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**INFLUENCE OF E-SERVICES ON CUSTOMER SATISFACTION: A CASE OF FAST  
FOOD RESTAURANTS IN NAIROBI COUNTY**

**BY**

**CHRISTINE GACHURU**

**ADM NO: 051167**

**A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT FOR THE  
MASTER OF COMMERCE DEGREE AT STRATHMORE UNIVERSITY**

**MAY 2016**

## DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

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Signature: .....Date.....

**Christine Nyambura Gachuru**

This thesis has been submitted for examination with the approval of the University Supervisor.

Signature: .....Date.....

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**Lecturer,**  
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## **ABSTRACT**

The issue of assessing the impact of e-services on customer satisfaction has emerged as an area of strategic importance for e-marketers and Website managers and now there is a growing interest within the restaurant sector. Studies conducted on E-services show that these E-services help in building customer satisfaction, others disagree with this while others show that there is no relationship between the two constructs. The purpose of this study was to examine the relationship between customer satisfaction and E-services by looking at the level of customer satisfaction against the different types of E-services offered by the fast food restaurants.

The data was collected using convenience sampling and a questionnaire was administered to fifty customers who frequent these fast food restaurants in Nairobi that target the upper to middle class citizens. The data was analyzed using descriptive statistics, multiple regression and correlation analysis. The data analyzed the various objectives of the study which were; to identify the types of E-services that often used by fast food restaurants, the factors that influence customer adoption of E-services in the fast food restaurants and the extent to which these E-services affect customer satisfaction.

The findings established that the most popular E-service is the online ordering platform due to the convenience it provides. The study offered further information into the factors that influence customers' adoption of E-services. The major factor identified in the study to influence adoption of E-services is security. Using the regression and correlation analysis, all three E-services were identified as having a positive relationship to customer satisfaction.

The research was not without limitations. The selection of the study variables was not exhaustive. The population was limited to one location and the use of a descriptive cross-sectional research design, put constraints on the generalizability of the results. Future research should seek to address these limitations by inclusion of a wider population sample, use of a longitudinal research design and broadening the industry with which the study was conducted. Replication of the study to other industries could serve as a useful reference for future research.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the study**

Internet usage has increased over the past decade and created a global village. This usage has progressively grown from individual to business use. Companies have adopted Internet-based technologies to attract customers, share business information, maintain business relationships, conduct business transactions and most importantly cut on operational costs (Jie, 2007). Delivering customer satisfaction is the main tool for restaurants used as a way of attracting and retaining new customers. It is one of the most important tools for long-term business success (Ardakani, 2015). Customer satisfaction is linked with numerous organizational benefits. For example, a satisfied customer is likely to perform repeated purchase of a service or recommend it to others (Yang, 2009). Studies point to a relationship between E-services and Customer Satisfaction.

Ruyter et al., (2001), defines it as “An interactive content-centered and Internet-based customer service, driven by customers and integrated with related organizational customer support processes and technologies with the goal of strengthening the customer-service provider relationship”. Turban et al., (2002), possess that delivering value-added, interactive services to customers online, in real time and to a shared community of users. Based on the definition of Ruyter et al., (2001), some of the E-services are; Online Reservation/Ordering Platforms, E-menus, Wi-Fi, Ecommerce platforms, E-government platforms, among others. Customer Satisfaction also has different definitions, thus there is not one universally accepted definition. Kotler 1996 has defined it as a sense of feeling which comes from a procedure of interpreting and judging what is received as a result of expectation as an inclusion of wishes and requirements coupled with the purchase and purchase choice while research by Mill 2011 tries to argue with the indication of whether it is a cognitive or emotional process. However, this study goes by the definition that customer satisfaction is the measure of how well the expectations of a customer concerning a product or service provided by your company have been met (Grimsley 2013).

Businesses, especially those in the service industries such as fast food restaurants have also adopted technological advances in order to leverage on existing applications and rapidly adapt to unique needs of the business with flexibility being the overriding characteristic of their success (Villota, 2010). In that regard, restaurants are adopting E-services as a way of attracting and retaining customers by seeking ways of improving on their experiences.

Hossain (2011) investigated the impact of customer satisfaction on developing loyalty among customers in the context of e-commerce, and defined consumer loyalty as the favorable attitude of the customers toward an e-business resulting in repeated buying behavior. With the rapid growth of E-services, it seems imperative to identify what factors influence customers' commitment and repeat purchase behavior and attitude towards E-services. Studies conducted on E-services show that customers in this digital age, are much more conscious and aware of their needs and wants, making them a difficult lot to please. Several researchers have shown varied findings, where some agree that there is a relationship between the two constructs while others disagree with this.

