Customers' satisfaction in food and beverage in McDonald's restaurant in United Arab Emirates: A review

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Abstract

The UAE has undergone remarkable changes in the economy, culture, society and everyday human life, especially in the food and beverage industries, which have grown rapidly in terms of local and foreign forms of investment specially in the food and beverage industry and the word "restaurant company" has become more familiar and widely used in these days, with several search results for this main phrase, which is equal. One of the most important issues concerning customer satisfaction with the quality of the service is the correlation between customer expectations and what the service actually delivered. Customers expect their transactions to receive sufficient value while meeting their demands and needs. Failure to do so can lead to unwanted results, such as lower level of customer satisfaction, high rate of customer defection, and lower profits. The aim of this study to Customers' satisfaction in food and beverage in McDonald's restaurant in United Arab Emirates (UAE). This research will provide valuable insight into the experience of consumers and existing demands, key perceived quality requirements, and food and beverage industries. In such a competitive industry, advertisers and business owners will need to be up-to-date with customer expectations and many aspects of their business satisfaction. Customer satisfaction is paramount to businesses success. If customer satisfaction is achieved brand loyalty often results.

Keywords: Customer satisfaction, fast food, McDonald's, UAE,

1. Introduction

In terms of local and foreign forms of investment, the UAE has undergone considerable changes in economy, culture, society, and everyday manner of life, particularly in the food and beverage sector (Arif et al., 2013; Brien et al., 2019) and, in these days, the word 'restaurant business' has become more common and commonly used, with many search results for that phrase; The fast-food industry is very successful, because it is called "food-drink-accommodation-travel" and has four basic human needs (Ahmad et al., 2019). The key aim is to keep customers interested and loyal to our goods and services (Nasir et al., 2018). This makes clients feel very needy and engaging, pleased and likely to come back regularly (Ahmad et al., 2019). Customer satisfaction can have a major impact on post-completion prediction so that this concept becomes a possibility in many restaurants' strategies and in much more academic research (Nasir et al., 2018). In the food industry, for instance McDonalds and Mara (2018), there are still a variety of foreign franchise brands because they do not influence the increase or decrease in the internal economy. Additionally, other foreign concessions such as Burger King, Pizza Hut, Auntie Annes Pretzel and Baskin Robbin have been expanding their networks across the UAE. Fast food industries have seen tremendous growth since the United Arab States in the last decade of the 20th century (Al Mazrouei and Bohari, 2016). Since the start of 1990s, many fast foods including Subway, Dairy Queen, KFC, Dunkin Donuts, McDonald's, Burger King and Pizza Hut in the United Arab Emirates have opened their doors in many fast foods, including Subways, Dairy Queen, KFC, and Dunkin Donuts (KFCArabia, 2017; Fast Food Restaurants Booming in UAE,

2018). McDonald's opened on 21 December 1994, not just in the USA, as the first McDonald's in Mainland Asia (First McDonald's, 1994). On 21 December.

The essence of the satisfaction process is to compare what was expected with the results of the good or service, historically known as the confirmation method. Next, when purchasing a product or service, consumers should shape expectations. Second, a perceived level of quality that is influenced by expectations is extracted from the application or understanding. If the expected outcome is only slightly lower than the projected results, the perceived performance would be assimilated upward to similar standards. When the results perceived are far below target, a distinction is made and the perceived deficit in performance is exaggerated. Disconfirmation has become more acute as success is considered to fall short of targets. The satisfaction of emotions (e.g. customer wants, emotions) and quantitative variables can be calculated by (features of products and services). Many studies in the hospitality sector were conducted that examine the qualities of customer satisfaction that travellers might find useful. Although closely associated, quality levels and consumer loyalty are distinct concepts. Ahmad et al. (2019) Cleanliness, security, economic efficiency and courtesy of the employees have been described as the decision to loyalty customers. The importance of clean, comfortable rooms, convenience of the venue, timely service and security were seen in case (2019). Research by Cha et al. (2019) The conduct, cleanliness and timeliness of employees were listed as key factors. In reality, McDonald's has previously cancelled multiple franchise agreements to breach the contract (Keegan, 2017). McDonald's in UAE restaurants must train his staff to understand relevant McDonald policies and procedures, including the quality evaluation of customer service, customer satisfaction, and needs of the local community, in order to meet McDonald's franchisees' expectations worldwide and special to our research (Almazrooei, 2016). This research would study the relationship and provide valuable marketing insights. Since no trials in this region, particularly in the UAE, have been carried out, this study will provide important and useful expertise for the United Arab Emirates industry in general and the fast-food sector in particular. The aim of this study is to provide the suggested model for food and beverage satisfaction in the UAE (UAE). The study proposed is expected to increase food and beverage production and add value to the economy of the UAE.

