

**INFLUENCE OF SERVICE CONVENIENCE ON CUSTOMER LOYALTY IN FAST  
FOOD RESTAURANTS IN EMBU TOWN, EMBU COUNTY, KENYA**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY,  
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SCIENCE IN HOSPITALITY MANAGEMENT OF GREYSA UNIVERSITY**

**AUGUST, 2024**

## DECLARATION

### Declaration by the Candidate

This research project is my original work and has not been presented for award of a degree or for any similar purpose in any other institution

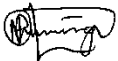
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### Declaration by the Supervisor

This research project has been submitted with my approval as the University supervisor.

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## **DEDICATION**

This research project is dedicated to my treasured family for supporting my endeavours in pursuing this noble course. I thank them for being my greatest source of inspiration.

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## **ABBREVIATIONS AND ACRONYMS**

**SPSS-** Statistical package for social sciences.

## **OPERATIONAL DEFINITION OF TERMS**

**Customer Loyalty-** This is the total commitment or deep attachment to a product, brand, service or product by then guests.

**Service convenience-** This relates to the time and effort of a customer related to buying and or selling/ using a service.

## ABSTRACT

The main objective this study is to analyze the influence of service convenience on customer loyalty in fast food restaurants in Embu town located in Embu County, Kenya. Service convenience overtime has been seen to be increasingly important to customers through the different types of convenience which are; Decision convenience, Access convenience, Transaction convenience, Benefit convenience and Post benefit convenience. The researcher therefore sought to investigate the influence of these service convenience dimensions on the loyalty of customers patronizing the fast food restaurants in the area of study. Sample size of 323 respondents obtained from Cochran's sample size formula for unknown population was determined through simple random sampling technique. The data was collected by use of questionnaires as the research tool. Data analysis was done using descriptive statistics (means, mode, medians, standard deviations) and inferential statistics (Pearson correlation analysis) and the outcome of the analysis was presented on tables. The findings showed that service convenience had a positive influence on customer loyalty. The recommendations from this research paper will enable managers and owners/ proprietors of the fast food outlets to better understand the customers' needs which in turn will enable them to satisfy them better.

**Key Words:** *Service convenience, Customer loyalty*

## **CHAPTER ONE: INTRODUCTION**

### **1.0 Preview**

This chapter covers: background of the study, statement of research problem; purpose of the study; conceptual framework; objectives of the study; hypothesis of the study; significance of the study; scope of the study and limitations of the study.

### **1.1 Background of the Study**

In a highly competitive industry, attracting customers with dedicated service and high quality food along with satisfying them and making them into loyal customers is critical for the success of the business (Gilbert et al., 2012). Currently, with markets getting more competitive and working environments undergoing constant change, businesses and organizations have come to realize that they no longer face a positively expanding economic system with continually growing markets. As an effect, each customer has gained a new value. Customer loyalty is considered as a factor encouraging customers to purchase a product or service again, though there is no guarantee that a satisfied customer will always come back for a repeat purchase (Soriano, 2012). In the 1980s and 1990s, marketers, researchers and strategists mostly focused on the aspect of customer satisfaction and on ways to sustain it. Overtime though, marketers realized that many customers who were satisfied did not necessarily repurchase the good or service in question (issue of loyalty) (Hyun, 2019).

The importance of providing quality services in restaurants has attracted intense attention among researchers and service managers. Conventionally, quality service is believed to be a key factor in satisfying customers and in boosting income as well as increasing market share (Ryu et al., 2018). Indeed, previous studies found that providing high service and food quality in a restaurant can enhance customer satisfaction and loyalty directly even in unacceptable dining environment (Ha et al., 2010). Understanding the factors which affect customers'

satisfaction and loyalty requires identifying the indicators of service quality in fast food restaurants and their relationship with customer loyalty.

Service convenience is acknowledged to be increasingly important to customers, yet available convenience literature offers little explicit discussion of this topic. Consumer convenience in buying and using services is not well understood. Convenience is the ability to reduce consumers non-monetary costs that is, time, energy and effort when purchasing or using goods and services (Chang and Polosky, 2012). Colwell et al 2008 noted that, in homogeneous markets where service offerings are similar and therefore not key competitive differentiators, providing greater convenience may enable a competitive advantage. The goal of improving service encounters is to increase positive consumer outcomes where satisfaction is one of the outcomes.

Chang and Polosky (2012) in their research of service convenience found that only benefit and post benefit convenience are associated with improved behavioral intentions and that satisfaction partially mediates the relationship for these two types of convenience. Customer satisfaction has a positive relationship with different types of service convenience. Service quality has been found to directly affect behavioral intentions (Cronin et al., 2000) and has also been shown to indirectly influence behavioral intentions through value and satisfaction. Therefore understanding the relationships between service convenience that affect customers satisfaction and behavioral responses (intentions to switch from one brand to another) is the main concern of this study.

Customer perceived value regarding any product and service is very crucial for brand loyalty. In a fast food restaurant, to make customers loyal is an ultimate goal of providing value-based service and food (Baker and Wakefield, 2012). Quality of food and service, attractive price and pleasant atmosphere increases the level of satisfaction of customers (Jani and Han, 2015).

Customer satisfaction achievement is the precondition for loyal customers. Managers and owners of restaurants believe that loyal customers are much valuable than casual customers even though they are still customers (Espinosa et al., 2018). Increased level of satisfaction leads to customer retention and consequently, restaurants can enjoy higher profits, positive word of mouth, repetitive transactions with regular customers, lower marketing and promotional activities.