According to E-Services Africa Ltd (2015), E-services have enabled companies globally to provide superior experiences to their customers, while cutting operational costs. Customers quickly and easily get answers to their questions and, upon receiving speedy and courteous service, are inclined to buy additional services. Most importantly, customers keep coming back, again and again especially when they feel satisfied by the quality of service received. Other studies conducted on E-service, show that there are various concerns associated with this rapid technological changes which are economic, social and cultural (Asgarkhani, 2005). Grunden (2009) mentioned that the fact that E-services minimize interaction with customers removes the experiential element between the customer and the restaurant thus eliminating the notion of customer satisfaction after the introduction of E-services. He mentions that this is the reason why customers are slow in adopting E-services, especially within this fast food restaurant industry. There seems to be few studies conducted in the Kenyan context focusing on E-services and Customer Satisfaction. The rise of fast food restaurants in Kenya as well as the increase in internet access within the country has warranted the need for the study so as to help firms take advantage of the digital wave in the country.

## **1.2 Problem Statement**

The contribution of fast food restaurants in the country has been immense and the competition is quite high. For these restaurants to stand out and succeed in space where each is trying to offer great food value, the need to be efficient and responsive which includes modern trends of business and customer service cannot be ignored (Bayles, 2012). The efficiency and smart services provided attributable to E-services presents a bigger opportunity to these restaurants, the whole industry and the country as a whole necessitating the availability of knowledge through research (Knowles, 2010). Fast food restaurants in Kenya have tried to incorporate online services into their operations. However, these are not popular in Kenya due to the fact that we are still not technologically advanced and also the lack of awareness that the restaurants have these services. Thus, they continue to face increasing challenges in attracting and retaining customers.

E-services present a lot of opportunity to fast food restaurants; however, if customers feel like they are not getting the best value from the E-service, they will be dissatisfied and are unlikely to make a repurchase, refer others to the restaurant or even be loyal to the restaurant. Instead, they will seek alternative E-services from other restaurants, in an ongoing effort to find better value (Chang, 2011). These E-services are available on the internet, which are only a click away, thus it is critical that fast food restaurants understand how to build customer satisfaction using these E-services (Anderson, 2011).

The effect of E-services on consumer satisfaction, trust and loyalty has been extensively discussed in various research articles. Various researchers have also looked at these effects from different dimensions, but few have focused on the direct relationship between E-services and customer satisfaction (Lindestdard, 1998; Rehman, 1999; Trivellas et al., 2010; Jamal et al., 2002). Jianging (2006) also conducted a study focused on these factors (satisfaction, trust and loyalty). Despite the growing research in this area, there seems to be no agreed consensus with regards to these two variables. In that regard, this study sought to assess the effects of E-services

on customer satisfaction by focusing on fast food restaurants in Nairobi, so as to understand what keeps customers satisfied thus ensuring that they become repeat buyers.

### **1.3 Research Objectives**

The main purpose of this study was to assess the influence E-services as per the topic in Nairobi, Kenya. The specific objectives of the study are:

1. To identify the types of E-services are used often by fast food restaurants in Nairobi.
2. To analyze the factors that influence customers' adoption of E-services in fast food restaurants in Nairobi.
3. To determine the extent to which E-services affect Customer Satisfaction in the fast food restaurants in Nairobi.

### **1.4 Research Questions**

- 1 What types of E-services are used often in fast food restaurants in Nairobi?
- 2 What factors influence customers' adoption of E-services in fast food restaurants in Nairobi?
- 3 What is the effect of E-services on customer satisfaction in the fast food restaurants in Nairobi?

### **1.5 Justification of the study**

Restaurants spend thousands, possible millions of dollars a year trying to reach potential guests, depending on the restaurant or restaurant chain. In addition to this, nothing is more critical to the success of restaurants than appealing to their target customers as this is what will keep them coming back again and again; thus the need for them to keep up with their customers who have gone digital. As such, fast food restaurants in Nairobi have incorporated E-services into their operations.

This study will be beneficial to fast food restaurant managers with strategic knowledge on how to grow customer satisfaction using the E-services that they have incorporated in their operations. By examining the E-services that influence customer satisfaction, then they will be

able to incorporate these into their operations. Those within the ICT development industry will also gain from this study as restaurants seek them to develop several E-service solutions to them. Understanding the features that contribute to customer satisfaction, will provide them with insights on what customers value the most, thus enable them to develop features that contribute to this. Academic researchers will also benefit from this study as they continue in the pursuit of further studies in this topic.

### **1.6 Scope of the study**

The study focused on five fast food restaurants in Nairobi County, which target the middle to upper class.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The chapter presents the literature reviewed. It entails the theoretical framework, which looks at the theories which the study has been anchored on; the empirical review, the conceptual framework and the research gap.

#### **2.2 Theoretical Framework**

The study is anchored on two theories, that is, Customer Satisfaction Theories which are Disconfirmation Theory and Expectancy-value Theory; and Technology theory specifically the Technology Acceptance Theory. These theories have been used in studies that have looked at the relationship between E-services and customer satisfaction in different industries (Chang, 2011; Freidman, 2006; King, 2005; Malinda, 2012; Davinder, 2008).

