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Measuring Perceived Service Quality of Fast Food Restaurant in Islamic Country: a Conceptual Framework

Sik Sumaedi^{a*}, Medi Yarmen^b

^{a,b}Indonesian Institute of Sciences Puspiptek Area, Building 417, Setu, South Tangerang, 15314, Indonesia

Abstract

Service quality is a critical success factor of fast food restaurant. Fast food restaurant managers need to measure and improve the service quality of their restaurant continuously. Given this, the knowledge on measurement of service quality of fast food restaurant is needed. Service quality is an abstract and elusive concept. Furthermore, the way of customer on perceiving the quality of service depends on the type of service and the context where the service is provided. Thus, this paper aims to propose a service quality model that is specifically designed for measuring perceived service quality of fast food restaurant in Islamic Country.

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INTRODUCTION

*Corresponding author.

Email address: siks002@lipi.go.id

It is well known that service quality is a critical success factor for a service company [1, 2]. Many empirical studies have shown that service quality positively influences customer satisfaction [3, 4, 5], customer trust [6], customer loyalty [3, 7], and customer perceived value [3]. On the other hand, a service Company that doesn't focus on service quality will be leaved by its customer and even obtains bad reputation [8]. Therefore, a service company should monitor and improve the quality of services the company provides.

Fast food restaurant is a business that can be categorized as a service business [8]. Referring to the explanation on the previous paragraph, a fast food restaurant needs to monitor and improve its service quality in order to win business competition [9, 10]. Furthermore, empirical researches have proved that fast food restaurant service quality positively affects customer satisfaction [11, 12, 13, 14], revisit intention [13,15] and customer's purchasing decision [16].

In order to monitor and improve their fast food restaurants' service quality, the managers of fast food restaurants need to know the way to measure fast food service quality [10, 17]. This is important because service quality is agreed to be an elusive and abstract construct [18, 19]. The failure of a service company in measuring service quality effectively will cause the existence of gap between the perception of the company on service quality and the perception of its customer perceived service quality [8,18]. Furthermore, the gap will make negative customer perceived service quality [8, 18]. Thus, one of the fundamental issues that are important to be discussed is the fast food restaurant service quality measurement [10, 17].

Some researchers have tried to proposed service quality models, such as Servqual model [18], Nordic model [20], Multilevel model [19], and Servperf model [21]. Although the models are widely used by service management researchers, the models are critiqued because the models are generic and need to be adjusted with some services specific factors [22]. For example, Brady and Cronin [19] stated that their multilevel model needs to be adjusted with services specific factors when the model is implemented in a certain type of services. Servqual model is critiqued due to the stability of the service quality dimensions the model proposed [23]. Researchers who re-tested the service quality dimensions of Servqual model found that the number of the dimension of the model can be differed depending on the service industry characteristics [23].

Empirical studies have proved that service quality measurement is affected by service type and the cultural context where the service is provided [24, 25, 26]. Related to this matter, Gayatri et al. [25] and Gayatri and Chew [26] have also found that Islamic values adopted by Muslim customers influence the way of customers in evaluating service quality. This means service quality measurement model of a fast food restaurant is Islamic country should involve service quality dimension that represents service aspect that related with Islamic values adopted by its customers.

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