Customer loyalty is a key factor in customer retention strategies of any organization. Increasing loyalty in customers is now a major issue among managers, academic scholars and consultants (Keiningham, Cooil, Aksoy, Andreassen, & Weiner, 2017). The significance of this issue is due to the fact that it leads to sustained purchase of goods and services by the customers. Organizations and institutions that manage to gain loyalty by customers have a major competitive advantage (Aksu & Kosedag, 2006). (J. C. Anderson & Narus, 2014) suggest that the retaining of existing customers is a far more effective strategy for the firm than the attempt to keep attracting new customers to replace the lost ones (Gee, Coates, & Nicholson, 2018). As a reality of facing and being in crowded and competitive markets, goods and service providers in many industries have changed their marketing strategy from attracting new customers to maintaining existing customers (Shoemaker & Lewis, 2009).

Today, as a result of an increase in the employment of women outside the home and massive changes in lifestyle, the use of fast food and restaurant food is growing in the Embu restaurant industry. This provides a very positive outlook for this industry. However, competition is also fast increasing in the restaurant industry in Embu as a result. The emergence of major restaurants and hotels and their dedication to opening new branches is an indication of this issue. With an increase in competition between restaurants, the attraction of new customers can no longer guarantee sustained profit levels and success, but the retaining of existing customers is of far more importance. A competitive business environment offers

customers more alternatives to choose from. They can choose their favorite options from several alternatives. Consequently, customer loyalty is considered to be a vital factor for success, continuation, and profitability of the restaurant industry.

## **1.2 Statement of the Problem**

Patrons' demand for service convenience is heightening by day. Restaurants are definitely under intense pressure to improve all aspects of their service delivery in order to enhance service convenience as their competitive advantage. Past studies have revealed a positive relationship between service convenience and other aspects of service delivery such as customer satisfaction, social servicescape and information system success. Minimal research has been conducted on the relationship between service convenience and customer loyalty.

Colwell S. R. *et al.*, (2008) acknowledge the positive effect of service convenience model on customer satisfaction and post-purchasing behaviour and to organizational competitive advantage. In the strength of this acknowledgment, the current study seeks to examine the extent to which service convenience variables influence customer loyalty with a specific focus on the rapidly expanding fast food industry in Embu town.

Majority of the studies that have been published on service convenience were undertaken in the banking and medical sectors with a few of them focusing on the hospitality industry. This affects the Kenyan hospitality industry more as very little evidence of related empirical research have been undertaken in fast food restaurants. This study will therefore contribute to new insights into the existing knowledge on service convenience and customers loyalty.

