SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION TOURIST RESTAURANTS  
(A FIELD STUDY ON THE TOURIST RESTAURANTS / AMMAN)

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Abstract
The research aims to identify the impact of service quality on customers satisfaction in the tourist restaurants in the city of Amman, and to achieve this objective, the researcher developed a questionnaire and distributed them to customers on a sample of tourist restaurants in the city of Amman, amounted to (120) Single statistically, has been recovered (110) identifying a of rate recovery (91%) and have come to study a set of results including:

- There is a significant relationship between reliability and quality of service and customer satisfaction in the tourist restaurants in the city of Amman.
- There is a significant relationship between responsiveness and customer satisfaction in the tourist restaurants in the city of Amman.
- There is a significant relationship between tangibility and customer satisfaction in the tourist restaurants in the city of Amman.
- There is a significant relationship between assertion and customer satisfaction in the tourist restaurants in the city of Amman.
- There is a significant relationship between empathy and customer satisfaction in the tourist restaurants in the city of Amman.

Keywords: SERVICE QUALITY; IMPACT; CUSTOMER SATISFACTION TOURIST RESTAURANTS; FIELD STUDY; TOURIST RESTAURANTS / AMMAN)

Introduction
Quality is one of the important topics and vital that increase attention, especially in the recent period, with the increased competition of local, regional and global companies are operating in the service industry is interested in upgrading the quality of its service, in order to protect themselves in light of intense competition at the global level, where is the quality management of modern intellectual approaches must be adopted by these organizations and provides them with opportunities for success and progress so that you can elevate the standard of quality and achieve tangible success in the field of global competition to provide high quality products and low-cost, which is due to the final consumer at low rates. It became the biggest advantage is the quality of the service provided, and a powerful competitive weapon for service organizations in general.

The quality of service is one of the key elements for success in the current competitive environment. Researchers have known as a shift in the way which is managed by the organization, which includes the energies of the organization focus on continuous improvement for all processes and functions and, above all in various stages of the client, since the quality is not more than the achievement of the needs of the client. Accordingly, the service was known that the customers are their attitudes about the service on
the basis of previous experience and that these trends are adapted according to the level of satisfaction that have been catches of customers through their dealings with the organization service. For management of the service sector should focus on improving the quality of its services on an ongoing basis, with no consistent with the needs and requirements of its customers and meets the wishes of their employees, helping to increase productivity increase profits and improve its reputation in the local and international markets, increasing the chances of success in the work environment of competition. Clients beneficiaries are who give life and to continue the organization through the demand for access to services or goods provided by the organization.

Problem of the study
The problem with the study to answer the following questions:
1. What is the evaluation of managers and supervisors in the restaurant management to the level of actual quality of service provided to customers in the tourist restaurants in the city of Amman?
2. What are the reasons that prevent the achievement of quality in the tourist restaurants in the city of Amman?
3. How is the diagnosis of negative factors that prevent the achievement of quality and customer satisfaction in the tourist restaurants in the city of Amman?

Objectives of the study
This study seeks to achieve the following objectives:
1. Identify the evaluation of managers and supervisors in the management of restaurants for the quality of service provided to customers in virtually tourist restaurants in Amman.
2. Identify the reasons that prevent the achievement of quality in the tourist restaurants in the city of Amman.
3. Statement of how to diagnose the negative factors.
4. Make suggestions and recommendations in the light of the results of the current study to those concerned.

Importance of the study
The study derives its importance from the following:
1. Importance of the services sector of food and drink in Jordan and its impact in the promotion of domestic tourism and foreign affairs.
2. Increased competition between tourist restaurants in the city of Amman, on one hand and customer awareness of the other hand, these restaurants need to distinguish their services by improving quality and customer satisfaction which is reflected in the productivity, profitability and growth of these restaurants.
3. Increased attention to quality at the local and global, whether at the level of scientific research.
Form of study:

Independent variables
Dimensions of quality of service

• Reliability
• Response
• Tangibility
• Emphasis
• Empathy

The dependent variable

• Customer Satisfaction

Model (1-1) Form study

Hypotheses of the study:

The first hypothesis:

HO1: There are no statistically significant relationship between reliability and customer satisfaction in the tourist restaurants in the city of Amman in Jordan.

