

Can a restaurant  
quality system can  
enhance customer  
service in restaurants



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## 2. 1 INTRODUCTION

Nowadays people like to go out to eat. When they reach at the restaurant they want to get tasty food and good service.

Companies depends on customers

Many researchers have conducted studies in measuring service quality in the past twenty years. In 1982, McCleary and Weaver indicated that good service is defined on the basis of identification of measurement behaviors that are important to customers. Zemke and Albrecht (1985) suggested that service plays an important role in defining a restaurant's competitive strategies and identified systems and strategies for managing service.

This literature review considers if a restaurant quality system can enhance customer service in restaurants, by naswering the following questions:

- 1) How can QMS be defined?
- 2) What are the advantages and disadvantages of QMS?
- 3) What are the aspects for the development process of a quality management system for restaurants?
- 4) Will the needs of customers, employer and employees be satisfy?
- 5) How should QMS and the restaurant quality management system be implemented?

By ignoring the importance to give the customer what he[1]expected can be of vital importance for a restaurant. The service receive can determain if a customer comes back and if he will recommends the establishment to friends.

## **2. 2 QUALITY IN RESTAURANTS**

The quality of the food and service is defined as meeting or exceeding the expectations of the customer as if promised by the restaurant. The food should be properly prepared and the service should be prompt and courteous. The benefit of quality food and service is that customers will come back and will recommend the restaurant to friends.(Kurtus, 2008).

Building a loyal base is important to any restaurant. Getting customers to come in is hard, keeping them is even harder.

According to Brink, Berndt (2009) there is a link between relationship, quality service and customer loyalty to meet the expectation of customer. This can help you measure customer satisfaction in order to improve your service to ..... Relevance for keeping customers (to have them coming back).

## **2. 3 CUSTOMER SATISFACTION**

Customer satisfaction is not only of vital importance for the survival of an organization, it is also an important quality benchmark for quality and ISO 9001: 2000 and the INK-management model. Customer satisfaction is not static. A customer, who is happy now, expect during his next contact at least the same level of quality. Important here is a systematic approach. The best

way to know if you still comply at the needs of your customer is to measure it. (Berg, Dooren, 2002).

## **2. 4 QUALITY SYSTEM**

However, since the existence of such 'informal' quality systems are difficult to justify, the International Standards Organisation, (ISO) has come up with ISO 9001 series of standards that are applicable to all organisations irrespective of size or nature of business. (Praxiom Research Group Limited on-line, 2002).

ISO 9001 family of standards is undeniably, the most prolific of all formal standards. (Pheng and Darren, 2001). This could be due to the worldwide applicability standardisation and flexibility with which the standards are associated, although some writers who still question the standards' applicability in the construction industry. (Karapertovic, 1999; Seddon 1998, cited in Nwanko, 2000).

For many organizations, the time, effort, cost, and culture shock associated with implementing a Quality Management System can be overwhelming, (Hinkle, 2006). Implementing a QMS is expensive. You will have to invest in your employees. On the other hand by implementing a QMS can save you money, you have less cost and you can be more productive and efficient. This can make not only restaurants, but also the Island gain a competitive advantage on others and get economic return.

QMS will be a tool for your organization to get a result oriented management system to enhance performance.

Companies now a days want to be profitable. They choose strategies to make profit.

Eventhough Seddon criticize the use of standards and criteria's.

## **Advertising**

Finally, some companies want to become certified, so they can advertise that fact and give the impression of being better than their competitors.

You have seen ads with a logo stating the company is certified at some ISO 9000 level. It apparently gives those companies a leg up on competitors not registered.

Again, this seemed more important in the 1990s, but you don't see that many companies using ISO 9000 certification as an advertising tool.

## **Improved operations**

By conforming to the ISO 9000 standards, a company can greatly improve their efficiency of operations, provided care is taken not to become too rigid, document too much, or to not apply the standards to completely fit your business.

## **2. 5. CONCLUSION**

According to

As mentioned earlier, there are many methods, techniques, standards, models, standards, labels, approaches, best practices, toolkits where you can choose. This article aims to highlight these two to help you to choose ISO or ISO and INK INK or natural, for example: 1. ISO commercially important

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because it is an ISO certificate to have in the implementation of ISO can be used though the INK 2. ISO implementation as a step to further improve in INK.

Importance for staff to know what are on the menu.

Competition for business is fierce. Great customer service makes a difference in whether or not the customers come back

Hoyer, W. D., Macinnis, D. J, ( 2008),

emotion in consumer decision making, CONSUMER BEHAVIOR

' benefit from any performance enhancing strategies' such as the introduction of quality management systems.

Therefore, formal quality systems like the ISO 9001: 2000 series are a way of increasing customer confidence that the material, product or service will conform to specified requirements. (Nwanko, 2000).

Quality Standards.

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It is important to note that ISO 9001: 2000 has replaced ISO 9001: 1994, ISO 9002: 1994 and ISO 9003: 1994, while the old ISO 9002 and ISO 9003 standards have been discontinued. (Praxiom Research Group Limited on-line, 2002).

First published in 1987, the standards were further revised in 1994, and subsequently in 2000 where the new ISO 9001: 2000 standards have now been: ' structured into five chapters following a process model, instead of the rather disorganised 20-section structure.' (Harversjo, 2000, p 226). Importantly, the new standard has been more compatible with the standard on environmental management (ISO 14001), which will be useful for companies running both systems. Refer to Appendix B for a summary of both the ISO 9001: 2000.

### The need for a quality system

A study by Nwanko, (1998) found that implementing quality management systems in most construction companies revolve around the ISO 9001-type implementation. As mentioned before, the process of obtaining an ISO 9001: 2000 certificate is not too complex.

### What does quality in your organization?

More attention to the effectiveness and risks in delivering quality work and fewer mistakes, fewer repairs and less unnecessary costs more satisfied customers and service users

an instrument for measuring the gap between the service that consumers think should be provided and what they think actually has been provided.