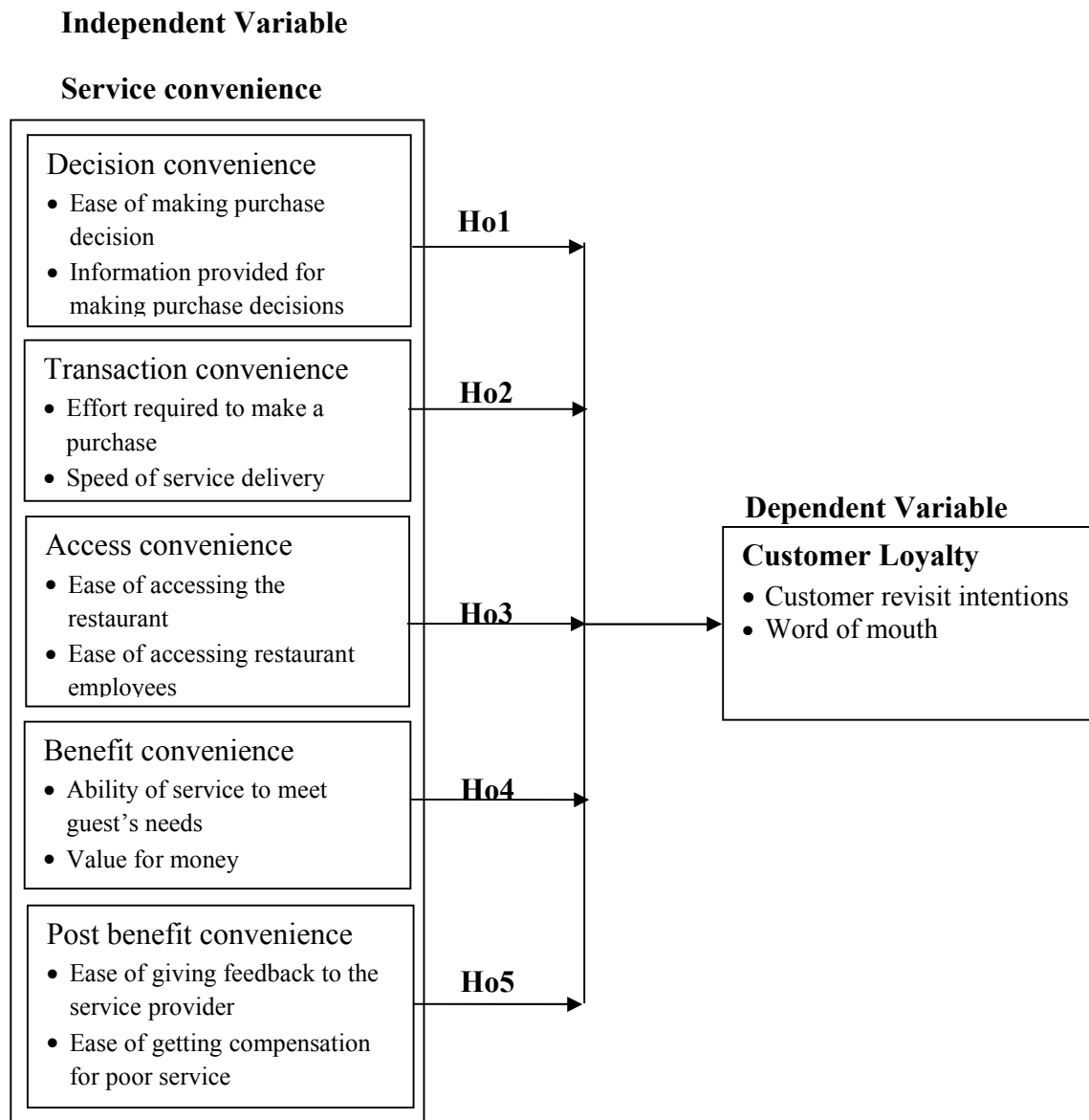
## **1.3 Purpose of the Study**

This study seeks to investigate the extent to which service convenience affect customer loyalty of tourism students in middle level colleges in Embu town, Embu County, Kenya



## 1.4 Conceptual Framework

The conceptual framework below describes the relationship between the dependent and independent variables under the study. The independent variable is **service convenience** while the dependent variable is **customer loyalty**.



**Figure 1.1: A conceptual model of the relationships between study variables**

**Source: Researcher**

## 1.5 Research Questions

1. How does access convenience affects customer loyalty?
2. What is the effect of access convenience on customer loyalty?

3. What extent of influence does transaction convenience hold on customer loyalty?
4. Is there any effect of benefit convenience on customer loyalty?
5. How does post benefit convenience influence customer loyalty?

## **1.6 Objectives of the Study**

### **1.6.1 General Objective**

To investigate the influence of service convenience on customer loyalty in fast food restaurants in Embu town, Embu County Kenya.

### **1.6.2 Specific Objectives**

1. To determine how decision convenience influences customer loyalty in fast food restaurants in Embu town, Embu County Kenya.
2. To examine how access convenience affects customer loyalty in fast food restaurants in Embu town, Embu County Kenya.
3. To evaluate how transaction convenience influences customer loyalty in fast food restaurants in Embu town, Embu County Kenya.
4. To determine how benefit convenience affect on customer loyalty in fast food restaurants in Embu town, Embu County Kenya.
5. To assess how post benefit convenience influence customer loyalty in fast food restaurants in Embu town, Embu County Kenya.

## **1.7 Hypothesis of the Study**

**H<sub>0</sub>1:** There is no statistically significant relationship between decision convenience and customer loyalty

**H<sub>0</sub>2:** There is no statistically significant relationship between access convenience and customer loyalty

**H<sub>03</sub>:** There is no statistically significant relationship between transaction convenience and customer loyalty

**H<sub>04</sub>:** There is no statistically significant relationship between benefit convenience and customer loyalty

**H<sub>05</sub>:** There is no statistically significant relationship between post benefit convenience and customer loyalty

## **1.8 Significance of the Study**

The following stakeholders will benefit from this study:

### **1.8.1 Hospitality Students**

The students studying hospitality will benefit from the study as they will be able to understand the service delivery process in a better way which is important in their future career. It will also help them understand the hospitality industry better which will also form a basis for their career decisions.

### **1.8.2 Manager**

The management of the fast food restaurants under the study will be able to understand their customers better. This is important in formulation of their marketing strategies and in devising ways of keeping their customers in the competitive market place.

### **1.8.3 Future Researchers**

The study adds to the growing body of literature on the role played by service convenience variables on customer loyalty. It will form a base for future researchers who might want to carry out a research related to customer loyalty in the hospitality industry.

## **1.9 Scope of the Study**

The main focus of this study was to examine the influence that service convenience has on customer loyalty in fast food restaurants in Embu town. The study specifically targeted customers patronizing fast food restaurants in Embu town. It specifically addressed the

influence of service convenience on customer loyalty; other factors that influence customer loyalty of the targeted customers were considered to be beyond the scope of this study.

### **1.10 Limitations of the Study**

One of the main constraints that may limit this study is that it mainly focuses on fast food restaurants in Embu town, therefore leaving out all hospitality establishments in the location. The findings of this study as a result will thereby not be of aid to any hospitality establishment that is not a fast food restaurant in the designated area. One of the mitigation measures is that, in as much as the study focuses mainly on fast food restaurants in Embu, any other restaurant that is a fast food in any other location would still benefit by using this study as a reference be it for change, educational purposes or to discover that which would keep them ahead of the curve.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter covers extensive literature on service convenience on customer loyalty, theoretical framework and summary of identified gaps in literature review.

### **2.1 Empirical Literature on service convenience and customer loyalty**

#### **2.1.1 Decision Convenience on customer loyalty**

Decision convenience is closely related to customer satisfaction. It is the perceived time and effort expenditure to make service purchase or self-perform it (Dai and Salam, 2014; Kaura et al., 2015). A customer's general preference for convenient goods and services has a major impact on buying decisions. For instance, if there is a perception of inconvenience around a certain industry, the service can be differentiated based on its relative convenience.

