

Midocean

College of Management

Bachelor of Project Management



Food Quality Impacts on Guests Loyalty in KSA/Al Madinah-Alharam Area in Hotel industry

Student Name

Abdullah Mohandis

Student ID

2021201786

Graduation Project – 1

Faculty of Management - Midocean University

Supervisor

Dr. Mona Moustafa Elashry

Faculty member- Faculty of management- Midocean University

1st Semester- 2024

Acknowledgement

I would like to express my deepest appreciation to Dr. Mona Elashry for sharing her knowledge and expertise from her heart and made such material understandable and easy to follow.

I am also grateful to my wife who supported me during this journey.

Table of Contents

1. Introduction:	5
2. Research Problem:	6
2.1. Theoretical gap:	6
2.2. Empirical gap:	6
3. Significant of the Research:	6
3.1. Theoretical Significant:	6
3.2. Empirical Significant:	7
4. Research questions:	7
5. Research Objectives:	7
6. Research Hypotheses:	8
7. Research Model:	9
8. Study Setting:	9
9. Research Methodology:	9
10. Suggested Project Structure:	11
2.1. Introduction	12
2.2. Food Quality	13
2.2.1. Food definition	13
2.2.2. Food poisoning	14
2.2.3. Sanitary conditions related to kitchens and restaurants in resorts	14
2.2.4. Health conditions related to food workers in resorts	15
2.2.5. Food tourism	15
2.3. Customer Loyalty	16
2.3.1. The definition of guest loyalty	16
2.3.2. The Importance of Customer Loyalty in the Hotel Industry	18
2.3.3. Guest Satisfaction	19
2.4. The relationship between food quality and customer satisfaction and loyalty	20
2.5. Conclusion	23

List of figures

1- The propsed research model.source:researcher (figuer1).....	9
2- Research onion.source:researcher (figuer2)	10
3- Sugested projuct structure.source:researcher (figuer3)	11

1. Introduction:

The world is emphasizing on the hospitality industry as a wide and huge industry now a days. Some studies claim that when a guest receives a great experience from the food and beverage department in a hotel, especially the services, this is very important for the guests (Abukhalifeh & Mat Som, 2012). Furthermore, when leaving a hotel, breakfast is the most memorable aspect of the experience. That' completes the full experience of a guest, which leads to their satisfaction.

Food and beverage department competition has been growing, and it has become a big challenge (Abukhalifeh & Mat Som, 2012). Jamaluddin et al. (2021) mentioned that in recent years, food and nutrition have received a great deal of attention due to their essential importance, not only for filling the stomach but also as major factors in improving mood, 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, cultural, environmental, and mental behavior. In addition, when guests experience good service in a restaurant, this makes them feel special, which impacts their feelings. Hence, a personal fancy service in a restaurant effects guest satisfaction later on, leading to repeating the same restaurant over and over again to feel unique like the first time. It's not a matter of trying the meal alone, but rather demanding the customer engage with their full senses and provide an 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 (Çetinsöz, 2019).

Companies progressively raise the expectations of their visitors by raising standards of quality or satisfaction; this makes it harder and more expensive to satisfy them. Retaining a repeat customer is crucial to a hotel since it lowers operating expenses over time. Returning customers are more knowledgeable about the brand, need less explanation, buy more services, are prepared to pay more for those services, and gladly refer others to the business (Ganesh et al., 2000). Apparently, the reason behind the firm reaching guest satisfaction is to enlarge the business, increase profitability, compete with other rivals, and earn the largest share of the market (Kandampully & Suhartanto, 2000).

Quality of service is significantly associated with hotel staff; it has become one of the basic elements for hoteliers to provide perfect service, which has a significant and positive impact on guest satisfaction. For this reason, nutritional quality has improved through more recent upgrading programs and other traditional and modern concepts in the field of the hospitality industry. To conclude, during the last few years, food has changed from being essential to a luxurious element, where it has become a tourist's target destination (Jamaluddin et al., 2021).

2. Research Problem:

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

2.1. Theoretical gap:

Although researchers have previously studied the relationship between guests' satisfaction and loyalty with the food and beverage departments, there is a lack of comprehension regarding the specific relationship between food quality and guest satisfaction and loyalty in the hotel industry.

2.2. Empirical gap:

Furthermore, there is an inadequate empirical gap in exploring food quality and guest loyalty in the context of the hotel industry, leaving a gap in the literature.

Question of the research:

“What are the factors of food quality that affect 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, all of these will impact guests' satisfaction, thereby gaining their loyalty and reaching the significant target of 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 and beverage management: this research will assist food and beverage management in improving their strategies regarding food quality, maintaining costs, and gaining guest 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 will help general managers and stakeholders see how important it is to the F&B department and make their planning decisions to maximize guest satisfaction.

4. Research questions:

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

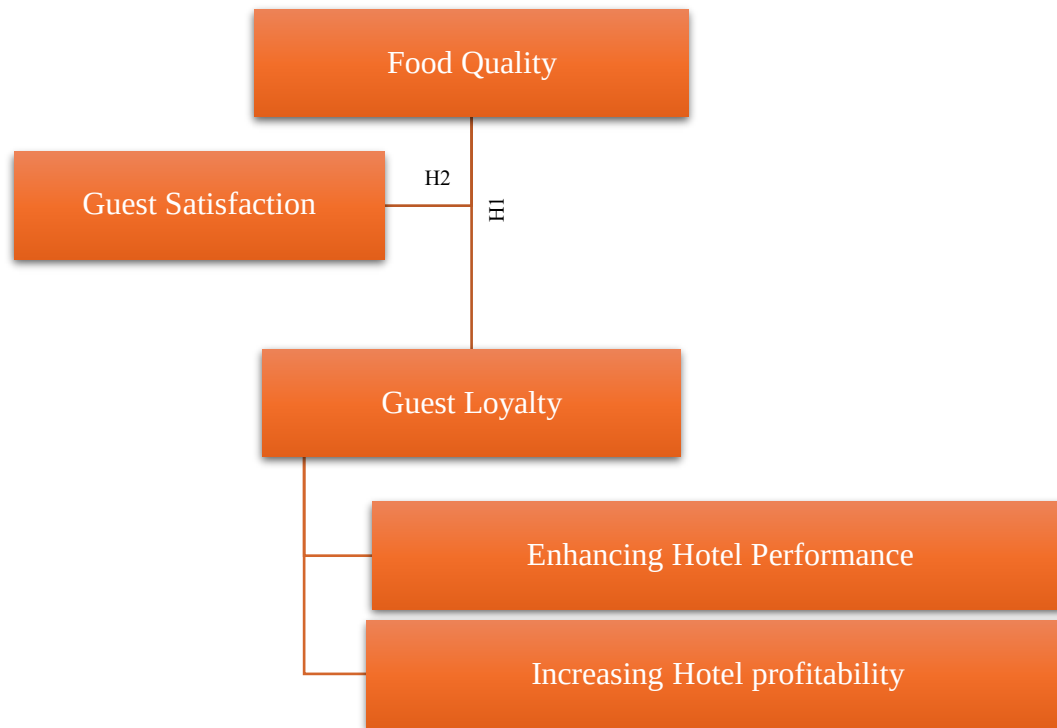
1- To study the factors affecting food quality.