The second assumption:

HO2: There are no statistically significant relationship between responsiveness and customer satisfaction in the tourist restaurants in the city of Amman in Jordan.

The third hypothesis:

HO3: There are no statistically significant relationship between assertion and customer satisfaction in the tourist restaurants in the city of Amman in Jordan.

The fourth hypothesis:

HO4: There is no significant relationship between empathy and customer satisfaction in the tourist restaurants in the city of Amman in Jordan.
The fifth hypothesis

HO5: No statistically significant relationship between tangibility and customer satisfaction in the tourist restaurants in the city of Amman in Jordan.

Operational definitions of the variables of the study

Independent variables:

1. Reliability: the degree of consistency and dealing in the performance of the service and present correctly the first time, and reliability refers to the organization's ability to accomplish or perform the promised service accurately depends on it. (Abdel-Mohsen, 2004)

2. Response: refers to the speed and service providers in response to the demands and needs of customers. The response is the presence of the will to help customers and provide them with the service immediately. (Abdul-Muhsin, 2004)

3. Confidence and reassurance: a client to understand the efficiency of the staff of the service provider and their ability to provide the client with adequate information and treatment and the good feelings of friendliness displayed by the staff of the Organization service to customers.

4. Empathy: the treatment of any individual customers in person and there it works the restaurant to provide service to the customer's attention through his special

5. Tangibility: the service which had the advantage of intangible can't be seen or touched so that the client can evaluate the service before consumption. (As respect and appreciation, etc.). These questions 20-16 of the questionnaire measure the variable non-tangible aspects (Ali, 2008)

Dependent variables: customer satisfaction:

Is a sense or feeling pleased with the customer for services that are provided to him by service providers. These questions and 11.1 of the variable-resolution measure customer satisfaction (Kotler, 2003)
Theoretical framework for the study:

The concept of quality of service:

Use of quality by customers as one of the most important dimensions to evaluate the services provided to them, and therefore it is one of the most important portals that have to service institutions introduced to achieve the satisfaction of these clients, and thus gives these institutions a competitive advantage and gives them the ability to continue and to survive and thus profits. Quality is long-term commitment by the institution service to satisfy the needs and desires of customers continuing and growing, and that responsibility falls on both the management of enterprise service and its employees to achieve these needs and desires, and is it important to achieve high levels of quality in the multiplicity of economic benefits and economic benefits of this commitment to quality (Hawthorn, 2003: 49p).

The idea of the overall quality means excellence and clear standards and high performance, and that this quality is the factor can be measured, they fall in the eyes and minds of customers who have multiple needs and who evaluate them when you use the service as a comparison between the values they get compared to the costs spent.

The service defines a commodity as intangible include the performance of certain work or effort, but can’t be owned, and usually offer services through the effort of persons or through a mechanical effort towards certain people. (Pride & Ferrell, 2006: p138)

The quality of services in its concept Statute are identical with, or adapt to the requirements (Adrian, 2001), and that means that the service companies that are the specifications and requirements of certain services provided by, and therefore the goal of making the many functions of the institution quality is matching these functions fully with the specifications and requirements specified by the institution. It is well known in general that customers take into account when evaluating several dimensions of quality (Gaby, Wulf & Kasper, 1991: p34), and there are several views prevailed in the interpretation of the dimensions of service quality. There were there different definitions for the quality of the service; the researcher said some of them in this study have been known (Parasaraman, Zeithaml, Berry, 1988-pp1985: 57) quality of service as the difference between customer expectations of service providers and their assessment of the active service. As defined by (45p Asubonteng & et al, 1996 :) as the difference between customer expectations of service-oriented and understanding of the actual service. The (Daaboul and Ayoub, 2003: 296p) quality of service as compliance with specifications, and other words that the organization that sets standards for specifications in the development of quality objectives, and then set goals Service must be consistent with these specifications. See all from (Zeithaml & Bitner, 2006: p76) quality of service as an assessment center reflects the awareness of customers to specific dimensions of service such as: reliability, responsiveness, assurance, good handling, and physical evidence, and when it is said customers perceive, that is assuming the dimensions of different quality and methods that are
used by customers to assess this quality, whether they are internal customers (employees) or external customers (individuals, organizations).

