

<p>The effect of total quality management (TQM) philosophy practices on fast food customers' satisfaction and retention</p>	<p>عنوان البحث</p>
<p>د. نبيل علي بدران</p>	<p>الباحث</p>
<p>International Journal of Heritage, Tourism and Hospitality Vol. (16), No. (2), December, 2022</p>	<p>مكان النشر</p>
<p>In the era of globe social communication and the endless fierce competition, restaurants within other service businesses are forced to develop its operations and products. TQM has become reality rather than fashion. In essence, this paper comes to detect the necessity of TQM philosophy in the eyes of customers. The study aims to investigate if the customer satisfaction is affected by the different practices of TQM in fast food restaurants. The study is built on the descriptive methodology using the survey approach to assess the relationship of different dimensions of TQM philosophy like leadership, strategy, quality measurement and HRM practices on the overall customer satisfaction and retention of related fast-food services. 176 randomly selected fast-food customers positively shared in the study. SPSS (v28) is used I the analysis of data. Regression analysis, correlations, different descriptives and ANOVA test are used to test the hypotheses of the study and achieve the objectives. Results revealed that there is a highly significant linear regression and correlations between the dependent variable "customer satisfaction and retention" and the independent factor which is TQM practices. All dimensions of TQM are highly agreed upon in the viewpoint of fast-food customers. The study raises different recommendations for employers of fast-food operations and also for further study.</p> <p>Keywords: TQM, customer satisfaction, fast food operation, service industry</p>	<p>الملخص باللغة الإنجليزية</p>