this respect between the establishments. In every instance, this is the case, regardless of whether they are dining in the restaurant or via the drive-thru. This is the case in every single instance. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006).

The Second Variable:-

Customer Satisfaction:

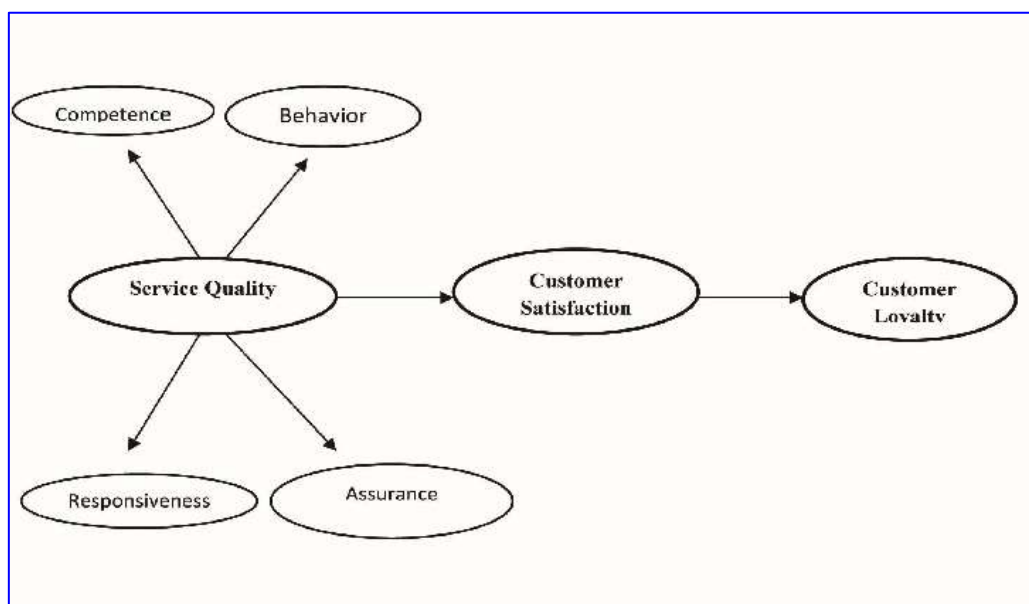
Because the degree of pleasure that is experienced by customers of the restaurant is one of the most essential aspects, it is one of the most trustworthy signs of the excellent quality of the meals that are served at Al Baik. This is because the restaurant is among the most important variables. Although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

The ease with which customers may get in touch with and communicate with Al Baik's businesses is a significant factor in the likelihood that they will be pleased with the services they get from those businesses. This is due to the fact that purchasers are more likely to have the perception that they are

getting satisfactory service. Whether they are taking care of orders for takeout or delivery or offering services to dine-in customers who are looking for a calm atmosphere, Al Baik makes it a point to respond to the various preferences of its audience in order to improve the possibility that they will be satisfied with the service they get. Customers are able to experience a much greater level of comfort and enjoyment as a direct result of the use of technology, which ultimately results in an operation that is more effective. An application that exhibits this is mobile ordering systems,

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

The Relationship Between Service Quality and Customer Satisfaction:



The amount of happiness that customers have with Al Baik restaurants is closely tied to the quality of service that they get; the former helps to contribute to and maintain the standard of service, while the latter helps to maintain the level of pleasure that customers have with the restaurants. When it comes to this connection, one of the most important aspects is the fact that the complete dining experience is significantly influenced by the quality of the service that is provided. This is easily one

of the most significant aspects that should be taken into consideration.

Customers have a larger probability of having a good experience with their meal when they are welcomed with a nice smile, when they are served in a timely way, and when the restaurant is kept in a very clean state.

