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The Effect of Staff Behaviors in Food and Beverage Establishments on Customer's Eating and Drinking Experience

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THE EFFECT OF STAFF BEHAVIOURS IN FOOD AND BEVERAGE ESTABLISHMENTS ON CUSTOMER'S EATING AND DRINKING EXPERIENCE

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ABSTRACT

Staff behaviour in food and beverage establishments is a critical factor that directly affects customer experience. Especially in the food sector, the relationship between the staff and the customer is of great importance. The main purpose of this study is to examine the effects of the behaviours and attitudes of the staff who communicate directly with the customers on the eating and drinking experiences of the customers. In this framework, the study investigates the effects of restaurant staff's behaviours such as hygiene, communication skills, courtesy on customers' purchasing decisions, satisfaction level and tendency to recommend the business. The population of the study is the customers who go to restaurants serving street food in Kocaeli province. The interview technique, which is the most frequently used qualitative method, was used in the study. The participants were asked questions to evaluate the effect of staff behaviours on their eating and drinking experiences in restaurants and the answers were recorded. The results of this study show how critical staff behaviour is for restaurant businesses to increase customer satisfaction. In this context, it is recommended that businesses should develop strategies for staff training and improving their behaviour.

Keywords: Staff Behaviour, Customer Satisfaction, Food and Beverage Businesses, Food and Beverage Experience, Street Food.

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INTRODUCTION

The eating and drinking experience is a process that is not only limited to taste and presentation, but also includes the service offered to the customer and the behavior of the staff. Today, the proliferation of options in the restaurant sector has brought with it an increasingly competitive environment. One of the most important reflections of businesses in this competitive environment is the personnel who communicate directly with the customer. Considering the fact that the cost of gaining new customers is 5 or 6 times higher than the cost of retaining existing customers (Blodgett, Wakefield, & Barnes, 1995), the attitudes and behaviors of the staff become very important for restaurant businesses to ensure that the customer has a good experience.

According to Lee, Barker, and Kandampully (2003), a 5% increase in customer loyalty increases profitability by 25% to 80%. In this case, in order to ensure customer loyalty, it is necessary to enhance the time spent in the business, fulfill customer requests correctly and beautifully, and ensure that the customer completes the dining experience with satisfaction. In this context, the staff will increase the profitability of the business through their correct attitudes and behaviors, and will ensure that customers have a positive positioning of the business, in other words, that customers do not have problems and do not complain (Albayrak, 2013). According to the definition made by the Food and Agriculture Organization of the United Nations (FAO), street food is defined as "*ready-to-eat food prepared and/or sold by itinerant or similar vendors, especially on streets, alleys or similar public places*" (FAO, 2009). In 2021, the Ministry of Culture and Tourism announced the ten most popular street foods in Turkey (bagel, fish bread, chestnut, tantuni, stuffed mussels, baked potato, chicken pilaf, raw meatballs, iced almonds, turnip gum) and the research included restaurant establishments that sell popular street foods announced by the ministry.

In this context, the main purpose of this study is to examine the effect of the behaviors and attitudes of the staff who communicate directly with the customers on the eating and drinking experiences of the customers. Customers who prefer these establishments were asked various questions such as why they prefer these establishments, what kind of an eating and drinking experience they had and how much the staff of the establishment affected this experience. In this direction, the study aims to measure the effect of the behavior of restaurant staff on the customer's eating and drinking experience.

LITERATURE REVIEW

Employee Behavior and Customer Relations

In businesses providing services in the gastronomy sector, employee behavior and customer relations are of great importance in terms of customer satisfaction (Bilgin & Kılıç, 2019). According to the researches, customer experience is shaped depending on the staff behavior of the business (Korkmaz & Arslan, 2018). For this reason, businesses providing services in the food sector should attach importance to staff training and experience in order to increase customer satisfaction (Karasar & Şenturan, 2017). In addition, the effect of communication between customers and staff cannot be ignored.

In today's world, it is known that consumers prefer to dine in restaurants to experience a satisfying dining experience. In this regard, the success of restaurant businesses can be measured by how satisfied customers are with their dining experience (Çalışkan, 2013). Dissatisfied customers tend to complain more frequently and, in extreme cases of dissatisfaction, may resort to negative word-of-



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mouth marketing (Türkmendağ & Türkmendağ, 2022). Customers in restaurant businesses directly interact with staff, and this interaction can impact the customer's dining experience. Therefore, businesses should be more attentive to staff who interact with customers. As the quality of service provided in restaurants increases, customer satisfaction and their likelihood to choose and recommend the establishment again also increase. This, in turn, ensures customer retention and boosts revenue. In this regard, service quality is considered a significant factor that creates a difference in the service sector and provides a competitive advantage in the market (Bilgin & Kethüda, 2017).