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

7. Research Model:



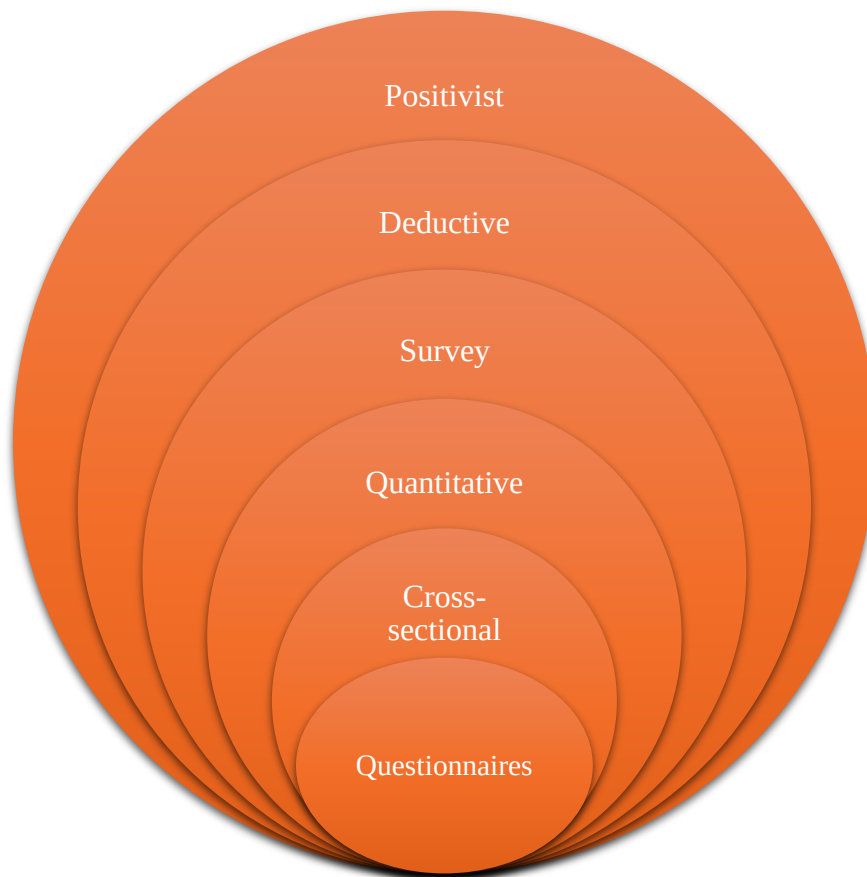
The proposed research model.source:researcher (figuer1)

8. Study Setting:

This research focuses on food quality and guest loyalty. The appropriate places for this research are hotels and restaurants, specifically the F&B (food and beverage) department. What is the importance of food quality to guests and how will this impact their loyalty? Al Madinah Al Monwarah city, specifically Al masjid Al Haram hotels, is the area where the study will take place. Due to its significant place to pilgrims and one of the most visited places in Kingdom of Saudi Arabia during the year, there are two high seasons every year, which are Ramdan and Haj seasons, that have the highest occupancy. This research will help improve the catering services 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 guests leave the hotel with a good experience. Also, to decrease the chances of 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)



Research onion.source:researcher (figuer2)

10. Suggested Project Structure:



Sugested project structure.source:researcher (figuer3)

Literature Review

2.1.Introduction

Nutrition specialists have been studying the importance of global nutrition programs to enhance the health of people around the world. Over the last few years, food quality has become considerably more fundamental (Shekar 2022). Food has developed from the mainstay of tourism into a major reason for visiting many tourism destinations; it has become a significantly important part of marketing due to guests eating at least two or three times a day (Zahra and Mohamed, 2020).

Currently, the market competition of the hotel industry is expanding globally, and it is challenging to maintain guests due to social media. The expectations of guests have been raised and the companies are trying to meet their expectations, however pleasing them has become difficult and lavish. On the other hand, a returning guest knows the product will cost less than a new guest. Because they require less information, they would pay a higher price to purchase more services and willingly offer word of mouth recommendations to others (Ganesh, Arnold, and Reynolds, 2000).

Furthermore, Jamaludin, Noran, etc. (2021) mentioned in their study that many resorts and hotels offer meals to a large number of guests during their stay. Therefore, the importance of healthy food and its impact on customers' satisfaction had to be evaluated and studied. The majority of related studies examined the behavior of workers and ensured the application of health requirements in the kitchen.

In addition, today, there is a rapid increase in the demand for services, and all service providers are fighting to deliver the best possible service to their clients, especially those who frequent five-star hotels' restaurants. (Abdullah et al.,2022)

Companies in the food and beverage services industry need to pay attention to more than just the standard of their goods and the quality of customer care they offer. (Aftab et al.,2016).

When assessing the appeal of Five-star hotel outlets, customers usually take into account the quality of the service in addition to the flavor and appeal of the food and beverages (Akoya et al.,

2015). Customer satisfaction is also highly influenced by exceptional personnel performance and quality of service (Abdullah et al., 2018).

