Customer service quality assessment and customers' satisfaction in food and beverage in McDonald's restaurant in United Arab Emirates

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Abstract

Customer satisfaction is just the essential to corporate growth. Since the 1970s, it has been explored in enterprise and marketing. When customer satisfaction is met, brand loyalty always occurs. As a result, the quality assessment of customer service has also been heavily studied over the past few decades. Quality assessment of customer service is a vital piece of information for service providers whose goal is to improve business efficiency. Failure to do so will contribute to negative consequences, such as lower customer satisfaction, high customer defect rates, and lower income. The main objective of this research is to find consumer satisfaction in the food and beverage industry and to build a model using the structural equation model to help the industry enhance the quality of its service in the UAE. Questionnaire sets have been spread between government experts and private organisations in the UAE. The survey questionnaire was submitted through a Google survey. Consequently, A total of 283 questionnaires completed have been collected. For the analysis of the results, confirmatory factor analysis (measurement and structural measurement models) was used for the analysis of moment structures (AMOS) in structural equation modelling (SEM). With regard to the relation between the objectives, the structural measurement model and the assumptions laid down in this report, it should therefore be noted that as it has been shown that foods and drink variables can affect organisational efficiency, the study has provided evidence that some attempt has been made to increase customer satisfaction using the study.

Keywords: customer service quality assessment, Customer satisfaction, fast food, McDonald's, UAE,

1. Introduction

Over the last decade, the fast food and beverage industry in the UAE has expanded considerably due to the steady development of socio-demographic characteristics. To be noted in this regard, the UAE is now hosting people from all over the world, not only as its clients, but also as its future human capital. This particular feature has evidently influenced the structure of the fast food and beverage market in the industry. The sector was in a favourable role due to the economic capabilities of the UAE, which avoided its substantial downturn even after the global financial crisis. The restaurant industry does not only involve full-service restaurants capturing 70% of its market share, fast-service restaurants or fast-food restaurants capturing 22% of its market share and the remaining 8% split among cafes and several other providers in the industry. (KPMG, 2016). By 2021, the industry expected to expand 1.2 times in terms of the number of outlets and 1.6 times in terms of revenues produced, making it some of the most important sectors of the economy. However, businesses in the industry have lately been faced with cost-effectiveness issues, with an increase in rent, an increase in the turnover of workers, a lack of good places to lure consumers and an increase in competition. (KPMG, 2016).

Since the 20th century's last decade the UAE, fast-food industries have seen tremendous growth (Almazrooei, 2016). Busier lives have contributed to a smaller amount time for homemade meals and fast food is a workaround (Fast Food in UAE, 2018; Almazrooei, 2016). Several fast food restaurant businesses have opened in the UAE since the early 90s, including KFC, Subway, Dairy Queen, Dunkin Donuts, Burger King, McDonald's and Pizza Hut (KFCArabia, 2017), and (Fast Food Restaurants Booming in UAE, 2018). McDonald's opened in USA as the first McDonald's on the mainland Asia on 21 December 1994, which was not only in the UAE (First McDonald's, 1994).

The essence of the mechanism of satisfaction is to equate what has been expected with the outcomes of the good or service – this process has traditionally been known as the system of confirmation/disconfirmation. Next, customers should form expectations when buying a product or service. Second, the use or interpretation of goods or services results in a perceived level of quality that is affected by perceptions. If the anticipated result is just marginally lower than the predicted performance, assimilation will take place, the perceived performance will be upwardly adjusted to similar standards. If the perceived result is significantly short of goals, there will be a comparison and the perceived performance deficit will be exaggerated. Disconfirmation became more so when perceived success falls short of goals. Satisfaction may be measured by emotional considerations (e.g. consumer desires, emotions) and quantitative factors (features of products and services). Many research in the hospitality industry have been performed which analyse the qualities that travellers may find valuable in terms of customer satisfaction. Standard of service and customer loyalty, while closely related, are distinct terms. Ahmad et al. (2018) It was found that cleanliness, protection, cost-effectiveness and courtesy of the workers decide customer loyalty. Case (2019) showed the value of clean and comfortable spaces, convenience of place, timely service, protection and friendliness of the employees. A research by Cha et al. (2019) It has been mentioned that employee conduct, cleanliness and timeliness are main factors. Indeed, in the past, McDonald's has nullified several franchise arrangements for violation of