In service-oriented businesses such as hotels and restaurants, the human factor, which forms the basis of communication, plays a decisive role in customer experience. Communication skills expressed as verbal, written and body language come to the fore in the communication between customers and staff, and in order for this communication to be successful, the staff in the business must have good communication skills (Apak & Büyükyılmaz, 2019).

Studies show that the interaction between staff and customers increases customer satisfaction and loyalty. In this context, it is important for businesses to invest in communication skills to strengthen customer and staff relations in terms of customer satisfaction. As a result, businesses operating in the gastronomy sector should attach importance to staff behavior and customer relations in order to increase customer satisfaction. For this purpose, investing in staff training and experience, improving communication skills and giving importance to customer feedback are important elements for successful service delivery.

Food and Beverage Establishments

Food and beverage businesses are businesses with different scales and characteristics that provide food and beverage services to people who need out-of-home consumption under accommodation businesses or with their own identity (Erdek, 2011). The food and beverage sector has a long and ancient history. Throughout history, people traveling have basically needed accommodation and nutrition. Therefore, since the earliest times, these two elements have developed together in travel. Ancient societies also built facilities such as inns or caravanserais to meet these two basic needs of traveling people. These facilities were positioned taking into account the distance an animal can travel in a day due to the fact that travel is done with animals (Erdek, 2011). The first facilities were quite primitive structures and were weak in terms of comfort, and these facilities were only intended for spending the night in a safe place. Especially after the 17th century, the emergence of inns in the West and caravanserais in the East for accommodation purposes constituted the beginning of hotel management and food and beverage management (Benli, 2019).

The first known examples close to today's food and beverage establishments are the coffeehouses that opened in England in the mid-1600s. By the 18th century, there were about 3000 cafes in London. The first food and beverage establishment similar to today's was opened by Monsier Boulanger in Paris in 1765 (Erdek, 2011). It is known that the first restaurant in the modern sense (based on the date closest to today) was the "Grand Taverne de Londres" opened by Beauvilliers in Paris in 1782. This restaurant introduced the innovation of having the dishes written on a menu, elegant table-chair arrangements and serving meals at personal tables at certain times. The restaurants, which were initially reacted against by the guilds, were accepted with the French Revolution in 1789 and their number started to increase. In the following period, restaurants continued to open in Paris and the number of restaurants exceeded 500 in 1804 (Gürkan, 2015).



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Our country has its own unique, rich and diverse street food and culture. So much so that street food varies from region to region and the richness of culture in our country is reflected in street food. The famous traveler Evliya Çelebi also mentioned street food in his Seyahatnamesi, and mentioned that in places such as festivals and fairs established in various districts of Istanbul, tradesmen such as cherry sellers, yogurt sellers, linen halvacı, bozacı, muhallebici, simitçi, pickle sellers and corn sellers sold their food (Latifoğlu, 2020). This culture continues today with both peddlers and shopkeepers, and street flavors continue to be brought together with customers.

Street Foods

Street food has become a popular trend worldwide and an important part of food culture. The World Health Organization (WHO) defines street food as the consumption of pre-prepared food and beverages on the street (WHO, 1996). The Food and Agriculture Organization of the United Nations (FAO), on the other hand, defines street food as "ready-to-eat food and beverages prepared and sold on the streets or similar public places" (Demirci & Karacaoğlu, 2021). Although these definitions show that street food is often seen as food sold on the streets, some restaurants offer diversity by including such flavors in their menus. There are even businesses in the sector that focus only on street flavors. Street food includes ready-to-eat foods sold in public spaces such as bazaars, markets and streets.

