

COMMUNICATION CHALLENGES, SERVICE QUALITY, AND CUSTOMER SATISFACTION IN RESTAURANT SERVICES

ABSTRACT

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Restaurants operate in fast-paced environments in which effective communication is important to service quality and customer satisfaction. Differences in expectations, communication styles, and use of digital systems may lead to misunderstandings and service problems. Unclear instructions, weak coordination, and delays may affect customer experience and employee performance. This study examined communication challenges in restaurant services in relation to service quality and dining experience. The study used a quantitative descriptive design. A total of 135 staff members and guests from three selected restaurants were purposively selected because of their direct involvement in service interactions. Data were collected using a validated structured questionnaire with a four-point Likert scale covering respondent characteristics, management of communication challenges, and perceived effects on service quality and dining experience. Respondents reported communication challenges arising mainly from misunderstandings during order taking, inconsistent responsiveness during peak hours, and coordination gaps between front-of-house and kitchen staff. Satisfaction was perceived as higher when employees confirmed orders, clarified requests, repeated or rephrased information, acknowledged waiting times, and demonstrated teamwork. Younger customers were generally more comfortable with digital tools, while older diners required additional verbal guidance. Restaurants that balanced technology with personal interaction received more favorable perceptions. The findings suggest that communication challenges were associated with service quality and customer satisfaction. Misunderstandings, inconsistent responsiveness, and coordination gaps contributed to delays and dissatisfaction. Strengthening communication protocols and providing continuing staff training may improve service delivery. Future studies may include broader locations, different restaurant types, and longer-term measures of loyalty and business performance.

RECOMMENDED CITATION

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