the lease (Keegan, 2017). McDonald's in UAE restaurants must train their staff to take into account McDonald's unique policy and procedures, including quality evaluation of customer service, customer satisfaction and local community needs. This includes the quality assessment of customer service and the use of McDonald's franchise standards (Almazrooei, 2016).

This analysis would examine the relationship and include useful knowledge in the marketing field. Since no studies have been undertaken in this area especially in the UAE, this study will provide important and valuable knowledge for the UAE industry in general and the fast-food restaurant sector in particular. This study therefore focuses on providing the suggested food and beverage consumer satisfaction model in the United Arab Emirates (UAE). The proposed research is believed to enhance the efficiency of the food and beverage sectors and add value to the UAE economy.

2. Literature Review

2.1. customer service quality assessment

Quality research has become an important market practise (Srivastava and Rai, 2018) and a whole industry focused on assessing consumer perceived quality satisfaction and loyalty has emerged (Berry et al. 1988). The nineties can be characterised as a "decade of increased concentration in quality" (Zeithaml et al., 2012). The term "quality" has been interpreted from various orientations and viewpoints (Shaney et al. 2004). Leninkumar (2017) The definition, the steps taken and the sense in which it is viewed depend upon the person. 'Quality is perfection,' 'Quality is value,' 'Quality is conformity with standards' (Raduzzi and Massey, 2019) 'Quality is safety for use' (Shaney et al., 2004), 'Quality is compliance with criteria' (Crosby, 1979), 'Defect protection' (Crosby, 1979) and 'Meeting and/or fulfilling consumer needs' (Berry et al., 1988). Many well-known quality ideas emphasise the relationship among customer demand and quality and satisfaction. Customers are key evaluators and play a major role in assessing the efficiency of the service or commodity. In the restaurant market, consumers' expectations are perceived to be the key predictor of service quality evaluation. According to the concept of

Zeithaml et al. (2012), the level of service is the opinion of the consumer and is judged by the customer in person and not by the organisation. In addition, service quality can be described as "customer specification compliance."

2.2   Customer satisfaction

The customer satisfaction of companies in any segment, E.g. aviation industry, hospitable sector and leisure industry and the food services sector, has become a major concern since the latter part of the 20th century (Raduzzi and Massey, 2019). Until the 1980s, most firms did not rely on consumers. They were based instead on products and it seemed to be assessed informally whether consumer loyalty was determined. (Raduzzi and Massey, 2019). Customer satisfaction defined as individual's feelings of pleasure or unhappiness (Kotler et al., 2017) contrary to their post-purchase expectations (Srivastava and Rai, 2018). Since the first trading and international transactions took place, consumer loyalty has definitely become a key of profitability. Customer satisfaction is regarded in contemporary theory and practise as a key factor of company success and a core feature of marketing (Kurian and Muzumdar, 2017; Leninkumar, 2017). The significance of customer loyalty in marketing is the product of its position as indicator of consumer purchasing behaviour (Leninkumar, 2017).

2.3   Customer service quality assessment and Customer satisfaction

Numerous studies (Jalilvand et al., 2017; Davis et al., 2018) have shown that food quality, climate, quality of service, convenience, cost and value have a positive effect on dining satisfaction and desire to return due to improved purchases, revenue and consumer loyalty. However, according to Drewnowski et al., (2018), the most important factors in evaluating the level of satisfaction of college students are the environment, price and food data, and employee skills. Ironically enough, it is commonly thought that restaurants or college dining establishments only offer food. They are predominantly retailers of "foodservice experience." Chand et al., (2018) said that food plays a key role in pleasing the consumer, but it is by no means the only component. Previous studies have identified a