2. Literature Review

2.1 Customer satisfaction

The satisfaction of customers in all segments of industry, including aviation, hospitality and turism, food and food services, has been a matter of significant concern since the latter portion of the 20th century (Raduzzi and Massey, 2019). Until the 1980s, however, most businesses did not rely on consumers. Rather, it was based on items and it tended informally to be measured when customer satisfaction was determined (Raduzzi and Massey, 2019). In comparison with his or her view of post-purchase contentment, customer satisfaction refers to a person's sense of pleasure or dissolution (Kotler et al. 2017) (Srivastava and Rai, 2018). Since the earliest modes of exchange and international contact existed, consumer loyalty was definitely a secret for profitability. Client satisfaction is regarded as one of the main drivers of corporate success and a core component of marketing in contemporary theory and practise (Kurian and Muzumdar, 2017; Leninkumar, 2017). The value of marketing customer loyalty is a function of its status as a measure of consumer procurement (Leninkumar, 2017).

2.2. Customer Satisfaction in Food and Beverage in McDonald's Restaurant in (UAE)

The food and beverage services industries in the UAE contribute to their performance, given the rapid growth of the high-income population in the UAE region and the time constraints for food preparation. Consumers have continued to eat at home on weekdays or even public weekends because of hectic urban planning and revenue gains in the majority of UAE citizens' households (Mustafa et al., 2018). Although the introduction of goods and services is marginally affected, middle-to-high-income consumers never end up eager for good food and a good environment to relax and alleviate tension. The choice of dining depends on the amount of income,

whether you eat healthy foods. The rivalry in the food service industry is strong among fine dining restaurants and other food service categories. Customer loyalty should be an essential priority in order to achieve loyal customers and repeat purchases (Nguyen, 2018). According to research carried out by Wilson (2018) food quality is not only a physical environment and a service quality but also an important predecessor for customer satisfaction, though repeated objectives show only 17%. This is because food is one of the main elements of the restaurant experience and at least food has a direct influence on customer loyalty and the patronage of returns (Wilson, 2018). As a result, a big challenge facing the restaurant industry today is to offer quality food, not only that captivates consumers, but also that can be better for business rivals. The restaurant's consumer perception should be conscious of the dimension of quality food and beverage service which is causal to customer satisfaction. High quality of service is one attribute in a fine restaurant that can deliver additional customer satisfaction (Nguyen, 2018). The happiness of customers is one of the company objectives to be accomplished critically in order to build customers again (Han 2019).

Few studies have been found to analyse food and beverage industry satisfactions for customers. No studies in particular have been found in the UAE fast food restaurant industry analysing customer satisfaction. Companies in this particular UAE industry have little knowledge of customer satisfaction. In consequence, fast-food restaurants will serve their clients unsatisfactorily because of their inadequate knowledge. This study examines how the impact of restaurants in food and beverage restaurants in the UAE is influenced by customer satisfaction. It also discusses the factors that influence consumer loyalty, for instance demographic variables, customer character (using the Six-dimensional Motivation Scale of Achievement (Nguyen, 2018), and the values of customers with Rokeach. For this study, the incentive for accomplishment was chosen because a connection exists between the performance criteria and consumer behaviour. This study studies loyal values of customers because "values affect behaviour directly" (Meglino & Ravlin, 1998). Rokeach values were chosen for

this research in particular because they are one of the few methods representing the values of individuals (Meglino & Ravlin, 1998). This analysis analyses all relationships and offers useful marketing information. Since no studies were conducted explicitly in the USA, this study will provide the UAE market in general and the fast-food industry in particular essential and useful information. The connection between customer expectations and what the service actually offered is one of the most important issues in terms of customer satisfaction in terms of service quality. Therefore, it is very important to satisfy the customer's wishes to create the most important service characteristics which satisfy the customer. Research will at this stage refer to challenges, issues and lessons learned from the public service delivery implementation. Since the public sector has various views based on their background in the food and beverage manufacture. The factors affecting the satisfaction of customers in the food and drink industries in UAE must therefore be established. Furthermore, it is important to recognise the effect of factors that influence customer satisfaction and how these problems can be solved. More specifically we need to investigate systematically the reasons for satisfaction and create a common understanding between consumers and industry. This research proposed aims at improving the efficiency of the food and drink sectors and adding value to the UAE economy.

