AN ANALYSIS OF THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN THE FAST FOOD INDUSTRY - CASE STUDY OF EDDIE ROCKET’S, IRELAND

Dissertation submitted in part fulfilment of the requirement for the degree of
Masters in Business Administration [Marketing]

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DECLARATION

Declaration: I, PRAVIN RAJENDRAN, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: PRAVIN RAJENDRAN    Date: 13/01/2019
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ABSTRACT

The current research aimed to analyse the impact of service quality on customer satisfaction in the fast food industry in Ireland, Eddie Rocket’s Ireland was used as a case study for realizing the real life insight into the industry. The research required gathering data and primary data collection was used for the study. Survey was deployed where questionnaire was used as an instrument. 100 customers of Eddie Rockets were selected with the help of purposive sampling technique. The gathered information was analysed with the help of quantitative data analysis method that allowed the researcher to present the information in the form of charts and tables.

From the literature review it was known that the various dimensions of service quality impact the customer satisfaction level in organisations. Firms are found to focus on the service quality dimension owing to the impact it has a customers. It was identified from the research that customers are overall satisfied with the service quality dimensions that are being focused upon by Eddie Rockets in Ireland. Empathy that is related to the service rendered by the employees is found to be not effective and it is found to have less impact on customer satisfaction. Reliability, responsiveness, tangible factors of Eddie Rockets is found to be improving satisfaction level of employees. However, the firm is not found to focus on customer’s individual attention for fulfilling preference customers. Problems of the customers are not found to be solved by Eddie Rocket's. It is recommended for the firm to improve their service by focusing on individual customer attention. Staff training must be provided for understanding the needs of customers. Periodical customer satisfaction survey is also suggested by this research.
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CHAPTER 1: INTRODUCTION

1.1 Background
The service quality is found to impact the customer satisfaction level in fast food organisations. Seven service quality dimensions namely assurance, reliability, tangibility, responsiveness, perceived value, price and empathy are found to have positive impact on the satisfaction level of customers in fast food restaurants (Sumarajan, Salehuddin and Mohammed, 2013). Service quality is found to have relationship with behavior intentions and satisfaction level of customers in the fast food restaurants (Lockyer, 2013). Perceived service quality of the customers and the service quality provided by the firms must be equal for improving the satisfaction level of customers in fast food industry. Service quality is also found to have a strong influence on the purchase intention of customers (Singh, 2016). Thus, it is clear that service quality has an impact on the customer satisfaction level in fast food industry. It is also seen from the above statements that purchase behavior of customers are also impacted due to the service quality practices of fast food industry.

Irish owned chains in the industry pursued aggressive expansion process for increasing their value shares amidst competition from the multinationals. Pressure was imminent in the fast food industry in the year 2017 due to no fry zone around schools. Health concerns were another major pressure on the industry. The Irish customers are becoming increasingly worried about their food choice impact on environment. In terms of share McDonalds was the leader in the fast food industry of Ireland (Euromonitor, 2018). Hence, it could be known that Ireland fast food industry is a competitive landscape owing to the presence of multinationals and needs of customers pertaining to environment and health consciousness.

Ireland’s appetite for fast food continues to grow with the increase in number of competitive fast food chains in the industry. Though, the nation has been taking steps to reduce obesity crisis, the rise of fast food consumption is high. Ireland ranks 11 in fast food consumption providing growth opportunities for new fast food chains in the region. The government’s proposal of no fry zone near schools affects business operation to a greater extent in the organisation (Kelleher, 2018). Based on a statistical survey conducted on the Ireland’s fast food service providers it was identified that McDonald’s has maximum customer range in comparison with other organisation. While, McDonalds is at the top Max and Burger King holds the next two places. This indicates the flair
for burgers and fast food among the Ireland population (Statista, 2019). Therefore, it is evident from the study that fast food consumption rate is high in Ireland and it is on a continuous growth phase. This indicates that new fast food chain would have opportunities to enter the market. However, existing players hold the top position in Irish fast food market.

**Company overview**

Eddie Rocket’s (IRL) Limited is a fast food chain restaurant that is operating effectively in Dublin, Ireland. The organisation started its operation in 1989 and it is expanding its operation ever since. The fast food diners menu consists of sandwiches, hamburgers, salads, fries, wraps, malt and shake. The organisation opens its third restaurant providing 30 jobs to job seekers in South Belfast. The location for the third restaurant is Boucher Crescent in south Belfast and the same location was previously occupied by the competitor Ed's Easy Diner (Bloomberg, 2019). This highlights the operation and sustainability period of the organisation in the country.

Eddie Rockets fast food chain of restaurants increased the profit margin in 2016 by 20pc to €1.39m, with this the organisation’s revenue has also increased on a considerable range from €15.4m to €17.2m. The management has stated that the trading results and financial performance of the organisation is satisfactory and they expect to grow further in the region. This organisation sells 1,000 tonnes of French fries and two million hamburgers in the region along with other popular items such as classic hamburger, chicken tender and milkshakes. The organisation has 27 franchise and 22 directly operated companies that contribute to the profit (Deegan, 2017). This highlights organisation performance and operation scale in the market. It is evident that Eddie Rocket is operating efficiently in the market and has achieved better profit scale contributing to industrial growth and better operation performance in the management.

**1.2 Problem Statement**

Eddie Rockets sales increased more than 12%, the companies that were fast-food franchise of Eddie Rockets delivered a profit of €35.7 million that led to the increase in sales. However, Eddie Rockets Ireland Limited profit earned before tax fell by 83% and was €234,208 over revenue of €20.1 million. The company is planning to expand to Middle East for improving its financial performance (Hamilton, 2018). It could be seen that the firm is currently facing issues in terms of
financials. The subsidy outlets are the reason for the increase in sales but the parent company profit is found to be affected. With the presence of extensive competition in the industry as identified from the background section, it is vital for the firm to devise strategies for sustaining in the industry, thereby attracting and retaining their customers with the help of the firm’s service quality.

The high court has appointed an examiner to the Eddie Rockets restaurant that is operating at Stillorgan Shopping Centre, Dublin failing its financial crises of €1 million debt. The organisation operates with 20 employees in the location, despite the revenue and sales the management is facing increasing debts in their business (The Irish Times, 2011). It is evident that Eddie Rocket is exposed to increasing debts and is facing financial crises. It is evident that the organisations is performing on an expected scale however, the management’s operation is affected by the increasing debts lowering their financial performance scale in the organisation. Considering the time gap between the present and past financial performance the organisation as still been facing difficulty in gaining a high end profit in the market.

In order to increase their profit scale and improve international presence the management is focused on expanding into various regions. The expansion into Germany is very difficult and the organisation is all set on improving business operation. The organisation has invested huge sum in their international ventures to improve their business operation (TheJournal.ie, 2018). This reveals the reason behind the financial needs and requirement of the organisation. Expansion without profit would affect business operation to a greater extent. In order to achieve a positive market presence it is necessary to improve service quality in order to attract customers. The research sheds lights on the importance of service quality and its impact on increasing customers’ satisfaction level in organisation. The research will provide suitable recommendations in the later section to improve financial performance of the organisation.

1.3 Research aim, objectives and research questions
Aim: The aim of the current research is to analyse the impact of service quality pursued by the fast food industries on the satisfaction level of customers. Eddie Rockets, Ireland is being used as a case study.

Objectives
To analyse the significance of service quality in fast food organisations

To identify the various service quality practices being used in the organisations operating in the fast food industry.

To evaluate the impact of service quality on the satisfaction level of customers at Eddie Rockets.

To make suggestions to Eddie Rockets for improving the satisfaction level of customers by improving their service quality

Research Question

What is the influence on customer satisfaction level due to the service quality practices in the fast food industry?

1.4 Dissertation roadmap

Chapter 1: Introduction chapter provides information on the research aim, objectives and research questions. Scope of the research and the contribution would also be clearly explained in this chapter. This chapter forms the basic skeleton of the entire research highlighting the overall operations and research course.

Chapter 2: Literature review chapter would provide critical analysis on the views of the scholars pertaining to current research topic. The literature section would summaries data from various journals and articles related to service quality and customer satisfaction in fast food chain, to provide an in depth understanding of customers’ expectation in an organisation. Based on this effective critical analysis will be provided.

Chapter 3: The various research methods that were used for performing the study namely research philosophy, approach and various other methods that were used for conducting the research is presented in this chapter. Ethics of the research is also specified in this chapter. Data for the research will be collected using primary data collection method using survey technique and the research will involve 100 sample units for participating in the research process.

Chapter 4: Data analysis and findings chapter would illustrate the results obtained. Description of the findings would be presented here without drawing on any conclusion from the findings.
Effective quantitative method will be used for projecting the results in charts for better understanding.

**Chapter 5:** Discussion section would analyse the work and the results would be reiterated here. Discussion would be done with the help of literature review and research questions. This chapter will provide answers to the proposed research question and meets the set objective of the research.

**Chapter 6:** Conclusion and recommendation section would clearly specify the overall conclusion obtained. Recommendations for future work would be specified here along with the recommendations for Eddie Rockets to improve their service quality and satisfaction level of customers.

**1.5 Scope and limitations of research**

Fast food industry is found to have grown during the year 2017 despite concerns of obesity and other health concerns. Ireland people have not lost their appetite over fast foods (Kelleher, 2018). The current research would provide the opportunity for Eddie Rockets to utilize the growth that persists in Ireland. The current research shall enable the firm to improve its service quality for attracting and retaining its customers thereby leading to increased performance of the firm in the industry. The research specifically collects and analyses the information from Eddie Rockets’ customers hence, it could be generalized and could be used by the firm in the sector. The limitations of the research includes not collecting information from the employees of Eddie Rockets for determining their point of view pertaining to service quality rendered by them to the customers. This was not included owing to time constraints. Accessibility issues and long waiting time for obtaining permission from the management to conduct the survey on customers serves as a limitation in the research process.

**1.6 Contribution of the study**

The study would eventually contribute to the existing literature that specifies the impact of service quality on the fast food industry customers. It would add to the existing body of knowledge about the importance of service quality to fast food firms and the various service quality practices that exists. Apart from this theoretical contribution the current study would also provide recommendations for Eddie Rockets thereby aiding them to improve their service quality for
increasing their customer’s satisfaction level. Thus, the current study would contribute both theoretically and practically. Though, the survey and data for the research has been collected in view of Eddie Rocket, generalisation of result is possible due to the utilisation of quantitative analysis. However, the results and recommendation could be studied by other fast food operators and applied in their business operation to a certain extent with necessary modification in approach and perspective in order to attain expected results.

1.7 Summary
It is seen that there is need for performing this current research on impact of service quality on Eddie Rockets customer satisfaction level since, there exists competition in the industry that requires Eddie Rockets to focus on improving the satisfaction level of customers. The research aim and objective highlights the centre core of the research and a simple overview of the entire research has been detailed in the dissertation outline to gain a better understanding over the research.
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction
This section will analyse existing literature to determine the importance of service quality in influencing the customer satisfaction. The literature review chapter also analyses the Service quality theories, various service quality practices of organisations in the fast food industry and the impact of service quality on the customer satisfaction levels.