Street food has an important place in the cuisine and food and beverage culture of countries. This type of food usually contains region-specific flavors, food and beverage types and eating habits. Street foods are prepared and presented in the businesses in accordance with the local food and beverage culture. Street food can be seen as an expression of local flavors and a symbolic representative of the food culture and cuisine of the region (Ballı, 2016). Street food, which is a fast food type of food accepted as a traditional element, has become a cost-effective, fast and ready-to-eat meal alternative for individuals from different social classes and occupational groups (Tinker, 2003). Rich in nutritional value and content, street food offers an affordable and nutritious food source (Dawson & Canet, 1991). Street foods are preferred for reasons such as offering rich and varied menus, offering fast service, being economical, easily accessible, and being suitable for local tastes (Ballı, 2016).

METHOD

Purpose And Importance of The Research

This study aims to investigate the impact of the attitudes and behaviors of staff who have direct contact with customers in food and beverage establishments on customer eating and drinking experience. Identifying the critical role of staff behaviors on customer satisfaction in the food and beverage industry will help businesses shape their strategies to increase competitiveness and ensure customer loyalty. In the food and beverage industry, the relationship and interaction between food and beverage establishments and customers is determined not only by taste, service quality and presentation, but also by staff behavior.

In this context, the importance of the study is to emphasize that customer experience is a critical factor in the success of the business and to reveal how decisive the behavior of the staff is in the efforts of businesses to increase customer satisfaction. The overall objective of the study is to contribute to the identification of effective strategies that can help businesses increase customer satisfaction and competitiveness. Towards this end, understanding how staff behaviors in restaurant



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businesses shape customer perceptions and affect the customer experience will help businesses discover ways to provide better service and strengthen customer relationships. As a result, the purpose and importance of this study can be summarized as understanding the impact of staff behavior on customer experience in restaurant businesses and helping businesses develop strategies to manage this impact. The results of this study are also important in supporting businesses' efforts to increase customer satisfaction and gain a sustainable competitive advantage.

Population and Sample

The aim of obtaining the research data directly from the views of the participants made it necessary to conduct the study with qualitative research. In addition, since the emotional tone, gestures and mimics of the participants within the scope of the research will be taken into consideration, quantitative methods were not deemed appropriate to be preferred.

It consists of customers who go to restaurants serving street food in Kocaeli province. Using qualitative research method, data collection was carried out by interview technique. The study was conducted between May-June 2023 among customers who go to restaurants serving street food in Kocaeli, Kocaeli province. The population of the study consists of customers who go to restaurants serving street food in Kocaeli province.

Data Collection Tool and Collection of Data

This study, which was conducted with qualitative data collection method, was conducted with semi-structured interview method. Semi-structured interviews can be said to be at a midpoint between structured and unstructured interviews. In such interviews, although the interviewer has a general guidance, he/she tries to emphasize various aspects of the subject by changing the questions (changing the question, adding or removing new questions) within this general framework depending on the characteristics of the interviewees (Coşkun, Altunışık, & Yıldırım, 2017). In semi-structured interviews, there is an interview form that includes a pre-planned set of questions. During the interview, additional questions can be added to these questions to elaborate on the data or to complete a missing point. This feature aims to obtain comprehensive information in accordance with the purpose of the research (Akman Dömbekci & Erişen, 2022).

The questions of the semi-structured interview form, which was used as the data collection tool of the research, were prepared based on the information obtained from the comments on the social media pages of street food businesses and the review of the relevant literature. In qualitative research, it may be a more appropriate approach to use accuracy, competence and credibility statements for the reliability and validity of the research. In qualitative research, triangulation of data is considered an important strategy to ensure validity. An example of data triangulation is the use of focus group interviews, individual interviews and observation methods together. In this context, it is important to triangulate the interview questions at the design stage to ensure the validity of the interview technique (Işık & Semerci, 2019).

In this context, data source triangulation technique was used in the study to ensure validity and reliability. Başkale (2016) defined the triangulation technique as "the comparison of the results of two or more data collection methods (e.g., interviews and observations) or two or more data sources (e.g., individual interviews with different group members)".

In this context, the information obtained from the participants' observations of the staff was compared and the level of consistency between the data was taken into account. During the interviews, it was



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preferred to use a voice recorder so that the data could be used in future analyses and not be lost. Each participant was given codes such as K1, K2 respectively, protecting their identity. The participants were informed that a voice recorder would be used. In addition, before transferring the data obtained at the end of the interviews to the study, it was stated that the transcribed formats could be sent to them if they wished. In this way, the participants were prevented from showing uneasiness and shyness. The voice recordings were then transcribed in computerized format. . The interview data of the participants were examined and the data were included in the study after the participant approval was obtained in order to ensure the trust arising from the interview outputs.