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

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

	the service that they get, regardless of the quality of the food that they have bought.
--	---

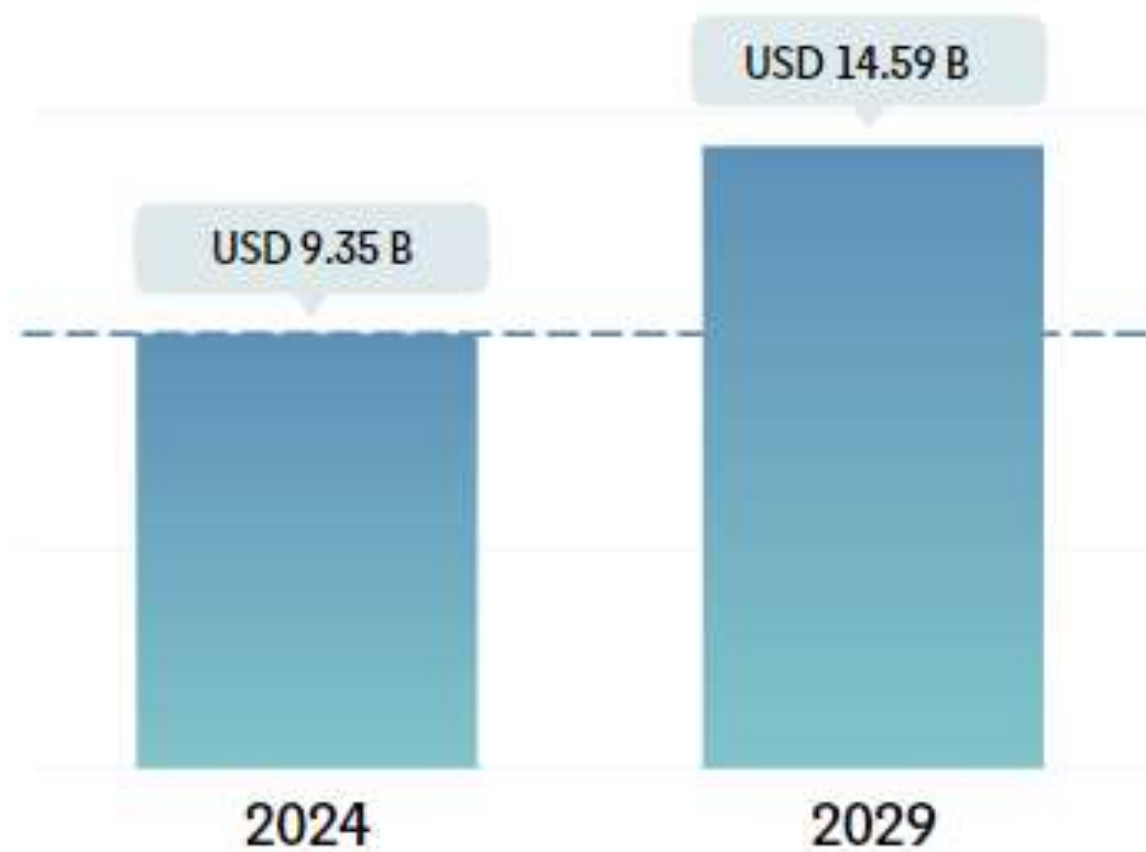


Figure 2 Saudi Arabia Quick Service Restaurants Market Size

Previous research has extensively examined the relationship between service quality and customer satisfaction in various industries. Scholars such as Parasuraman, Zeithaml, and Berry (1985) have proposed the SERVQUAL model, which emphasizes the importance of meeting customer

expectations in service delivery. Additionally, studies by Cronin and Taylor (1992) and Zeithaml, Berry, and Parasuraman (1996) have provided further insights into the dimensions of service quality and their effects on customer satisfaction. While these studies have contributed significantly to understanding the dynamics of service quality and customer satisfaction, there remains a need to investigate these relationships within the specific context of fast-food restaurants, such as Al Baik, in Saudi Arabia. *Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985).*

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

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

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

Research Problem:-

Short Introduction to the Problem:

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

Theoretical Gaps:

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

Empirical Gaps:

Empirical research focusing on the effect of service quality on customer satisfaction at Al Baik restaurants within the Saudi Arabian context is limited. Despite the widespread popularity of Al Baik and its significant presence in the market, there is a scarcity of empirical studies examining the specific factors driving customer satisfaction at these establishments. Furthermore, studies conducted in other geographical areas may not accurately reflect the preferences and expectations of customers

in Saudi Arabia, necessitating localized empirical research to address this gap. *Sadi, M. A., & Saricimen, T. (2010).*