A few past research Ali et al. (2013), Almohaimmeed (2017), Alrousan & Abuamoud (2013), Al-Tit (2015), Alzoubi et al., 2021), Antun et al. (2010), Ali & Amin (2014) examined the relationship between outstanding customer service and satisfaction, loyalty, and satisfaction, loyalty and confidence, and trust in loyalty. Because this study is unique, the researchers try to ascertain how, in the face of intense market rivalry in the Five Star Hotel restaurants, customer retention is impacted by service quality, food and beverage quality, satisfaction, and trust (Barber et al., 2011).

Customers judge the worth of services based on how satisfied they are overall with the experience and the quality of the services they receive. A luxurious hotel Services are conscious that if they can differentiate themselves from their competitors in terms of exceptional customer satisfaction and excellence of service. Five-star hotel restaurants still struggle to give their customers high-quality service since services are intangible and the service sector is growing quickly. to ensure that guests of five-star hotels' restaurants receive the required quality of service, since this will boost the nation's economy by encouraging more leisure-related activities (Abdullah et al., 2023).

This research focuses on studying the impact of healthy food on hotels and tourism and how it will impact on guest satisfaction and lead guests to be willing to choose the same hotel again.

2.2. Food Quality

2.2.1. Food definition

Food is “any substance eaten or drunk by a person to supply the body with the necessary nutrients. For its life or just to enjoy its taste, it is the primary source of energy and growth for humans. Its origin is either vegetable or animal.” (Albsol 2014, p7)

For more explanation, Mahmoud (2010) saw that healthy food contains an appropriate amount of protein, provides the body with energy, and contains diverse sources of nutrients. It helps the body grow, increase its vitality levels, and maintain the appropriate weight for the individuals. It contains all the essential amino acids, as well as being completely free of toxic substances and toxins added to it under the name of preservatives, and it must be free of environmental pollutants. Such as heavy metals, pesticides, or chemical residues, and not cause an allergic reaction after consuming them.

Healthy food has become significantly important in our lives. Research in recent years has shown interest in healthy food toward the connection between sickness and healthy food, so we found lots of staff started to change their food habits to live a better life so they started to have an interest in calories, fat, cholesterol, sodium (salt), fiber, and food allergy vigan (Alhamaqi 2010).

2.2.2. Food poisoning

In the previous studies, they defined food poisoning as the changes that happen to food when it is leftover and change its natural and chemical properties, which lead to a decrease in nutritional value and cause sickness conditions if it contains microbes.

Food spoilage is defined as unwanted changes in natural and chemical characteristics that lead to reducing the nutritional value and causing disease if it contains pathogenic microbes and parasites (Alesily, etc, 2014).

Pollution is defined as the unintentional presence of a harmful substance. Harmful pollutants can be biological, chemical, or physical, causing illness, injury, and death (Jamaluddin et al. 2021).

There are vital factors such as microbes, viruses, and enzymes present in food; there are also abiotic factors such as the oxidation of some food components with oxygen or the occurrence of reactions from the color or texture of food. They are quickly spoiled foods, moderately spoiled foods, and lowly spoiled foods, according to those factors mentioned (Hmaqy 2018).

2.2.3. Sanitary conditions related to kitchens and restaurants in hotels

According to Mustafa Wadomah (1995), using clean, well-made cooking equipment is essential to producing nutritious food. Therefore, avoid using utensils that pose a health risk and opt instead for safer options. Regarding aluminum cutlery, it has been linked to both Alzheimer's disease and muscular atrophy. The prep area needs to be covered for convenience and have bright, clear illumination.

Look into the food to find any contaminants. There must be designated sinks for dishes and other culinary items. Conversely, in order to avoid the situation, equipment used to serve food and beverages should also be inspected on a regular basis. Any pollution, and always have detergents and disinfectants available for hand washing basins, marking them.

2.2.4. Health conditions related to food workers in hotels

The information available to workers in the field of food production and handling is often insufficient about the means and opportunities for food contamination and the methods of preventing it. Most workers in this field are not familiar with health requirements, in addition to the low level of personal hygiene, and they are not skilled enough. And training in terms of handling, preparing, and storing food under good hygienic conditions, which leads to an increase.

Chances of food contamination and the spread of diseases resulting from contaminated food, such as bacterial diseases transmitted through food such as salmonella, typhoid, and cases of food poisoning. Therefore, workers must be medically examined, trained, and given skills and experience in their field of specialization (Mahmoud, 2015).

2.2.5. Food tourism

A study showed that there is something called food tourism, which focuses on local or traditional food for the country. This is one of the factors that the guest might try and be satisfied with.

Food tourism is undoubtedly one of the greatest ways to learn about the lifestyle of a people. It combines food, environment, culture, and the rituals of preparing and serving food. All these endless values define the identity of a tourist destination, and few countries have a local cuisine based on a historical basis supported by infrastructure products, raw materials, hotels, and restaurants (Aulet et al., 2019).

Food tourism is an emerging phenomenon developed as a tourism product. Recent studies have shown that more than a third of tourists spend their allocated funds on food, and it is also of great importance to determine the quality of the experience gained from the tourist trip (Georgica, 2014).

The food tourism experience is linked to the constant search for everything related to the cultural heritage associated with local food, so it can be said that it applies to tourists who plan their trips partially or completely in order to taste specific dishes that a country is famous for or to participate in activities related to the art of cooking, and it is very important. Differentiate between tourists who consume food as part of the tourist experience and tourists whose activities and behavior are affected when choosing a tourist destination to visit. Pay attention to food, as food is the main motivation for travel (Hjalager and Richards, 2002).

WTO (2012) shows in their article that a food tourist is, in short, the tourist for whom food is a priority that drives his travel motivation and contributes to determining the travel destination he chooses. Food tourists participate in new trends of cultural consumption. They always look for the authenticity of the places they

visit and are interested in the origin of local foods, as they are aware of the value of food as a means of social communication, so food must have a purely local character.

Gheorghe (2014) claimed that the success of food tourism is linked to the extent to which the role of heritage is activated, which serves as an attraction for tourists who are always looking for diversity and authentic experiences. So we find that any proposal to strengthen travel motivations for the sake of food tourism must be based on the local heritage of the host country as well as the principles and practices of sustainability in a way that is compatible with travel motivations in our current era, the main concept of which is based on the design and creativity of products and services that achieve tourist satisfaction.