2.3. Customer service quality in food and beverage

Many studies (Jalilvand., 2010) demonstraten the positive effect on food quality, climate, service quality, comfort, cost and value, as they were correlated with higher sales, revenues and consumer loyalty. Dining satisfaction and readiness to return have had a positive effect. The most important factors (Drewnowski, 2018) however are the food and food data as well as staff skills, which decide the satisfaction level of college students. Ironically enough, restaurants or school dining facilities are usually believed to offer only food. Chand et al. (2018) noted that food is essential to satisfying customers, but that it is by no means the only component. them are mainly retailers of a "foodservice experience." In the restaurant service, previous studies find a

mixture of tangible and intangible elements. The service meeting is a stage in which parallel output and consumption processes are separately observed. There is a theory called "moments of reality" between customers and service providers. The definition "time and place" and "when and where" can be used to signify to the customer the quality of the service provided by the service provider (Al Mazrouei and Bohari, 2016). Thus, it will inevitably impact dramatically on customer satisfaction what happens during these meetings inside service organisations. Moreover, few studies investigating food and drink restaurant industry consumption satisfactions were found. No studies in particular have been found in the UAE fast food restaurant industry analysing customer satisfaction. Companies in this particular UAE industry have little knowledge of customer satisfaction. In consequence, fast-food restaurants will serve their clients unsatisfactorily because of their inadequate knowledge. This study examines how the impact of restaurants in food and beverage restaurants in the UAE is influenced by customer satisfaction. It explores the factors leading to consumer loyalty such as demographic variables, customer personality (using the Six-Dimensional Incentive Scale for Achievement (Zeithaml et al, 2017), and customer values (using Rokeach values) (Rokeach, 1979). The motivation for achievement was chosen for this research as a correlation between success and consumer behaviour. This research examines the values of loyal customers as 'values influence conduct directly.' Rokeach values were chosen for this research in particular because they are one of the few methods representing the values of individuals (Meglino & Ravlin, 1998).

3.   Situational Analysis

Following are some of the common tools that are used for situation analysis: (Industry, Competitor ,Company, and Customer).

3.1.   Industry Analysis

The Fast Food & Drink Industry has grown dramatically in the UAE over the last decade as socio-demographic characteristics have continuously evolved (McDonald's Arabia,2016). To note here, the UAE today hosts not only clients but also future human resources nationals from around the world (Al Mazrouei and Bohari, 2016). The market structure in its fast-food and beverage industry has clearly influenced this particular aspect. The industry was in a favorable position because of the UAE's economic capabilities, which even during the global financial crisis avoided its big downturn. The industry includes full-service restaurants with 70% of its market share, fast-service restaurants and fast-food restaurants with 22% and 8% spread among cafés, service providers and others in the industry (KPMG, 2016). By 2020, the sector is projected to expand 1.2 times in terms of outlets and 1.6 times in terms of sales, making it another big business sector. Nonetheless, businesses in the sector recently faced cost-effectiveness problems, with an increase in rent, rising sales of workers, a shortage to attract customers and competitiveness (KPMG, 2016).

3.2.   Competitor Analysis

In recent years there has been an increase in rivalry in the rapid food industry in the UAE. The number of restaurants is increasingly growing, with quality playing an important role in shaping brands' competitive positioning (Al Mazrouei and Bohari, 2016). In industry, the replacement effect is strong, as consumers can easily take advantage of numerous alternative solutions to meet their industry needs without incurring a great deal of opportunity. Quality control, which increases replacement effects, is a key element in this context (KPMG, 2016). Those international brands such as McDonald's continue to dominate the market with creative food services (McGinley, the US fast-food brand to dominate UAE) even though the numbers of locally run fast-food stores are increasing in the UAE) (Al Mazrouei and Bohari, 2016).