##### **2.2.1 Customer Satisfaction Theories**

The two common theories that are used to explain Customer Satisfaction and are used in this proposal are; Disconfirmation Theory and Expectancy-value Theory. Consistent with this research, the study measures satisfaction towards E-services by looking at the two theories listed above. These two theories have been used as they measure the services by other researchers such as: Nandan (2010); Abbasi, et al (2011); Hanif et al., (2010); Ojo (2012); Lenka, et al. (2009); Sahadev, et al. (2008).

Disconfirmation Theory states that customers compare new services experiences with a standard they have developed. Their belief about the service is determined by how well it measures up to this standard. The theory presumes that customers make purchases based on their expectations, attitudes, and intentions (Oliver 1980). As customers consume or after the consumption, a perception of performance occurs as customers evaluate the experience with their pre-experienced standard or expectation (Beardon, 1993). The result of this is either, confirmation, satisfaction or dissatisfaction. Disconfirmation occurs when there is a discrepancy between the customers' expectations and performance received. The components of this theory are

expectations and perceived performance. If expectations as well as the perceived performance are met or exceeded, the customer is satisfied. Their satisfaction leads them to develop a sense of loyalty to the brand and continue in making repeat purchases. Dissatisfaction occurs when perceived performance falls below expectations (Sahadev et al., 2008).

In Expectancy-value Theory customers often make some judgment about a product, its benefits, and the likely outcomes of using the product. People will learn to perform behavior that they expect will lead to positive outcomes (Mill, 2011). Their overall attitude is a function of beliefs about an object's attributes and the strength of these beliefs. The impact of attribute importance on consumer decision making is also widely recognized (Heeler et al, 2010). Expectancy-value theories hold that people are goal-oriented beings (Verzichte, 2010). The expectancy-value theory has three basic components: belief, value and expectations. First, individuals respond to information about an object or behavior by developing a belief about it. If the belief already exists, it may be modified by new information. Next, individuals assign a value to each attribute that a belief is based on. Finally, an expectation is created or modified based on the calculation of beliefs and values. Once a customer is satisfied by a particular outcome, they spread positive word of mouth or refer others to the brand (Hurst, 2012).

In that regard, fast food restaurants should ensure that there are clear instructions on the use of the system so that there is minimal effort put in understanding how the E-services work. Perceived usefulness and ease of use of the system also rely on various factors such as: trust, value and satisfaction to the customer (Zhang, 2012). The two theories show a connection to adoption of E-services, in that, if a customer trusts the E-services by the fast food restaurant in terms of believing that their data is secure, then the likelihood of using the E-services rises. If they believe that they are getting value from the use of the system, such as, receiving offers or loyalty programs from their purchase behavior, then the likelihood of using the system increases too. Their level of satisfaction is based on the perceived value or benefit that they believe they will get once they use the system (Zhang, 2012).



### **2.2.2 Technology Theory**

Technology Acceptance Model is based upon the theoretical basis of a consumer behavior model called Theory of Reasoned Action, to specify the causal relationships between two main variables (perceived usefulness and perceived ease of use) and users' attitudes, intentions, and, ultimately, users' computer adoption behaviors (Warshaw, 1989). TAM is generally considered as the most influential and common theory in information systems field (Lee et al., 2003), and has received through the affluent empirical supports. Some researchers have focused on identifying the determinants of key predictors, namely, perceived ease of use and perceived usefulness (Karahanna and Straub, 1999; Koufaris, 2003; Wixom and Todd, 2005).

Technology Acceptance Model (TAM) is one of the most successful measurements for computer usage effectively among practitioners and academics. The theory has continuously been studied and expanded into TAM 2 and TAM 3, which have been used by different studies across the board, that is: Healthcare studies (Venkatesh et al. 2003); Ecommerce studies (Bala et al. 2008); Telemedicine (Hu et al. 1999); Mobile Commerce (Wu & Wang 2005); and Online Banking (Pikkarainen 2004).

According to the TAM, perceived usefulness and perceived ease of use are relevant to system acceptance behaviors. External variables include system design characteristics, user characteristics, task characteristics, training and documentation. These factors affect the perceived usefulness and ease of use. Ease of use has an effect on perceived usefulness which raises the intention to use the system even when the user does not have a positive attitude towards using the system.

According to Davis, people tend to use or not use certain technology with the objective to improve their performance at work, this is perceived use. However, even if this person understands that determined technology is useful, its use may be damaged if it is too complicated, in a way that the effort is not worthwhile the use, this is perceived facility. In that regard, when customers perceive a certain technology to be easy to use, their chances of adopting the technology is high and they will be satisfied with the outcome. If the particular technology is complicated and does not even give them the desired performance nor desired outcome, then the chances of being dissatisfied is very high.

Technology Acceptancy Model (TAM) shows a clear connection between the external variables that make up the information system developed which if the customer sees the perceived usefulness and perceived ease of use; this will affect their decision to use the service. If the particular E-service meets their expectations as well as their perceived performance, this will lead to their satisfaction and perhaps ultimately lead to their willingness to recommend the company or purchase intentions (Taylor, 1992). However, if it fails to meet these components, their dissatisfaction will shun them away from the business. According to Chang, (2010), when customers receive perceived value from their expectation, this impacts on their attitude toward the service provider positively which in turns leads to positive Word Of Mouth (WOM), repeat purchase and ultimately consumer satisfaction. In terms of perceived usefulness, if customers feel that there is a saving (in money), when they use the E-services, then their satisfaction towards the actual use of it will grow (Naidoo, 2007).