Therefore based on the communicated information and providing clear expectations of temporal effort about the goods and services offered, customers are able to make more informed decisions and have expectations of effort, which then decreases the perception of inconvenience since their demands and needs are being satisfied.

#### **2.1.2 Access Convenience on customer loyalty**

Access convenience basically involves the accessibility of the consumer to the product, service or organization. Products and services made available to the consumer, may allow ease in choosing a service provider that best caters for their needs and is easily accessible when needed to be.

Therefore when consumers' expectations are met, they are more likely to evaluate the service as being satisfactory thus putting their loyalty to the brand. If the service provider is easily accessible, any issues regarding the product or brand can be easily resolved (Jiang et al., 2013; Chang et al., 2012).

### **2.1.3 Transaction Convenience on customer loyalty**

Transaction convenience is characterized by the consumer's perceived degree of avoidance of time and effort in effecting a transaction. After making the decision of purchasing, the convenience in transaction is necessary for customers as they want to quickly conclude their purchase and save their time and effort (Dai and Salam, 2014; Rao et al., 2016). Transaction convenience is therefore influenced by the ease and speed of completing a purchase which has a positive impact on customer satisfaction.

### **2.1.4 Benefit Convenience on customer loyalty**

According to (Aagja et al., 2011) customers are more satisfied when the benefit convenience for example flexible delivery timings will be provided on demand. Once a customer has accessed and purchased a service, consumption of the service begins and along with the service comes confirmation and disconfirmation of the benefits of the service. Therefore it is the perceived time and effort when the customer comes across with the core benefits of the service. Customers always want to spend less time and effort to experience the benefit of the service, therefore a little inconvenience may result to dissatisfaction.

### **2.1.5 Post benefit Convenience on customer loyalty**

It refers to consumers perceived time and effort required after the benefit stage when the customer has completed the purchasing of service or product but for a specific reason to get in touch with the firm (Jiang et al., 2013). This effort may come about after the sale is complete to either initiate complaints or failures, to return a product, to request maintenance or upgrades by involving the contract provider. Post convenience helps dissatisfied consumers air out their complains with ease which may in turn enable the service provider to provide their services to meet their customers' needs and wants.

## **2.2 Theoretical Framework**

This research study focuses on discovering the relationship between customer loyalty and the service convenience in fast food restaurants. Notably, this intends to explore the behavioural intentions of the customers when they interact with the services provided at fast food restaurants. In this case, the development of the hypotheses is meant to test the relationships between the variables. Ideally, there are two theoretical models that expound on the relationship between service convenience, customer satisfaction and customer loyalty. They include the expectancy-value concept and the disconfirmation paradigm.

### **2.2.1 The Disconfirmation Paradigm**

The disconfirmation paradigm presupposes that when customers make comparisons about the services provided by a particular entity and one that they had previously used, they develop a standard with which they use to measure their experiences at that new instance. This belief underlines that customers are always likely to experience different services at various premises and go on to choose the one that fits the standards of the experience they loved the most (Yuksel et al., 2001). Hereby, the intentions, attitudes, and expectations of customers form the foundations with which they use to determine whether to make a purchase at one restaurant or the other. During and after the consumption of services, customers develop perceptions that underline their evaluation of the experience. In most cases, they either confirm that they have received excellent services, or experience dissatisfaction or satisfaction.

There are four concepts of the disconfirmation theory: perceived performance, expectations, satisfaction, and disconfirmation. Disconfirmation occurs when the customers fail to make links between their expectations and the performance of the entity they have interacted with. Performance refers to the perceptions of service that customers carry about a business or entity. Satisfaction is usually decided by the combination of the perceptions that customers

have about the services they have received. Finally, expectations refer to the potential negative or positive perceptions that customers will undergo before they consume a service.

### **2.2.2 The Expectancy Value Theory**

The expectancy value theory reflects on the fact that customers usually make judgments about a service based on the benefits it provides, and the potential outcome of using or subscribing to a service. In most scenarios, people express attitudes based on what they hope or believe they will attain or achieve when they use a particular product or service (Wigfield et al., 2012). This way, they can anticipate the benefits of a service before they go on to make the purchase decision. Therefore, there is a high degree of importance on the attributes of a service or a product when it comes to the decisions made by consumers.

### **2.3 Summary of Identified Gaps in the Reviewed Literature**

While there is an extensive amount of research on customer satisfaction and service convenience as showcased in this research, there is a limited number of studies that focus on the theoretical models underlined in this research. In this regard, the determination of customer loyalty on the service convenience of fast food restaurants requires an elaboration based on the expectancy value and disconfirmation theories. This is the gap identified and it serves as the focus of the paper.



## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter comprises of research design, study area, target population, sampling techniques, sample size, measurement of variables, research instruments, validity and reliability, data analysis and ethical considerations.

### **3.1 Research Design**

The study used descriptive survey design in order to describe the relationship between independent variables constructs (decision convenience, access convenience, transaction convenience, benefit convenience and post benefit convenience) and dependent variables (customer loyalty). This design not only allows one to examine the relationship in between the two types of variables during the time of research but also provides information based on the relationship between the variables being studied ( Mugenda & Mugenda, 2003).

### **3.2 Study Area**

The research study focussed on Embu Town, Embu County in Kenya. As one of the fastest developing towns in Kenya, it contains a multitude of fast food restaurants that compete aggressively for customers.