He noted (2006: p32 Dehghan) to the quality of service as a substantive comparison is carried out by the customer between the quality of service they want access to and the actual service they receive. And defined (Lovelock & Wirtz, 2004: p407) as containing concepts and different meanings according to different customers, and how they know which quality of service provided to them, where they can identify four perspectives in the definition of quality are as follows:

1. And on the user's point of view the same: quality is the means that lie in the eyes of the customer and therefore, these customers have specific needs and desires and noted that this definition is equal to the quality and achieve maximum satisfaction to customers.

2. Point of view based on the product: perceived quality as a variable is subject to precise measurement, the difference in the quality and amount of the difference reflects the contents of a variable or properties owned by the product.

3. Intellectual point of view: correlation with quality standards and high performance, and here people are aware of quality of experience generated through their repeated exposure to them.

4. Point of view of value: here was to look at quality in terms of price and value, through a balance between the performance obtained by the customer and the price charged for receiving the service.

He recognized (Dmour 2008: 503p) between the three sets of dimensions of the services are:

• The technical dimension, which is the application of science and technology to a specific problem.

• Functional dimension (non-technical) and is intended by the way by which to provide professional quality to customers. The interaction between psychological and social service provider and client which uses the service.

• The possibilities of physical location or a place through which the process of service delivery to customers.

There are several factors must be taken into account in determining the impact and awareness of the quality of services, including: (Assistant, 2006:75)

1. Preparation and rehabilitation of workers so that they have the ability to compete.

2. Always ready by the institution to prepare workers and make them able to meet the needs and desires of customers' changing.
3. Degree of knowledge of the needs of the service provider customers.

4. Follow the good behavior and the use of appropriate methods through which the organization can gain the trust of customers.

5. The ability to pull: that the service is attractive.

6. Reliability services provided by the service organization.

7. Insurance and confirmation get the service to customers.

8. The ability of service institutions on communication and persuasion and clarification of the good features of the service provided to customers.

**Importance of quality of service:**

1. Achieve returns of material: this is the provision of services characterized by high quality than, their counterparts, or even their equality by reducing the errors in the work to the greatest extent possible, leading to reduced costs of providing the service, on the one hand, and retain customers and attract new customers, contributing to the growth of financial returns achieved.

2. Maintaining customer loyalty towards the organization of the service provided: because that would maintain the deal in the customer organization and attention to their wishes and requirements will contribute to increased loyalty towards this Organization.

3. Maintain the staff: it is working within the organization are the clients internal, so it is of interest to them through their development and training and acquire skills to help them improve the quality of the service, and that this interest felt working interest management them, which motivates them to provide their best and ensure that they belong to the region.

4. The quality of the service to show the honorable image of the organization provided for the service because it is the means of promotional and advertising for the important services they provide.

5. The quality of service management to stimulate interest in the development and improve the technology used and keep pace with this development, to ensure a high level of quality provided to customers.

6. Quality of the service is working to achieve the ultimate benefit of quality at the level of society as a whole, on the grounds that social utility of the quality of service will be reflected on the community.
7. Works to ensure quality of service and the continued survival of the organization. The fact that quality means continuous improvement, which gives the organization continuity and stability in this market.

The researcher concluded that high levels of service quality will lead to customer satisfaction and repeat purchases of the same restaurant, and to achieve customer satisfaction, of course, will lead to increased productivity and profit.

Customer Service:

The concept of customer service:
Has become the economic systems in the world is characterized by all of a unified system based on respect for the customer and work to satisfy, in view of the importance of competition as a Determinant head of any project in the market and thus make it more capable of competing on customer satisfaction through its provision of goods and services that meet his wishes. The idea became the fulfillment of the customers is the secret of excellence for many organizations at this time. (Daradkeh, Shibley, 2002).

The main characteristics of customer service:
1. Intangible.
2. You can’t do the service vendor.
3. Services are not for storage.
4. Services are not subject to measurement.
5. Flexibility in services.