Research Significance:-

Short Introduction to the Significance:

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

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

Figure 3The fast food chain leads the rankings

Theoretical Gaps:

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

Empirical Gaps:

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

Main Research Question:-

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

Research Sub-Questions:

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

Research Objectives:-

General Objective:

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

Sub-objectives:

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

Research Hypotheses:-

Main Hypothesis (H1):

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

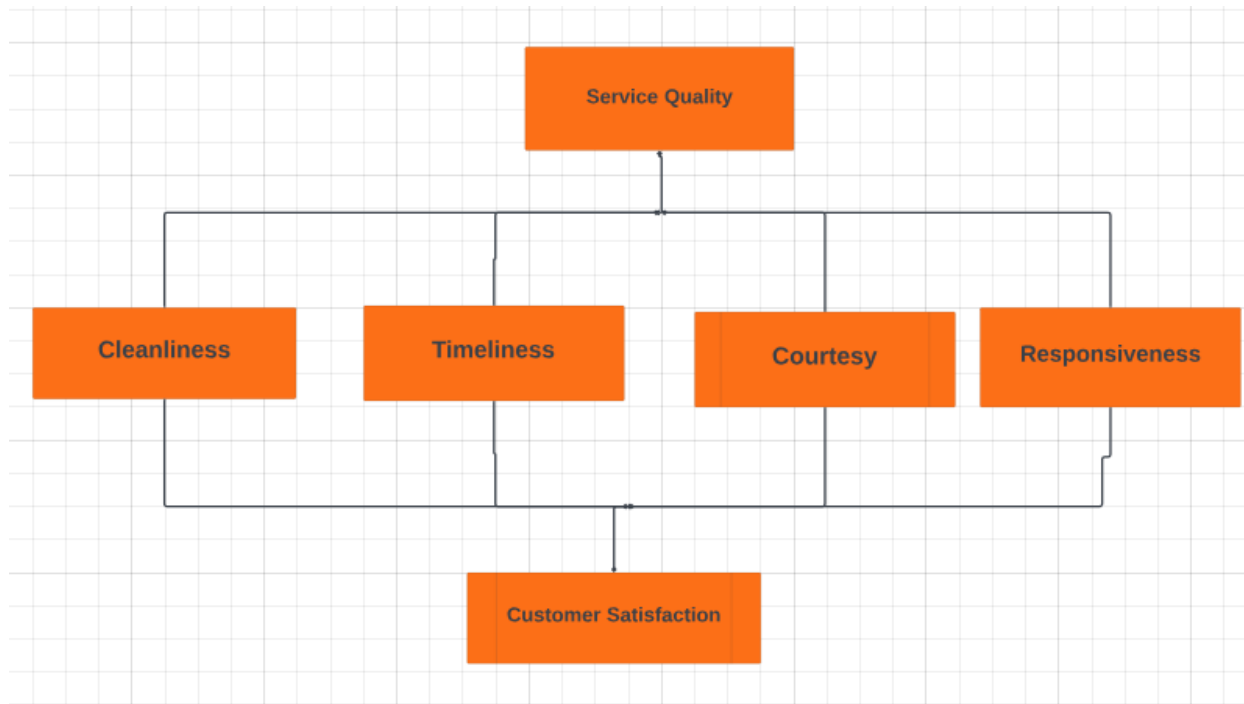
Sub-hypotheses:

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

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

Research Model:-

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



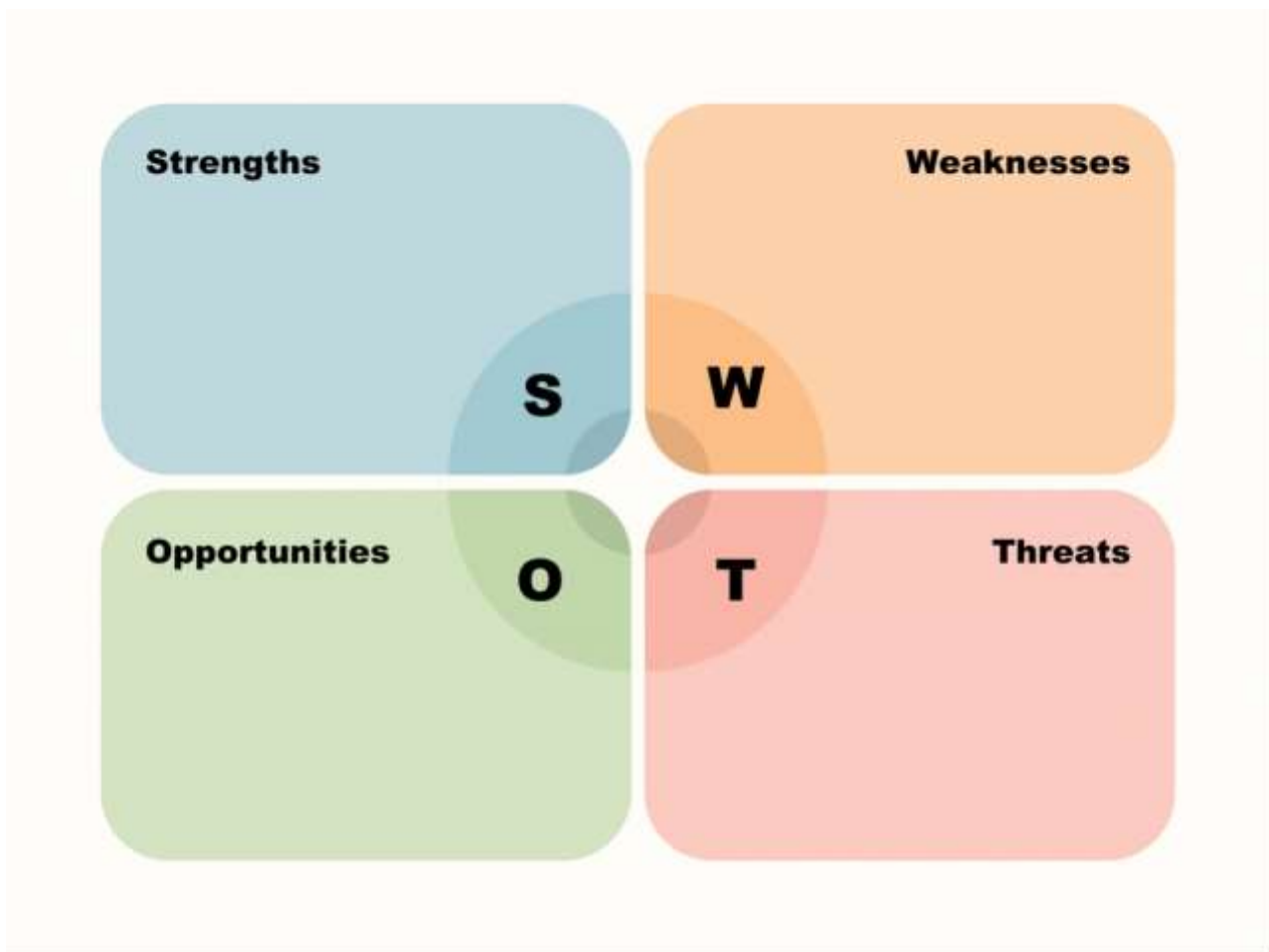
The suggested project model source the student.

In this model:

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

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

SWOT Analysis:-



Strengths:

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

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

Weaknesses:

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

Opportunities:

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

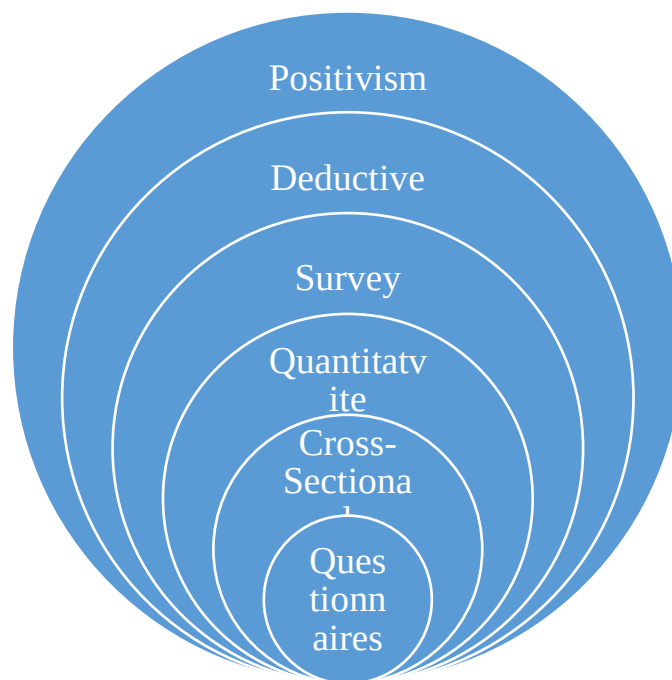
Threats:

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

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

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

Research Methodology:-



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

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

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

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

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

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

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

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

Empirical Study:-

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

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

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

Questionnaire

Introduction to the Questionnaire

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

Personal Information**Age:**

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

Gender:

- ☒ Male
☐ Female

Occupation:

- ☐ Student
☒ Employed
Self-employed
Unemployed
Retired

Frequency of visits to Al Baik:

- ☐ Rarely
☒ Occasionally
☐ Frequently
☐ Very Frequently

Service Quality Dimensions and Related Questions**Variable 1: Tangibles**

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

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

Variable 2: Reliability

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

Dimension	Questions	Rating (1-5)
First dimension	When the restaurant promises to do	[5]

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

Variable 3: Responsiveness

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

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

	Employees are always willing to help customers.	[5]

Variable 4: Assurance

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

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

Variable 5: Empathy

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

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

Chapter 3: Research Methodology

3.1 Introduction

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

3.2 Operational Definitions for Research Variables

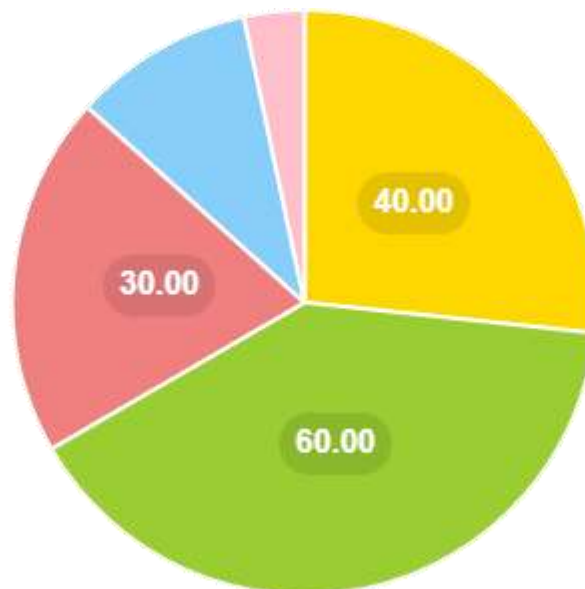
3.2.1 Service Quality (The Independent Variable)

Figure 4 Distribution Of Responses On Service Quality Dimensions



Figure 5 Demographic Information Of Respondents

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



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

Dimension	Number of Items	Source
Tangibility	3	Adapted from SERVQUAL (2024)
Reliability	4	Adapted from SERVQUAL (2024)

