

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".

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Introduction:

Customer satisfaction is a critical aspect of service-oriented businesses, with service quality being a key determinant of overall satisfaction. In the context of the restaurant industry, customer satisfaction hinges on various factors, among which service quality plays a pivotal role. Service quality encompasses the delivery of timely, accurate, and courteous service, along with factors such as cleanliness, ambiance, and responsiveness to customer needs. In this study, we aim to explore the impact of service quality on customer satisfaction, specifically focusing on a group of Al Baik restaurants in the Kingdom of Saudi Arabia. *Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006).*

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).*

Main Research Question:

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

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).*

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).*

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