## **2.3 Empirical Review**

This section looks at the types of E-services offered by fast food restaurants, the factors that influence the adoption of E-services within the restaurant industry and the relationship between E-services and Customer Satisfaction.

### **2.3.1 Types of E-services often used by fast food restaurants**

Several researchers have looked into different types of E-services that are offered by restaurants such as; E-menus, Restaurant mobile apps, customer loyalty apps, online reservation/booking platforms, online ordering platforms and free Wi-Fi. Gayle (2010) conducted a study on the types of E-services found at fast food restaurants and he narrowed down to three E-services used by leading fast food restaurants globally which are; E-menus, Online Ordering Platforms and Free Wi-Fi. These E-services are categorized as follows: those that cater to online customers e.g. the E-menus and Online Ordering Platforms and those that cater to in-house customers such as Free Wi-Fi.

## **E-services that cater to online customers**

### **2.3.1.1 Electronic Menus (E-menus) for restaurants**

E-menu is a new technology for restaurant ordering solutions. The system includes touch-screen devices installed with a piece of software to show a restaurant menu with actual photos of the dishes (Emenunyy, 2012). The touch-screen devices are not only used to display the list of food and beverages, but also to process the restaurant services, from ordering to payment (Jenie, 2011). A study conducted by Buchanan (2011), confirmed that customer had a better experience when using E-menus to order than their counterparts who used traditional menus. Restaurant menus are the main information sources to customers when dining in the restaurant, thus, the manner in which they are presented should be appealing in an attempt to induce sales (Ellson et al., 2008). Liwei et al., (1997) stated that the ground rule of menu design is to satisfy the information needs of the customers. The information on the menu should be able to clearly inform the customers about the dishes they order.

The study also mentions that information quality, where clear information has been presented on the price of the food items and information on what the food item contains or how it is made; and the user interface quality of the E-menu, where you have information presented in a clear manner and it is readable as well as attractive, have a major effect on the customer's information satisfaction, which implied that the contents of the menu are essential for customer satisfaction as well as the manner menu presents. Previous studies have also argued that, as part of customer service, restaurants should be responsible for providing information to their customers on the nutritional content of food items that may be detrimental to their health (McCall et al., 2008).

### **2.3.1.2 Online Ordering Platforms for restaurants**

Online ordering system/platform is an electronic system that is used by customers to request for food items from the restaurant for delivery to their convenient location (Wai, 2011). RFID Journal (2011) defines it as a computer software system that is connected to the internet and is used in a number of industries for order entry and processing. The main aim of using this platform is to simplify and improve the efficiency of the ordering process for both customer and restaurant, minimize manual data entry and ensure data accuracy and security during order

placement process (Wafula, 2011). This also helps a restaurant maintain a database of their customers and know what their most popular items are, their customers information, as well as which customers frequently re-order or re-purchase from their restaurants (Beard, 2013)

Convenience is a major factor that consumers consider when decided on whether to use online ordering systems or not. This is because online consumers enjoy convenience and more control through making transactions online and can avoid the long queues or waiting for long hours to get their food (Bakar et al., 2008). Studies showed that online customers considered ease of information search and transaction to be more important factor of convenience. The study also mentions that another factor that influences consumers to do online ordering is the flexibility of the system, where it is user friendly. Security is one of the most challenging and critical issues facing online system today. Consumers have to trust the platform and believe in its privacy.

According to the survey by Tyler Nelson Software Interactive (2002), security-related problems are the major barriers that prevent customers from purchasing online. Some of the downsides that have been recorded with regards to online ordering systems is the fact that they reduce the personal connection between customers and the restaurant personnel and that it can be difficult to those who are not used to online services (Kimes, 2011). Diego et al., (2014) mentions the following elements to be considered when incorporating the online ordering systems such as: security where customers have to be assured of the security of the information they put out as they book to dine at these restaurants; reliability of the platform; as well as the credibility of the information presented on the platform. A study conducted by Wafula (2011), mentions that online ordering platforms target people of a particular age and that they are limited to people within a particular location and that they are not convenient to people who live far.

## **E-services that cater to in-house customers**

### **2.3.1.3 Offering Free Wi-Fi**

Wi-Fi is simply connectivity; it is a technology that enables access to the internet without the need for cables or wires and specially comes in handy while travelling. It also makes it possible for one to connect to another device to allow the transfer or sharing of documents, images, etc (Wi-Fi Alliance, 2012). The devices that make this possible are gadgets such as phones, tablets, computers, laptops and so on. Moreover, the presence of this wireless technology in public spaces such as schools, libraries, hotels, fast food restaurants, enable people to access the internet without being confined to certain locations such as their offices. This is all thanks to the growing knowledge-population and unconventional employment opportunities like self-employment and contract employment that provides people with freedom to make parks, cafes and fast food restaurants with Wi-Fi's, their ad-hoc offices (Davidson, 2012).

