

Foreign customers' satisfactions in local enterprises: the case of selected restaurants in Dar es Salaam city.

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This study intended to assess factors influencing customers' satisfaction in restaurant industry in Tanzania. Dar es Salaam city was taken as the case study due to the fact that it has many restaurants and many foreigners. The study composed of four specific objectives which are; to determine the influence of food qualities on foreign customer satisfaction, to determine the influence of service qualities on foreign customer satisfaction, to determine the influence of physical environment on foreign customer satisfaction and, to determine the influence of price on foreign customer satisfaction. Data were collected from 82 simple random sampling technique foreign customers attending services in restaurants in Dar es Salaam city. Both primary and secondary data were collected. Primary data were collected using open and close ended questionnaires and interview guide while secondary data were attained from sell books in restaurants. Statistical data from questionnaires were processed using SPSS in order to get Chi-square in order to test relationship between dependent and independent variables and findings were presented in tables followed by in detailed discussion supported by findings from other studies. Qualitative data were analysed based on content analysis in supplementing statistical data. Findings from the study indicated that combination of factors namely, food quality, service quality, physical environment and price influences foreign customers' satisfaction in restaurants in Dar es Salaam city. It is found that, customers who repeated services in the same restaurants were influenced by combination of those mentioned factors. Based on the findings, it is recommended that, restaurants owners in Tanzania are needed to improve food quality, service delivery, physical environment and price that are affordable so as to retain and attract customers especially foreigners. This will improve restaurants oriented business not only in Dar es Salaam city but also other cities attended by foreigners. Furthermore, the strategies should be included in the policies of the companies for effective implementation and execution for performance. In that case, several areas may be as well thought to be inquired for instance perception of foreign customers on services provided by local restaurants in Dar es Salaam city.