

Everyone's Smart University

Project (Spring 2021)

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Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG511)

PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط 12.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

Aziz Special-Nectar Restaurant (ASNR)

Research Planning

The (ASNR) company has been experiencing a drop in the number of customers over the last six months. As a hotel industry, a tension of the flow of customers is a significant indicator in the internal hotel drawdowns. After reviewing the short notes dropped in the complaint's box and a close review of the online reviews and feedback, the management noticed repeated quality food and beverages complaints. It was revealed that 76% of the customer's complaints were correlated to food quality.

After the lengthy discussion among the restaurant's manager, senior chef, marketing manager, and staff, research to determine the factors influencing the quality of food and beverage operations in the ASNR was delegated to solve the problem. Dr. Aziz led the meeting and inclusively encouraged each stakeholder to contribute to the meeting's agenda. The group collectively decided that research on the quality of food served by the restaurant and expected by our customers was essential.

Research Estimation

Since the restaurant had to operate despite the complaints, the research task was obligated to the marketing team on a six-month deadline and a \$100,000 budget based on the group's consensus. The research process was to be subdivided among the marketing team and the marketing team and the research & development team (R&D), who were to work collaboratively. The research aimed to determine the factors influencing the quality of food and beverage operations in the Aziz Special Nectar Restaurant. The study was to commence on 1/1/2021 and adjourn on 6/30/2021.

Department	TASK/OBJECTIVE	OWNER	ESTIMATED TIME	DUE DATE	Cost in Dollars
Research and development	Objective. 1	Dr. Rashid	Three months	5/25/2021.	\$30,000
	Objective. 3	Dr. George	Three months	5/2/2021.	\$30,000
Sales and Marketing	Objective. 2	Dr. Owen	Three months	5/25/2021	\$30,000
	Objective. 3	Mrs. Hamisi	Three months	5/2/2021.	\$30,000

Research Scheduling

Activities	Months					
	1	2	3	4	5	6
Planning on research design, prepare interviews, questionnaires, determine materials and sources of data						
Delegation of the field teams, pre-visits, pretesting the data instruments, pilot survey						
Data collection in the field						
Data processing: coding, entry, validation and analysis,						
Final data analysis, combination and reviews Draft report						
Release of the final findings and report						

Research Tracking: The research team was expected to fill a research progress register every two weeks for easy tracking of the project's progress.

Introduction

The research team aimed to study existing literature and conduct field research on quality management in the ASNR Operations of hotels and the mechanism and structure for successful service quality management. The study's findings were to discuss the factors influencing service quality: customer preferences, service providers, and modern technology on the quality of services provided to the guests. Service quality is the perception of a customer according to the needs that service provides to that specific.

Statement of the Problem

The modern setting of hotels deals with more informed and experienced customers who have a more comprehensive range of preferences and experiences than ever before.

These clients expect to be satisfied, but it is becoming challenging to do so. Customers transform their requirements into a set of standards for the service or good they will consume. Suppose the restaurant fails to satisfy their needs. In that case, there will be disconnection between customer expectations and the perceived attributes of the good or service offered, and consistency will be lacking.

The Purpose of the Study

This study aimed to evaluate the factors influencing the quality of food and beverage operations in the Aziz Special Nectar Restaurant.

Objectives of the Study

- ✓ To examine the influence of customer preference on the quality of food and beverage operations in the Aziz Special Nectar Restaurant.
- ✓ To determine the influence of modern technology on the quality of food and beverage operations in the Aziz Special Nectar Restaurant.
- ✓ To determine the influence of service providers on the quality of food and beverage operations in the Aziz Special Nectar Restaurant.

Literature Review

Customer Preferences on Service Quality

A service company needs to consider how guests evaluate quality service, the criteria they use, and how quality should be conceptualized to deliver quality service. (Johns, N. & Pine, R. 2002). Guests evaluate operation compatibility on three different scales. Product (for example, food in a restaurant) and services that enhance the core service, such as maximum comfort in a restaurant and friendly and welcoming bellhops, are examples of measurements. (Ibrahim, 2015).

Skills Requirement for Service Providers to Achieve Quality Service

Employees are the critical aspect of effective service delivery. Achievement lies in employee hiring criteria, leadership, education, and training while also respecting,

recognizing, promoting, coaching, and enhancing professional growth opportunities. (Kumar, (2010).

Human resource management is the primary responsibility of all administrators. The hospitality business is highly labor-intensive, and while workers can be complex to tackle, it is the responsibility of managers to ensure that staff is well supervised.(Tanke, 2014).