According to a research by Technomic Inc (2014), 65% of consumers expected restaurants to offer free access to Wi-Fi in their restaurants. They have started demanding for Wi-Fi in restaurants who have in turn taken advantage of this to attract guests. Mercer (2006), looks at the effect of Wi-Fi on customer retention, mentioned that one of the first restaurants to incorporate this service was McDonalds. They tried to attract new customers through free Wi-Fi, however, the idea did not fit into their mission. Later, they changed to a model that makes people buy items so that they could use their Wi-Fi.

Apart from the menu offering, free and fast Wi-Fi could be the differentiating factor in most fast food restaurants. The ability to easily connect to fast internet could persuade customer to return (Ferguson, 2014). He also mentions that restaurants should therefore see this as an opportunity to grow their businesses as opposed to seeing it as an expense. Security of the Wi-Fi is also a major concern as it keeps customers relaxed in the knowledge that they can do their work without worrying about the security of their data (Sharma, 2012).

### **2.3.2 Factors that influence customers' adoption of E-services in fast food restaurants**

There is a general acceptance that demographic and socio-economic factors such as age, education, levels of income and even occupation, help to explain major differences between the adopters and non-adopters. Studies conducted by Sandhu et al., (2010), found that individuals who are likely to use Eservice were mostly young people between the ages of 22 – 35 years; have disposable income of high levels as well as high levels of education. Dwivedi (2005) confirmed that the economic status for individuals influences their ability to own and then use a technology. Rogers (2003) revealed that demographic attributes play an important role in predicting the adoption as well as economic status of individuals. He proposes that new technologies are initially adopted by those with more resources than others.

Sense of customer's trust is greatly reduced in an online environment due to lack of face-to-face interaction between the customer and the company (Choo et al., 2007). Online consumers need not only to trust the online vendor, but the web itself as a transaction medium (Sandhu et al., 2010). These researchers mention that trust is an important factor influencing consumer behavior and it determines the success of technologies adoption such as E-services. It has a significant influence on the participation intention through usage attitude. Galal-Edeen (2009), mention that to implement E-services in high uncertain culture areas such as developing nations, there is a need to pay relatively more attention to measures that reduce the uncertainty associated with the online environment.

Grady et al., (1995) conducted a study on Internet buyers from an online consumer perspective. They found that most concerns condensed into a collection of transaction issues such as lack of credit card security, vendors not fully identified and a lack of payment alternatives. Based on the research findings, consumers' behavior intention to use E-services is significantly influenced by their perception about the level of security the website has. Sandhu (2010) found that perceived security is a much stronger determinant of intention to purchase online than the perceived ease of use and usefulness of the website. A study conducted in Algeria by Wafa et al., (2009) and in China by Hua and Bakar (2010) showed that security was of much more importance than any other factor. Due to various commonalities, various researchers treat security and privacy interchangeably, however, in this study, they will be treated as two distinct factors.

Yong (2012) found that consumers use online services because they offer convenience and save on time. This means that they do not have to physically drive to the establishment and eat their meal from there, but enjoy the freedom of being able to receive their order from wherever they are. Hui (2013) established that several customers treat the fast food restaurants as their offices, especially those who are on contract or self-employed and the convenience that comes with using the free Wi-Fi at the restaurant to work is satisfying. Lang (2013), however, disputes that as he realized that customers who use the free Wi-Fi at the establishment to work were dissatisfied due to the noise.

Georges (2013) shepherded a study that recognized that customers refrain from using E-services particularly the E-menus and online ordering platforms due to price changes. The study concluded that customers are keen on checking whether prices have been increased on these platforms. Restaurants that increase their prices online are less likely to receive an increase of customers using their services (E-commerce Survey, 2014).

### **2.3.3 E-services and customer satisfaction**

#### **2.3.3.1 E-menus and customer satisfaction**

Menus have been considered as a marketing tool and printed advertisement since it conveys message to customers and affects sales directly. As the major source of information about a restaurant, ideally, a proper design menu will reinforce its image, set the guest's expectation for the forthcoming meal in terms of food and service quality, and provide a good return (Kwong, 2005).

The implementation of the E-menus in restaurants has allowed restaurateurs to provide their guest with pictorial presentations, nutritional information, and the origin of ingredient (Rousseau, 2011). Customers are becoming more and more curious of what they are eating and would like to know what a restaurant has to offer before they make the choice to visit. It offers an opportunity to attract customers as the restaurants highlight on the ingredients or description of the menu items what makes them different. This leads to increased revenue, especially when customers enjoy and appreciate what the restaurant has to offer. Customers are also enabled to buy across

the different menu items offered by the restaurants and their waiting time is reduced as customers are able to decide what they want beforehand and could either order online and or go to the restaurant knowing what they want or having called in advance (Chirag, 2012). In that regard, customers do not require support from the restaurant staff as they have all the information they require on the food items provided. Furthermore, e-menu enables information to be sent directly from a dining table to the bar and kitchen. Therefore, customers will receive their orders faster and this encourages them to order extra food and drinks during eating or waiting for their orders (Howison, 2006). These findings show that E-menus have the capacity to increase customer satisfaction in fast food restaurants.

