

The Role of Fast Food in Food and Beverage Sector"

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Abstract: The food and beverage industry includes restaurants, cafeterias, cafés, fast-food joints, pubs, delis, food manufacturing operations, catering businesses, food transportation services, and more.

Keywords: Food and beverage, meal, restaurant, café, kitchen.

The fast food restaurant business is one of the fastest-growing industries in the world and the global fast food market is expected to grow at a compound annual growth rate (CAGR) of 5.1% from 2020 to 2027. International and local restaurant chains are trying to satisfy the demand of customers for a variety of products and services. People prefer to use fast food restaurants for their convenience and to save time, and there have been certain changes in consumer trends that have increased the popularity of eating out; therefore, the fast food restaurant industry is growing rapidly. Like other industries, customer satisfaction is an essential business issue for restaurant businesses. In the competitive hospitality sector, customer satisfaction has become a key element of business strategy. Restaurants wish to maximize the positive experience of a consumer in order to increase their intentions of revisiting. Entrepreneurs have realized that favorable customer feedback is key for developing a long-term sustainable operation. A thorough understanding and knowledge of the factors that influence customer satisfaction is useful to allow restaurant owners and managers to design and deliver the right products to customers. Thus, customer satisfaction plays an important role in every business organization, whether it is providing a service or a product. The obvious reason for satisfying the firm's customers is to allow the business to expand and gain a higher market share, leading to improved profitability.

Service Quality

Service quality is a measure of how well a service conforms to the customer's expectations and the success factor of a fast food restaurant. Service quality is the main component of a fast food restaurant that can be measured and improved continuously. When there is a close interaction between a service employee and a customer, the perception of what is being delivered is as important as what is actually delivered. In other words, it is the result of the comparison between expectations about service and perceptions of the way the service has been performed that customers make. Therefore, the employees' behaviors and attitudes can influence a customer's perception of quality for the service offered.

Food Quality

Food quality is an important component and it has been constantly shown to be a core value that a customer considers in deciding which fast food restaurant to eat at. Many studies have investigated food quality characteristics, such as the freshness of food, food presentation, food taste, a variety of menu options, and food temperature. Food quality is considered to be a key foundation for customer satisfaction and customers' revisit intention. According to Peri, food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Youth-aged customers who mostly prefer eating delicious food require good quality food and beverages to satisfy them. Analysts have stated that

the quality of menu items affects customers' revisit intention.

Atmosphere

Nowadays, people prefer to eat a lot more often. Customers are more aware of the atmosphere in which they are dining in than they were before. This requires restaurant owners to put more effort into designing and providing more comfortable surroundings for their customers. The atmosphere of a restaurant can be as important as the food itself. The restaurant atmosphere is influenced by several factors, such as the interior design, temperature, cleanliness, music, and table arrangement.

Price

The price of a product or service can affect the level of satisfaction among customers because it has an associated sense of fairness. A customer's perceptions of unfair pricing lead to negative outcomes, such as a lower level of revisit intention, dissatisfaction, and negative word of mouth. The pricing of restaurant items also varies according to the type of restaurant. If the price is high, customers are likely to expect high quality, otherwise, it can induce a sense of being "ripped off." Likewise, if the price is low, customers may question the ability of the restaurant to deliver product and service quality. Moreover, due to the competitiveness of the restaurant industry, customers are able to establish internal reference prices. When establishing prices for a restaurant, an internal reference price is defined as a price in a buyer's memory that serves as a basis for judging or comparing actual prices.

Customer Satisfaction

Customer satisfaction is becoming a common goal for businesses. Customer satisfaction, as defined by Oliver, is the after-purchase judgment or evaluation of a product or service. It is also frequently described as the extent to which the chosen product meets or exceeds consumer expectations. It is, hence, a comprehensive domain that is the result of several inter-related variables impacting each other on an ongoing basis, rather than a single variable. Customer satisfaction is an overall evaluation that compares post-purchase perceived performance with purchase expectations.

Taking the past as an example, when consumers decide to have a meal in a specific restaurant, they will have an expectation of how they will be served. After the meal, they will compare the serving experience with their level of anticipation. If the service quality the restaurant offered is equal to or higher than expected, they will be satisfied with this restaurant and likely come to the same restaurant again. Based on this theory, customer satisfaction is the measure of the gap between a customer's expectations and perceived performance. Therefore, to enlarge the market segments in the restaurant industry, customer satisfaction is a powerful predictor of customer intent to repurchase.

In Qu's study, by analyzing data from Chinese restaurants in Indiana, it was found that the higher a customer's satisfaction with food and environment, service and courtesy, price and value, location, and advertising and promotion, the greater the likelihood of the customer returning. Different from Qu's conclusion, Weiss et al. found that customer revisit intention is only influenced by satisfaction with the restaurant food quality and atmosphere. Although dimensions used to estimate customer satisfaction in different studies have not been identical, the use of satisfaction as a determinant factor of customer revisit intention has been consistent across different studies. Many studies have identified factors that influence customer satisfaction, including service quality, variety of the menu, price, food quality, food presentation, ambience, and convenience.

Revisit Intention and Recommendation

When a company offers a product or service, it is possible that there are many similar products or services on the market provided by their competitors. Customers usually have many alternative choices. Therefore, it is important for companies to improve the value experienced by existing customers and take effective steps to encourage their repurchase behaviors, as well as attract new customers. Repeat customers are more profitable than new customers. Chen and Hu described customer revisit intention as a customer's intention to revisit the same restaurant and recommend it to members of their circle.

Customers that have an excellent experience at the restaurant will recommend the restaurant to others, spread positive information, or become a loyal customer. Customer revisit intention has been studied in many domains, such as tourism services, catering services, hospital services, retail business, bank services, and telecom businesses. A number of models of factors driving revisit intention have been constructed by means of structural equation modeling or logistic regression. The factors considered in these models include satisfaction, number of previous visits, cost, and customer value. Among the factors influencing revisits is customer satisfaction.

The food & beverage or F&B industry arose from people's desire to eat well, tasty, varied and receive positive emotions from the process itself.

Today, when people's quality of life has reached a completely new level, we have begun to take a more responsible approach to our nutrition and think more often about what and why we eat. If you dream of bringing happiness to people through food and drink, a job in the food industry is right for you.

The F&B food industry is catering, an industry that provides food and drinks. F&B services are provided by hotels, independent food and beverage enterprises, restaurants, cafes, canteens.

In the hotel industry, F&B is one of the largest revenue generating factors, along with direct guest accommodation.

F&B services are divided into 3 main groups:

Waiter Service: Customers are served by staff at the table.

Self-service: Customers take their own tray and select their own food and drinks.

Ancillary services: Guests are served part of the meal at the table + some food and drinks are available at the self-service buffet.

The F&B industry occupies that niche in the service sector that is responsible for satisfying the food and beverage needs of customers.

While studying abroad at university, you will gain extensive gastronomic knowledge and become well-versed in a variety of dishes, wines, cocktails and delicacies.

service sector and customer service customer psychology multicultural management calculating the cost of products and ingredients menu design kitchen and dining space layout financial planning.

The peculiarity of studying the F&B industry is that you will simultaneously become familiar with the intricacies of running a restaurant and hotel business, culinary production and modern gastronomic trends, including organic nutrition and veganism. During your training, you will actively combine theory and practice in everything related to presentation, food and beverage service, and customer service.

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