The importance of customer service:
Increased importance of this sector because of the tremendous growth in this sector is due to several reasons, from the point of view.
The speed of technical transformation resulting from the significant developments in the sector productivity which is reflected in the size and quality of goods and services currently provided, and it shows clearly in the speed of technological changes in these organizations, and also the rapid growth of services at the international level, which is reflected in turn the removal of customs barriers between different countries through agreements by the World Trade Organization, as well as the service sector a major role in attracting large numbers of workers, which had a significant impact in increasing employment opportunities, and contribute to reducing unemployment. And the expansion of demand for services by the customers, taking into account the services that meet customer requirements and wishes of the beneficiaries of these services.

Therefore, we get to the result of which it is possible to exploit tourist attractions well if there was no proper preparation and the creation of full operations, marketing
and various activities in the tourism facilities in order to achieve cost-effective real and positive ones, it is through the provision of tourism services, we play an active role in the conduct of wealth and tourism meet the needs of and desires of tourists in order to achieve cost-effective and actually a positive for this country.

Previous studies:

First: Arab Studies:

Study of Magableh (2002), entitled "Quality of services in restaurants, hotels in Amman." The study aimed to measure the quality of services in restaurants, hotel operating in Amman from the perspective of the guests, the results showed that the level of quality of services provided in restaurants, working in the hotels of Jordan five and four stars, was a low level compared with the level of quality of service expected by the guests as the results show that there is no trace of the factor age, nationality, marital status and number of visits to assess the quality of services provided in those restaurants and the gender of the workers proved to be effective in the evaluation of the guests to the level of quality service.

Study of Maala and Al Taai (2003), a study entitled "Assessment of Arab tourists to the quality of hotel services provided by hotels operating in Jordan," The aim of the study is to achieve a measure of honest quality of services provided by hotels operating in the tourism market in Jordan, so that they can rely on in the correct identification of the level of the quality of those services. The results showed that Arab tourists to assess the quality of services was a negative study also showed the absence of any effects of demographic factors to assess the quality of services to tourists, except for worker citizenship.

Study of Zaaror (2003), entitled "The impact of quality and prices of services provided by banks on customer satisfaction in the industrial sector in Jordan," the study pointed to the importance of customer satisfaction that affect the behavior of clients because the client approves of the recommend service providers who deal with them for the services they provide him with, because he is well aware that any increase in prices paid by the customer good service offset. The researcher concluded that customer satisfaction and reduce complaints of discontented, which means reducing the costs of addressing these problems, including the time needed to address these problems.
Study Shibley (2005), entitled "Factors of success and survival of these restaurants manufactured in the city of Dammam, Saudi Arabia," The study aimed that to be a successful restaurant, a restaurant that focuses on the quality of food and cleanliness and quality of trained staff uniforms, furniture and decoration .... Etc... As well as the study focused on that there are some factors that attract customers is good treatment and good smile, and the cleanliness of the place, and clothing, as it should on these restaurants to develop psychologically and constantly recognize the trends of customers on certain varieties of food from time to time.

Second:
Studies of foreign

Study (Anverson & Sahal 1999), entitled the relationship between the practices and performance for organizations, small business conducted in Australia, where he focused researchers, during which six practices are: Customer focus and quality of the process, leadership, strategic and political planning and focused on the impact of such practices on organizational performance, and it was the most important results of the study include: the practice of leadership impacted heavily on the quality of the product or service, and the other affected the practice of customer focus heavily on the flexibility of deportation did not affect both productivity and the cost of providing the product.

Study (Jay & Hsin, 2007) which aimed to understand the relationship between service quality and customer satisfaction and how they affect the image of the organization and the loyalty of the work the researchers have collected information from several cities in Murtinos. The study included participants who pitched in various hotels in Murtinos. The random sample was selected and were invited to participate in the study about their view of hotel service. The study found that the image of the organization affected by the existence of service and customer satisfaction which in turn affect customer loyalty and hence the key to customer loyalty shows that support for your favorite image created by the hotel through the improvement of service quality and customer satisfaction.