A study conducted by Studentwebstuff (2009), indicated that E-menus are much more expensive to create and even more so, reduce personal interaction between the customer and the restaurant staff. Similarly, Buchanan (2011) also found out that use of E-menus reduced the generalizability of utilizing menus and that various people refrain from using E-menus because it does not offer them a chance to customize their order and request for something extra. Poor alignment of items especially prices that are not clear or conflicting prices on the E-menu and actual or physical restaurant menu can lead to confusion, annoyance, frustration, boredom, leading to abandonment of the system, partial or indirect use of the system and eventually customer dissatisfaction (Baer, 2008). As such, the conclusion the study makes is that in as much as E-menus have their benefits, they do not lead to customer satisfaction.

#### **2.3.3.2 Online Ordering systems/platforms and customer satisfaction**

The online ordering system is recognized as having a great role for achieving a competitive advantage (Chiang et al., 2006). Most young people have adopted this service as they are more tech-savvy and would like to take charge of their own planning. At the moment, consumers consider online ordering platforms to be more convenient, faster and flexible (Miller et al., 2012). Through these platforms, restaurants have been able to retain customer data as well as keep track of their preferences, which they have been able to use to engage with them further (Kimes, 2011). This then makes customers believe that the services offered by restaurants with online ordering platforms have superior services to others and will most likely not seek



alternative providers to offer them the same products since the convenience they get from this particular one is higher.

Bond (2014) observed that customers are more comfortable online and are more likely to try out new dishes once they are able to order at their own pace and space. It motivates them to eat out without necessarily having to physically visit a restaurant. A study on the fast food consumer by Snabl (2014) established that this technology has brought with it an exciting time for food lovers, as restaurants are catching on to this reality of what modern customers want thus leading to increased customer satisfaction as they are able to get their favorite food choices right at their door step.

Studies conducted by Dixon et al., (2009), indicated that several customers have declined to use the online ordering platforms due to their low service orientation. The minimal interaction between the restaurant and the customer could also lead to their dissatisfaction. Some consumers also have specialized requests which they argue may not be well addressed by using online ordering platforms, as such most customers prefer to physically visit the restaurant and place their order from there to either take-away or sit and eat from the restaurant (Chang, 2012).

According to Bond (2014) dissatisfied customers have expressed their concerns to fast food restaurants due to the fact that, through this platform they have received substandard food. Once they place orders, they get soggy or cold food. This shows that restaurants need to improve their services as well, even as they incorporate this E-service into their operations. The conclusion made was that online ordering platforms do not necessarily lead to customer satisfaction.

### **2.3.3.3 Free Wi-Fi and customer satisfaction**

Restaurants are able to leverage on free Wi-Fi to retain customers, this is because fast food restaurants have become alternative offices as well as a great place to get away from the daily routine as well as have some good food as they get some work done. Wi-Fi is a great way to get customers to stay within the establishment longer and longer. As they sit at the restaurant enjoying Wi-Fi, it increases their chances of spending more at the restaurant (Ferguson, 2014).

Gyles (2009) observed that customers value high and fast speeds as they want to communicate or browse the internet without any cut-offs. Being online also encourages them to connect with the restaurant through their social media pages. Thus, this E-service shows the restaurant as being innovative as it provides that extra convenience for customers who want to go online while having their meal, thus increasing their satisfaction levels (Yusop, 2011).

Stanton (2014), in his research on how Wi-Fi affects consumer behavior posited that it raises a few concerns, such as having customer who spend an entire day at the restaurant working on hours without placing an extra order or even a single order to account for the table turnover they have prevented. Customers who frequent these fast food restaurants also value the fact that they can connect to the internet without having to request for passwords because the restaurants keep changing these passwords. The customers do not understand that the restaurants are trying to secure the network for them. As such, this leads to their dissatisfaction because they want easy access to the Wi-Fi once they are at the establishment (Yong, 2013).

Comet (2010) studied the behavior of consumers while accessing free Wi-Fi in public spaces and suggested limiting access during certain hours. This was tried by an American restaurant that limited access during lunch hour and prohibited laptops to ensure that people did not work and spend longer than usual during these times. This however, led to an increase in their revenues by almost 30% showing that offering free Wi-Fi does not necessarily lead to customer satisfaction.

## **2.4 Research Gap**

Existing research has focused on E-service quality within the hospitality sector, thus making a binary distinction between online and offline customers. Studies by Lin et al., (2010) investigated the direct effects of customer satisfaction, trust, perceived value, and commitment on loyalty, and examined the indirect effects of customer satisfaction, trust and perceived value on loyalty with the indirect path occurring through commitment. The researcher integrated these perspectives and integrated them as factors that build customer loyalty in an E-service context.