combination of visible and intangible elements of the restaurant service. The service encounter is an individually experienced period in which parallel output and consumption processes take place. There is a hypothesis between customers and service providers called 'moments of truth.' "moment of truth" can be described as "time and place" and "when and where" the service provider has the ability to explain the consistency of its service to the customer. Consequently, what occurs in these meetings inside service organisations will necessarily have a significant impact on consumer satisfaction. In comparison, few studies have been located that analyse customer loyalty in the food and beverage restaurant industry. In particular, no reports have been found to examine customer satisfaction in the fast-food restaurant industry in the UAE. Businesses working in this particular sector in the UAE have little understanding of customer satisfaction behaviour. As a result, fast-food restaurants can service their customers incorrectly due to lack of information about them. This study studies the impact of restaurant characteristics on customer satisfaction in the food and beverage restaurant market in the UAE. It also discusses factors leading to customers satisfaction, such as demographic variables, customer attitude (by using the Six-Dimensional Achievement Incentive Scale (Jackson, Ahmed, & Heapy (1976) and customer values (by using the Rokeach values) (Rokeach, 1979). Achievement incentive was selected for this study because it has been shown that there is a relationship between the degree of achievement and the actions of the client (Gardner, 1972). This study examines the beliefs of loyal consumers because "values directly affect behaviour." In specific, Rokeach values have been chosen for this research as they are one of the few methods that characterise the values of individuals (Meglino & Ravlin, 1998).

However, this is the first research recommending the inclusion of influential variables, including food and beverage quality; atmosphere; quality of service; choice of food and beverage; price and value; comfort and physical climate, as recommended in the previous literature review. In general, the rationale behind this definition is that the customer satisfaction effect may have a certain effect. Figure 1 illustrates the strong food and beverage effects mentioned in this study, which

are independent variables. Customer satisfaction from the same figure is the dependent variable. Finally, there are three hypotheses identified in Figure 1. Based on the

review of literature, the following conceptual framework is proposed as illustrated in Figure 1.
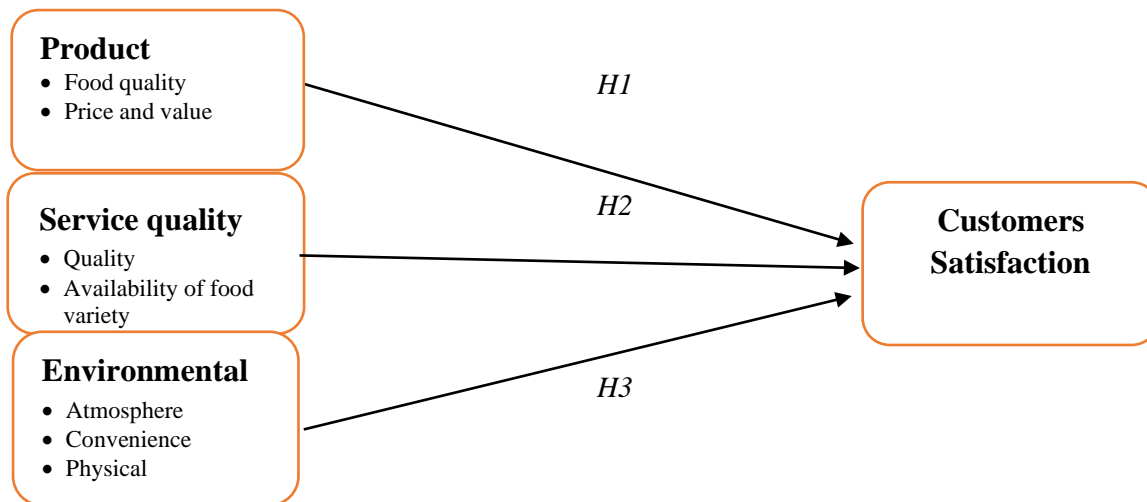
Product
- Food quality
- Price and value

H1

Service quality
- Quality
- Availability of food variety

H2

Environmental
- Atmosphere
- Convenience
- Physical

H3

Customers Satisfaction

Figure 1: Research framework

and hypothesis proposed tin this study is as follows:

H1- There is relationship between product of food and beverage and customer satisfaction.