Method and procedures:

First, the community and the study sample

A - Population of the study:

This study included the tourist restaurants in the city of Amman has been taking a simple random sample, in accordance with specific conditions, including:
1. Choose a random sample representative agents of tourist restaurants
2. Degree of knowledge of members of the tourist restaurant customers
B - Study sample:

The study sample included clients tourist restaurants in the capital Amman, was a questionnaire on the distribution of 120 clients tourist restaurants in the capital, Amman has been recovered 110 out of 120 survey questionnaire.

Second, test the sincerity of resolution the questionnaire was distributed to faculty and they have to give feedback on-resolution adjustments were based on recommendations issued by the teaching staff.

Third, the study procedures Relied on two main exporters to obtain the information and data necessary for this study are:

* Secondary sources: the sources and references and periodicals available in the library of the University in addition to the Internet in order to design the theoretical framework and literature study and previous studies
* Primary sources: through the questionnaires that were distributed and targeted to measure the dimensions and variables of this study.

Fourth, the statistical treatment
I have been using several programs, namely:
1. The arithmetic mean
2. Standard deviation
3. Spss program
4. The calculated value of \( F \) and tabular
5. “Cronbach's” alpha correlation coefficient

Test the hypotheses:
Test the first hypothesis:

There are no statistically significant relationship at the level of significance \( \leq 0.05 \). Between reliability and customer satisfaction in the tourist restaurants in the city of Amman.

**Table (8-3)**

**Summary results of the first test the hypothesis**

<table>
<thead>
<tr>
<th>T Accounting</th>
<th>Indexed T</th>
<th>Moral T</th>
<th>The correlation coefficient</th>
<th>( R^2 )</th>
<th>As a result the zero hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.71</td>
<td>1.9818</td>
<td>0.000</td>
<td>.5420</td>
<td>.294</td>
<td>Rejection</td>
</tr>
</tbody>
</table>

I have been using simple regression and based on the Table (8-3), which shows the statistical significance of this hypothesis shows that (the value of \( T \) calculated = 6.71) greater than the Tabulated value 1.9818 and thus reject the hypothesis of nihilism and accept the alternative and inferred the existence of a significant relationship between reliability and customer satisfaction in the tourist restaurants in the city of Amman, this relationship
is the medium where the value of R = 54.2% the value of R2 was valued at 29.4% which is a good explanatory.

**Test the second hypothesis:**

There are no statistically significant relationship at the level of significance ≤ 0.05. Between responsiveness and customer satisfaction in the tourist restaurants in the city of Amman.

Table (9-3)
Summary of test results for the second hypothesis

<table>
<thead>
<tr>
<th>T Accounting</th>
<th>Indexed T</th>
<th>Moral T</th>
<th>The correlation coefficient</th>
<th>R2</th>
<th>As a result the zero hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.58</td>
<td>1.9818</td>
<td>0.000</td>
<td>.589</td>
<td>.1347</td>
<td>Rejection</td>
</tr>
</tbody>
</table>

I have been using simple regression based on the Table (9-3), which shows the statistical significance of this hypothesis shows that (the calculated value of t = 7.58) while the value of t indexed by comparing the two values 1.9818 shows that the calculated value is greater than the tabular value, and thus reject the hypothesis nihilism and accept the alternative and inferred the existence of a statistically significant relationship between responsiveness and customer satisfaction tourist restaurants in the city of Amman. This is a medium where the relationship that the value of R = 58.9%. The value of R2 was valued at 34.7 which is a good explanatory.

**Test the third hypothesis:**

There are no statistically significant relationship between assertion and customer satisfaction in the tourist restaurants in the city of Amman at the level of statistical significance ≤ 0.05.

Table (10.3)
Summary of test results for the third hypothesis

<table>
<thead>
<tr>
<th>T Accounting</th>
<th>Indexed T</th>
<th>Moral T</th>
<th>The correlation coefficient</th>
<th>R2</th>
<th>As a result the zero hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.919</td>
<td>1.9818</td>
<td>0.000</td>
<td>.353</td>
<td>.124</td>
<td>Rejection</td>
</tr>
</tbody>
</table>

I have been using simple regression and based on the Table (10.3), which shows the statistical significance of this hypothesis it was found that (the value of t calculated = 3.191) greater than the Tabulated value 1.9818 and comparing the two values shows that the calculated value is greater than the value indexed, and thus reject the hypothesis and accept the alternative and inferred the existence of a significant relationship between assertion and customer satisfaction in the tourist restaurants in the city.
of Amman. This is a medium where the relationship that the value of $R = 35.3\%$ the value of $R^2$ was valued at $12.4\%$ which is a good explanatory.