### **3.3 Target Population**

A target population refers to the participants of a research study, tasked with providing data for analysis in the research. As the focus of this study is on service convenience and customer loyalty, the target population are all customers in fast food restaurants in the study area.

### **3.4 Sampling Technique**

Taherdoost (2016) highlights sampling as a representation of a larger population to ensure the accurate or relevant collection of data. All the fast food restaurants in Embu town was considered for the study. Simple random sampling technique was used to select the required

respondents from each restaurant under the study. This technique gives each population member an equal chance to be selected as part of the sample size.

### 3.5 Sample Size

The sampling size of any research study depends on the scope of the research as well as the resources and time availed to the researcher (Crusiol et al., 2017). In this case, all the fast food restaurants in Embu town were considered to prevent any bias in the study. The sample size of the respondents were determined based on Cochran’s sample size formula for unknown population as follows:

$$n = z^2 \frac{p \cdot q}{d^2}$$

n = sample size

p = is the estimated proportion of the study variable or construct based on previous studies or pilot studies (70%)

q = 1-P (30%)

d = is the margin of error (5%)

z = is the Z-score [1.96 for 5%]

$$n = 1.96^2 \left[ \frac{70\% \cdot 30\%}{5\% \cdot 5\%} \right] = \underline{\underline{323 \text{ guests}}}$$

### 3.6 Measurement of Variables

**Table 3.1: Measurement of Variables**

Objectives	Variables	Measurement	Type of Analysis
To determine influence of Service convenience on customer loyalty	IV: service convenience DV: customer loyalty	Ordinal	Descriptive and Inferential statistics
To determine how decision convenience influence customer loyalty.	IV: decision convenience DV: trust	Ordinal	Descriptive and Inferential statistics
To examine how access convenience affect customer loyalty.	IV: access DV: perceived value	Ordinal	Descriptive and Inferential statistics
To evaluate how transaction convenience influences customer loyalty.	IV: transaction convenience DV: customer satisfaction	Ordinal	Descriptive and Inferential statistics
To determine how benefit convenience affect customer	IV: Benefit convenience DV: Commitment	Ordinal	Descriptive and Inferential statistics

loyalty.			
To assess how post benefit convenience influence customer loyalty.	IV: post benefit DV: customer satisfaction	Ordinal	Descriptive and Inferential statistics

### 3.7 Research Instruments

Questionnaires were used to collect data as they required minimal resources in terms of time, human resource and cost. A self-administered questionnaire with closed-ended questions was used as it required respondents to make choices among a set of closely defined fixed-alternative response format to enhance reliability and easy comparability of responses. Questionnaire in this research consisted of two major sections: section A and section B. section A was asking about the respondent’s biographical information such as gender, age, race, educational level and year of employment. The purpose of the biographical information was to have a better understanding on demographic features of the respondents.

Whereas, Section B carried questions designed to provide extra data regarding the independent variables. The researcher used 5 points Likert scale to design the questionnaire using a measurement scale with five response categories ranging from “strongly disagree” to “strongly agree”, which required respondents to indicate their attitudes by showing the degree to which they agreed or disagreed with the statements.

### 3.8 Pre-testing

Pre-testing usually involves experimenting with the data collection tools of a study to ensure that they can be used effectively. In this case, the questionnaire for the study was pre-tested on a sample group of customers in one fast food restaurant located away from the study area before the commencement of the study to ensure that the research instrument was valid and relevant in the collection of data.

### **3.9 Validity and Reliability of Measurements**

#### **3.9.1 Validity of measurement**

Validity refers to the extent to which a measurement is well founded and likely corresponds accurately to the real world. According to Sakhtivel *et al.* (2015), Sekaran and Bougie (2010) and Tari *et al.* (2017), validity of an instrument are ensured by deriving indicators from previous works. Cronbach's alpha test was used to test the internal consistency of the constructs. The study also used content validity technique where the validity of the questionnaire were evaluated through the use of the research supervisors judgment.

#### **3.9.2 Reliability of measurement**

Reliability is referred to as the consistency of a measure when you repeat the same test on the same sample at different point in time that are usually; overtime, internal consistency and across researches. Based on Cronbach's alpha, analysis was conducted to check the reliability measurement of the instrument. Where, the instrument was verified to be reliable having attained alpha coefficient value of more than the required limit (Hair *et al.*, 2006; Lai and Chen, 2011; Malhotra, 2017). Upon completion of the data collecting process, the reliability of the data collection instruments was evaluated with Cronbach's alpha test. The research instrument went through the pretesting process in order to validate its reliability.

### **3.10 Data Collection Techniques**

Secondary data used for literature review was collected from books, journals, articles and past research papers. Questionnaires were used for collection of primary data in which the respondents filled them by themselves through a drop-and –pick later method. On average, each respondent was expected to take approximately five minutes to fill the questionnaire.

### **3.11 Data Analysis**

After the collection of data for the study, analysis of data was done to develop the relevant outcomes for the research. For this study, the data analysis was conducted using descriptive and inferential statistics with the use of the Statistical Package for Social Sciences (SPSS) tool. The results from this analysis was presented in tables, allowing the development of relevant conclusions for the study.