2.2 Importance of service quality in the organisation
Service quality plays an important role in attracting customers in organisation. This contributes to success and profitability of the organisation to a greater extent. Quick service restaurants in the industry are gaining importance among the customers in the region. Specific food and unique services increases customers affection and attachment to the organisation (Goch, 2018). The primary aspect of the service is customer value creation. If an organisation is able to successfully create values consistently, then the customers will remain loyal and will advocate the brand to others. Service quality is also found to exert influence on customer perceived value (Lovelock, Wirtz and Paul, 2015). Service quality is also identified as one of the predictors of customer satisfaction and loyalty. It is also found that if the customer believes that the service performance of the organisation is as same as that of their expectation, then they will perceive high quality of service (Ismail and Yunan, 2016). Thus, service quality of the organisation determines the ability to create new business values.

Customer satisfaction plays an important role in an organisation in improving their performance. Perceived service quality provided by the organisation has a strong impact on the customers influencing their behaviour and purchase intention in the organisation. However, there is difference between perceived quality, image and technical quality of the organisation (Ramphal and Nicolaides, 2014). High quality of service is said to be driver of organisational growth by ensuring the customers are not lost to competitors and motivating the customers to perform repeated purchases with the organisation (Al Hakim and Maamari, 2017). Research on the relationship between the service quality of the organisation and customer behavioural intention also showed that the organisational image perceived by the customer by the virtue of the service quality impacts the word of mouth and intention of repurchase by the customers (Şimşek and
Demirbağ, 2017). Service quality hospitality sector impacts the customer satisfaction (Lai et al., 2018). Research on the importance of the service quality in fast food industry has found that the organisations elements of service quality such as tangibility, empathy, responsiveness, assurance, and reliability exert positive influence on customer satisfaction and customer loyalty (Marković, Raspor and Šegarić, 2010). It is evident that the organisations should deliver service with high quality in order to mitigate the effects of high competition in the market since it will project the organisation as an organisation with a unique selling point. Apart from attracting the new customers, the high quality of service will also help the organisations to retain its existing customer base.

Organisations are keen on delivering high speed service to the customers in order to regain their position in the market and achieve desirable impact on the customers. Therefore, it is evident that organisations work on service profit operation to improve profit with their operation performance (Conway and Briner, 2014). It is also to be noted that the service quality defined by a company may differ from the definition and perception of service quality by the customers who indicates the need of gaining insights from customer before implementing service quality improvements (Lovelock, Wirtz and Paul, 2015). Excellent service quality provided by the organisation improves business opportunity and enables the management to achieve set target. Management with quick service expertise operates on priority basis improving operation performance of the organisation to a greater extent in the management (Bujisic, Hutchinson and Parsa, 2014). From the comparative analysis of the research works of Miranda et al. (2018) and Bujisic, Hutchinson and Parsa (2014) it can be noted that service quality has a direct relationship with customer loyalty and customer loyalty in turn benefits organisations by better understanding customer needs and serving them better which makes customers to stay with the brand in spite of the promotional tactics of the rivals. Exceptional service quality is required by the organisation in order maintain the operation and improve organisation performance.
Figure 1: Flower of service model depicting core and supplementary services

Source: Lovelock, Wirtz and Paul (2015)

Service quality has also impacts the brand building activities of the organisation. Organisations who offer high quality of service are found to be successful in building the brand name easily. It is also found that elements of the service quality such as reliability, utility, tangibility, sympathy and responsiveness exert influence on the customer satisfaction when it comes to hospitality industry (Phi, Thanh and Viet, 2018). Inconsistency in service quality will negatively affect the perception of customers concerning the organisation which in turn will affect the overall customer satisfaction (Schultz, Doerr and Frederikson, 2013). Thus, apart from institutionalising measures to improve the overall service quality of the organisation, it is essential to ensure consistency in delivering high quality of service.
Customers repeated purchase intention in the organisation is improved service quality offered by the management. This relationship between the two factors influences their buying behaviour increasing customers reliance and trust with the organisation and its business products (Marinković and Sekulić, 2016). Service quality including after sales service quality impacts the different types of customer satisfaction including customer satisfaction that are transaction specific and cumulative customer satisfaction. By positively influencing the customer satisfaction, service quality is also found to offer competitive advantage to the organisation (Wahjudi, Kwanda and Sulis, 2018). Critically analysing the above literature it is revealed that there are different elements of service quality such as empathy and responsiveness may exert differential impact on the customer satisfaction based on contextual factors such as nature of the industry to which the organisation belongs.

The above literature has revealed that service quality rendered by the organisation plays an important role in influencing customers’ behaviour and opinion on the organisation. Each element of service quality has a different impact on the organisation. Depending on the industry and its requirement service quality elements are modified and utilised by organisation to reach customers to create a positive impact on their behaviour.
2.2.1 Service quality theories and models

Quality of service in an organisation plays an important role in attracting customers to the organisation. In order to measure the efficiency and excellence of service quality in an organisation, they use SERVQUAL model. This model projects five dimensions of service quality that consists of following factors such as reliability, responsiveness, tangible factors, empathy and assurance. **Tangible factors** deal with appearance, employees, physical possibilities and commodity. This provides a positive organisation image for the customers in order to evaluate service quality. **Reliability** plays an effective role in meeting customers’ satisfaction level and expectation with high end performance in a safe atmosphere. This involves quick service, on time delivery and clean surroundings (Esmaeilpour, Mohamadi and Rajabi, 2016). **Responsiveness** demonstrates vigilance and sensitivity in meeting customers’ expectation with quick services and immediate responses. **Assurance** provides a positive impact on the customers, this is achieved by positive and polite employee behaviour meeting their merit of service and competency in the organisation. **Empathy** is the ability of the organisation to treat each customer with an individualistic approach. This involves providing a customised service and individual attention (Esmaeilpour, Mohamadi and Rajabi, 2016). This projects the various service quality dimensions and operations that are expected by customers in an organisation.

The SERVQUAL model has been designed to solve agency problems, customer satisfaction, ethical sales behaviour and customer loyalty. This measurement scale is used by organisations to achieve desired results in the market. However, it is essential that organisations adjust the measurement scale to customer requirement and behaviour intention in order construct a appropriate SQM operation (Lee, 2012). Service quality operations are complex and require improved traits and reliable attributes in order to achieve desired results in the market. Hence, a new service quality model has been used in organisations to meet customers’ perception. **V-model** of service quality was featured in organisations. This helps in real time application and enables organisation to seek opportunities and achieve desirable results in the market (Whyte and Bytheway, 2017). This reveals that apart from the SERVQUAL model V-model is also being practiced in organisations to achieve desirable results.
2.3 Importance of customer satisfaction in the organisation

Restaurants and other organisations in the hospitality sector focuses on increasing customers’ satisfaction level in the organisation. This influences the management to improve their service and operation by differentiating their service, menu and creativity with the operation (Madar, 2017). Customer satisfaction determines the customer behaviour and it also impacts the perception of the customers towards the organisation. Customer satisfaction, by the virtue of its ability to determine the perception of the customer, will also impact the customer purchase behaviour and long term association of the customers with the organisation (Nurcahyo, 2016). An empirical research on the effect of customer satisfaction on the organisational performance has found that the customer satisfaction is positively related to the organisational performance since it impacts the total profitability of the organisation. It is also found that the factor which impacts customer satisfaction also impacts the performance of the organisation (Suchánek and Králová, 2015). It is conclusive that the customer satisfaction is one of the factors which decide the performance of the organisation by impacting the customer purchase intention. It is also evident that the customer satisfactions play a key role in deciding whether the customer will be associated with the customer for long term.

Customers satisfaction level in an organisation is affected by the food quality and service provided by the operation. In order to meet customers satisfaction level in the organisation, management is

Figure 3: Customer satisfaction constructs

Source: Hesselbach and Herrmann (2011)
making huge investment in attracting customers and influencing their buying behaviour (Parsa, 2018). Satisfied customers act as a highly effective marketing tool to the organisation hence, organisations tend to create a positive social relationship with their customers increasing their buying behaviour in the organisation. Friendly organisation and customers relationship increases organisation performance and sales (Swimberghe, and Wooldridge, 2014). Critically analysing the above literature it is revealed that customers’ satisfaction is the most essential contributor to organisation success and growth in the industry. It is revealed that organisations play an important role in attracting customers and influencing their buying behaviour in the organisation.

Customers’ loyalty in an organisation is influenced by trust and management’s ability to meet customers’ perception. Organisations invest in loyalty program to enhance long term commitment of organisations in order to improve performance and other benefits (Liu, 2007). Customer satisfaction in an organisation is achieved by the service quality and effective operation of the organisation. Satisfies customers retain in the organisation changing business performance of the management increasing their competitive edge in the market (Petzer and Mackay, 2014). When it comes to Ireland, there is increasing awareness about the need of health foods which makes it essential for the organisation to ensure healthy options in their menu in order to satisfy Irish customers (Pope, 2018). Customer satisfaction improves sales and profit of the organisation to a greater extent. Therefore organisations are using various measures to improve satisfaction level of the customers in order to improve their loyalty and commitment to the organisation. Less waiting time, immediate response and quick delivery based on customer arrival increases their satisfaction level (Gumus, Bubou and Oladeinde, 2017). In hotels, service quality is found to determine repurchase intention (Sarkar Sengupta and Pillai, 2017). Apart from directly contributing to the increase in brand loyalty, high customer satisfaction also mediates the role of brand trust on the brand loyalty. In order to effectively leverage brand trust towards brand trust, it is essential for the organisation to ensure high customer satisfaction. It is evident that the customer satisfaction is an important element which decides the ability of the organisation to positively impact the customer and to ensure improved organisational performance. It is also conclusive that the customer satisfaction also plays a mediating role in effectively levering brand trust and brand awareness for organisational growth.
Customer satisfaction plays an important role in enhancing operation performance of the organisation to a wider extent. This improves sustainability and growth of the organisation in relation with service quality. Increase in customers’ satisfaction level enables the management to reap benefits and improve operation (Mathe, et al., 2017). Pricing and product quality are the major factors that influences customers satisfaction level in the organisation. Customers are satisfied by the service and approach provided to them by the organisation. If the service provided by the organisation is in line with customers expectation this meets their satisfaction improving their buying behaviour and performance(Gilbert et al., 2004). Critically analysing the above literature it is revealed that customer satisfaction plays an important role in increasing operational performance of the organisation to a greater extent. It is evident that once the organisation meets customers’ expectation with positive organisation experience and improved product pricing creates the required impact on the customers.

The literature has highlighted that customer satisfaction plays an important role in contributing to organisations business development. In order to achieve heir set target organisations use effective techniques and measures to influence customers’ and create a positive impact on their perception and behaviour by meeting their satisfaction level with the organisation services and products.