Cooking methods include learning about the culinary culture in a particular region or country and what it includes, like local cuisine of historical origin, the dietary practices of the people of this region, and the place of local food that generally forms part of its history and culture (Ellis et al., 2018).

The art of cooking has a significant impact on the tourist's satisfaction with the tourist experience, as it is an integral and inseparable part of this experience, as the tourist destination provides local food recipes, the most skilled chefs, and the cultural background necessary for this to provide tourists with in-depth knowledge about local cuisine, which makes the art of cooking an ideal product for tourist consumption (Crotts and Kivela, 2006).

Gastronomic methods have undoubtedly become one of the most advanced tourism products in this field, as several different tourism styles can be combined into one integrated package that makes the tourist spend a longer period of time compared to a specific tourist style or one attraction (Getz and Robinson, 2014).

The sale of food products is promoted and marketed through these methods, and this is reflected in the development of the local economy and the support of the culture and identity related to this place. (Feola, 2011).

2.3. Customer Loyalty

2.3.1. The definition of guest loyalty

Consumers exhibit differing levels of commitment, loyalty, or devotion in different facets of their everyday interactions. In consumer contexts, loyalty is also present, and it has garnered significant attention in the marketing literature (Kandampully et al., 2000).

Generally, the term, customer loyalty is defined as follows:

1. Consistently buy quality services over time.
2. Possess positive opinions regarding quality services.

Three distinct dimensions make up customer loyalty: behavioral, attitudinal, and composite. Metrics of regular, consistent purchasing behavior are taken into account when measuring behavioral loyalty. Specifically, it deciphers a type of consumer behavior steered throughout time toward a specific brand (Bowen and Shoemaker, 1998).

Only behavioral aspects were used by researchers (Ehrenberg, Goodhardt, and Barwise, 1990; Krishnamuthi and Raj, 1991) to measure loyalty. As Carev (2008) noted, the issue with this kind of evaluation is that it offers only a partial knowledge of the variables driving recurrent purchase.

Frequent purchases are not necessarily the consequence of a psychological connection to the brand, which is another issue with the behavioral approach (TePeci, 1999). For instance, a tourist could choose to stay in a hotel just because it's in the most convenient place. They move when a new hotel across the street opens because it's more affordable. As a result, recurring purchases may not always indicate loyalty (Bowen and Chen, 2001).

In order to capture the emotional and psychological connection that is vital to loyalty, attitudinal data is used in the attitudinal measures of loyalty. The sensation of participation, affiliation, and loyalty are the subjects of the attitudinal measures. There are times when a guest has a positive opinion of a hotel but chooses not to stay there (Toh et al., 1993). Intentions to repurchase and recommend are examples of attitudes that are predictive of a loyal consumer and are referred to as attitude dimensions (Getty and Thompson, 1994).

The predictive power of loyalty is significantly increased when attitude and behavior are included in the definition of loyalty. For this reason, composite measurement is widely recognized as a two-dimensional construct that helps researchers understand customer loyalty in a variety of industries, including retail, leisure, high-end hotels, and airlines (Pritchard and Howard, 1997).

The composite approach to customer loyalty—which takes behavioral and attitudinal factors into account—was chosen for this study based on an analysis of loyalty ideas. In addition to other, more overt loyalty behaviors like positive word-of-mouth and repeat business, customer loyalty is made

up of both an attitude of commitment to the relationship (such as price insensitivity) and other behaviors (Oliver, 1999).

Thus, clients who have positive opinions of the hotel, promise to rebook the good service, and tell others about the hotel are considered loyal consumers. According to this concept, the degree of a guest's loyalty might vary, from total allegiance to never considering staying at a hotel again. This description would characterize an exceptionally devoted visitor as someone who: stays at a hotel on a regular basis; has a great opinion of the hotel; and never considers staying at another hotel in the area. Carev (2008).

2.3.2. The Importance of Customer Loyalty in the Hotel Industry

It is now acknowledged that the hotel business is a worldwide one, with suppliers and customers dispersed around the globe (Kandampully et al., 2000). It is no longer seen as a luxury to utilize hotel amenities like the restaurant, bar, spa, or wellness center. These services are become a necessary part of many people's daily lives.

In addition, during the past 20 years, the need for hospitality services beyond the standard offerings meant for travelers has driven the global hospitality industry's expansion and escalated competitiveness in the market (Kandampully et al., 2000).

The ever-increasing volume and velocity of competition is one of the biggest problems facing hotel businesses today, according to Kandampully and Suhartanto (2000). Customers benefit greatly from competition since it offers them more options, better pricing, and higher levels of service.

Furthermore, there isn't much that sets one hotel's goods and services apart from another. Thus, gaining a competitive edge is essential for hotel enterprises. Two well-known tactics are being used by hotel operators to obtain a competitive edge.

These are: 1. Establishing low-cost leadership via price reductions; and 2. Fostering customer loyalty by offering distinctive advantages to clients. In an endeavor to increase their market share, hotels face a significant danger of negatively affecting their medium- and long-term profitability. According to Kandampully et al. (2000), a hotel's capacity to stand out from the competition and win over repeat business depends more on service quality than pricing.

Because guest loyalty is so important, businesses are attempting to increase it through relationship marketing techniques and retention programs (Hallowell, 1996). Because loyal consumers assist a business in many ways, it is crucial to have them as clients.

According to Reichheld and Teal (1996), Customer loyalty has many benefits, such as a steady flow of income, lower marketing expenses, increased revenue per customer, lower operating costs, higher referral rates, higher price premiums, and switching barriers among devoted clients who resist easily being courted by rivals. Given these advantages, hotel companies' ability to retain customers is a critical requirement for their continued existence (Reichheld and Teal, 1996; Reinartz and Kumar, 2000; Yi and Jeon, 2003).

2.3.3. Guest Satisfaction

The worldwide service industry is nevertheless characterized by intense competition. The lodging industry has faced challenges in lowering cycle times for product development, improving product design, and raising quality and service standards. While there has been significant improvement in these areas, achieving complete customer satisfaction remains one of the most crucial goals in the modern hotel sector (Skogland a. Siguaw, 2004).

In a market-oriented company, customer happiness is regarded as one of the most significant results of all marketing efforts. Expanding the business, gaining a larger market share, and gaining repeat and referral business are all necessary for the firm to satisfy its customers and ultimately increase profitability (Barsky, 1992).