**Fourth test the hypothesis:**

There is no statistically significant relationship at the level of $\leq 0.05$ between empathy and customer satisfaction in the tourist restaurants in the city of Amman.

Table (11.3)
Summary of test results for the fourth hypothesis

<table>
<thead>
<tr>
<th>T Accounting</th>
<th>Indexed T</th>
<th>Moral T</th>
<th>The correlation coefficient</th>
<th>R2</th>
<th>As a result the zero hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.14</td>
<td>1.981</td>
<td>0.000</td>
<td>.443</td>
<td>.197</td>
<td>Rejection</td>
</tr>
</tbody>
</table>

I have been using simple regression and based on the Table (11.3), which shows the statistical significance of this hypothesis shows that (the value of $t$ calculated = 5.14) while the Tabulated value 1.981 and comparing the two values shows that the calculated value is greater than the value indexed and thus reject the hypothesis of nihilism and accept the alternative and this means that there is statistically significant relationship between empathy and customer satisfaction in the tourist restaurants in the city of Amman. This is a medium where the relationship that the value of $R = 44.3\%$. The value of $R^2$ was valued at $19.7\%$ which is a good explanatory.

Fifth test the hypothesis:

There are no statistically significant relationship at the level of statistical significance $\leq 0.05$ between Tangibility and customer satisfaction in the tourist restaurants in the city of Amman.

Table (12-3)
Summary results of the fifth test the hypothesis

<table>
<thead>
<tr>
<th>T Accounting</th>
<th>Indexed T</th>
<th>Moral T</th>
<th>The correlation coefficient</th>
<th>R2</th>
<th>As a result the zero hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.556</td>
<td>1.981</td>
<td>0.000</td>
<td>.6770</td>
<td>.458</td>
<td>Rejection</td>
</tr>
</tbody>
</table>

I have been using simple regression and based on the Table (12-3), which shows the statistical significance of this hypothesis shows that (the value of $T$ calculated = 9.556) greater than the Tabulated value, which value of 1.981, and comparing the two values show that the calculated value is greater than the value spreadsheet, which calls to reject the hypothesis referred to above, and inferred the existence of a relationship and this means that there is a significant relationship between tangibility and customer satisfaction in the tourist restaurants in the city.
of Amman. This is a strong relationship so that \( R = 67.7\% \). The value of R2 was valued at 45.8\% which is a good explanatory.

Results:
The study found the following results:
• There is a significant relationship between reliability and customer satisfaction in the tourist restaurants in the city of Amman.
• There is a significant relationship between responsiveness and customer satisfaction in the tourist restaurants in the city of Amman.
• There is a significant relationship between trust and customer satisfaction in the tourist restaurants in the city of Amman.
• There is a significant relationship between empathy and customer satisfaction.
• There is a significant relationship between tangibility and customer satisfaction.

Recommendations:
Based on previous findings of the study, the researcher recommends the following:

• Leaders should pay attention to the higher methods and ways to improve the quality of its services, whether employing qualified human employ advanced technology in their operations.

• Improve and develop the quality of services provided by the management in the tourist restaurants in the city of Amman, including live up to the expectations of customers, and through the development of an integrated and comprehensive plan for the development of various aspects of the service.

• Interest of the proposals and customer complaints of any nature or size.

• Work to develop and improve service delivery outlets, such as training and human resources development in these restaurants and enter the specialized training courses, especially those with direct contact with customers.

• provide enough places to wait for customers inside the restaurant, the provision of car parking for customers and guests follow-up after receiving services, and presented gifts to them.

• Attention to all workers, equality between them and reward them and motivate them by the management of the restaurant even feel good to be able to satisfy customers.
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