Customer satisfaction is an organisation is influenced by the economy condition and external environment. Spending power of customers influences their purchase intention and satisfaction. Based on customers perspective it is understandable that income range of the customers also influence their purchase power, satisfaction and loyalty in the organisation (Arefi et al., 2016). There are certain internal factors that influences customers satisfaction level in the organisation they are customer service, employee attitude and organisation atmosphere. These factors create a positive impact on the customers’ influences their buying behaviour in the organisation. Efficient contribution and performance of employees improves customers’ satisfaction level in the organisation (Conway and Briner, 2014). Satisfaction level of the customers is influenced by their demand and requirement. Once customers meet their expectation they are satisfied with the services provided by the organisation. This reveals that customer satisfaction is transaction specific in the industry (Świtała, Niestrój and Hanus, 2018). Critically analysing the above literature it is revealed that customer satisfaction solely depends on their personal experience and perception.
over the organisation. There are other factors such as organisation atmosphere and employees' contribution that improves satisfaction and creates a positive impact on the customers to a greater extent.

Stocks return and financial performance of an organisation depends on customers’ satisfaction level in the organisation and its business performance in the market. Positive customer satisfaction in the organisation contributes to improved success rate of the management resulting in abnormal returns in stocks (Fornell, Morgeson and Hult, 2016). Customer satisfaction in an organisation is achieved based on organisations' performance and managerial outcome. Effective employee performance increases customer satisfaction and sales in the organisation. It is evident that employee and customer satisfaction are interrelated with each other influencing organisation performance (Schmidt and Pohler, 2018). Ineffective services are provided by employees as a result of poor organisation performance. Poor employee management affects customers' experience downsizing their purchase intention and reliability in the organisation (Habel and Klarmann, 2014). Critically analysing the above literature it is revealed that employees in an organisation play an important role in attracting customers and influencing their behaviour in the organisation. However, it is essential that employees’ expectation is met in the organisation in order to arrive at expected outcome in the management. This is because satisfaction level of employees and customers are interconnected. Hence, it is evident that organisations operating on a positive scale influences customers leading to better financial performance in the market.

2.3.1 Customer satisfaction theories

According to expectancy disconfirmation theory customers have their specific interest and expectation with products and services offered by the organisation. This theory states that customers’ expectation level over a brand depends on their previous purchase experience and performance. Therefore, satisfaction level of the employees is evident based on the outcome of their post and pre shopping experience (Hung and Wong, 2007). According to the interpretation of service profit chain theory it is revealed that profit scale of an organisation increases considerably based on customers satisfaction level in the organisation. In order to increase customer satisfaction and improve loyalty they take initiatives to improve service quality rendered by the organisation (Li, 2010). Therefore, from the literature its is revealed that customers
satisfaction level in the organisation depends on the service quality and response provided by the management to the customers. Their past experience and after sales service plays an important role in attracting customers.

2.4 Various service quality practices of organisations in the fast food industry

Fast food organisations are working on a competitive market in order to sustain and improve their position in the market. This requires high end menu and with effective and prompt customers service. This requires the organisation to train their employees on a regular scale in order to achieve desired results in the market. Trained employees provides better service without supervision (Kanyan, Ngana and Voon, 2016). Saad Andaleeb and Conway (2006) argue that there are several different dimensions associated with or representing service quality in fast food chains such as, availability, communication, trust, responsiveness, tangible and intangible factors, reliability and humility. Howbeit, the key service quality practices or the chief dimensions are classified on process quality, product quality, interactive quality and physical quality. Swimberghe, and Wooldridge (2014) stated that quick service restaurants play an important role in attracting customers in the organisation. Considering fast food chain customers expect quick service and delivery. Therefore, organisations that have limited waiting time in serving the customers have a better scope in the market. Critically analysing the above literature it is revealed that customers expect high end service from organisations. Therefore, it is necessary that the management has to change their operation to met customer perception. Hence, organisations are implying various service practice to influence customers in the organisation.

Service failure is the major reason for restaurants in the service industry to shut down and face huge loss during their first year of operation. There are various service dimensions in the restaurant sector that meets customer perception. Servqual dimension plays an effective role in influencing customers’ satisfaction level in the organisation leading to improve product delivery and high level market performance in the industry (Kurian and Muzumdar, 2017). Service quality perception of customers, in fast food organisations is influenced by the internal environment and food products served by the organisation. Cross-cultural changes and implementation of cultural practices in ambience and menu influences customers increasing their purchase intention (Domenge and Arciniega, 2015). But it should be noted that the service quality initiatives do not actualise into
beneficial result if senior management do not offer required support (Keating and Harrington, 2002). Critically analysing the above literature it is revealed that service quality plays an important role in influencing customers purchase intention in the organisation. In order to achieve the set target and improve operation performance it is necessary to apply changes in the organisation that meets customers’ perception and improve operation performance. Therefore, it is evident that service quality is an important essence in meeting customer perception and satisfaction in food industry.

Comparison of the actual service with perception of the customer is how the service quality is measured. Since service quality has become one of the most important determinants of customer satisfaction, fast food industry centres its practices on SERVQUAL dimensions like trustworthiness, empathy and responsiveness. This is created thorough training from a managerial perspective (Salami and Ajobo, 2018). Purchase intention of customers in an organisation is influenced by their experience and exposure to an organisation. Fast food organisation providing custom service to their consumer segment based on their requirement and demand improves service quality to a greater extent (Harun, Prybutok and Prybutok, 2018). From the research on the customers from Ireland fast food industry, it is found that some of the factors such as personalisation, integrity, resolution and empathy exert influence the service quality in the industry (CEXI, 2015). Service quality has become the source of competition to many organisations in the industry. Excellent service offered by the organisation increases customers purchase and retention behaviour in the organisation. Price variation, menu differentiation, high speed product service, convenience and improved seating facility increases customers attraction level in the organisation (Tan, Oriade and Fallon, 2014). Critically analysing the above literature it is revealed that the actual service is defined through service quality factors such as tangible and intangible factors which the organisation practices such as courteous interaction of the employees (front line) with the patrons and also providing good quality food.

Fast food organisations use various service quality techniques to retain their customers in the organisation. In terms of fast food organisation it is necessary that the price of the products is minimal and meets customers’ requirement and affordability range. At the same time product needs to maintain its quality in order to attract customers (Eyles et al., 2018). Since customers in
the hospitality industry are highly exposed to internet the purchasing decisions of the customers are influenced by information sources present in the internet. It is also found that the usage of chatbots in the industry of hospitality increased the ease of making purchase decisions related to the industry (Romero-Charneco, Casado-Molina and Alarcón-Urbistondo, 2018). Critically analysing the above literature it is revealed that service quality plays an important role in influencing customers buying behaviour in the organisation. This creates a positive impact on their behaviour views on the organisation. Meeting customers’ expectation is the major concern of the organisation in order to achieve the target. They imply various service quality practices to influence customers buying behaviour.

Service quality plays an important role in fast food chain in order to improve operation performance and research customers in the digital and offline section it is necessary to create a positive impact on their busying behaviour this is achieved by providing immediate response to their queries and requests (Dastane and Fazlin, 2017). Customers’ service quality perception in fast food industry totally depends on the product, employee service, time of delivery and product efficiency in terms of taste and service. This creates a positive impact and influences customers repeated purchase intention in the organisation. Meeting customers’ perception plays an important role in the organisation (Domenge and Arciniega, 2015). Behavioural traits of employees create a positive impact on the customers influencing their purchase decision. Positive verbal advertisements and attractive menu influences customers buying behaviour in the organisation. Perceived service quality offered by the organisation improves customers buying behaviour (Esmaeilpour, Mohamadi and Rajabi, 2016). Critically analysing the above literature it is revealed that service quality offered by the organisation plays an important role in influencing customers’ satisfaction level in the organisation. The management offering timely service, with immediate responses and positive behavioural traits increases customers’ attraction and attention in the management.

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market performance in the industry (Kurian and Muzumdar, 2017). Service quality perception of customers, in fast food organisations is influenced by the internal environment and food products served by the organisation. Cross-cultural changes and implementation of cultural practices in ambience and menu influences customers increasing their purchase intention (Domenge and Arciniega, 2015). Critically analysing the above literature it is revealed that service quality plays an important role in influencing customers purchase intention in the organisation. In order to achieve the set target and improve operation performance it is necessary to apply changes in the organisation that meets customers’ perception and improve operation performance. Therefore, it is evident that service quality is an important essence in meeting customer perception and satisfaction in food industry.

It is evident from the literature that there are various factors that influence satisfaction level in the organisation. Service quality factors such as tangibles, responsiveness, societal quality, ambiance, food quality and other internal factors influence customers buying behaviour in the organisation.

2.5 Impact of service quality on the customer satisfaction levels

Responsiveness is characterised to have a high degree of impact on the satisfaction of customers. Since, timely service provision earns high respect on the restaurant or the service organisation among the clients, responsiveness holds a penchant among other service quality factors and positively influences the satisfaction of the customer (Marković, Raspor and Šegarić, 2010). There are certain traits of service quality that influences customers buying behaviour in a fast food chain. Food quality is the most essential aspect of drawing customers’ attention in the industry. Apart from that internal atmosphere such as hygiene, cleanliness, accessibility and nearness of the location influence customers increasing their buying behaviour in the organisation (Blešić et al., 2018). Customer satisfaction may fail to translate into customer retention if the organisation fails to effectively anticipate the future needs of the customers and effectively develop infrastructure to meet the future demands (Hoffman and Bateson, 2010). Customer satisfaction also plays an important role in ensuring brand loyalty and determines the effectiveness of the organisation to successfully implement branding strategy. It is also found that the level of customer satisfaction determines the effectiveness of promotional campaign by the organisation in exerting positive influence on the customers (Bloemer and Lemmink, 2002).
Customer satisfaction and service quality has a two way relationship that contributes to the growth and benefit of the organisation. In order to meet organisation objective it is necessary to focus on achieving the set service. The degree of service quality provided by the organisation improves customers relation with the organisation (Zaibaf, Taherikia and Fakharian, 2013). Responses from graduates in Malaysia considering the impact of service quality on their satisfaction revealed that 82% are agree the fresh food offered as an important service quality practice (tangible) and following this 76% agreed on how important the responsiveness (correctness and completion) determines the service quality of food being served (Maizura et al., 2016). Service quality and customer satisfaction are in relationship with each other in the industry. Customers receiving exceptional service and good quality food at a considerable prize tend to spread a positive impact on the organisation increasing their sales and recognition in the market. This eventually leads to positive word of mouth in the market increasing organisation reputation (Petzer and Mackay, 2014). However, it should be considered by the organisations that food quality is not the only service factors that influences purchase level and attachment of customers to the organisation. The positive impact created by the organisation with their food, flavour and atmosphere increases customers purchase intention highlighting the relationship between service quality and customers satisfaction level in the organisation.