According to research on services marketing, happy customers make larger purchases more frequently and on each visit. Additionally, the happy consumer recommends their friends and family. Sales, service, contentment, and profitability are all directly correlated. Customers spend more when they are happier (Gerson, 1993). Sales increase as client spending does. Additionally, revenues often increase as more units are sold (Gerson, 1993).

Moreover, the cost of selling to happy customers is far lower than the cost of luring in new clients from the competitors, and they are also less inclined to shop about for the best deals. Contented clients are the most economical and productive kind of promotion. On the other hand, a dissatisfied client is likely to tell other people about the negative experience in addition to taking their business elsewhere.

According to Hill and Alexander (2000), it often only takes two unfavorable interactions to turn someone into a lifelong adversary, but it may take several positive encounters to build consumer loyalty. Therefore, increasing customer pleasure does increase profits. Furthermore, the term "customer satisfaction" has been employed to denote contentment with a particular service encounter or consuming experience (Bitner, Booms, and Tetreault, 1990; Oliver and Swan, 1989). According to Cronin and Taylor (1992), it may also be defined as a synopsis of a customer's whole experience with a business or its offerings.

Repurchase intention frequently appears in customer satisfaction studies as a result of satisfaction (e.g. Boulding et al., 1993). Customer loyalty is influenced by positive experiences, which also impact future purchase intentions. Academics contend that overall satisfaction levels have a significant impact on consumer loyalty (e.g., Anderson and Fornell, 1994). Customer loyalty is determined by a number of factors, including satisfaction, which has been proven to be empirically supported by a number of research (Bolton, 1994; Rust and Zahorik, 1993). Customer satisfaction and repurchase intentions have been related in other research (Cronin and Taylor, 1992; Oliver, 1980).

Though it is unclear how predictive repurchase intentions are of actual purchase behavior, as Anderson and Fornell (1994) point out, a satisfied customer is likely to repurchase the product or service because it reduces the risk associated with an unknown product offering.

Researchers continue to endeavor to ascertain the conceptual and empirical differentiations between service quality and customer happiness (e.g., Bitner and Hubert, 1993; Oliver, 1993; Taylor and Baker, 1994). However, according to Zahorik and Rust (1992), there is now "no universal agreement upon" the link. As a matter of fact, there are several situations when customer pleasure and service quality are synonymous (Iacobucci, Grayson, and Ostrom, 1994).

After analyzing the research on customer satisfaction and service quality, Liljander and Strandvik (1995) proposed that satisfaction is more strongly correlated with future behavior than service quality. The means to retention and satisfaction are quality and service. The confirmation-disconfirmation paradigm and comparison level theory (Oliver, 1980), which are based on earlier research, provide the framework for this study's examination of visitor satisfaction.

2.4.The relationship between food quality and customer satisfaction and loyalty

Most researchers focus on services and customer loyalty but not in particular food quality in the hotel industry. However, serving the food is one of the services that are provided to the guest in any hotel that impacts on their satisfaction and loyalty. Hence, many studies refer to food and beverage as services.

Noran, Abdulamuneem, et al, (2021) claimed in their research Healthy food represents one of the basic pillars of life for all living beings. Food safety is of great importance in hotels and resorts, because it plays a role in increasing sales and ensuring health, which is achieved by improving the performance of employees and following rules and procedures during the stages of the food cycle in resorts. Their research revealed that a decrease and deficiency in the availability of health requirements in resort kitchens and restaurants. This is due to various reasons such as low cleanliness and sanitation in the kitchens and restaurants, as well as unclean utensils used in food preparation and consumption. inability of service providers to answer customer food inquiries, and failure to take customer suggestions to improve the service provided to them. The results also showed a decrease in the availability of health requirements among the workers responsible for preparing and serving meals, as they did not adhere to safety and occupational health instructions in each stage of food preparation. Therefore, their study has given Recommendations for Resort Restaurants:

- Activate oversight by food health regulatory authority on the food cycle.
- Ensure employees have access to health cards and timely vaccinations.
- Provide continuous training and special education courses for workers on health standards application in the food cycle.
- Increase the standard of health practices in food preparation and delivery.
- Diversify balanced food items for workers to increase satisfaction.
- Apply health requirements at the procurement stage for all dry, cold, and frozen foods.
- Ensure availability of health requirements during preparation and processing.
- Ensure availability of health requirements for cooking phase of all food items.
- Approve health requirements for catering phase and equipment for maintaining food temperatures.

- Asking guests for suggestions should be mandatory for improving nutritional and health value.

Despite that, these recommendations are implemented in Kingdom of Saudi Arabia hotels by the Ministry of Municipality and Rural Affairs, so they send an unannounced team to check regularly at all the places serving food. Although this study revealed valuable results, the influence of the quality of food and guest loyalty.

Another study Mohamed and Norhan(2020) examine in their study, that tourists tend to experience new foods and identify food habits and traditions. They prefer participating in food-related activities such as festivals, exhibitions, and cooking arts programs. Tourists accept tourism programs that determine the quality of local food in the destination. Local food can be a major driver of travel and a reason to repeat visits to tourist destinations. Considering local food is a unique opportunity to understand local culture.

A survey of five-star hotel workers revealed that they tend to have tourists and inmates who prefer certain foods and order them. The quality of local food provided increases tourist satisfaction. The study considers it necessary to take into account tourists' views on local foods. Some tourists ask about the historical origin of some of the agencies offered to them. Hotel workers tend to be neutral about hotel organization, which is associated with food tourism. Most employees agree that marketing officials should be coordinated with the food and drink sector. This also shows a positive relationship between food quality and guest loyalty.

Abdullah, O., Sufi, T., and Kumar, S. (2023) The results show in their analysis that food and beverage quality positively affects customer satisfaction in five-star hotel restaurants. Again, the level of service that five-star restaurants offer positively impacts guest happiness. Satisfaction has a favorable effect on customer retention. The show that the quality element has the most beneficial influence on customer happiness when compared to other elements. Such as food and beverage costs.