As a result of the literature review, the first part of the interview questions were designed to determine the demographic characteristics of the participant managers (name, surname, date of birth, length of service in the organization, occupation), taking into account the opinions of experts in the field. In the second part of the interview, there are 8 questions directed to the people who have experience as customers in the businesses operating within the scope of street food in the Izmit district of Kocaeli province in order to obtain general information about customer experiences. The questions addressed to the participants are given below:

1. Why do you prefer street food?
2. How do you expect staff behavior in the restaurant?
3. What is the impact of staff behavior on your experience?
4. Can you describe the positive and negative aspects of your experience?
5. Would you prefer the establishments that you were satisfied with in every way, but were uncomfortable with the staff behavior, would you recommend them to others?
6. According to their importance, can you list the factors that affect your satisfaction in the establishment?
7. What do you pay the most attention to in the personnel you communicate with in the restaurant?
8. In general, can you compare the staff behaviors in street food establishments with the staff behaviors in higher segment categories of food and beverage establishments?

Descriptive and content analysis methods were used to analyze the research data. Descriptive analysis refers to an analysis technique in which quotations are used to carefully convey the views of the interviewed participants, the collected data are summarized and interpreted based on predetermined themes, and the interview results are interpreted in the context of cause-and-effect relationships (Altunay, Oral, & Yalçinkaya, 2014). Content analysis is a deeper and more comprehensive type of descriptive analysis, which is the highest level of qualitative data analysis. In content analysis, the data that are made meaningful in descriptive analysis are interpreted in a comparative way, taking into account the researcher's own interpretations. In content analysis, the consistency of the participants' responses is examined to determine reliability (Yurt, 2022).

FINDINGS

The research was conducted with the participation of 15 people of various age groups and professions who have experienced street food businesses in Kocaeli province.



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Table 1. The demographic characteristics of the participants.

Participant Code	Age	Profession	Education Status
P1	41	Lawyer	PhD
P2	23	Student	License
P3	27	Preschool Teacher	Associate degree
P4	27	Officer	Master's Degree
P5	29	Electrician	High School
P6	26	Student	License
P7	25	Student - Housewife	License
P8	26	Project Monitoring Specialist	Master's Degree
P9	28	Child Development Teacher	Associate degree
P10	25	Export Responsible	License
P11	25	Architect	Master's Degree
P12	22	Student	License
P13	20	Student	License
P14	36	Archaeologist	Master's Degree
P15	25	Not working	Associate degree

Within the scope of the statements given by the participants, information was obtained on the reason for choosing street food, expectations about staff behavior, the effect of staff behavior on eating and drinking experiences, positive and negative aspects of the experiences, the level of re-preferring the business that is disturbed by the staff behavior, the factors affecting satisfaction, the most important factors and behaviors of the staff, and the differences between the staff behaviors of different categories of businesses. This information is presented under headings.

Street Food Preferred Reason

All participants were asked the question "Why do you prefer street food?". The answers given by the participants were close to each other. When the statements are examined, it is seen that the reasons for preferring street food are that it is cost-effective, delicious and easy to consume. In addition to this conclusion drawn from the common statements of all participants, P2 stated that it is more natural and loving to him and that he finds it more reliable because it is not fabricated. In addition, P14 stated that street food is more interesting and intriguing to him, which is why he prefers it.

Expectations of Personnel Behavior in Businesses Selling Street Food

All participants were asked the question "How do you expect staff behavior in the restaurant?". Based on the answers given, it is seen that some of the participants expect a more sincere and friendly staff attitude, while others expect a more respectful and distant attitude. When the participants were asked the question "Did the staff behavior in the business meet your expectations?", the answers were received that there was variability from business to business, with some businesses maintaining a certain distance while at the same time behaving in a sincere manner, but in some businesses, frivolous and frivolous attitudes were seen. Participants stated that they prefer places where staff



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behavior is close to their own criteria. In support of these answers, (P7) said, "In places selling street food, the behavior and quality of the staff are not taken into consideration when hiring staff, and they are hired based on whether they can do the job. Therefore, there may be inappropriate behavior. Sometimes there is something missing, you ask for something, they look at you back or act as if they are annoyed. This is a frustrating situation". Along with these statements, (P1) draws attention to the issue of hygiene by saying "I expect them to be interested, attentive and hygienic. I do not enter businesses that do not meet these conditions. Hygiene is the most important for me".