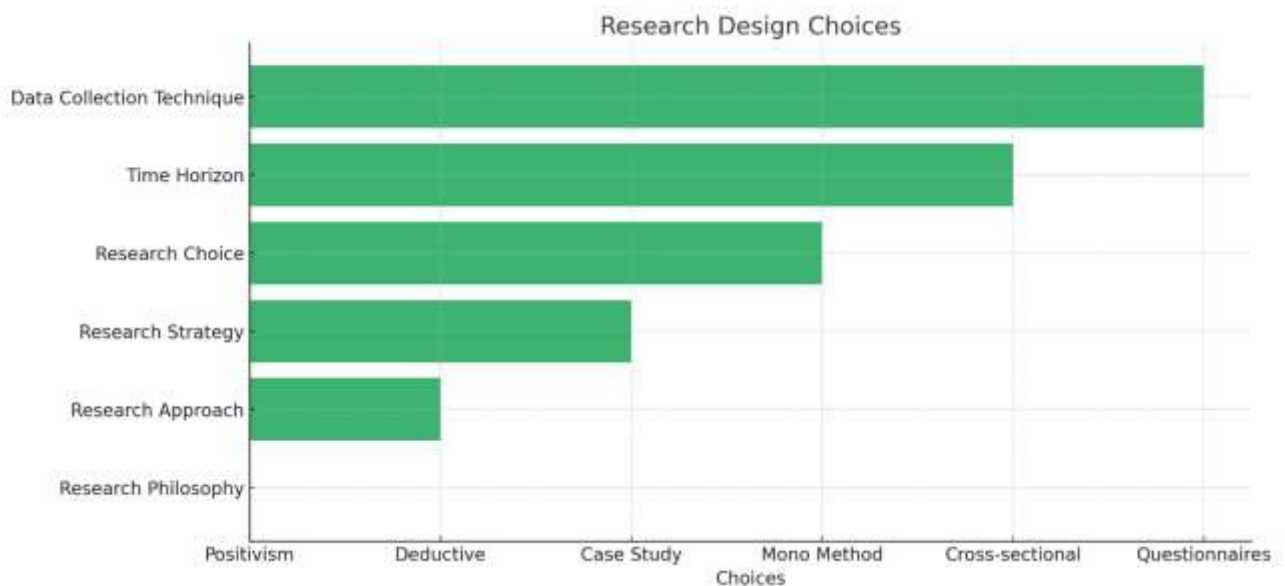
Responsiveness	4	Adapted from SERVQUAL (2024)
Assurance	3	Adapted from SERVQUAL (2024)
Empathy	4	Adapted from SERVQUAL (2024)
Total	18	

3.2.2 Customer Satisfaction (The Dependent Variable)

Operational Definition: When it comes to Al Baik restaurants, one method for determining whether or not customers are satisfied is to examine the degree to which they believe the service fits their preferences and expectations. In order to assess this, a survey will be administered that contains questions based on a Likert scale. The purpose of the survey is to determine the level of satisfaction with different components of the dining experience.

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

3.3 Research Design



3.4 Research Population & Sampling Methods and Technique

3.4.1 Research Population

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

Sector/Company Name	Number of Employees	Classifications
Al Baik	200	Managers, Staff

3.4.2 Research Sample

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

Sample Size	Research Sample
150	Target customers at Al Baik

3.4.3 Sampling Method & Techniques

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

3.5 Data Collection Method

3.5.1 Service Quality (Independent Variable)

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

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

3.5.2 Customer Satisfaction (Dependent Variable)

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

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

3.6 Types of Data

3.6.1 Primary Data

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

3.6.2 Secondary Data

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

3.7 Data Analysis Methods & Procedures

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

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

Validity and Reliability Tests: being out in order to ensure that the data remains accurate and consistent throughout. Instruments used in research are evaluated for their validity via the use of

exploratory factor analysis to see whether or not they measure the intended components. Additionally, reliability is evaluated through the use of Cronbach's Alpha to determine the degree to which results remain consistent over time.

Conclusion:-

Over the course of more than a decade, Al Baik, which is a company that owns and manages restaurants in the Kingdom of Saudi Arabia, has been able to establish themselves as enterprises that are profitable. These restaurants have been able to establish themselves as prosperous enterprises in their respective industries. This accomplishment may be attributed to the restaurants' unwavering commitment to providing customers with outstanding service and making certain that they are entirely satisfied with the eating experience that they have gone through. It is likely that this success may be attributed to this devotion. Due to the fact that Al Baik pays careful attention to each and every aspect of the customer experience, the firm has been able to build a clientele that is very loyal to the brand. Because of the organization's determination to focus on one particular area, it has been able to broaden its customer base. Among these components are the helpfulness of interactions between members of the workforce and the precision of operations carried out by the organization. These are only two examples. These two aspects are examples of the significance of the elements in question. As far as the gastronomic delights that it provides are concerned, it is widely agreed upon that the restaurant Al Baik is the establishment that is regarded in the greatest regard across the area. Maintaining and improving the quality of service that is now being provided is going to be of the highest significance in the future. This is because the level of customer satisfaction that is currently being experienced is going to be maintained and even increased. In spite of the fact that the company's clientele is continually expanding and that the expectations and preferences of this clientele are also always altering, it is of the utmost importance that Al Baik continues to maintain its commitment to providing exceptional customer service by maintaining its devotion to providing good customer service. In the event that Al Baik is able to maintain this laser-like concentration, it will be able to continue to satisfy its clients and further cement its position as a well-liked icon of Saudi Arabian cuisine. Al Baik will be able to maintain his level of success as a result of this. Should the firm Al Baik decide to pursue this particular course of action, it will be able to continue to build upon the great reputation it has already established.