### **3.12 Logistical and Ethical Considerations**

In any research, there is need for the researcher to adhere to the ethical considerations of conducting such studies. For this research, the focus was on customers in fast food restaurants. In this case, after receiving permission from the managers and owners of the fast food restaurants, the researcher interacted with the selected customers for the study. Here, the customers were first informed of the purpose of the study and their consent to participate in the study was sought. Notably, the participants were assured of their privacy and confidentiality of the data they would provide for the study. This included their anonymity in participating in the study. Ideally, the customers were asked not to provide any personal information that would make them feel insecure. The administration of the questionnaires would be conducted in a civilized manner with the participants given ample time to complete the filling of the forms. They were also given assurance that none of them would be forced to participate in the study and that they could stop their participation at any time.

## CHAPTER FOUR: FINDINGS AND DISCUSSION

### 4.0. Introduction

This chapter represents data analysis, findings, presentation and interpretation of findings. This data has been analyzed using descriptive statistics where frequencies, means, standard deviations, percentages and correlation analysis.

### 4.1. Response Rate

A total of 323 questionnaires were distributed to the participants selected for the study. A 100% response was elicited. This occurred given the interest of participants in the subject matter. Moreover, a majority spend their time in fast food establishments and were keen to evaluate their experiences. Notably, twenty three questionnaires had not been completed effectively, or as required by the study. In this case, three hundred questionnaires were used for the analysis of data.

### 4.2. Reliability Analysis

The following table provides an overview of the descriptive statistics of this research study. Accordingly, the percentage of female respondents in the study was 60% (180 respondents), while the males were 40% (120 respondents). The participants were aged between eighteen and fifty five years old. A majority of the participants were young between 31 and 38 years of age.

### 4.3. Demographic Profile

**Table 4.1: Demographics analysis**

	Frequency (n)	%
<b>Sex</b>		
Male	120	60%
Female	180	40%
<b>Total</b>		<b>100%</b>
<b>Age</b>		
18-25 years old	24	8%
26- 30 years old	90	30%
31- 38 years old	126	42%
39 – 55 years old	60	20%
<b>Total</b>	<b>300</b>	<b>100%</b>

#### 4.4 Descriptive Analysis of Study Variables

This section underpins the descriptive results of the constructs used in this study. The following is the descriptive analysis of service convenience as examined in fast-food restaurants in Embu town, Kenya.

##### 4.4.1 Decision Convenience

As the table below indicates, majority of the customers did agree with all the measures of decision convenience as they recorded mean scores of above 3.0. The standard deviations also in this case are closer to 1.0 save for the 3<sup>rd</sup> statement whose standard deviation is higher than 1 meaning the higher agreement levels are concrete.

**Table 4.2: Descriptive statistics on decision convenience**

Indicators	N	Mean	Std. Deviation
I receive a clear and an understandable information on everything here	300	3.7621	.86556
I find it easy to make up my mind about what service I want	300	3.5490	.06787
It was very easy for me to make up my mind on the menu to order	300	3.8583	1.97170
There is accuracy and reliability in information provided on the cost of services and menus is	300	3.8714	.83293
Valid N (list wise)	300		

##### 4.4.2 Access Convenience

Most of the respondents that took part in this study responded in agreement with the fact that access convenience is a determining factor to their revisit intentions. This is because all measures here had mean score ranging above 3.0.

**Table 4.3: Descriptive statistics on access convenience**

Indicators	N	Mean	Std. Deviation
The hours of operation of this restaurant are convenient to me	300	3.7836	.96582
I can access this restaurant through a number of ways	300	4.3286	.68877
The location of this restaurant is easy to access	300	3.6564	.86720
The restaurant employees are available when I need to enquire or talk to them	300	3.6237	.77832
Valid N (list wise)	300		

#### 4.4.3 Transaction Convenience

The descriptive results show that most of the consumers had better perceptions about fast-food restaurants with better facilities to make transactions as the agreements had mean scores of above 3.0 as shown in the table below.

**Table 4.4: Descriptive statistics on transaction convenience**

	N	Mean	Std. Deviation
I am able to complete the purchase of my service quickly with this restaurant without delays	300	4.4534	.84557
It was easy for me to check out and complete my payment after receiving service in this restaurant	300	3.5464	.72883
It does not take much effort to deal with this restaurant during any purchase I need to make	300	3.6456	.78474
The cashiers and payment processors were patient and treated me with respect as they also were friendly to me	300	3.4763	.96091
Valid N (list wise)	300		

#### 4.4.4 Benefit Convenience

The results show that customers were more likely to visit a food joint when they perceived better benefits from a fast food restaurant. This is evidenced by the standard deviations and mean scores that are above the agreement bar.

**Table 4.5: Descriptive statistics on benefit convenience**

	N	Mean	Std. Deviation
It does not take much time for the service I need to be provided by the restaurant	300	4.3554	.74613
I find it easy to choose how and when I want the service that best caters for my demand	300	4.5671	.68344
I enjoyed every bit of the service provided by the restaurant	300	3.2323	.88432
I am likely to come again for the service that I feel will cater for my needs	300	3.5634	.78452
Valid N (list wise)	300		

#### 4.4.5 Post-benefit Convenience

The results show that customers were more likely to increase their loyalty if their fast-food joints allowed post benefits. The fact that 'restaurant follows up to make sure the service



provided was up to my standards' recorded a higher mean of 4.5766 is a good indication of then higher level of agreement by the customers on this measure.