The most important trait of an organisation is to maintain its service quality in the region. Quality of restaurants and the positive reviews provided by peer customers projects a positive image of the organisation, increasing reliability and responsiveness of the organisation to a greater extent (Madar, 2017). Customer satisfaction also impacts the marketing performance of the organisation by ensuring superior stock return. Research on the impact of customer satisfaction on the marketing performance also indicated that the customer satisfaction impacts the marketing performance by influencing the earning and earning by surprises (Fornell, Morgeson and Hult, 2016). In luxury hotels, service quality determines the brand image of the organisation (Lu et al., 2015). Brand preference is another factor that is influenced through service quality. Customers are inclined to derive good memories and better perceptions from restaurants that offer good physical environment. The better the physical environment, the higher the degree of satisfaction the customer obtains. This is through attractive decorations that restaurants constantly focus on (Han and Ryu, 2009). Another research gives implication on how customer satisfaction can improve
the customer loyalty through perceived service quality through convenience. In order to meet
customers expectation and influence their service quality it is necessary that organisations should
improves their operation and meet customers expectation in terms of full service, responsiveness
and quality of the products (Saad Andaleeb and Conway, 2006). The literature, on critical analysis
of impacts of service quality gives implications on how all aspects of service quality practices have
a strong positive relationship with customer satisfaction levels s been and additionally offer
customer loyalty and customer retention to the organisation.

Service quality positively influences customers’ satisfaction level in the organisation slower
customer services affects operation and reduces performance of the organisation at an overall
scale. Considering the management performance and requirement of the organisation appropriate
changes are made to improve performance and profit (Kanyan, Ngana and Voon, 2016). Customer
satisfaction also found to precede the behavioural intention of buying the product from the
organisation. It is also to be noted that the satisfaction unlike attitude is highly transient and
vulnerable to changes depending on the transaction based experiences. Service perception is also
found to be influenced by the word of mouth suggestions and marketing activities (Fu and Juan,
2016). Service quality and customer performance in an organisation are related with each other.
Considering customers requirements organisation changes its operation tendency to influence their
attachment and commitment in the organisation to attain maximum operational result (Mathe, et
al., 2017).

Organisations use service quality as a part of market strategy to influence customers and create a
positive impact on their buying behaviour in the organisation. Products availability, services and
internal atmosphere of the organisation influences customers buying behaviour in the organisation
meeting their satisfaction level with the services offered by the management (Fernandes, 2018).
Critically analysing the above literature it is revealed that service quality provided by an
organisation influences customers buying behaviour. Customers purchase decision in an
organisation is influenced based on their satisfaction with the organisation and the services
provided by the organisation.

Customers in an organisation are influenced directly and indirectly by various standards and
practices followed by the organisation. Service quality is used as an effective tool to reach and
influence customers in the market. Applying customisation and high functional operation quality in meeting customer requirement influences customers’ behaviour in the organisation influencing their satisfaction level (Coelho and Henseler, 2012). Customer satisfaction and loyalty towards an organisation is rendered using effective service quality practices. Employees in an organisation meeting customers’ expectation influence customers buying behaviour in the organisation. This is achieved by meeting employees’ needs and requirement in the management achieving desirable results (Kim, 2011). From the research it is revealed that customers’ satisfaction level in an organisation is achieved when the management meets customers’ expectation level in the management. In order to meet customers’ satisfaction level it is necessary to influence employees and create a positive working environment in order to achieve desired market results. Hence, it is evident that satisfied employees provide satisfying services meeting customers expectation in the market.

Service quality plays an important role in influencing customers’ satisfaction level in an organisation. The literature revealed that organisations use various service quality techniques and strategies to meet customers’ satisfaction level in the organisation. Therefore, it is evident that service quality is maintained in organisations to meet customers’ perception.

2.6 Conceptual framework
The literature review on customer satisfaction in focus with service quality has been conducted to study customer perspective and expectation in service quality. The literature plays an effective role in identifying the service quality traits that creates a positive impact on the customers influencing their buying behaviour in the organisation meeting customer perception in the region.
Figure 4: Service quality conceptual model

Source: Grigoroudis and Siskos (2010)

The conceptual framework has highlighted that factors that influences customer satisfaction in fast food restaurants. It has been identified that factors such as empathy, assurance, reliability, responsiveness and tangibles plays an important role in attracting customers and influencing their satisfaction level leading to long term organisation commitment and positive buying behaviour.

2.7 Conclusion

It is concluded that the high service quality is an essential factor to ensure organisational success in fast food industry. It is also found that the customer satisfaction plays a mediating role between
brand awareness, brand trust and brand loyalty. In order to positively impact the customers in fast food industry, it is essential to ensure high quality service and customer satisfaction. It is evident from the literature that customers’ satisfaction level in the organisation is influenced by meeting their perception and demand on a considerable scale. This increases their performance and operation index in the region. Long term customers’ involvement in an organisation is achieved by meeting their satisfaction level with the product and service quality.
3.1 Introduction
The research aims to analyse the impact of service quality on customer satisfaction of Eddie Rockets, Ireland. This could be achieved or performed with the help of research methods. The methods that have been used would be detailed in this section. Justification for selection and usage of a method would be clearly outlined in this section of the dissertation. The research onion diagram served as a guideline for selecting the most suitable techniques.

Before focusing on the data collection methods and technique various other layers as specified in the research onion diagram must be focused on and must be dealt in a research. It beings with research philosophy followed by approach, strategy, time horizons and finally data collection methods. The issue to be solved will primarily depend on the data collection technique hence, it is important for peeling the outer layers of an onion for determining the techniques (Saunders, 2003). The research onion diagram and the elements in it that had been used in the current research would be specified in this section.

![Research Onion Diagram](image)

**Figure 5: Research onion**
Source: Saunders (2011)
3.2 Research philosophy
The belief and the means by which data about a research context is to be gathered, analysed and utilised is determined with the help of research philosophy. Source, development and nature of knowledge are being dealt with research philosophy. Based on the selection of research philosophy the type of approach to be used is determined (Cazeaux, 2017). Philosophy was used in the study for being able to have an idea about the knowledge and stance to be taken by the researcher in terms of the research topic to gather information. The philosophy thus selected was the base for selecting the approach to be used in the study.

Positivism research philosophy enables the researcher to take a philosophical stance of a natural scientist. Observable social reality would be used and the researcher can be able to make interpretation about the data collected. The researcher in this philosophy does not affect the subject or is affected by the subject. Interpretivism enables the researcher to fully understand the people the researcher studies for being able to understand their actions and motives (Saunders, 2003). Positivism or interpretivism could have been used by the researcher since, these two are the most commonly used research philosophies. The research utilized positivism research philosophy since, as it is seem from the title of the research, it is a social reality research. Independence of the researcher is very important in performing a research and this independence was achieved with the help of this positivist philosophy. A single reality pertaining to the impact of service quality at Eddie Rockets’ on the satisfaction level of customers was obtained with the help of this philosophy. Interpretivism was not used in the study since, a deep understanding of the customer’s motive and actions was not required for the research and is not suitable for the research.

Thus, positivism research philosophy was used in the research and the approach to be used was selected based on this and this is detailed in the next section.

3.3 Research approach
Research approach is a procedure or plan that consists of steps for data collection, data analysis and interpretation. Two categories of research approach are approach of data analysis and approach of reasoning or data analysis. Data analysis comprises of two types namely deductive and inductive approach. There is a third approach called mixed approach that uses both deductive and inductive approaches together (Creswell, 2014). Research approach was used in the study for ensuring the
steps to be followed are good enough for completing the research. Approach of reasoning was selected for ensuring the type of approach that could be used for data analysis. Depending on the approach the data analysis tools were selected accordingly.

Scientific research methods provide two different approaches namely inductive approach and deductive approach. Inductive approach traverses from specific to general and it is based on patterns, measures, regularities and observations. This leads to the development of hypothesis. In deductive approach the research begins with a hypothesis and this explored for either accepting or rejecting the hypothesis. The approach is selected based on the purpose of the research (Daum, 2013). Deductive approach owes more to positivism research philosophy (Saunders, 2003). Deductive approach was used in the research since, it is more suitable for the positivism philosophy. On seeing the literature review it was clear that there are various theories that clearly outline the impact of service quality on the satisfaction level of customers, hence, this served as the base for developing hypothesis for the current research on Eddie Rockets. For being able to develop the hypothesis at the start of the research deductive approach was used in the research. Based on the information gathered and analysis performed the hypothesis was either accepted or rejected. Moving from specific to general or developing the hypothesis at the end of the research would not be suitable for the current research hence, inductive approach was not used in the research that was performed.

3.4 Research strategy

Research strategy is a general plan that reveals that specifies the route used for answering questions. Research strategy is that which depends on the decisions taken by the researcher. The various case study research strategies used are survey, case study, experiment and action research. Survey strategy is related with deductive approach and this allows collection of large data. Case study strategy is that which enables the researcher to use a case study for analyzing the real-life events in detail (Saunders, 2003). The answers for the research question were identified with the help of the research strategy deployed in the research. The research used both case study and survey research strategy. As the current research uses Eddie Rockets it is obvious that the current research uses case study research strategy. This strategy would allow the researcher to analyse the topic under study in detail and this allows the topic to be a narrow one. Real life scenario pertaining
to service quality and its impact on customer satisfaction would be known with the help of this case study strategy.

Survey allowed the researcher to gather information from a wide range of participants hence, survey research strategy was utilized in the research. Moreover, survey strategy would be most suitable for deductive approach hence, survey strategy was used in the study. This allows larger collection of data than any other research strategy hence, this survey research strategy was used in the current study.

Quantitative research method helps the researcher to make use of statistical tools for understanding the topic under study. Logics would be used for ensuring that the results analysed and presented are effective (Saunders, Lewis and Thornhill, 2015). The current research made use of quantitative research methods for being able to analyse the data. This enabled the researcher to convert information into numerical form for easy interpretation of results. This method would be compatible with survey research strategy.

### 3.5 Sampling

Sampling is the process of selecting participants from the population. Group of people who are to be studied in a research is population. The information obtained from sample would be generalized. There are two classifications of sampling namely probability sampling and non-probability sampling. All the sampling types fall under these two categories (Emmel, 2013). Sampling population for the current study would be the customers of Eddie Rockets. Appropriate sampling methods would be used for the current research for selecting the sample size from the sample population.

Purposive sampling is based on the ground theory where the participants are selected based on the research objectives or questions of the research. Certain criteria is used for selecting them since, they are the statistical representatives of the entire population (Saunders, 2011). Convenience sampling is also called as snowball sampling that enables the researcher to select participants based on the convenience of the researcher and accessibility of participants (Warner, 2012). Thus, the researcher had the option of selecting the respondents with purposive or convenience sampling. Purposive sampling was used in the research for selecting the respondents of the current research.
This was potentially a non-probability sampling since, a criteria was used for selecting sample respondents and there is no probability for every member of the sampling population to be selected to participate in the survey process.

The population of the study was Eddie Rockets and they were selected based on certain criteria. All the respondents were required to be customers of Eddie Rockets in Ireland. For being able to select respondents based on their experience in Eddie Rockets and who possess knowledge about service quality approaches and practices that are being used in the firm, this sampling method was used in the research. The sample size of the research was 100 customers of Eddie Rockets. This was considered an optimum sample size since, the collection of data was easier and effective without affecting the effectiveness of the research. Convenience sampling was not used in the research since, it does not allow the participant selection based on any criteria. Gathering response from customers who does not possess any knowledge would make the research ineffective and they would provide vague answers hence convenience sampling was not used and purposive sampling was used.

Thus, the sampling method to be used was determined which was purposive sampling and now the next section would provide insight into the data collection methods to be used and the instruments that would be used for information gathering.