The Impact of Staff Behavior on Eating and Drinking Experiences

Participants were asked the question "What is the impact of staff behavior on your experience?". The views of the participants were similar. The responses indicate that staff behavior is important and that encountering good behavior has a positive impact on the dining and drinking experience. (P1) emphasizes the importance of staff behavior by answering "Staff behavior sometimes eliminates the tastelessness of the food, you can ignore it." (P7) says "Let's say it is a very good establishment, the managers are also very good, but if the staff behavior is problematic, I would be less likely to go back. I would even go and talk to the manager to be more careful without embarrassing the staff", indicating that the staff behavior has a direct impact on his/her preference for the business again. In addition to these statements, contrary to the answers given by the majority of the participants (P2), "I think it has a low impact. I look more at the taste and flavor of the food. I think the attention of the staff does not improve the taste of the food. It may be important in terms of the experience and environmental factors, but I find the taste of the food more important than the situation of the staff" and stated that he focuses on the taste rather than the behavior of the staff.

Positive and Negative Aspects of Experiences

All participants were asked the question "Can you tell us about the positive and negative aspects of your experience?". Hygiene is one of the leading answers given by the participants as a negative factor. It was stated that most of the businesses had weaknesses in hygiene and cleanliness. On the positive side, the statements of the participants were stated as being more sincere and friendly. In addition to these views, P8 stated that it is a positive feature that street food businesses are fast, but that the quality decreases because some points are overlooked while being fast, so this is a negative factor. (P1) answered as "The most positive aspect was that my stomach was full, the negative aspect was that I was not sure if I would come again".

Levels of Preference and Recommendation of the Establishment of Those Who are Uncomfortable with Personnel Behaviors

The participants were asked the question "Would you prefer the establishments that you are satisfied with in every way but you are uncomfortable with the behavior of the staff again, would you recommend them to others?". Almost all of the participants stated that they would not prefer them again and would not recommend them to their relatives. Contrary to the general answer (P2), "I would recommend it to my friends, I would go again. I would not ignore a dish that I like the taste of because of the behavior of the staff. But when recommending it, I inform people that you may encounter such a situation". On the other hand, P4 stated that if it is a food with a taste and quality that they cannot find elsewhere, they may give it a second chance, but they would not recommend it to anyone. (P12) said, "For myself, I would not choose it again. The food can be as good as it wants, it can be perfect. I get a service there with all of them, so if the behavior of the staff is negative, I would not prefer it



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again. But in terms of recommendation, if the behavior of the staff is bad but the food is really good, if it is the best in my city, I may take a friend there once, but it is not a place I would recommend you to go."

Factors Affecting Satisfaction

All participants were asked the question "According to importance, can you list the factors that affect your satisfaction in the business?". The majority of the participants ranked hygiene and cleanliness first in their answers. In general, the most important factors are hygiene and cleanliness, followed by smiling face, interest, taste and quality. In addition to the above statements, (P4) said, "The first thing is cleanliness. The cleanliness of both the staff and the establishment. Secondly, there should be no disrespectful and insolent behavior. Then, interest, relevance and fast service", he also states that the staff should be respectful and serious.

The Most Important Aspects and Behaviors in Personnel

All participants were asked the question "What do you pay the most attention to in the staff you communicate with in the restaurant?". Participants expressed similar opinions. When we look at the answers received, we can list the factors that the participants pay the most attention to as staff cleanliness, being friendly and respectful, having sufficient knowledge about the menu and communicating well. (P13) "I pay the most attention to being respectful. It is also very important for me that they are friendly". On the other hand, (P4) said, "Of course, I pay attention to their cleanliness the most. Not having long fingernails, having clean clothes. It is also important that his/her speech is smooth." (P14) answered as "I pay a lot of attention to respect and the adequacy of his/her knowledge about the menu".