Quality also has a positive impact on restaurants at five-star hotels in terms of customer satisfaction and desire to repurchase. The objectives of this inquiry were fulfilled by the empirical study outcomes. The results show a strong correlation between customer trust and

retention, particularly when it comes to food quality, beverage quality value, and service level. regardless of the environment, surroundings, and When there was a negative correlation between the customer satisfaction of five-star restaurants and the features of customer retention, customer satisfaction had a mediating effect. There is a significant relationship between service quality and customer retention, with customer satisfaction acting as a mediating factor.

Another finding by (Muringo Ngatia, 2023) the current study revealed several key findings. First, the results revealed a significant relationship between decision convenience and guest loyalty. Second, a positive relationship between access convenience and guest loyalty was found. Third, the positive effect of transaction convenience on guest loyalty was found to be insignificant. Fourth, benefit convenience and guest loyalty are directly related. Fifth, post-benefit convenience and guest loyalty are directly related. Lastly, the results revealed that guest satisfaction partially mediates the relationship service convenience has with guest loyalty. Thus, guest satisfaction is a prerequisite for guest loyalty. Even though service convenience significantly impacts guest loyalty, satisfaction contributes to the relationship's growth. In addition, the unique contribution of each dimension of service convenience to guest loyalty significantly differs. The study shows that benefit and post-benefit convenience contribute the highest to guest loyalty, followed by access convenience. Decision convenience accounts for the lowest unique contribution to guest loyalty. However, transaction convenience was found to have an insignificant impact on guest loyalty.

2.2.1. The relationship between guest satisfaction and guest loyalty

A corporate strategy known as "guest satisfaction" focuses on providing value to clients, understanding and controlling their expectations, and exhibiting the capacity to fulfill obligations to them. For any food and beverage department to succeed, providing high-quality service and satisfying customers are essential (Parasuraman, Zeithaml, & Berry, 1988). Hallowell (1996) examined the connections between visitor pleasure and guest loyalty and established a link between the two. The quality of tracking visitor satisfaction and its impact on guests' intents to promote the stay of potential guests were both confirmed by Getty and Thomson in 1994. Zeithaml and Bitner (1996) uncovered the positive and negative correlations between image, loyalty, and visitor satisfaction.

2.5.Conclusion

Restaurant managers at five-star hotels will benefit from this study in a number of ways. They may take advantage of these problems to enhance dining experiences for guests and elevate standards across the restaurant industry. For the dining experience to be improved, metrics of customer satisfaction and loyalty are crucial (Carranza et al., 2018). Food, drinks, ambiance, and service quality all contribute to customer services.

Greater food and service quality, as well as higher prices, have all been linked to better dining experiences and repeat business in hotel and restaurant settings, according to numerous academics' study papers (Carranza et al., 2018; Ladhari et al., 2008). The primary contribution of this study is the identification of factors that influence customer satisfaction by accounting for food and service quality.

Their evaluations on the caliber of the food, drinks, and service have a beneficial effect on their happiness. Second, we evaluated the indirect link between satisfaction metrics, including customer loyalty, utilizing the managerial impact of customer satisfaction. This study found that the quality of the food and drinks had a beneficial effect on customer satisfaction in restaurants in five-star hotels. According to this study (prepared by the authors, 2023) providing excellent food is the main indicator of recurring business at restaurants.

The study's findings are consistent with other evaluations (Ali et al., 2018). Service quality is the primary factor determining customer satisfaction. The results of this study showed a significant relationship between client satisfaction and service excellence. The results of this investigation are in line with the findings of other studies (Carranza et al., 2018; Alrousan & Abuamoud, 2013). Figure 2 shows how customer satisfaction and retention are significantly correlated. It shows that customer satisfaction acts as a complete and positive mediator between the elements influencing consumer satisfaction and the desire to make another purchase (Abdullah et al., 2022b).

This result is in line with the findings of previous conclusions (Carranza et al., 2018; Al-Tit, 2015; Abdullah et al., 2018). In the context of a five-star restaurant in Delhi, this research recognizes the importance of a number of customer satisfaction characteristics to predict client retention or buy intentions from a management perspective. Management should create a welcoming environment

and make sure that all the facilities are provided in order to boost customer satisfaction, their likelihood to return, and their tendency to recommend the restaurant to others.

The results of the study show that professional service quality has the most impact on computer science. It is recommended that managers of restaurants keep a careful eye on the quality of service offered in their businesses. The immediate impression that a service leaves on customers is a better indicator of its quality than any objective metric. It is recommended that restaurants provide flavorful, multicuisine cuisine in order to fulfill a range of client levels when it comes to food and beverage quality.

Price is a very sensitive topic for customers; thus pricing strategies should take the competition into account in addition to other internal and external factors. Customer happiness and the likelihood of repeat purchases are indirectly predicted by the quality of the food, beverages, and services. As customer pleasure rises, so does customer loyalty. Even while the item approach should be acceptable for analyzing the quality of the F&B services available at other five-star hotels, it is not possible to extrapolate the particular findings on the performance of the five-star hotels under investigation to other hotels.

The method used to obtain the data is an additional limitation. The expectations score should be acquired before the client uses the service, and the perception score should be gained after the customer has used the service, following earlier methods for assessing service quality. In the five-star hotel's restaurants, data on service quality, customer happiness, and customer retention were concurrently collected for this study. Despite these drawbacks, we think that our study significantly improves our ability to identify service quality.

particularly with regard to the F&B services that five-star hotels provided. However, it could be a good idea to conduct more investigation. Future research should have a larger sample size and cover more hotels. In another study, the cultural variations in how visitors rate the quality of service at five-star hotels are being examined. Additionally, this metric may be utilized to look into customer.

The main findings of the current study provide the basis for various conclusions. First, there's a greater chance of hotel loyalty among patrons who experience greater degrees of choice convenience. Second, visitors are more likely to stick with hotels if they feel that the level of access

convenience is higher. Third, visitors are more likely to remain faithful to hotels if they sense higher levels of benefit and convenience. Fourth, there's a greater chance of hotel loyalty among visitors who perceive higher degrees of post benefit convenience. Fifth, in the midst of decision, access, benefit, and post-benefit service conveniences, transaction convenience has a favorable but negligible effect on visitor loyalty.