3.6 Data collection
Primary data collection method is being used for gathering information from respondents involved in the research environment. Questionnaires are used for presenting the questions and for gathering answers. Survey method, interview, computers and observations are also used in this method. Secondary data collection method involves the usage of sources that had already been published (Saunders, 2011). The research required the researcher to collect information directly from the people involved in the phenomena. For gathering information from the customers of Eddie Rockets the primary data collection method was the most suitable one. This helped the researcher to use survey method as a tool for collecting information from the respondents. This was most useful method for collecting information from 100 respondents. Interview method would not have provided the researcher with an opportunity to gather this wide range of information owing to its expensiveness and time taken. Interview method would not allow the researcher to gather
extensive information whereas survey method would allow the researcher to gather a wide range of information from participants hence, survey method was used.

Questionnaire is a research instrument that comprises of series of questions that are related to the research. This could be used for both qualitative and quantitative research methods. The questionnaire is used for gathering information from the respondents. The questionnaire can be close ended or open ended and structured or unstructured (Pattern, 2016). Questionnaire was the instrument used that were distributed among the customers for collecting information. For structuring the questionnaire 5-point Likert Scale has been used. The five points used were strongly agree, agree, neutral, disagree and strongly disagree. The questionnaire would close ended and structured for easy understanding of respondents and the questions would not be disguised in any form.

The researcher approached the customers of Eddie Rockets directly for distributing the questionnaire and to gather responses from them. This made the research void of any accessibility issues. Eddie Rockets outlets in Dublin were the points that were utilized by the researcher for meeting the respondents of the survey.

3.7 Data analysis
Data analysis is the process of applying logical techniques for illustrating and describing the data or information obtained. Data integrity would be determined based on the usage of appropriate data analysis for providing research findings. Quantitative data analysis methods help in performing researches by analyzing the data by making use of statistical tools. Correlation analysis and regression analysis are some of the statistical tools used for analyzing data (Treiman, 2014). Qualitative data analysis is used when there is non-numerical information in a research. This is mostly used in interview methods (Grbich, 2012). The method that provides data integrity and would provide effective research findings was used in the current research. Quantitative data analysis method was used in the study which enabled the researcher to analyse the information gathered through the primary data collection method. This was possible only with the help of quantitative data analysis method. The results obtained were presented in the form of graphs for easy understanding. Quantitative data analysis was selected to be used in this study since, survey method was used and this works in tandem with survey method. The interpretation of results in
numbers would be easily understood that presenting in explanation. Hence, quantitative data analysis method was used in the current study. Qualitative data analysis method was not used in the study since, mere description of the information gathered would not be appropriate for the current study and the effectiveness of the research would be reduced.

3.8 Research ethics
Primary research requires the researchers to pursue certain ethics that would enable the researcher to complete the research effectively. Some of ethics involved includes informed consent, confidentiality (Wiles, 2012). Using primary data collection that involves human participants it is clear that the research would have been exposed to ethical issues. However, there are certain ethical issues that were considered by the researcher for preventing such occurrence. The personal information was not obtained through the research. The informed consent was obtained from the participants of the survey prior to commencing the survey process. The participants were ensured that the outcomes of the research and their responses would be kept confidential and would not be used for any other purpose other than academic purpose. The results would be password protected and stored in the laptop of the researcher and only authorized person would have access to both participant information provided and outcome generated.

The image of the company was not affected through this research. Care was taken to avoid copy right and plagiarism issues. The research topic was carefully chosen to ensure that there are no political, social or cultural issues that would impede the research in any way. The participants were not forced to participate in the research as this was entirely a voluntary process. During the process of answering the online survey questions if the customers felt like withdrawing they might do so at their own will and were allowed to do so.

3.9 Summary
The above specified research methods were instrumental in completing the current research effectively and efficiently. Selection of one method led to the selection of another method and research onion diagram clearly served as a guide for selecting the most suitable methods for the current research. Positivism philosophy and deductive approach were used. Primary data collection method was used, survey method and questionnaire was used an instrument for collecting
information. Quantitative data analysis was used for analyzing data. The respondents were selected using purposive sampling and they were 100 Eddie Rockets customers.

CHAPTER 4: FINDINGS

4.1 Introduction
The previous chapter presented the process of primary data collection from the customers of Eddie Rocket's restaurants. This findings chapter analyses the results obtained from the online survey conducted among 100 different customers of Eddie Rocket's. The respondents involved in this survey were both male and female customers from different age group. The result of the survey is presented in quantitative manner by illustrating the responses in charts for clear understanding.

4.2 Findings from the Survey - Impact of service quality on Customer satisfaction at Eddie Rocket's
The questionnaire used in the online survey where divided into various categories. The questionnaire considered 5 different service quality characteristics such as tangible, responsiveness, empathy, assurance and reliability of the services offered by the restaurants. The analysis also covered the demographic factors of the respondents and their satisfaction level with the services offered by the organisation are also covered in the below sections.

I. Demographic Factors of the respondents in the Survey at Rocket's

4.2.1 Gender of the respondents
The gender of the respondents was identified from the survey in order to understand the type of customers answered to the survey. This analysis helps to understand the gender differences in the satisfaction or dissatisfaction attained by these customers from the service offered at Eddie Rocket's restaurant. The result presented in the above chart shows that the survey has covered almost equal numbers of male and female customers. However, the male customers were majorly involved the survey when compared with the female customers and 10% of the customers do not prefer to disclose their gender in the survey.

**Chart 1: Respondent's gender**

**Source:** The Researcher's work

As mentioned in the earlier section, demographic factors are analysed to understand the various age group of the customers. This is the major reason for the inclusion of this question in the survey.
The above figure illustrated that the major customers involved in the survey are the middle aged customers when compared to the young and old age customers. The customers in the age group of 26 to 30 years were involved around 34% of the total respondents. Similarly, 23% of the customers within the age group of 31 to 40 years provided their contribution to the research by providing their opinions to the survey questions. However, the survey has covered all age group of respondents to fulfill the generalisability of the research.

II. Customer satisfaction on Tangible Factors at Eddie Rocket's

The below questions analyses the tangible factors that are clearly visible to the customers at Eddie Rocket's restaurants. The satisfaction level of the customers to these questions were illustrated in the below charts.

4.2.3 Eddie Rocket's use Up-to-date equipment in offering services
The equipments used in the restaurant to offer service to the customers are evaluated in this section. The use of up to date equipments while offering service may increase the service quality and satisfaction level of the customers.

Chart 3: Eddie Rocket's use Up-to-date equipment in offering services

Source: The Researcher's work

The chart presented above illustrated that the many customers were agreed that their equipment used at Eddie's Rockets are up to date to the recent trend. Among the respondents, more than half of the customers (52%) were agreed and only 19% of the customers were disagreed with this statement. The overall result shows that the customers are satisfied with the latest equipments used for service at the restaurants.

4.2.4 Eddie Rocket's store layout is visually appealing

The store appearance must to attractive to influence more customers to get into the restaurant. This is the main reason for included this question with the questionnaire. The below chart presented the result from the survey for this statement.
Chart 4: Eddie Rocket's store layout is visually appealing

Source: The Researcher's work

The above chart illustrated the high satisfaction level and agreement of the customers with the store layout. 45% of the customers in the survey agreed that the store layout of Eddie Rocket's was attractive and satisfactory. However, very few customers (16%) do not satisfy with the present store layout. The overall satisfaction level shows the effectiveness of attractive store layout at Eddie Rocket's.

4.2.5 Employees at Eddie Rocket's are well dressed

Appearance of the service providers is also important in offering better service quality in the restaurant industry. Therefore, the customers were questioned about their opinion about the dressing of the employees at Eddie Rocket's.
4.2.6 Physical facilities appearance at Eddie Rocket's are consistent with the fast food industry

The satisfaction level of the customers towards the facilities offered by the restaurants is identified from the study. Since the physical facilities are very important to service industry to satisfy the customers.
Chart 6: Physical facilities appearance at Eddie Rocket's are consistent with the fast food industry

Source: The Researcher's work

According to the result presented in the chart, 44% of the respondents and 10% of the respondents were agreed and strongly agreed respectively with the consistent services offered by the restaurants. This shows that the customers are satisfied with the appearance of physical facilities offered by the restaurant. However, the organisation must consider the issues faced by 19% and 6% of the customers who were disagreed and strongly disagreed to the statement.

III. Customer satisfaction on Reliability Related Service quality practices at Eddie Rocket's

4.2.7 Eddie Rocket's responds to queries with the promised timeframe

This question has presented the effectiveness of employees' ability in offering proper responses to customers in limited duration of time.
Chart 7: Eddie Rocket's responds to queries with the promised timeframe

Source: The Researcher's work

The results give a direct inference on how effective the response of Eddie Rocket's have been to the queries of the customer. It can well be understood that the queries are responded within the promised timeframe were 41% of the customers agree and only 10% have strongly agreed. It therefore can be emphasised that the responses have been effective and as promised to the customer. Hence, it is inferable that the responses have been effective. However, it is important for the organisation to continue working on its response since 24% have disagreed.

4.2.8 Eddie Rocket's offers assurance to overcome the problems faced by the customers

This question is asked to the respondents to understand assurance of the organisation to overcome problems faced by the customer.
The reliability of the organisation in terms of solving problems of customers is understood in this question. From the results it can be understood that 34% of the customers agree that Eddie Rocket solves all of their problems. However, 33% of the customers do not agree with this fact. It is hence understood that Eddie Rocket poorly assures its customers in solving their problems and hence the organisation is not effective in assuring the customers about overcoming problems with their products. It is essential for Eddie Rocket to improve its assurance, responsive and reliability measures towards customers.

4.2.9 Eddie Rocket's offers services by understanding customers' preferences

To understand if customer interests are considered by Eddie Rocket while offering services, this question is posed to the customers.
The responses to this question indicate that the services offered by Eddie Rocket are not favorable enough for the customer's preferences. It is analysed that 37% chose to disagree and only 24% have chose to agree to this face. The preponderance of disagreement gives understanding that Eddie Rocket requires to realign its service strategy with the preferences of the customer and that they are not effective at present.

4.2.10 Eddie Rocket's provide services within the promised timeframe

The effectiveness of the services provided by Eddie Rocket within promised timeframe is understood through this question.
The results of the question indicate that the services provided by Eddie Rocket are within the promised timeframe. With 37% of the respondents agreeing to this, it can be stated that the services provided within the promised timeframe are effective.

4.2.11 Eddie Rocket's maintains accurate records of the customers and services

Eddie Rockets' effectiveness in management of records of services and customers is understood through this question.
IV. Customer satisfaction on Responsiveness Related Service quality practices at Eddie Rocket's

4.2.12 Eddie Rocket's inform customers regarding the appropriate time of service delivery

This question analyses the effectiveness in informing customers about their service delivery.
Chart 12: Eddie Rocket's inform customers regarding the appropriate time of service delivery

Source: The Researcher's work

Most of the respondents consider Eddie Rocket's delivery information to the customer for service delivery time to be appropriate and effective. This comes with agreement from 49% of the customers who consider that the information on the service delivery time is appropriate. Only 20% of the customers disagreed and 15% have a neutral stance towards the question. Hence, it is plausible to say that Eddie Rocket's provides information on service delivery appropriately to customers.