Neslin et al., (2006), looked at the impacts of E-service quality, which they considered to be more complex than they appear. They concluded that specifically, e-service quality may not only impact customer behavioral intentions towards the e-service vis-a-vis competitors' e-services

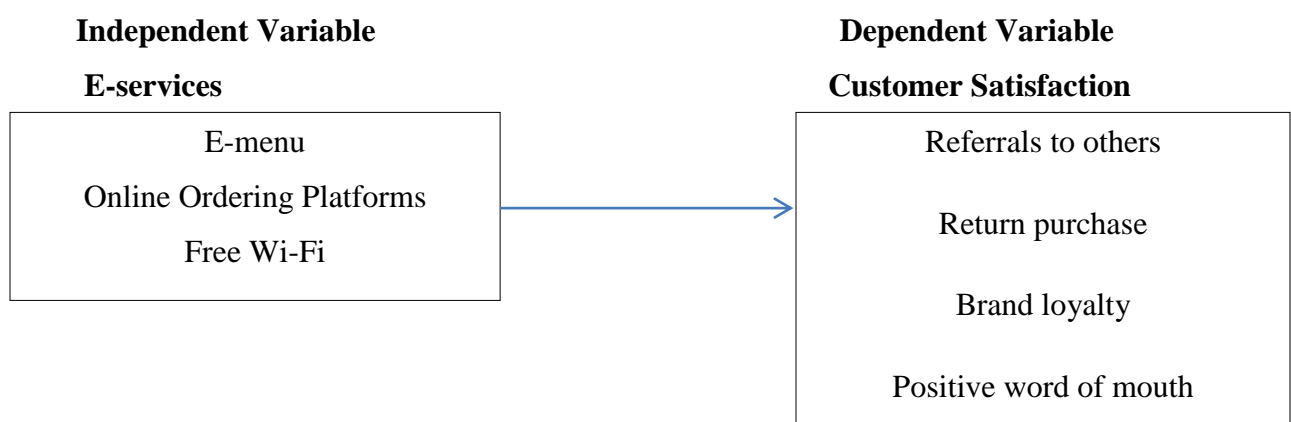
(e.g., e-loyalty), but also customer channel behavior across the several channels offered by the service provider. For example, a high quality e-service may not only increase customer loyalty to that e-service, but also lead to the migration of service interactions from other channels offered by the provider to the internet channel.

There seems to be few studies that have focused on the impact E-services have on customer satisfaction within the fast food restaurant sector in Nairobi, Kenya as most have been done for the developing countries. In an attempt to fill these gaps, this study focuses on influence of E-services as per the topic.

## 2.5 Conceptual Framework

Based on the literature reviewed, a conceptual framework was developed to provide a basis for the research design and data analysis. The diagram explains the independent variables, which are the E-services; E-menus, online ordering platform and the Free Wi-Fi influence customer satisfaction which will be analyzed using the four constructs; Referrals to others, Return purchase, Brand loyalty and Positive word of mouth.

**Figure 2 1: Conceptual Framework**



**Source: Researcher (2016)**

## 2.6 Operationalization of constructs

Operationalization facilitates reduction of abstract notions of constructs into observable characteristics so that they can be measured using multi-items/indicators. These indicators have been used in the studies as mentioned in the table below.

**Table 2 1: Operationalization of constructs**

Variables	Constructs/ Indicators	Operation Definition	Rating Measures	Source (s)
Customer Satisfaction	Referrals to others,	Process whereby customers inform others about a product or service that they have enjoyed.	5-point likert scale to be used.	Bierdon, 1993; Verzichte, 2010; Belize, 2008; Standton, 2013
	Return purchase,	Practice of customers' repetitive purchase of a product or service due to their satisfaction or enjoyment.		
	Brand loyalty	Process of customers staying true to a particular brand due to the love for it.		
	Positive word of mouth	Process whereby a customer spreads encouraging and affirmative information about a company's products or services.		

E-menu	Accurate information displayed	This is whereby the online menu displays correct information.	5-point likert scale to be used.	Buchanan 2011; Chang, 2008; Ellson et al., 2008
	Well-designed E-menu	Degree to which an E-menu has been well designed.		
	Well-displayed prices	Process of ensuring that the prices on an online menu have been clearly and well-aligned.		
	Matching prices on the E-menu and restaurant	Process of ensuring that the physical menu at the restaurant and the online menu have matching prices.		
Free Wi-Fi	Speed of access	Degree to which accessing the internet within the restaurant is fast.	5-point likert scale to be used.	Ferguson et al., 2014; Gayle et al., 2012; Yong, 2012
	Easy Accessibility	Degree to which there is easy accessibility to the internet via easy and memorable passwords.		
	Protected passwords	Process of ensuring that the Wi-Fi offered at the restaurant is password protected.		

Online Ordering Platforms	Convenience	Restaurant's ability to ensure that customers are able to receive their orders from where they are located.	5-point likert scale to be used.	Bakar et al., 2008; Kimes, 2011;  Chang et al., 2013
	Flexibility	Restaurant's ability to ensure that the online ordering platform by customers is easy to use.		
	Timely delivery	Restaurant's ability to ensure that their orders are received within the time promised.		
	Security of financial purchases	Restaurant's ability to ensure that the online ordering platform is safe for customers to use.		
	Feeling of safety while sharing personal information	Degree to which customers feel safe to share their personal information while placing online orders.		