H2- There is relationship between service and customer satisfaction.

H3- There is relationship between environmental conditions and customer satisfaction.

3.   Research Methodology

The hypotheses developed in the current study were calculated with a quantitative approach (Klees, 2017). Questionnaire sets were spread among government experts and private organisations in the UAE. AMOS-SEM simulation and modelling software kit is used to locate important and dominant variables. The survey contains 283 statements which were responded to by the participants. Participants were told to demonstrate their acceptability using Likert artefacts that range from 1 to 5 and firmly disagree. The survey included demographic questions that allowed a summary of the sampled participants. simple random sampling methods were used when structural equation modelling utilized to find customer satisfaction in the food and beverage sector and to build a model to help the industry improve the service efficiency in the UAE using the structural equation model.

4.   Data collection technique

Following the development of the questionnaire, surveymonkey.com was submitted which offered complete access to McDonald's UAE survey for the respondents. Through sharing this link on the Google website, the collection of data was rapid in fact, with no more than three weeks of data gathering in April 2020.The purpose of this study is to evaluate the level of customer loyalty and customer service in food and beverage at McDonald's in the UAE. The survey was divided into five major parts: 1) food and beverage products, 2) service, 3) environmental conditions, 4) customer satisfaction and demographics. Demographics (age, marital, gender, status, number of visits) were used to include descriptive statistics of the survey.

5.   Results

In order to describe demographic characteristics of the sample itself, it is vital to include here descriptive statistics, which are

involved in the questionnaire. Sample size was (n=283). About 47.7% of the respondents are female and 45.9% are male, while the remaining. The distribution according to working experience shows that the majority of respondents are aged more than 17 years thereby constituting about 34.2% of the respondents was recorded have age more than 31 years. The questionnaires were distributed according to one of the probability sampling technique that is the systematic random sampling reflecting the customers inside the restaurant. show that the majority of respondents (i.e. 81.9%) are Asian nationality and 36.0 % of respondents are accompanied with their families Family (spouse, parents or children). The distinguishing validity was seen in Table 1. The diagonal values seen in Table 1 are the square root of AVE, while the contrast between the various constructions is other values. When a diagonal value is greater than the values in its row and column, distinguishing truth is accomplished (Fornell & Larcker, 1981).

Table 1: The Discriminant Validity

Cons. No	1	2	3	4	5	6	7	8	9	10	11
1	(0.655)										
2	0.122	(0.797)									
3	0.291	0.295	(0.754)								
4	0.271	0.098	0.218	(0.712)							
5	0.182	0.085	0.154	0.152	(0.744)						
6	0.053	0.516	0.189	0.128	0.164	(0.782)					
7	0.120	0.145	0.148	0.114	0.009	0.069	(0.732)				
8	0.154	0.172	0.271	0.098	0.291	0.085	0.154	(0.754)			
9	0.098	0.218	0.291	0.295	0.085	0.085	0.182	0.087	(0.754)		
10	0.085	0.085	0.271	0.098	0.516	0.516	0.154	0.056	0.154	(0.728)	
11	0.053	0.516	0.189	0.055	0.148	0.182	0.085	0.154	0.128	0.164	(0.721)

For all structures in this study, convergent validity has fulfilled the criterion of acceptability. As the satisfactory results of the study establish efficiency and validation, the advancement into the next step of multivariate analysis is therefore assured. The following parts then addressed the study of modelling the structural equation.