4.2.13 Employees at Eddie Rocket's offers prompt services to customers

The effectiveness of the service offered by employees at Eddie Rockets' to their customers is understood through the question.
Chart 13: Employees at Eddie Rocket's offers prompt services to customers

Source: The Researcher's work

Based on the results for the question it can be understood that most of the customers find employees to be effective in offering services to the customers. This is agreed by 44% of the customers and 13% of the customers who strongly agree. Hence, it can be understood that the services offered by the employees to the customers are prompt at Eddie Rocket's.

4.2.14 Employees at Eddie Rocket's are willing to help customers

The willingness to help among employees at Eddie Rocket's is understood through this question.
Chart 14: Employees at Eddie Rocket's are willing to help customers

Source: The Researcher's work

Based on the results it can be understood that most of the customer agrees that employees at the organisation are willing to help them. 47% of the customers agree to this and 14% of the customers strongly agree. Only 20% of the customers disagree. Hence, the results point that the willingness to help among the employees in the organisation is significant.

4.2.15 Employees at Eddie Rocket's respond promptly

The promptness in response of the employees at the organisation is understood through this question.
Chart 15: Employees at Eddie Rocket's respond promptly

Source: The Researcher's work

The results of the question indicate that responses offered by the employees at Eddie Rocket is prompt. This is reflected from the responses where 46% of the customers agreed to the question. Only 22% have disagreed and 17% took a neutral stance. Hence, based on the results it can be inferred that there is a prompt response to the queries of the customer by the employees at Eddie Rockets'.

V. Customer satisfaction on Assurance Related Service quality practices at Eddie Rocket's

4.2.16 Employees at Eddie Rocket's are trustworthy

The trustworthiness of the employees in the organisation is understood through this question.
From the results of the question, it can be understood that most of the employees in the organisation are trustworthy. 45% of the customers agreed that the employees are trustworthy and further 12% of the customers strongly agree to this question. Therefore, an understanding can be made that the employees at the organisation are trustworthy. This might be because of the prompt response and service delivery offered by the employees in the organisation.

**4.2.17 Customers' feel safe when transacting with employees at Eddie Rocket's**

The security provided by the organisation when it comes to employee transaction can be understood through asking this question.
Chart 17: Customers' feel safe when transacting with employees at Eddie Rocket's

Source: The Researcher's work

The results of the question indicate that most of the transactions made with employees at Eddie Rocket's are confidential and secure since 46% of the customers agree that they feel safe and only 21% disagree. This preponderance might be due to the trustworthy nature of the employees in the organisation.

4.2.18 Employees at Eddie Rocket's are polite

To understand the politeness towards the queries of the customers this question is posed to the respondents.
Chart 18: Employees at Eddie Rocket's are polite

Source: The Researcher's work

The results of the survey question indicate that most of the employees in the organisation are polite since 60% of the customers agree and strongly agree with this statement. The majority of the results helps to conclude that the employees at the organisation are polite towards the customers.

4.2.19 Employees at Eddie Rocket's get full support from the management to perform better in their work

This question is posed to understand the perception of the customers on how effective employee support is obtained in the organisation.
Chart 19: Employees at Eddie Rocket's get full support from the management to perform better in their work

Source: The Researcher's work

The results of the question indicate that most of the customers get full support from their management to increase their performance or perform better at work. This is validated from the results of the survey where 52% of the customers agree and further 8% strongly agree to this fact. Hence, we can claim based on the overall results that Eddie Rockets' provides good support to its employees from the management level in the organisation.

VI. Customer satisfaction on Empathy Related Service quality practices at Eddie Rocket's

4.2.20 Eddie Rocket's offers fulfil the individual needs of every customers

This question is asked to understand the effectiveness of the orders made by Eddie Rocket's.
Based on the information provided for the question from the customers it is inferred that individual customer needs are not satisfied through the services of Eddie Rockets. Since most of the customers have disagreed to the question (46%), it can be stated that Eddie Rocket's need to improve its service quality practices and pay careful attention to the need of the customers. Hence, it is understandable that the services to fulfill individual customer needs are ineffective at the organisation.

4.2.21 Employees at Eddie Rocket's gives individual attention to all the customers

To understand the effectiveness of the organisation in offering individual attention to customers, this question is asked.
Chart 21: Employees at Eddie Rocket's gives individual attention to all the customers

Source: The Researcher's work

Based on the responses to the question, it can be understood that there is no individual attention provided to all customers in the organisation. 48% of the customers disagree to the question and only 25% agree. Hence, the service quality in terms of providing individual attention to customer needs to be improved by the organisation since it is found ineffective.

4.2.22 Employees at Eddie Rocket's understand customers' needs

This question is asked to understand how effectively customer needs are understood by employees at Eddie Rocket's.
Chart 22: Employees at Eddie Rocket's understand customers' needs

Source: The Researcher's work

The results of the survey question indicate that 45% of the customers disagree to this fact and 20% have taken a neutral stance towards the question. It is to be understood that employees require to give more importance to the needs of the customer by understanding it. Hence, it is important for Eddie Rocket's to offer training to their employees. The overall results thus indicate that customer needs are not understood by employees.

4.2.23 Employees at Eddie Rocket's understand customers' best interests and act accordingly

To understand if employees understand the interest of the customers this question is posed.
Chart 23: Employees at Eddie Rocket's understand customers' best interests and act accordingly

Source: The Researcher's work

The responses to this question reveal that most of the customers feel their best interests are not valued by the employees in the organisation. This can be seen from 42% of the customers who disagree. Hence, the customer needs are not effectively understood by the employees at Eddie Rocket's.

4.2.24 Eddie Rocket's operating hours are convenience to the customers

From this question an understanding on convenience of operating hours of Eddie Rocket's is understood.
Chart 24: Eddie Rocket's operating hours are convenience to the customers

Source: The Researcher's work

The results indicate that the operating hours of Eddie Rocket's are very convenient to the customers since 51% of the customers agree and 13% strongly agree. Hence, Eddie Rocket's is understood to maintain convenient operating hours to the customers.

VII. Overall Customer satisfaction at Eddie Rocket's

4.2.25 Customers' satisfaction level with the overall service quality dimensions at Eddie Rocket's

To understand the level of satisfaction of the customers with overall service quality this question is asked.
The responses to the question indicate that Eddie Rocket's overall service quality dimensions are satisfactory for the customers. 45% of the customers are highly satisfied with the service quality of the organisation from all perspectives. Hence, the majority of favorable results indicate that Eddie Rocket's have been able to facilitate good service quality in the organisation.

4.3 Summary
The questions asked to the customers were based on their satisfaction towards tangible factors, reliability based service quality practices, Assurance Related Service quality practices and empathy Related Service quality practices. The results indicate that employees at the organisation do not pay attention to the individual needs of the customers and also are quite negligent on offering assurance to customer based on overcoming problems. Hence, the empathy related service factors and assurance based service factors are not effective in the organisation and need to be worked on. The customer satisfaction towards reliability based service quality practices in the organisation is appreciable since the employees are polite and trustworthy. However, it is
concluded that overall service quality related dimensions are appreciable and satisfies the expectation of the customer.
CHAPTER 5: DISCUSSION

5.1 Introduction
The discussion section retrospectively analyses the findings of the research with the findings from the literature review. This section will analyse the findings and literature review by considering each of the research objectives. By elaborating the findings, this section augments the existing knowledge in the research topic and allows the researcher to reflect on the achieving the research objectives. This section will categorise findings into three major sections namely the significance of service quality, various service quality strategy followed by the organisations in the fast food sector.

5.2 Significance of service quality in fast food organisations
Service quality is identified as an important factor that determines the ability of the organisation to create unique values to the customers. It is found that the service quality contributes to the overall profitability of the organisation by influencing the extent of influence that the organisation can exert on the customers (Goch, 2018). Responses from the participants also indicated that the service quality determines the customer’s perception towards the organisation. Each of the elements of service quality in fast food organisations such as tangibility, reliability, responsiveness, assurance and empathy are found to exert influence on the customer satisfaction. It is evident that the service quality plays an important role in success of the fast food organisations including Eddie Rocket’s.

The significance of service quality can also be understood by fact that it determines the customer loyalty and intention of customers to make a purchase in the organisation. It is also found that the customers who perceived high quality of service are found to be proactive in recommending the brand to others. Customers’ perceived value is also found to be influenced by the service quality of the organisation (Lovelock, Wirtz and Paul, 2015). It is also found from the analysis of the primary data collected from the customers that the customers give importance to the service quality by reflecting on the factors that characterise service quality such as offering personalised service to the customers. Thus, it is conclusive that the service quality also determines the nature of word of mouth from the customers and it is inclusive of all factors such as responsiveness to the
personalised needs of the customers. The service quality of the fast food organisation is essential to sustain competitive advantage.

Service quality is also found to be linked to organisational growth by motivating the customers to continue with the purchase of products and service. It is also found that the service quality influences the customer behavioural intention. It is also found that the service quality in the hospitality sector such as food industry determines the customer satisfaction (Marković, Raspor and Šegarić, 2010). It is inferable from the responses of the participants that the Eddie Rocket’s need to concentrate on offering customers with more personalised approach. The organisations need to improve its ability to offer customers with the expected quality of service in order to effectively leverage the service quality towards the organisational growth. It is also evident that the service quality needs to be constantly monitored in order to ensure sustained customer loyalty.

Responses from the participants indicate that the Eddie Rocket’s mostly delivers the service and answer the queries of the customers within given time frame. The satisfaction of the customers with the service quality provided by Eddie Rocket’s can be attributed to the responsiveness of the organisation in meeting the demands of the customers. But the responses also indicate that the organisations lacks in the effectiveness of meeting the personalised demands of the customers. It is evident from the literature review that the offering service with speed is one of the factors through which organisations can exert positive impact on the customers. It is also found that the organisations need to improve their operating performance in order to ensure high quality of service which in turn impacts the profitability of the organisation (Conway and Briner, 2014). Thus, it is evident that even though the Eddie Rocket’s is effective in quickly responding to the queries and expectations of the customers, the need to improve their capabilities to understand and to fulfil the individual needs of the customers. It is also conclusive that the Eddie Rocket’s need to further improves its service quality by giving assurance to the customers and by listening to the individual customers. Thus, both literature review and primary data analysis conclusively indicates the need of the organisations in fast food industry to ensure high quality of service in order to achieve sustained profitability.
5.3 Various service quality practices followed by the organisations in fast food industry

Strategies used by organisation to ensure high quality of service are highly industrial specific. Organisations concentrate on the elements such as tangibility, responsiveness, assurance, empathy and reliability in order to improve the overall service quality. Review of the existing literature also indicated that each of the elements of service quality exerts influence on the critical success factors such as customer satisfaction (Madar, 2017). One of the strategies followed by the organisations in fast food sectors in improve their service quality is the reducing the servicing time by constantly training the human resource and equipping with essential skills and knowledge (Kanyan, Ngana and Voon, 2016). As identified from the primary data analysis, Eddie Rocket’s lacks in offering services that is in line with the individual expectations of the customers. It is conclusive that the Eddie Rocket’s need to institutionalise the training and development for its employees in order to address the issues of lack of customisation in service delivery.

