

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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1. Introduction:

The World is emphasizing on the hospitality industry as wide and huge industry now a days AbuKhalifeh (2012). Some studies claim that when a guest receives a great experience from the food and beverage department in a hotel specially the services, this is very important for the guests AbuKhalifeh, (2012). Furthermore, when checking out of a hotel, mostly remembered is the breakfast of the place. That's complete the full experience of a guest which leads to their satisfaction. Food and beverage department competition has been growing and it became a big challenge (Karatepe & Ekiz, 2004; Kundampully & Suhartanto, 2000; LitsBarker, & Kundampully 2003). (Jamaluddin, Noran,elc, 2021) mentioned that in the recent years food and nutrition have received a great attention due to its essential importance not only for filling the stomach, but also it is major factor in improving the mood and the intelligence and the reason to enhance behavior. Moreover, scientific studies have shown that food has a significant impact on many diseases. Guests who revisit the same restaurants are affected by many elements such as personal, culture, environmental and mental behavior. In addition, when guests experience good service in a restaurant this would make them feel special, which impacts on their feelings. Hence, a personal fancy service in restaurant effects on guest satisfaction later on leads to repeating the same restaurant over and over again to feel unique like the first time. It's not the matter of trying the meal only, but rather demands the customer to engage with their full senses and providing enjoyable experience. It follows by increasing customer satisfaction rates which prompts them to post positive feedback on the other hand this would make them repeat purchasing in the future Amer (2021). Apparently, the reason behind the firm to reach the guest satisfaction is to enlarge the business, to increase profitability, to compete with the other rivals, and the earn the largest share of the market Kandampully, J., & Suhartanto, D. (2000). Quality of services is significantly associated with hotel staff; it became one of the basic elements to hoteliers to provide perfect

service which are impact significantly and positively on guests satisfaction. For this reason Nutritional quality has been improved through more recent upgrading programs And other traditional and modern concepts in the field of the hospitality industry Abdel Halim, (2012). To conclude, during the last few years food has changed from being essential into a luxurious element where it became a tourists' target destination (Sameh, 2020).

2. Research Problem:

This current research seeks to explore the association among food quality and guest's loyalty in hotel industry in KSA AL Madinah Almonwarah specifically in haram area.

2.1. Theoretical gap: although researchers in previously studied the relationship between guests' satisfaction and loyalty with food and beverage department, however there is shortage in comprehension regarding specifically food quality with guest satisfaction and their loyalty in hotel industry.

2.2. Empirical gap: furthermore, there is inadequate empirical gap have explored the food quality and guest loyalty in context of hotel industry leaving gap in literature.

Question of the research: "what are the factors of food quality affect on 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, how all of these will impact on guests' satisfaction hence gain their loyalty and gets to the significant target which is 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 & beverage management: this research will assist food and beverage management to improve their strategies regarding food quality, maintain cost, and gaining guests 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: it will help general managers and stakeholders to see how important is to F&B department and to make their planning decisions to get the maximum of the guest satisfaction.

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