After the unidimensionality, validity and reliability of the testing structures have been determined, the entire framework of the structural equation model by means of the Momental Structure Analysis is the next step of the model research. In the context of the study assessment, exogenous and endogenous variables were arranged. The arrangement with the exogenous and endogenous variables was proposed. As shown in Figure 3 the relationship between each compilation is related to an arrow towards the hypothesis. However, in the entire study context the model was used to analyse the multi-directions. As shown in the figure below,

the initial model was not fit to do the requisite. The measurements of Q1, Q8, Q9,Q10,Q21,Q15,Q16,Q22,Q28,Q37,Q34,Q39,Q44,Q49 and Q54 have low factor loading and were deleted to improve the fitness index of the structural model. The final structural model is demonstrated below.
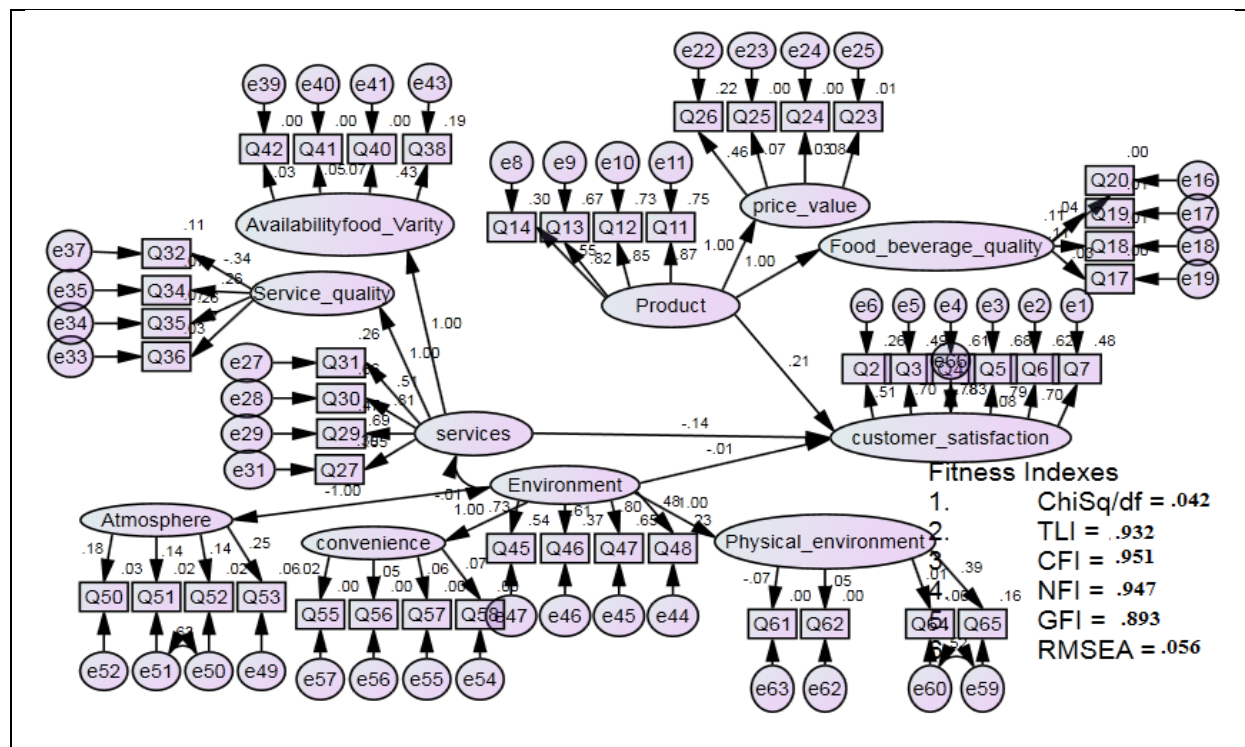

Figure 3: final Structural Model

The fitness metrics for the structural assessment models, which display the appropriate consistency of fitness indexes as the following: respectively (Name of Index, Level of Acceptance and Index Value) which are the required level is accomplished. (Chisq/df with level of acceptance Chisq/df ≤ 3 and index value 0.042; TLI with level of acceptance TLI ≥ 0.9 means satisfactory and index value 0.932; CFI with level of acceptance CFI ≥ 0.9 means satisfactory fit and index value 0.951; NFI with level of acceptance NFI ≥ 0.80 suggests a good fit and index value 0.947; GFI with level of acceptance GFI ≥ 0.80 suggests a good fit and index value 0.893; RMSEA with level of acceptance RMSEA ≤ 0.08 mediocre fit and index value 0.056).