As a result, there may not be a correlation between transaction convenience and hotel patronage. Sixth, compared to those who experience higher levels of decision, access, and post-benefit service conveniences, respectively, guests who perceive higher levels of benefit service convenience are more likely to be devoted. Benefit service convenience, then, is the better aspect of service convenience and has a greater impact on customer loyalty. Finally, it was discovered that the connection between service convenience and visitor loyalty was somewhat mediated by guest satisfaction. Thus, when customers are happy with the services, it is more probable that service convenience leads to increased hotel loyalty (Muringo Ngatia, 2023).

2.6.References:

- Abukhalifeh, A. N., & Mat Som, A. P. (2012, July 13). Service Quality Management in Hotel Industry: A Conceptual Framework for Food and Beverage Departments. *International Journal of Business and Management*, 7(14). <https://doi.org/10.5539/ijbm.v7n14p135>.
- Çetinsöz, B. C. (2019, July 3). Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants. *Journal of Tourism and Gastronomy Studies*, 7(2), 700–716. <https://doi.org/10.21325/jotags.2019.387>
- Ganesh, J., Arnold, M. J., & Reynolds, K. E. (2000, July). Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers. *Journal of Marketing*, 64(3), 65–87. <https://doi.org/10.1509/jmkg.64.3.65.18028>
- Kandampully, J., & Suhartanto, D. (2000, November 1). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351. <https://doi.org/10.1108/09596110010342559>
- <https://doi.org/10.21608/mfth.2020.105179>
- Abdullah, O., Sufi, T., & Kumar, S. (2022). Study of Food and Beverage Service Quality and Customer Satisfaction, A literature-based survey of five-star hotel restaurants. *Journal of Positive School Psychology*, 2959-2965.
- Aftab, J., Sarwar, H., Sultan, Q. U. A. & Qadeer, M. (2016). Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants). *Entrepreneurship and Innovation Management Journal*, 4(4), 161-171.
- Akova, O., Emiroglu, B. D., & Tanriverdi, H. (2015). Satisfaction and turnover intent: A study at five star hotels in İstanbul. *Journal of Management Marketing and Logistics*, 2(4).
- Ali, F., Omar, R. & Amin, M. (2013). An Examination of the Relationships Between Physical Environment, Perceived Value, Image and Behavioural Intentions: A SEM Approach Towards Malaysian Resort Hotels. *Journal of Hotel and Tourism Management*, 27(2), 9-26.
- Almohaimmeed, B. M. (2017). Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing*, 7(3), 42-49.
- Alrousan, R. M. & Abuamoud, I. M. (2013). The Mediation of Tourists Satisfaction on the Relationship Between Tourism Service Quality and Tourists Loyalty: Five Stars Hotel in Jordanian Environment. *International Business Research*, 6(8), 79.
- Al-Tit, A. A. (2015). The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention. *Asian Social Science*, 11(23), 129.
- Alzoubi, H. M., Vij, M., Vij, A., & Hanaysha, J. R. (2021). What leads guests to satisfaction and loyalty in UAE five-star hotels? AHP analysis to service quality dimensions. *ENLIGHTENING TOURISM. A PATHMAKING JOURNAL*, 11(1), 102-135.
- Antun, J. M., Frash Jr, R. E., Costen, W., & Runyan, R. C. (2010). Accurately assessing expectations most important to restaurant patrons: The creation of the DinEX Scale. *Journal of Foodservice Business Research*, 13(4), 360-379.

- Ali, F. & Amin, M. (2014). The Influence of Physical Environment on Emotions, Customer Satisfaction and Behavioural Intentions in Chinese Resort Hotel Industry. *Journal for Global Business Advancement*, 7(3), 249-266.
- Barber, N., Goodman, R. J. & Goh, B. K. (2011). Restaurant Consumers Repeat Patronage: A Service Quality Concern. *International Journal of Hospitality Management*, 30(2), 329-336.
- Abdullah, O., Sufi, T., & Kumar, S. (2023). Impact of Food and Beverage Quality and Service Quality Towards Customer Satisfaction and Customer Retention, A Study of Five-Star Hotels. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 8(5), 98. <https://doi.org/10.26668/businessreview/2023.v8i5.1994>
- Aulet, S., Vidal-Casellas, D., & Majó, J. (2019). Community development through gastronomic tourism, *The Routledge handbook of gastronomic tourism*, 242-251.
- Georgica G (2014). Gastronomic Tourism anew Trend, for, Contemporary Tourism. *Cactus Tourism Journal* ,Volume. 9, P21..
- Hjalager, A. M., & Richards, G. (2002). *Tourism and gastronomy* , London. Routledge. Volume11, P40.
- World Tourism Organization (2012). *Global Report on Food Tourism*, the World Tourism Organization (UNWTO), Madrid, Spain, p12. <https://www.jstor.org/stable/resrep23164.6>
- Gheorghe, G., Tudorache, P., & Nistoreanu (2014). Gastronomic tourism, a new trend for contemporary tourism, *Cactus Tourism Journal*, Volume 9, PP 12-21.
- Ellis, A. Park, E. Kim, S. Yeoman, I. (2018). What is food tourism?, *Tourism Management Journal*, 68, 250-263.
- Kivela, J., & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination, *Journal of Hospitality & Tourism Research*, Volume 30, PP 354–377.
- Robinson, R. N., & Getz, D. (2014). Profiling potential food tourists, *British Food Journal*, Volume, 116 Issue 4, PP.690-706.
- Feola, Mariarosaria (2011). Taste Perception and Food Choices, *Journal of pediatric gastroenterology and nutrition*, Volume 54, P 625
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12(6), 346-351. <https://doi.org/10.1108/09596110010342559>