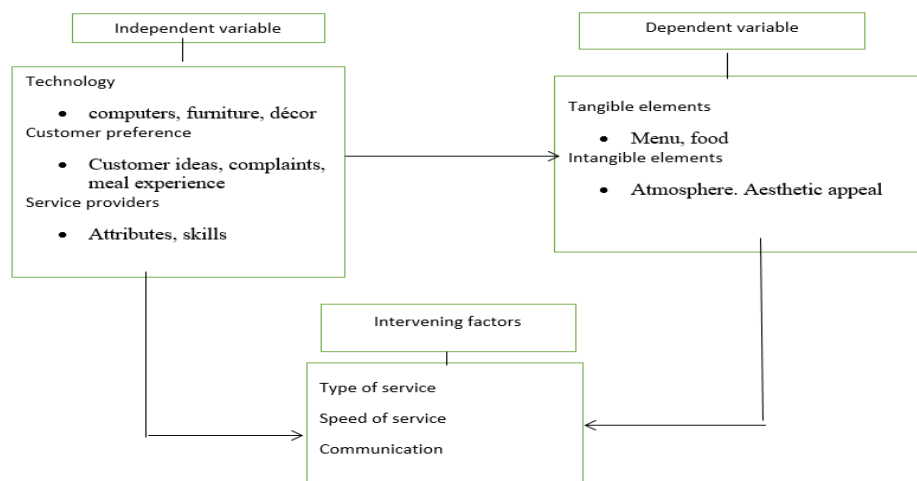
New Technology's Effect on Service Efficiency

In the service industry, technology is meant to complement rather than substitute labor. Technology, according to Mollá-Descals, (2016), should be the subordinate, not the ruler. Indeed, a service organization's competitive edge is enhanced, that is, if technology can help and improve workers' ability to provide quality service and maximize consumer satisfaction. As per research, technology enhances a company's production chain, customer satisfaction, and customer-firm interaction reliability, effectiveness, competitiveness, and convenience. (Omar, 2015).

Technology can assist the collection, analysis, distribution, and storage of readily accessible data across various departments. This accessibility can act as an efficient decision-making matrix for the staff. (Gil-Saura, 2016).

Conceptual Framework

Figure 1: Conceptual framework



Methodology

A detailed description of the data sources, collection and tools.

Research Design and Data Collection

This study used the cross-sectional research design. To obtain numerical and nominal results, the study used quantitative techniques. The data was collected using questionnaires and standardized interviews to determine respondents' beliefs, expectations, and attitudes toward the level of services offered following the study's objectives.

Results and Discussions

Factors Influencing the Quality of Food and Beverage Operations

1. Interpersonal Skills

It was vital for the service providers to increase their speed of service as this is used as a measure of quality by the guests who need to be satisfied. The manager had to ensure a service delivery with no delays.

The respectfulness of the service provider also influences the quality of service. There is a need for our staff to be trained on etiquette and how to express themselves to the guests and even how

2. Food Qualities

It was found that food and beverage temperatures, food tastiness, and the appeal of food to the eye were critical indicators of quality. The questionnaire's results indicated that (63.2%) agreed that the food and beverage were served at the proper temperatures, (50%) of guests agreed that the food was tasty. The majority (57.9%) indicated that the food appearance on the plate was appealing to the eye.

3. Duration of Service Provision

The guests were to indicate if the duration taken for service provision was satisfactory or not. The majority (57.9%) were satisfied with the duration of service provision.

4. Hotel Environment

- **Decoration of Hotel Ground:** The guests indicated that (34.2%) the hotel was poorly decorated and (34.2%) the hotel was moderately decorated. Other guests

pointed that (31.6%) the hotel was well decorated.

- **The Overall Cleanliness of the Hotel:** Majority (34.2%) of the guest indicated that the hotel was clean. (21.1%) moderately clean, (21.1%) spotless, (18.4%) dirty, and (5.2%) indicated that the hotel was filthy.
- **Comfortability of Chairs and Tables:** The majority of guests (63.2%) indicated that the chairs and tables were comfortable and steady. Other guests (36.8%) were not satisfied with the chairs and tables.

Conclusions and Reporting

The study found that the food qualities, interpersonal skills, and hotel environment factors positively influence food and beverage operations quality. It was therefore advisable for the company to undertake the following adjustments.

- The ASNR management was recommended to consider using the right and effective training methods as well as hiring highly qualified and well-behaved service providers to ensure quality service in their day-to-day operations.
- The food and beverage temperatures, the tastiness of the food, and appealing of food to the eye had to be improved. According to the guests, the food and beverage served to the guest must attain these qualities to be of good quality standards.
- The hotel environment was well decorated, kept tidy, the chairs and table to be more comfortable and steadier, and the hotel premises were kept overall clean. There were no complaints about any environmental pollution.

References

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