Differences between Personnel Behavior of Different Categories of Enterprises

All participants were asked the question "In general, can you compare the staff behaviors in street food establishments with the staff behaviors in higher segment categories of food and beverage establishments?". The answers given by the participants were close to each other. In the responses received, it is stated that the staff in street food establishments are more friendly and addressed as "brother, sister" and are more sincere. In other restaurants, on the other hand, it was stated that the staff exhibited a more level and distant approach. However, contrary to the general answer, (P2) stated that "In my own experience, I see the places selling street flavors a little less interested than the more luxurious establishments. They seem less interested and a bit more like buy and eat, they don't need that intimacy or they don't attach much importance to the quality of service or the interest of the staff. I think they are more interested in luxury restaurants or other establishments." (P12) answered as follows: "Unless there are very big exceptions, the behavior of the staff is very, very prominent in places selling street food. They are usually extra interested because they already have their own shops. They chat. In other establishments, unless you are an acquaintance or you have been going there since the first day, there is a permanent distance. But in places selling street food, there is always sincerity and artisanship." P8 states that he finds the behavior of the staff in places selling street food more nonchalant and that they quickly establish sincerity and try to connect the customer, and that as the quality of the place increases, the quality and professionalism of the staff also increases.



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CONCLUSION AND DISCUSSION

In the article, reasons for the preference of street food, the behavior of staff in street food establishments, the impact of staff behavior on the dining experience, the positive and negative aspects of the experience, the levels of choosing to revisit and recommend the establishment based on staff behavior, the factors influencing satisfaction, the elements most observed in staff, and the differences in staff behavior among different categories of establishments were examined. According to the data, the majority of participants prefer street food due to its affordability, deliciousness, and ease of consumption. The impact of staff behavior on the dining experience is of great importance, and a friendly, respectful, attentive, and clean staff attitude positively influences satisfaction. Hygiene and cleanliness are among the factors most attended to by participants. In street food establishments, staff generally adopt a warm and friendly approach, while in other dining establishments, a more professional and distant attitude is observed. The majority of participants express that staff behavior affects customer satisfaction, and positive behavior enhances the dining experience. Overall, the results of the article indicate that staff behavior in establishments significantly influences customers' dining experiences, and positive behavior increases satisfaction. Customers are seen to place importance on factors such as cleanliness, hygiene, attention, respect, and friendliness. Staff behavior plays a decisive role in the customer satisfaction and the level of repeat patronage of establishments. When similar studies are examined; Çulfacı and Kılıçhan, (2023) examined the impact of food and beverage businesses on consumers' perceived value, satisfaction and behavioral intentions and found a positive relationship between the variables. In a study conducted by Alhelalat, Habiballah, & Twaissi (2017) on 212 tourists who had dining experiences in Jordan, the impact of restaurant staff service behaviors on customer satisfaction was examined. The results of the study show that the behaviors of restaurant staff significantly affect customers' satisfaction with their dining experience. In other words, when customers' perceptions of the personal service dimensions of restaurant staff are higher, their overall satisfaction levels are higher. This indicated that customers appreciated the friendliness, courtesy, appearance and personal attitude of restaurant employees. Abdullah, Sufi, & Kumar (2023) examined how customer satisfaction is influenced by the quality of the food and beverages they receive and the quality of service provided, and the role of this influence on customer loyalty. The results of the study show that customer satisfaction and its impact on customer retention is significantly and positively influenced by the quality of food and beverages as well as service.

According to the results, there are important reasons behind the preference of customers who prefer street food. Among these, affordable cost, taste and easy-to-consume features come to the fore. In addition, it is observed that staff behavior in street food outlets has a great impact on customer experience. Participants stated that friendly, respectful, caring and clean staff behaviors positively affect the dining experience. In conclusion, the findings of these studies show that staff behaviors in establishments greatly affect customers' dining and drinking experience and that positive behaviors increase satisfaction and encourage customer loyalty. It is also understood from these studies that customers attach great importance to factors such as cleanliness, hygiene, attention, respect and sincerity.

The results of this study are expected to contribute to a better understanding of the factors affecting customer satisfaction and loyalty in food and beverage businesses. Further research is needed to examine these issues in more depth in future studies and to understand how businesses can develop more effective strategies to increase customer satisfaction. In particular, it is important to examine how businesses can place more emphasis on staff training and development to increase customer



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satisfaction. Furthermore, studies with a larger sample are needed to understand how these factors differ in different cultural contexts and geographies. Furthermore, understanding how digital technology affects the interaction between food and beverage businesses and customers and how it can be used to improve this interaction could also be an important area of future research.

Finally, it is important to conduct long-term follow-up studies to better understand the impact of customer satisfaction on business success and sustainability. Such studies can help businesses develop long-term strategies to improve customer satisfaction.

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