References:-

- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). Services marketing: Integrating customer focus across the firm. McGraw-Hill/Irwin. References - Scientific Research Publishing. (n.d.). <https://www.scirp.org/reference/referencespapers?referenceid=2050900>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of marketing, 49(4), 41-50.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. Journal of Marketing, 56(3), 55-68.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of Marketing, 60(2), 31-46.
- Czepiel, J. A. (1990). Service encounters and service relationships: implications for research. Journal of business research, 20(1), 13-21.
- Bukhari, S. (2015). Consumer Loyalty in Fast-Food Restaurants in Saudi Arabia (Doctoral dissertation, Université d'Ottawa/University of Ottawa).
- Sadi, M. A., & Saricimen, T. (2010). Value factors determining consumer satisfaction at full-scale restaurants in Saudi Arabia. Journal for Global Business Advancement, 3(4), 285-294.
- Shori, A. B., Albaik, M., & Bokhari, F. M. (2017). Fast food consumption and increased body mass index as risk factors for weight gain and obesity in Saudi Arabia. Obesity Medicine, 8, 1-5.
- Aleid, S. (2024). Food Processing in Saudi Arabia. In Food and Nutrition Security in the Kingdom of Saudi Arabia, Vol. 2: Macroeconomic Policy and Its Implication on Food and Nutrition Security (pp. 407-438). Cham: Springer International Publishing.

- Al-Jarf, R. (2024). To translate or not to translate: The case of Arabic and foreign shop names in Saudi Arabia. *International Journal of Translation and Interpretation Studies*, 4(1), 33-40.
- Elalem, A. G. (2018). Feasibility Study for Establishing A Restaurant in Jeddah.
- Alotaibi, A. (2019). The Role of International Franchises in the Economic Development of Saudi Arabia.
- Alturki, H. A., Brookes, D. S., & Davies, P. S. (2018). Comparative evidence of the consumption from fast-food restaurants between normal-weight and obese Saudi schoolchildren. *Public health nutrition*, 21(12), 2280-2290.
- Alshanbari, B. H. A. (2022). Describing the Kingdom of Saudi Arabia's Efforts in Reducing Foodborne Illnesses during Hajj Seasons (Doctoral dissertation, Alfaisal University (Saudi Arabia)).
- Al-Zahrani, A. H., & Hasan, T. (2008). Trip generation at fast food restaurants in Saudi Arabia. *Institute of Transportation Engineers. ITE Journal*, 78(2), 24.
- AlAmer, N. A., AlOmar, R. S., AlKaltham, S. M., AlYami, R. S., AlRashidi, F. N., AlJrri, M. M., & Abdel Wahab, M. M. (2020). Perceived effect of calorie count display on customers' eating behaviors in food facilities of eastern province, Saudi Arabia: A mixed method study. *Journal of Multidisciplinary Healthcare*, 1849-1861.
- Turkistani, A. M., & Saaty, A. H. (2020). Nutritional knowledge and consumers' perception toward menu calorie labeling use in Saudi Arabia. *Journal of Organizational Behavior Research*, 5(1), 148-163.
- Varshney, D., & Abdulfattah, F. H. Applying select Strategic Management concepts on a Saudi Arabian start-up restaurant: A case.

- Hanaysha, J. R., & Hasouneh, L. O. (2023). ALBAIK Restaurant: International Expansion to United Arab Emirates. *Emerging Economies Cases Journal*, 25166042231185729.
- Bukhari, S. (2015). *Consumer Loyalty in Fast-Food Restaurants in Saudi Arabia* (Doctoral dissertation, Université d'Ottawa/University of Ottawa).