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شبكة المعلومات الجامعية

بسم الله الرحمن الرحيم



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شبكة المعلومات الجامعية



شبكة المعلومات الجامعية التوثيق الالكتروني والميكروفيلم



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شبكة المعلومات الجامعية

جامعة عين شمس

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Cairo University
Al-Fayoum Branch
Faculty of Tourism and Hotels
Hotel Studies Department

Study on
Internal customer satisfaction
and commitment in
Quick Service Restaurants

A Thesis submitted in partial fulfillment of the requirements
of Master Degree of Science in Hotel Management

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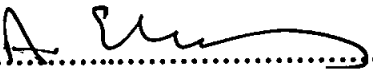
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Abstract:

The purpose of the present study is to gain a better understanding of the internal customer satisfaction and organizational commitment of quick service restaurant chains in Cairo. The study also focuses on revealing the factors that affect their level of satisfaction. Research was conducted through a survey instrument consisting of job-satisfaction, and organizational commitment questions adopted from the validated Minnesota job satisfaction and Organizational Commitment Questionnaires.

From 500 employees (the sample size) who had worked at these food service operations, 45% of their responses were valid. Responses from the survey were statistically analyzed with statistical package for social sciences (SPSS) including frequencies analysis, cross tab, descriptive analysis and stepwise multiple regression analyses. Results of the study indicated that level of satisfaction and commitment is high; opportunities for promotion is the most contributing factor in this level then job stress, leadership, rewards and finally empowerment. The results also revealed that there were significant differences in employee's responses according to their job level. This research should help foodservice managers understand the relationship between job satisfaction and commitment.

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