Quick service offered by the organisations in fast food industry is said to be one of the strategies that are leveraged to enhance the quality of service of the organisations. The responses from the customers also indicate that the Eddie Rocket’s offers its customers with timely service and timely assurance to customers’ queries. It is evident that the satisfaction of the customers with the service quality of Eddie Rocket’s is due to the timely delivery of services. As mentioned by Swimberghe, and Wooldridge (2014), quickly addressing the customers’ queries is a common strategy followed by the organisation in fast food industry in order to leverage it towards customer satisfaction and to improve the profitability of the organisation. It is also evident that the Eddie Rocket’s is effective in leveraging the strategy of quick service delivery towards improving the overall customer experience.

Reducing the number of service failures by following quality frameworks and best industrial practice is also identified as the strategy to improve the overall service quality of organisations in fast food industry. It is also found that the organisations take cultural aspects of the target audience into consideration and integrate it with the menu and ambience of the organisation which helps the organisation to offer customised service delivery (Domenge and Arciniega, 2015). It is evident that the Eddie Rocket’s should give adequate consideration to cultural dimensions. By doing so, it will be able to overcome the limitations in offering customised service delivery to individual customers. It is also conclusive that the organisations need to institutionalise performance
measurement framework which includes operation management targets and service quality parameters.

Keeping the internal environment appealing and reflective of customer’s perception is also used as a strategy to improve the overall service quality of the organisation. As mentioned by Domenge and Arciniega (2015), maintaining ambiance in the restaurants is found to be exerting positive influence on the customer perception. The responses from the participants also indicated that the Eddie Rocket’s keeps its layout visually appealing and their employees are well dressed while serving the customers. It is also evident that the physical infrastructure at the Eddie Rocket’s is reflective of typical organisations in the fast food industry. Thus, it is evident that the Eddie Rocket’s uses tangibility as the element to improve the service quality offered by it. It is also conclusive that the literature review and strategies followed by the Eddie Rocket’s indicates that the keeping the tangible elements of service quality in line with the industrial trends will ensure positive impact on the customer perception and satisfaction.

Giving assurance to the queries and complaints of customers is also identified as one of the strategies largely followed by the organisation in order to positively influence the perception of the customers concerning the service quality offered by the organisation (Marković, Raspor and Šegarić, 2010). It is also evident from the data analysis that the Eddie Rocket’s also follows the strategy of gaining assurance to the customers about the service offered by it and quickly responding to the complaints and queries posed by the customers. Thus, it is concluded that the assurance is also an important element of service quality that are used by organisations in fast food industry to positively influence the customers’ perception concerning the organisation.

5.4 Impact of service quality on the satisfaction level of customers at Eddie Rocket’s

Service quality is identified as an important factor that exerts decisive influence on the customer satisfaction. As for the fast food industry is concerned, responsiveness is one of the prominent service quality dimensions that significantly influences the overall satisfaction of the customers (Marković, Raspor and Šegarić, 2010). Eddie Rocket’s is effective in securing the customer satisfactions most of the research participants indicated that they are satisfied with the overall service quality provided by the Eddie Rocket’s. It is also evident that the customers are highly satisfied with the responsiveness in the services offered by the customers since majority of the
respondents replied in affirmative to the questions regarding the timely delivery of service and timely response to their query.

Customers also said that the services are reliable at Eddie Rocket’s and they feel safe when they interact with the staff from Eddie Rocket’s. Thus, it is evident that the reliability of service and assurance given by the Eddie Rocket’s contributed to the overall customer satisfaction. But it should be mentioned that in order to effectively leverage the customer satisfaction towards customer retention, it is essential for the organisation to effectively determine the future needs of the customers and develop capabilities that will assist the organisations to fulfil the same (Hoffman and Bateson, 2010). By correlating the findings from the literature review with the findings from the primary data analysis, it is inferable that the present customer satisfaction may not be suitable to retain the customers. It is because the Eddie Rocket’s is not effective in anticipating the needs of individual customers. Thus, it is concluded that the organisation need to develop service quality strategy in order to effectively retain the customers. It is also evident that the organisation needs to further improve its present strengths such as high reliability and assurance in order to retain competitive positioning in the market.

Maintaining consistent service quality in the organisation, apart from improving customer satisfaction, also improves the sales which in turn will assist the organisation to have sustained growth and competitive positioning in the market (Zaibaf, Taheriki and Fakharian, 2013). The Eddie Rocket’s is successful in gaining the satisfaction of the customers which can be leveraged to improve the total sales in the organisation. Customer satisfaction in Eddie Rocket’s will also offer the organisation with the ability to generate positive word of mouth from the customers. It is also evident that the organisation needs to improve its ability to understand the preference of each of the customers in order to avoid losing customers.

Customer satisfaction in the hospitality sector is found to be influenced by the factors such as accessibility and hygiene of the place where customers are offered with service. It is also found that the quality of foods served exerts a significant influence on the overall satisfaction of the customers (Blešić et al., 2018). It is evident that the Eddie Rocket’s need to focus on improving the quality of food it serves in order to continuously improve its customer satisfaction. Brand loyalty of the organisation is also found to be highly influenced by the quality of service perceived
by the customers. The effectiveness of branding strategy followed by the organisation is also found to be moderated by the quality of service offered by it (Bloemer and Lemmink, 2002). Thus, it is evident that the Eddie Rocket’s can use its high quality of service as a unique selling point while building its brand across the target market. The responses from the research participants conclusively indicate that their satisfaction at Eddie Rocket’s is the result of good quality of service offered by the organisation. Promptness of the service and support offered by the staff at the organisation are also one of the reason for the high customer satisfaction.

5.6 Summary
It is concluded that the service quality is significant in ensuring the success of the organisation in fast food industry by influencing the perception of the customer. It is found that the Eddie Rocket’s has limitations in understanding the preferences of each of the customers. It is also concluded that the organisation is successful in offering assurance, reliability and responsiveness in its services. The findings also indicate that the service quality exerts significant influence on the customer satisfaction. Eddie Rocket’s is able to achieve the customer satisfaction by the virtue of its quality of service.
CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion
Increasing customer satisfaction level is more important in fast food industry to retain the customers and increase their loyalty with the restaurants. The aim of the research is to identify the relation between the quality of service provided by Eddie Rocket's and their customers' satisfaction. The analysis on the existing researches identified that effective service quality practices offered by the restaurants could increase the satisfaction among the customers in the fast food industry. The study collected opinions from 100 customers of Eddie Rocket's through an online survey. The online survey method supported the study to get responses from the target customers identified from different social media websites. The quantitative data analysis method was used to present the result using charts in the findings chapter. The findings and discussion chapters offered the outcome of the online survey and its relation with the previous researches in similar research area. These findings are analysed and concluded in this chapter. Recommendations to Eddie Rocket's for improving its service quality level are also included in this chapter as a contribution of the study.

The below sections concludes the result that fulfils each objective and research question of the study.

Objective 1: Significance of service quality in fast food organisations

The first objective of the study is majorly fulfilled by this research through the literature review of existing researches. It is concluded from the analysis that the service quality is highly significant impact on the success of the organisations in fast food industry by impacting sales and profitability of the organisations. It is also found that the service quality also decides the competitive advantage of the organisation by acting as a unique selling point. It is also found that the service quality determines the ability of the organisations to offer unique value proposition by consistent value creation. It is also found that the success of the Eddie Rocket’s in sustaining a competitive advantage is due to the ability of the organisation to maintain consistent service quality.

Another factor that indicates the significance of service quality in the fast food industry is that it determines the customer loyalty and customer satisfaction. It is also conclusive from the analysis
of the primary data that the service quality determines the ability of the organisation to retain the customers. An organisation which has high quality of service will have positive word of mouth. It increases the customer base of the organisation and improves the brand image of the organisation. The analysis of the primary data indicates that the Eddie Rocket’s has gave adequate consideration towards improving the overall service quality which can be known by the fact that most of the customers are satisfied with the service quality provided by the organisation. It is also conclusive that the service quality determines the effectiveness of the organisation in promoting its brand in the fast food sectors. Thus, it is conclusive that the service quality has positive impact on the customer satisfaction and it decides the perceived value of the customers. It is also conclusive that the service quality in the organisation can be leveraged to create purchase intention in customers by offering customers with personalised approach. It is also conclusive that the service quality impacts the organisational growth by contributing to the retention of customers. Eddie Rocket’s is also found to be effective in responding to the queries of the customers and influencing the customer satisfaction in a positive way. Service quality is also found to be related with the operating performance of the organisation.

Thus, the first objective of the research is achieved since the research established the significance of service quality in fast food industry.

**Objective 2: Various service quality practices being used in the organisations operating in the fast food industry.**

The Service quality framework analysed in the literature review and the online survey conducted in this research are the major sources that fulfilled this second objective of the study. Service quality provided by the organisation and customers’ expectation varies considerably. Due to difference in cultural aspects and personal perception customers are attracted to in store ambience, menu, food product and service environment (Domenge and Arciniega, 2015). The research findings revealed that the organisation operates with up to date equipments in the preparation, provide a visually attractive store with well dressed employees and physical facilities. Therefore,
it is evident from the results and literature that customers are influenced by tangible services offered by the organisation.

Fast food organisations providing on time delivery, efficient service in terms of taste and customer perception plays an important role in influencing customers (Domenge and Arciniega, 2015). The responses from the survey revealed that the organisation provides services according to a promised timeframe and provides assurance that customer queries and problem will be solved attentively. This reveals that service quality that meets customers expectation improves sales.

Fast food organisations are operating in a competitive environment in order to achieve desirable results it is necessary for the organisations to improve their performance by training their employees to provide prompt service and supervision in the dinning section to obtain desired results (Kanyan, Ngana and Voon, 2016). The result from the survey indicated that giving prior information about delivery, providing prompt service and responses meeting customers’ expectation. It is evident from the results and literature that they are in synchronisation with each other this indicates that customers provide responsive service.

Fast food organisations use various strategy and techniques to meet customer perception and expectation. They use effective imaging and product pricing strategy to attract customers. Further, fast food organisations price their product according to customer needs and expectation improving purchase intention (Eyles et al., 2018). The survey results revealed that the organisation strive meet individual needs of the customers with thorough understanding of their expectation and needs and act according to their perception. This indicates that the results and literature are in synchronisation with each other.

Therefore, from the results and literature it is revealed that they are in accordance with each other highlighting the various service quality practices that are used by fast food organisations to attract customers thus meeting the second research objective.

**Objective 3: Impact of service quality on the satisfaction level of customers at Eddie Rocket's**

The personal experience of the customers of Eddie Rocket's on service quality practices of the restaurant and their perception towards the overall satisfaction level at this organisation are considered to fulfill the third objective the study.
Service quality is found to influence the customer satisfaction by influencing the customer perception concerning the organisation. It is also concluded from the analysis of the primary data that the Eddie Rocket’s is effective in creating good customer satisfaction through high quality of service. But it is also revealed from the analysis that the organisation need to improve its ability to offer customised service to the consumers. It is also found that the organisation is highly proactive in responding to the queries of the customers which indicates that it excels in responsiveness dimensions of the service quality. Thus, it is conclusive that the service quality impacts the customer satisfaction by determining the efficiency of the organisation towards fulfilling the customers’ wants and needs.