3.3.   Company Analysis

McDonald's is known for its burger recipes in the world's fast-food industry. As a result of its performance on the US domestic market, the company has steadily spread across the globe through its alliances, franchisees and subsidiaries. The company operates in the UAE as a 100% local brand (McDonald's Arabia, "Our Company"). This demonstrates that it gives consumers in the country the strong importance of finding their food products (Tanahashi, 2018). But, regardless of the

position of its food items in the United Arab States, the organisation remained in line with its ideology, which means quality preservation and the protection of its restaurant and system environment in order to give its clients' tastes and preferred products the highest priority (Al Mazrouei and Bohari, 2016).

3.4.   Customer Analysis

The fast food and beverage customers in the UAE are mostly young people. In addition, the clients in the sector are often known as visitors. This is why the demand for both foreign and local authentic food has increased with the development of the nation's tourism sector and the benefits of globalisation (Al Mazrouei and Bohari, 2016). Nevertheless, the choices and expectations of customers were consistent because they value the consistency, ambience and price structure of the restaurants (KPMG, 2016). In the UAE Fast-food sector, consumers have shown their preference for local and Indian foods, as most markets currently serve (KPMG, 2016). Moreover, this preference is restricted to full-service restaurants such as fast-food retail stores (Scott, 'The Coffee Shops and the F&B dominates the retail market in the United Arab States') (McDonalds Arabia, 2016). The target composition of McDonald's market in the UAE is not entirely distinct from other countries. Its goal, the Restaurant Chain, is to attract young customers and children. The chain has successfully seized itself as a fast-service, low-priced, quality food provider, attracting the UAE middle-income community (McDonald's Arabia 2016). The restaurant chain also knows its ambiance, in particular when hosting families in the USA, to satisfy the needs of its customers. In this regard, it can also be noted that the restaurant chain focuses on a large number of customers across the world, since it is geared towards young adults, working consumers, students and children and families (Brady, 2018).

4.   Discussion

Food and beverage products, for example, increase consumer content in McDonald's UAE. Food quality, including aroma, acceptable temperature and a food presentation are another essential aspect to improve customer satisfaction. The expertise,

ability to prevent mistakes and the delivery pace of McDonald's UAE staff also influences customer loyalty. The operating conditions in McDonald's UAE were also significant factors, such as cleanliness, appealing interior design and comfort, to customers loyalty and environmental conditions. Finally, the findings of the study will help users reach UAE fast-food restaurants, like McDonald's, with quality reviews of their customer service. In fact, the study provides empirical evidence which can help us understand drivers in Arab countries such as the United Arab Emirates and other fast-food stores in and around the Asian continent. The findings of the study are good both for advertisers and businessmen.

5.   Conclusion

McDonald's overall positioning in the UAE demonstrates its position at present sustainable and competitive. Via its marketing methods it demonstrates signs of long-term sustainability. In the balance between consumer choices and governance obligations, transparency in decision-making can be observed for the ingenuity of this restaurant chain. However, the company recently received criticisms for its food products' nutritional values, which contradict the tendency of the consumers to select healthier products. The purpose of the current study was to examine the satisfaction of customers in food and beverage at McDonald's restaurant in the United Arab Emirates, indeed, literature reviewed showed that there is no simple or sufficient research in relation to food or beverage in its organic foods. As the analysis progresses to realism, the conceptual structure is still imperative. The effect of customer satisfaction affecting variables can be explained by such a framework. As the exact essence of the food and drink service was not correct, the customer satisfaction model in the literature was assessed. The creation of this conceptual analysis method allows for a conceptualization of the model. A conceptual framework (1) focused on the impacts of food and drink and customer satisfaction has been developed to resolve this need. While the philosophical structure supported this review, it was rational. The key idea of this study is to show the theoretical points of view of Le Chi Konuk in 2019 that satisfaction can be affected by food and beverage factors (viewed by the researcher

during his study course). This is because the analysis uses a logical, objective approach. Practical research was important as the theoretical model concentrated on rational reasoning and its effect on satisfaction of customers. Therefore, it is primarily because of previous study theories and framework carried out on food and beverage consumer satisfaction that this analysis follows the conceptual framework. Second, the establishment of a forum to compare and analyse this discovery, quality and validity of research to show its relevance for further growth to previous theories. Thirdly, to have the means to forecast future success in the field of enhancement regulation in the food and beverage industries. Thirdly, knowledge about customer satisfaction variables should be organised, which is widely available. Fifth, to act as a compass to provide a comprehensive view of the different variables of food and beverage service delivery. Finally, establish a strategy to enhance cooperation between the food and drink industry and customers with a view to increasing the satisfaction of the client in the UAE.

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