For this reason, Figure 3 provided the final model for calculating all testing structures, which indicates that the structural model is completely well-fit. A typical regression coefficient for all study systems is provided in the structural model. A contour of the causal effect (impact) of many structures in the route

diagram is seen in the final structural measuring model. According to Hair et al. (2011) mentioned that structural fitness indexes which reflect the fitness of the hypothesised model represented by figures have first and foremost been observed and are satisfactory within the appropriate fitness index (Awang, 2015). Regular weights presented the beta coefficient calculation, which calculates the impact of the key structures; the exogenous variables (food and beverage factors) and the endogenous variables (customer satisfaction).

The consequence of Figure 3 shows that the R^2 was equivalent to 0.69 in normal regression coefficients. For structural equation modelling the Analytical Moment of Structures (AMOS) produced typically two types of text outputs: standardised weighs of regression and standardised weights of regression for monitoring. The uniform weight of the regression is, however, adopted to explain the relationship between the whole system in the research context to test the hypotheses in the analysis as better understanding is suggested

(Awang, 2015). Square multiple correlations (R^2) and path co-efficient (β) for each route are used for the estimation of the structural model. The R^2 is substantial (R^2 = alternatively 0.26); mild (R^2 = alternatively 0.13) and minimal (R^2 = 0.02), according to Cohen (1988, 2003). Figure 3 reveals that the endogenous latent variable R^2 (client satisfaction) is 0.69, suggested by the major explanatory capacity of the established model. The value β of all systemic paths is compared in determining the path coefficient, the higher the path coefficient the significant impact on the endogenous latent variable.

<center>Table 2: Standardized Regression</center>

		Path	p-value	Status
customer satisfaction	<---	product of food and beverage	0.001	
customer satisfaction	<---	service	.031	Supported
customer satisfaction	<---	environmental conditions	.006	

6. Discussion

The outcome of each valued direction in the structural measurement model was listed in Table 2. Consequently, in the following subsections each direction hypothesis in this study is described.

H1- There is relationship between product of food and beverage and customer satisfaction.

The 'outcomes' to test this theory of the independent food product by consumer satisfaction and offers the knowledge gathered from the findings to establish factors of customer satisfaction in this study. The information to draw deduction via (Factor loading, Squared multiple correlation, Fitness indices, Correlation coefficient, Standardized beta, Average Variance Extracted (AVE), Composite Reliability (CR), Modification Index, Direction of relationship) which all been supported and accomplished, while (Significance level) not supported. The findings of the study showed that product of food and beverage factors (p = 0.001 < 0.05) have a significant impact on customer satisfaction.

H2- There is relationship between service and customer satisfaction.

Study findings indicate that the building of service variables (p = 0,031 < 0.05) is important and impacts customer satisfaction specifically, as pointed out in Table 2. As seen in the final structural measuring model, the findings of this study have shown good support for the hypothesis H2. The outcomes of the test study are also tested and the data results are impressive to deduce the hypotheses. This thesis supported the methodological result of the past.

H3- There is relationship between environmental conditions and customer satisfaction.

Several previous studies such as Andaleeb and Caskey (2017) found that product design and features has a significant and positive impacts on the customer satisfaction. Satisfaction as a process finds two perspectives, firstly, the visualization of satisfaction as part of a cognitive process of information, secondly, it includes the affective component implicit in the process of consumption or use. Cognitive models study the human being from the perspective of information processing. The assumptions of this conception take the customer as a rational being that analyzes different aspects and characteristics of a product and makes an evaluation of it. The prediction that service quality impacts customers satisfaction at McDonald's in UAE was tested with the UAE. For this hypothesis, service quality was the independent variable and customer satisfaction was the dependent variable. A significant outcome gained for service quality, Means for service quality that the difference was in the pre-dicted direction (Raduzzi and Massey, 2019).The physical environment is also called the service landscape, it is associated with the style and