**Table 4.6: Descriptive statistics on post -benefit convenience**

	N	Mean	Std. Deviation
I find it easy to air out my views and opinions on how the service/product is provided	300	3.5634	.71553
The restaurant follows up to make sure the service provided was up to my standards	300	4.5766	.72861
I can easily indicate if the service provided satisfied or dissatisfied me	300	3.8353	.68764
If the service provided is not up to my standards I can easily request for compensation from the restaurant	300	3.7662	.96541
Valid N (list wise)	300		

#### 4.5. Customer Loyalty

As clearly indicated below, all the indicators of customer loyalty have recorded a mean of above 3.0 meaning that the respondents slightly agreed with these indicators. Most of the respondents, however, have recorded a higher rate stating they enjoyed each service I received while in the restaurant.

**Table 4.7: Customer loyalty**

	N	Mean	Std. Deviation
I view this restaurant with high respect	300	3.6467	.76224
I will come back again because of how convenient their services are	300	3.8876	.97395
I will tell people about this restaurant	300	3.5766	.78643
I enjoyed each service I received while in this restaurant	300	3.7765	.85164
Valid N (list wise)	300		

#### 4.6 Testing Study Hypotheses

A Pearson correlation coefficient (r) was used to test the study hypotheses. Table 4.8 shows the correlations between employee behavior and customer loyalty:

**Table 4.8: Correlation analysis**

<b>Independent Variables</b>	<b>Customer Loyalty</b>	<b>Decision Rule</b>
<b>Decision Convenience</b>	Pearson correlation ( <i>r</i> ) .652*	<b>Reject H<sub>0</sub>1</b>
	<i>P</i> -value .02	
<b>Transaction Convenience</b>	Pearson correlation ( <i>r</i> ) <b>.851*</b>	<b>Reject H<sub>0</sub>2</b>
	<i>P</i> -value 0.05	
<b>Access Convenience</b>	Pearson correlation ( <i>r</i> ) .613*	<b>Reject H<sub>0</sub>3</b>
	<i>P</i> -value 0.01	
<b>Benefit Convenience</b>	Pearson correlation ( <i>r</i> ) <b>0.837*</b>	<b>Reject H<sub>0</sub>4</b>
	<i>P</i> -value 0.02	
<b>Post-benefit Convenience</b>	Pearson correlation ( <i>r</i> ) <b>.686*</b>	<b>Reject H<sub>0</sub>5</b>
	<i>P</i> -value 0.04	

**N=60 \*. Correlation is significant at the 0.05 level (2-tailed).**

In order to achieve the objectives of the study, five different null hypotheses (**H<sub>0</sub>1 H<sub>0</sub>2 H<sub>0</sub>3 H<sub>0</sub>4 & H<sub>0</sub>5** ) were set at a significance level of 5%. So as to test the hypotheses in question, Pearson correlation was successfully conducted to show the strength of the association that is exhibited by the study variables.

From the correlation analysis conducted for this study, the positive coefficients of service convenience, access convenience, transaction convenience, benefit convenience, and post benefit convenience indicate that there is a strong correlation between the variables. Notably, customers provided data based on their frequency of visits to fast-food restaurants. Thus, with the high correlation, fast food restaurants can increase customer loyalty as they adhere to the service convenience aspects. This means that we reject all the hypotheses in this study as they fail to prove that there is no significant relation between the independent variable and dependent variables.

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

### **5.0. Introduction**

This chapter expands on the findings, conclusions, and recommendations of the study.

### **5.1. Summary of Findings**

This study focused on the relationship between service convenience and customer loyalty. The study considered that if transaction convenience, benefit convenience, post-benefit convenience, access convenience and decision convenience were attained by fast-food restaurants, to some degree, fast-food restaurants would enjoy high rates of return on the investments due to the increase in customer satisfaction which leads to positive purchasing behavior. The study paid attention to the various ways fast-food restaurants enhanced their delivery of services to consumers. The study revealed that a majority of the customers frequently visit fast-food restaurants as they are easy ways to eat and stay busy within their day. A majority of the participants returned to respective fast-food establishments, as they perceived the value created by these enterprises.

The questionnaire provided to the participants elicit positive responses on most of the service convenience aspects as they interact with brands in the fast-food industry in Embu town. When customers were treated with excellent service convenience, they were genuinely attracted to the services of the brands, allowing more visits to satisfy their needs . Arguably, this aligns with the expectancy theory, pinpointing the theoretical framework that will make sense of the results collected from the study. With delivery services and the ease of payment, customers are making buying decisions based on these factors.

A look into the disconfirmation paradigm also reveals the correlation between customer loyalty and service convenience. In this framework, customers engage in positive buying behavior when they perceive the value of a brand to meet their needs as compared to its competitors and are more likely to choose a particular fast-food brand if they perceive the

treatment they will receive will exceed that of its competitors. Most of the respondents hinted they would switch to different fast-food brands if the service convenience aspects they experienced were to be removed. As such, the disconfirmation paradigm explains that customers will fail to make links between the perceived performance of the brand and the satisfaction levels they are used to.

## **5.2. Conclusions**

It is noted that transaction convenience, benefit convenience, post-benefit convenience, access convenience and decision convenience had a significant influence on customer loyalty. As such, customers preferred fast-food brands invested in technology and social media marketing. As such, by enhancing the access, mode of payment and the mode of delivery to customers, there was enhanced customer activity. Additionally, the participants revealed that the enhanced customer engagement allowed them better trust in the brand.

## **5.3. Recommendations for Practice**

The study identified that fast-food brands in Embu can enhance their customer engagement, and thus customer loyalty with clients if they improved their service convenience competencies. As such, fast-food brands should have social media strategies that increase customer awareness. The brands should also focus on increasing customer engagement through contact lists that provide information on discounts and offers by the establishments.