Given to the high reliability and assurance in the service quality of the Eddie Rocket’s, it is plausible to say that the customer satisfaction identified in the research is due to the effective service delivery. It is also evident that the high quality of service offered by the organisation can be leveraged by it to sustain competitive advantage in the market. It is also found that the continuous leverage of service quality as competitive advantage is only possible if the organisation develops capabilities and infrastructure to identify and fulfil the future expectations of the customers.

It is also conclusive that transforming customer satisfaction by the virtue of service quality into customer retention primarily depends on the ability of the organisation to continuously identify changes in the customer expectations and fulfil the same. It is conclusive that the Eddie Rocket’s need to follow personalised approach in order to retain its customer base. It is conclusive that the organisations in the fast food industry need to strategically use their service quality towards ensuring customer satisfaction

By establishing the importance wielded by service quality in ensuring customer satisfaction, the reach has fulfilled the third research objective and the research question is answered.

6.2 Recommendations
The research has presented suitable recommendations to Eddie Rocket's based on the issues categorised from the findings and discussion chapters of this research. The recommendations offered in this study fulfil the final objective of the research.

Service to one customer at a time to offer Individual attention
Many customers involved in the survey mentioned that they did not get individual attention from the employees during their service to the customers. The restaurant has to increase the number of employees to offer service to customers in peak hours. Offering individual attention and care is more important in hotels and restaurants to satisfy the customers. Individual attention along with suggesting healthy menu by understanding their needs enhances the satisfaction level of the customers (Minh et al, 2015). Thus, in order give more attention to each customer the study suggested to offer service to one customer at a time. This approach may increase satisfaction level among the customers event in the peak hour services.

**Continuous Staff training on Understanding Customers' Preferences**

The study identified that the employees at Eddie Rocket's do not understand customers' preferences and act accordingly. This issue has limited the satisfied customers of the restaurant. The study recommended continuous staff training the employees on observing the customers' behaviour. Minghetti (2003) suggested continuous staff training for managers and staff members in hotels and restaurants in order to understand the customers' behaviour, needs and preferences. As per the suggestion, staff training on observation of customer behaviour and professional conversation with the customers could help the staff members to understand their preferences and act accordingly. Eddie Rocket's can offer this training for employees in a regular time interval to consistently maintain the performance of the employees.

**Periodical Customer Satisfaction Survey**

The customer satisfaction level from the findings of the study reported that most of the customers were not satisfied with the fulfilment of the individual preferences of all the employees. This shows that Eddie Rocket's does not understand the menu preferences or service preferences of the customers. In order to understand the actual requirement of each customer visiting restaurant, Eddie Rocket's can collect feedback from the customers through a periodical customer satisfaction survey. Velazquez and Medina (2018) mentioned that customer satisfaction survey in the restaurant used to get customers' preferences and enhance the quality of services based on their preferences. This study suggested periodical customer survey for understanding customers' preferences towards delivery time issues, product price and quality issues and considers the
required changes to increase the satisfaction level of the customers. The organisation could also conduct online survey by targeting its customers from different social media websites. This approach could get customers' preferences and also promote the restaurant through online and reach more customers.

6.3 Recommendations to future research
This study faced certain limitations due to lack of time and availability of limited customers. Although, the survey method used to collect data from more numbers of respondents, this method could not detail the consumer behaviours in relation with the service quality. Interview is an effective strategy which can be applied in the future to collect detailed preferences of the customers. This study has evaluated the common service quality practices at Eddie Rocket's based on the ServQual Model analysed from the literature. In order to enhance the quality of the research's result, the future research can involve the managers and employees of the restaurant to understand the unique service quality practices of the organisation by conducting interviews. The future research could also analyse the services quality practices of two leading companies in the industry to offer generalised recommendations to the fast food restaurants in Ireland.
SELF REFLECTION

My MBA coursework critically shaped my practical experience I showed towards conducting the research. The course learning was important for making decisions in the development of the title, performing the background for the dissertation, developing the literature review and shaping the research methodology. The thesis provided me with substantial technical subject related experience in research and comprehension. In addition to this, I made significant learning on documentation and tracking through which I was able to keep track on how to be specific in writing and comprehension. I have made use of several important theories and concepts that I have learnt in the course to refine the study and make improvements to it. I have been able to make a refined and focused study throughout the study which is explicated in the results of the study. I additionally made self reflective journals throughout the conduct of my dissertation at each phase. I was equipped with deep knowledge on gathering primary and secondary data thereby obtained significant data research and analysis skills. Further, I improved my self confidence and good problem solving skills. Technically, I improved time management skills and planning skills through strategising the primary data collection and secondary data collection.

Initially, I struggled to select the topic for the research which was completed successfully with the guidance of my professors and the supervisor. I sincerely express gratitude to my professor who's technical knowledge has been of significant help to make the study more factual, real and simplistic. I established frequent communication with the supervisor and hence was able to make a proper understanding on the needs of the research and also how to conduct the research in a timely and proper manner. Hence, my approaches to the development of background, aim and research questions were carefully planned. I consulted with my supervisor to make selection of the topic for the research and then prepared the outline of the research and hence learnt on the importance of being organised and methodical while performing research. This was followed the same organisation and development in other areas of the dissertation especially in the making of literature review and the development of the research methodology. For developing the structure of the research and improving its presentation, I made use of internet resources and took help from my supervisor to select the most appropriate design for the research and hence designed it in careful manner.
I ensured to make significant contemplation and analysis for developing the literature was challenging for which I carefully made selection and research based on appropriate articles and technical readings from the earlier study. I made an organised and structured approach to perform the secondary data collection using the enormous data available on the internet for the given research topic. I had to be more specific and relative and develop the literature review based on the research objectives. For this purpose I made the entire study to be more credible, valid and reliable. To ensure this, I used the internet more responsibly and accessed resources that are up to date and recent. I used the resources on the internet and materials from different libraries instead of just accessing resources from the university database or the university library. Prioritising and critically analysing the research was a major learning skill that I mastered while performing the research. I had made use of theories and concepts while developing the research topic which I understand will contribute positively to the development of my future research work and learning in general. As expressed in the literature I have used specific frameworks and theories to address and build the research which can be seen to have expressed in the literature review in the form of theories such as the Flower of service model from Lovelock, Wirtz and Paul (2015), the SERVQUAL model from Malik and Oberoi (2017) and the customer satisfaction constructs that have been developed from the Hesselbach and Herrmann (2011) works. I have also made use of the conceptual model of the service quality model by Grigoroudis and Siskos (2010) on seeing several other research works and also having obtained specific knowledge from my fellow researchers and the supervisor which has increased my research skills.

I mastered my skill in the primary data collection where I made use of the primary data collection researches to make an understanding on how primary data is collected. The phase was initially a nervy and difficult phase which I overcome using online research, the help of the supervisor and self confidence. To perform the primary data collection for the research, that is the research methodology I was initially asked to chose a method of collecting the data. I analysed the advantages and disadvantages of each method and based on that chose the right data collection method of the research. I selected the survey method by utilising my knowledge in time management skills. To avoid unnecessary tasks, I made sure that I developed a rough skeletal diagram where all the tasks that were important were marked and given preference and the rest of them were avoided. Based on this, I was able to improve and refine the outcomes of the survey.
method of research. I planned the questionnaire for the research after thoroughly understanding research background to develop the questions to be asked to the respondents. I also gained major understanding on sampling after understanding about it in depth.

I derived significant experience across all the important sections of the dissertation which I hope will provide me with knowledge and decision making skill on how to conduct the research in the future. I also understand that I will be able to make a structured, communicative, progressive and research based approach to establish problem solving in the future. While conducting each phase of the dissertation, I also managed time appropriately by making a journal on whatever task is conducted against the time taken to complete the task. This helped me in effective time management and also increased my agility.
REFERENCES


APPENDIX 1: SURVEY QUESTIONNAIRE

Questionnaire Disclaimer
I am a Master degree student, pursuing my MBA as a part of my academics I wish to perform a research on the impact of Eddie Rockets’ service quality dimensions on customer satisfaction. Your personal identity and results would not be used for other purposes other than academics. Kindly provide your valuable response to the questions below.

SURVEY QUESTIONS TO THE CUSTOMERS OF EDDIE ROCKET’S, IRELAND

1. What is your gender?
   ☐ Male
   ☐ Female

2. What is your age group?
   ☐ 18 to 25 years
   ☐ 26 to 30 years
   ☐ 31 to 40 years
   ☐ 41 to 50 years
   ☐ Above 50 years

Strongly Disagree - 1, Disagree - 2, Neutral - 3, Agree - 4, Strongly agree - 5

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<td>Eddie Rocket's store layout is visually appealing</td>
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<td>5</td>
<td>Employees at Eddie Rocket's are well dressed</td>
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<td>6</td>
<td>Physical facilities appearance at Eddie Rocket's are consistent with the fast food industry</td>
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<tr>
<td><strong>Reliability</strong></td>
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<td>7</td>
<td>Eddie Rocket's responds to queries with the promised timeframe</td>
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<td>8</td>
<td>Eddie Rocket's offers assurance to overcome the problems faced by the customers</td>
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<td>9</td>
<td>Eddie Rocket's offers services by understanding customers' preferences</td>
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<td>10</td>
<td>Eddie Rocket's provide services within the promised timeframe</td>
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<td>11</td>
<td>Eddie Rocket's maintains accurate records of the customers and services</td>
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<td><strong>Responsiveness</strong></td>
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<td>12</td>
<td>Eddie Rocket's inform customers regarding the appropriate time of service delivery</td>
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<td>13</td>
<td>Employees at Eddie Rocket's offers prompt services to customers</td>
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<td>14</td>
<td>Employees at Eddie Rocket's are willing to help customers</td>
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<td>15</td>
<td>Employees at Eddie Rocket's respond promptly</td>
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<tr>
<td><strong>Assurance</strong></td>
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<td>16</td>
<td>Employees at Eddie Rocket's are trustworthy</td>
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<td>17</td>
<td>I feel safe when transacting with employees at Eddie Rocket's</td>
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<td>18</td>
<td>Employees at Eddie Rocket's are polite</td>
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<td>19</td>
<td>Employees at Eddie Rocket's get full support from the management to perform better in their work</td>
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<td><strong>Empathy</strong></td>
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<td>20</td>
<td>Eddie Rocket's offers fulfil the individual needs of every customers</td>
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</table>
21. Employees at Eddie Rocket's gives individual attention to all the customers

22. Employees at Eddie Rocket's understand customers' needs

23. Employees at Eddie Rocket's understand customers' best interests and act accordingly

24. Eddie Rocket's operating hours are convenience to me

25. You satisfaction level with the overall service quality dimensions at Eddie Rocket's

- Highly Dissatisfied
- Dissatisfied
- Neither Dissatisfied Nor Satisfied
- Satisfied
- Highly Satisfied