appearance of the physical environment and other components that consum-ers or clients experience in the places where the services are delivered at the same time when the panoramas are designed and built not it is easy to modify them. They are charac-teristics of the service environment that make an impact on the five senses of the person, although they are not consciously perceived by the client, they have effects on emotional well-being, perceptions, attitudes and behavior, these environmental conditions are com-posed of several elements and details that should work together to generate the desired service environment, incorporate lighting elements, color schemes, perception of size and shape of tangible elements, perception of sound, noise, music, temperature and aromas

In the same way, the study findings indicated a major effect on consumer loyalty on environmental situation variables (p = 0,006 < 0,05). This study thus confirms the theory empirically. In summary and by consequence, food and beverage influences can be seen as a great effect of UAE growth, which have a direct influence on consumer satisfaction. The previous scientific results were validated by this study. In summary, food and drink variables have been shown to have an effect on consumer loyalty. In relation to the relationships between the goals of the present analysis, the systemic measurement model and the hypotheses developed for this study, it can be assumed that the study has shown that the factors food and beverage have an effect on the organisational performance.Three of the three hypotheses provided support, suggesting that the assessment of the quality of customer service (food and beverage products, quality of service and environmental conditions) also affects customer satisfaction. The three hypotheses were that three claimed that customer service quality assessment would have negative effect on the satisfaction of customers. In McDonald's UAE, for example, food and beverage products improve customer satisfaction. Another important feature leading to increased satisfaction of the customer is food quality, including taste, appropriate temperature and a food presentation. The expertise of McDonald's UAE employees, their capability to sidestep errors and their delivery service quality rapidity which effect the satisfaction of the customers. The operating conditions in the UAE of

McDonald's were also important factors for both customer satisfaction and environmental condition, such as appealing interior design, cleanliness, and comfort. Finally, the study's results on customer service quality evaluations can help customers satisfy UAE fast food restaurants, among them McDonald's. Indeed, the research provides the analytical data to help us understand the guiding forces that satisfy consumers in Arab countries such as the United Arab Emirates and other fast-food restaurants across Asia and the world. The findings of the report are positive for advertisers and experts alike.

7.   Conclusion

This study examined the   customer service quality and customer satisfaction in food and beverage at the McDonald's restaurant in the UAE. The study analysed the impact of the quality assessment of customer service on the satisfaction of customers at McDonald's restaurants in the UAE. Concluded that quality assessment of customer service actually influences the satisfaction of customers. We have given information that adds to the body of literature and at least partly fills the void in the literature about the satisfaction of fast-food customers. Our results suggest that the evaluation of service quality role a significant place in assessing the satisfaction of customers; in this case, McDonald's UAE.

8.   Limitations and Future Research

The overall positioning of McDonald's in the UAE demonstrates its sustainable and competitive role in the current scenario. The restaurant shows signs of long-term sustainability through its marketing methods. The ingenuity of the restaurant chain can be observed in terms of its way of managing consumer desires and governance obligations, while retaining accountability in its decision-making processes. Data collection was the most important constraint in this review from the surveymonkey via e-mail to customers during their meal. Most of those contacted refused to contribute in the report. The research was performed in a restricted sample of small (7) and large (3) restaurants, all of which were full-service restaurants. Consequently, the findings cannot be extended to other types of restaurants, such as fast-food restaurants or self-service

restaurants. Researcher suggests the following areas for future research in this area: the limitations of this research are expected to be discussed in future research. It is also recommended that researchers be able to build on and use more specific questions. Future experiments can involve a number of complex criteria studies to prevent narrow bias reactions. In the future, questionnaires must be distributed to different workers in order to obtain the results of the survey. Future researchers need to increase the sampling area and scale of the UAE. This helps minimize bias and increase the precision of the results. It is also proposed that the variables need to be increased. Variables to be used in future studies may be expanded to include missing variables in this research work.

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