The study also underlines the importance of fast-food industries training their staff, as they serve as the first point of contact with customers. Transaction convenience whereby customers expect to be served quickly and respectfully demands that the employees in fast-food restaurants train their staff to provide quality services to clients.

## **5.4. Recommendations for Further Research**

This study focused on transaction convenience, benefit convenience, post-benefit convenience, access convenience and decision convenience as the variables for determining

customer loyalty in fast-food restaurants. There should be more research on how fast-food restaurants can integrate technology to aid their efforts to attract and retain customers.

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## APPENDICES

### Appendix 1: School Introduction Letter



Dear Sir/Madam

02/09/2024

This letter is to introduce **Mercy Kirumba Mwebia (HPM-4-2943-20)** who is a student in the School of Hospitality, Tourism & Leisure Studies at Gretsa University pursuing Degree in Hospitality Management. To complete her course, she is undertaking research leading to the production of a research report or other publications and her study is entitled:

***Influence of Service Convenience on Customer Loyalty in Fast Food Restaurants in Embu Town, Embu County, Kenya***

She is inviting you to assist in this project by filling in the questionnaire which covers certain aspects of this topic.

Be assured of confidentiality of any information you provide and that none of the participants will be individually identifiable in the resulting research report or other publications. You are entirely free to discontinue your participation at any time or to decline to answer particular questions.

Any enquiries you may have concerning this research project should be directed to her supervisor Peter Irungu by telephone on **0724282797** or by email ([irungupita@gmail.com](mailto:irungupita@gmail.com)).

Thank you for your attention and assistance.

Yours Sincerely



**Peter Irungu**

**Head, School of Hospitality and Tourism Management**  
**Gretsa University**



## **Appendix 2: Student Consent Letter**

**Dear Sir/Madam**

My name is Mercy Kirumba Mwebia, a degree student at Gretsia University, carrying out a research study on **influence of service convenience on customer loyalty in fast food restaurants in Embu town**. I would like to ask for your assistance in providing the necessary information for my study by answering the series of questions provided. Participation in this survey is voluntary and all the information provided will be kept in utmost confidentiality. For inquiries regarding the study, please do not hesitate to contact me on **0724758052**.

Thank you for your assistance and cooperation.

Yours sincerely,

Mercy Kirumba Mwebia

### Appendix 3: Questionnaire for Customers

#### Part A: Personal Data

Please tick and answer where necessary

1. **Your Gender:**

Male ( )                  Female ( )

2. **Age**

0-15 ( ) 15-30 ( ) 30-45 ( ) 45-60 ( ) 60-75 ( ) Above 75 ( )

3. **Was this your first visit to the restaurant?**

Yes ( )                  No ( )

4. **Do you enjoy fast foods?**

Yes ( )                  No ( )

5. **How often do you visit fast food restaurants?**

Very often ( ) Often ( ) Occasionally ( ) Rarely ( )

6. **How often do you eat at a fast food restaurant?**

Very often ( ) Often ( ) Occasionally ( ) Rarely ( )

7. **What do you usually eat or order at a fast food restaurant?**

8. **Are the staff helpful in assisting you decide what to order?**

Yes ( )                  No ( )

9. **Do you prefer eating at the restaurant or ordering take out?**

Eating at the restaurant ( ) Ordering take out ( )

10. **How satisfied were you with your visit?**

Very satisfied ( ) Satisfied ( ) Neutral ( ) Dissatisfied ( ) Very Dissatisfied ( )

#### Part B: Measures of Service Convenience

In this part, tick in the box as per your views. The numbers mean:

Strongly disagree	Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5

Decision Convenience		1	2	3	4	5
a)	I receive a clear and an understandable information on everything here					
b)	I find it easy to make up my mind about what service I want					
c)	It was very easy for me to make up my mind on the menu to order					
d)	There is accuracy and reliability in information provided on the cost of services and menus is					

<b>Access Convenience</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a)	The hours of operation of this restaurant are convenient to me					
b)	I can access this restaurant through a number of ways					
c)	The location of this restaurant is easy to access					
d)	The restaurant employees are available when I need to enquire or talk to them					
<b>Transaction Convenience</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a)	I am able to complete the purchase of my service quickly with this restaurant without delays					
b)	It was easy for me to check out and complete my payment after receiving service in this restaurant					
c)	It does not take much effort to deal with this restaurant during any purchase I need to make					
d)	The cashiers and payment processors were patient and treated me with respect as they also were friendly to me					

<b>Benefit convenience</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a)	It does not take much time for the service I need to be provided by the restaurant.					
b)	I find it easy to choose how and when I want the service that best caters for my demand.					
c)	I enjoyed every bit of the service provided by the restaurant.					
d)	I am likely to come again for the service that I feel will cater for my needs.					

<b>Post benefit convenience</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a)	I find it easy to air out my views and opinions on how the service/product is provided.					
b)	The restaurant follows up to make sure the service provided was up to my standards.					
c)	I can easily indicate if the service provided satisfied or dissatisfied me.					
d)	If the service provided is not up to my standards I can easily request for compensation from the restaurant.					

**Part C: Measures of Customer Loyalty**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I view this restaurant with high respect					
I will come back again because of how convenient their services are					
I will tell people about this restaurant					
I enjoyed each service I received while in this restaurant					

**Thank you for your participation**