- Bowen, J., & Shoemaker, S. (1998). "Loyalty: a strategic commitment". *Cornell H.R.A. Quarterly*, 2, 12- 35.
- Ehrenberg, A.S.C., Goodhardt, G.J. and Barwise, T.P. (1990). Double Jeopardy Revisited. *Journal of Marketing*, 54, 82-91.
- Krishnamurthi, L. and Raj, S.P. (1991). An Empirical Analysis of the Relationship Between Brand Loyalty and Customer Price Elasticity. *Marketing Science*, 10, 172-183.
- Carev, D. (2008). *Guest satisfaction and guest loyalty study for hotel industry*. Rochester Institute of Technology.
- TePeci, M. (1999). Increasing Brand Loyalty in the Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 11, 223-9.
- Bowen, J.T. and Chen, S-L. (2001). The Relationship Between Customer Loyalty and Customer Satisfaction. *International Journal of Contemporary Hospitality Management*, 13, 213.
- Toh, R.S., Hu, M.Y. and Withiam, H. (1993). Service: The Key to Frequent Guest Programs. *Cornell Hotel and Restaurant Administration Quarterly*, 34, 66-72.
- Getty, J.M. and Thompson, K.N. (1994). The Relationship Between Quality, Satisfaction, and Recommending Behavior in Lodging Decision. *Journal of Hospitality and Leisure Marketing*, 2, 3-22.
- Pritchard, M.P. and Howard, D.R. (1997). The Loyal Traveler: Examining a Typology of Service Patronage. *Journal of Travelers Research*, 35, 2-11.
- Oliver, R.L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33-44.
- Muringo Ngatia, J. (2023). Service Convenience and Customer Loyalty among Non-Rated Hotels in Murang'a County, Kenya. *International Journal of Advanced Engineering and Management Research*, 08(02), 01–12.
<https://doi.org/10.51505/ijaemr.2023.8201>
- Hallowell, R. (1996). The Relationship of Customer Satisfaction, Customer Loyalty and Profitability: An Empirical Study. *International Journal of Service Industries, Management*, 7, 27-42.
- Reichheld, F.F. and Teal, T. (1996). *The Loyalty Effect*. Boston, MA: Harvard Business School Press.

- Reinartz, W.J. and Kumar, V. (2000). On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implication for Marketing. *Journal of Marketing*, 64, 17-35
- Yi, Y. and Jeon, H. (2003). Effect of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty. *Journal of the Academy of Marketing Science*, 31, 229-240.
- Skogland, I. and Siguaw, J.A. (2004). Understanding Switchers and Stayers in the Lodging Industry. *Cornell Hotel and Restaurant Reports*, 4, No. 1.
- Barsky, J. (1992). Customer Satisfaction in the Hotel Industry: Measurement and Meaning. *Cornell H.R.A.*, 7, 20-41.
- Gerson, F.R. (1993). *Measuring Customer Satisfaction*. Menlo Park, CA: Crisp Publications INC.
- Hill, N. and Alexander, J. (2000). *Handbook of Customer Satisfaction and Loyalty Measurement*. Gower.
- Bitner, M.J., Booms, B.H. and Tetreault, S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of Marketing*, 54, 71-84.
- Cronin, J.J. and Taylor, S.A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56, 55-68.
- Oliver, R.L. and Swan, J.E. (1989). Consumer Perceptions of International Equity and Satisfaction in Transactions: A Field Survey Approach. *Journal of Marketing*, 53, 21-35.
- Boulding, W., Staelin, R., Kalra, A. and Zeithaml, V. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30, 7-27.
- Anderson, E.W. and Fornell, C. (1994). *A Customer Satisfaction Research Prospectus in Service Quality: New Directions in Theory and Practice*, Thousand Oaks, CA. Sage Publications, Inc., 241-268.
- Rust, R.T. and Zahorik, A.J. (1993). Customer Satisfaction, Customer Retention, and Market Share. *Journal of Retailing*, 69, 193-215.
- Cronin, J.J. and Taylor, S.A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56, 55-68.

- Bitner, MJ. and Huber, A.R. (1993). Encounter Satisfaction Versus Overall Satisfaction Versus Quality, in The Service Quality Handbook, E.E. Scheuing and W.F. Christopher, eds. New York: American Management Association, 72-94.
- Liljander, V. and Strandvil, T (1995). The Nature of Customer Relationship in Services. *Advances in Services Marketing and Management*, 4, 141-168.
- دور الأغذية الصحية في تعزيز رضا النزلاء. (2021, December 1). عامر & جمال الدين, عمر محمد. *مجلة كلية السياحة والفنادق - جامعة مدينة السادات*. بالمنتجات 5(2), 25-43. <https://doi.org/10.21608/mfth.2021.208583>
- الغذاء الصحي. (2014). قيس عزات البصول. Beyrouni for Publishing and Distributing - دار: البيروني للنشر والتوزيع. (7p.)
- محمود، دانية (٢٠١٠). "تغذية الإنسان"، الطبعة الثانية، المنهل، القاهرة، مصر، ص ٢٣.
- الحمافي، يوسف (٢٠١٠). "تخطيط وتصميم قوائم الطعام اللبانية والإيطالية"، الطبعة الأولى، الجيزة، القاهرة، ص.
- العسيلي، طارق؛ أبو غوش، محمود؛ فايز، ريماء؛ البوادي، هبه (٢٠١٣). "المحافظة على سلامة الأطعمة وقيمتها الغذائية"، المنهل، الدقي، الجيزة، مصر.
- الحمافي، يوسف (٢٠١٨). "تخزين المأكولات والمشروبات في الفنادق والمطاعم"، حميثرا للنشر، القاهرة، مصر.
- دومة، نشأت؛ مصطفى، مصطفى (١٩٩٥). "الأطعمة والتغذية في المنازل والفنادق والمطاعم"، الطبعة الثالثة، المكتبة الأكاديمية.
- محمود، عبد العزيز (٢٠١٥). "إدارة المطاعم السياحية"، الطبعة الأولى، المنهل، الدقي، الجيزة، القاهرة.
- مجلة محمد. (٢٠٢٠). الطعام المحلي كعامل محفز لسياحة الغذاء في صناعة الفنادق المصرية & زهري، محمد. 4(1), 133-152. [10.21608/mfth.2020.105179](https://doi.org/10.21608/mfth.2020.105179) *كلية السياحة والفنادق-جامعة مدينة السادات*
- أثر العوامل المحددة لجودة أجواء صالة الطعام في المطاعم الراقية. (2022, December 1). شاكر خميس. *مجلة كلية السياحة والفنادق. جامعة*. بالفنادق المصرية على شعور العميل بالرفاهية ونيتته في تكرار الزيارة 12(12), 485-527. <https://doi.org/10.21608/mkaf.2022.274851>
- مجلة الطعام المحلي كعامل محفز لسياحة الغذاء في صناعة الفنادق المصرية. (2020, June 1). محمد & زهري. 4(1), 133-152. *كلية السياحة والفنادق - جامعة مدينة السادات*