

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. Thats' 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.

4. Research questions:

The current research aims to study the main research question: “what are the factors of food quality affect on 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:

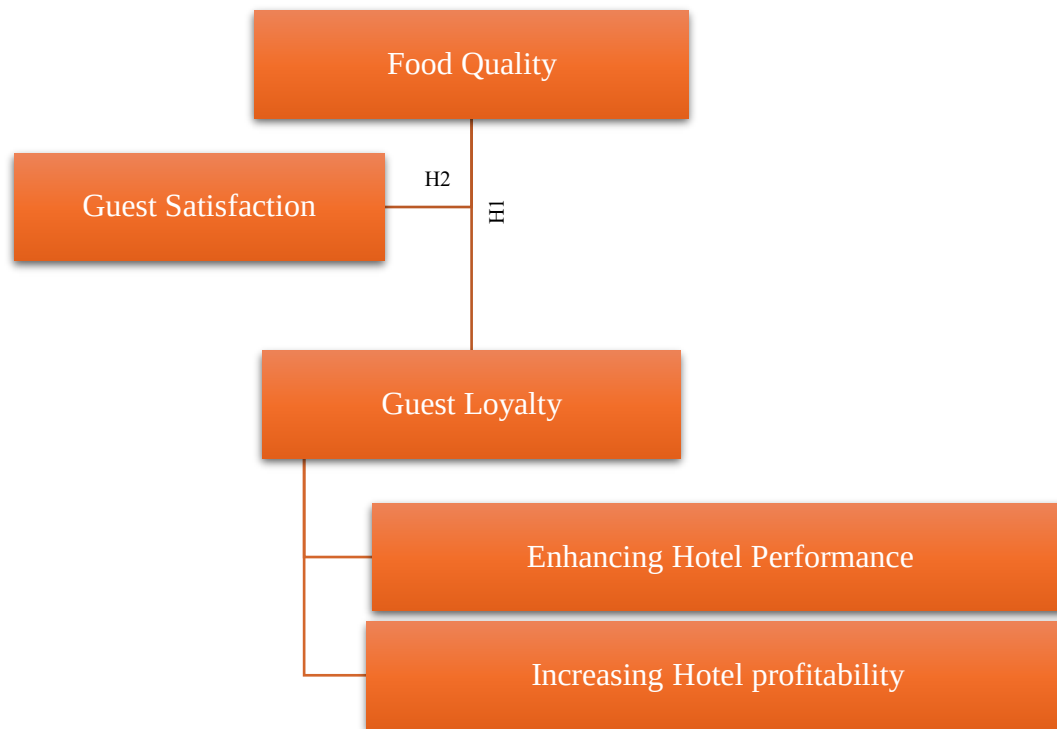
- 1- To study the factors of food quality.
- 2- To demonstrate the challenges of food quality and their measures in hotel industry.
- 3- To evaluate the contribution of food quality on guest loyalty in hotel industry.
- 4- To explore the enhancing strategies on guest loyalty within food quality in hotel industry.
- 5- To assist hotel managers to provide the best experience in food services to gain guest loyalty.
- 6- To examine guest satisfaction increasing 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 enhancing hotel performances.
- There is a statistically significant relationship between guest loyalty and increasing profitability of the hotel.

7. Research Model:



The proposed research model.source:researcher

8. Study Setting:

This research is focusing on food quality and guest loyalty. The appropriate places for this research are hotels restaurants specifically F&B (food and bavarage) department. Where is the importance of food quality to the guests and how this will impact on their loyalty. Al Madinah Al Monwarah city spccily Almasjed Al haram hotels area the area where the study will take a place. Due to its significant place to pilgrims and one of most visted places in Kindom of Saudia Arabia during the year, further more there are two high seasons every year which are Ramdan and Haj seasons that have the highest occubancy. This research will help improving the catring services that 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 the guest leave the hotel with good experience. Also, to decrease the chances from having food poisoning and gain their satisfaction which leads to profitability.

9. Research Methodology:

1. Research Philosophy: (positivist).
2. Research Approach: (deductive).
3. Research Strategy: (survey).
4. Research Choice: (quantitative).
5. Time Horizon: (cross- sectional).
6. Data Collection and Analysis Techniques: Statistical analysis of survey results. (questionnaires, T-tests, ANOVA, Correlation, Regression)



10.Suggested Project Structure:



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