**Source: Researcher (2016)**

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the research methodology used to carry out this research. It details the research design used, population of the study, sampling size and design, data collection methods, the validity and reliability of the data as well as showing how the data will be analyzed and presented.

#### **3.2 Research Design**

This study adopted a descriptive research design and correlational design so as to provide accurate and valid representation of the factors that are relevant to the study as well as to determine the direct relationship between the independent and dependent variables. Previous studies on customer satisfaction that have used the same research designs are (Cuban, 2003; Anglin, 2005; Adegoke, 2014; Adewale, 2014).

#### **3.3 Population**

The population for this study was customers of the fast food restaurants in Nairobi. The unit of analysis was customers who use the E-services provided by the fast food restaurants in Nairobi county. The number of fast food restaurants registered by the Kenya Registrar of Companies (2013) are one hundred (100), where those that target the middle to upper class citizens are thirty (Kenyanfoods.com, 2012). This study focused on five of these restaurants which have incorporated these E-services in to their operations. These restaurants are KFC, Dominos, Steers, Debonairs and Ocean Basket.

#### **3.4 Sampling**

There is an unknown number of customers who visit the fast food restaurants, as such, a sample of ten customers were picked from each of those five selected fast food restaurants. Convenience sampling was used to select the customers who were selected for the study. The researcher sought to find out which days and the time customers frequently visit the fast food restaurant

from the restaurant managers. This information was useful to the researcher as it informed the decision of when to visit the restaurant in order to first conduct a mock interview with the customers and eventually administered the final questionnaire. The researcher administered a test questionnaire to ten customers at one of the fast food restaurants. Based on the information collected, the researcher established that 80% of the customers do use the E-services that are offered by fast food restaurants. Following these results, the researcher then visited the fast food restaurants identified above and administered the questionnaire to ten of these customers from each of the five fast food restaurants.

### **3.5 Data collection methods**

Data was collected using self-administered semi-structured questionnaires accompanied by an introduction letter informing the respondents who the researcher is and the purpose of conducting the research (see Appendix I and II). The questionnaire was designed to fulfil the research objectives of this study.

The questionnaire had closed-ended questions constructed by the researcher and was divided into five sections, where Section A, collected demographic information about the age, gender, nationality, occupation, approximate income per month of the customers, among others; Section B focused on the types of E-services offered, section C focused on the factors that influence customers adoption of the E-services mentioned above and section D focused on customer satisfaction of the E-services. A five point Likert scale was also used (Sekaran & Roger, 2009).

### **3.6 Data Analysis**

The data collected were initially checked for completeness and errors in the entries. It was then analyzed using the Statistical Program for Social Sciences (SPSS), which is the statistical program commonly used in research studies and has also been used in previous research work that have focused on a similar topic. Responses to the demographic section of the questionnaire were analyzed using descriptive statistics and means and standard deviation. The statistical test used was Analysis of Variance (ANOVA), used to test the significance of differences between the means of two groups. The data was then presented in tables.



The relationship between the independent and dependent variables was analyzed using multiple regression analysis as has been used in previous studies (Higgins, 2005). The equation adopted for this study was

$$Y = \alpha + \beta_1 + \beta_2 + \beta_3, \text{ where;}$$

$Y$  = Dependent Variable (Customer Satisfaction; Referral to others, Brand loyalty, positive word of mouth and return purchase)

$\alpha$  = constant

$\beta_1$  = Coefficient Variable, the E-service (E-menu)

$\beta_2$  = Coefficient Variable, the E-service (Online ordering platform)

$\beta_3$  = Coefficient Variable, the E-service (Free Wi-Fi)

### **3.7 Validity and Reliability**

Research quality is measured using the validity and reliability. Validity refers to how accurately the data obtained captures what it was purported to measure. The (indicator) is developed to measure a concept of genuine measures, which also means, that is the correct data and methods of research, but also reflects the real problem or not (Bryman et al., 2007). To ensure content validity, the collection instrument was subjected to a pilot test to check for any weaknesses in design and development of the questionnaire and then the final questionnaire constructed (Page et al., 2007). To ensure generalizability, representative sampling of the population was used.

Reliability refers to the measure of the consistency of a concept. The purpose of the reliability is to minimize the errors and biases in the study, make the research as far as possible and reliable (Bryman et al., 2007). A reliability test was carried out to assess the relationship among the study variables using the Cronbach alpha test whose result was 0.8662. Previous studies that have used this test are (Kinoti, 2012; Wang'ondur, 2011; Njeru, 2013; Nguti, 2014).

### 3.8 Reliability Test

The table below shows the reliability test done to test the consistency of the questionnaire. The closer the Cronbach's alpha Coefficient is to 1, the greater the internal consistency of the items on the scale. As such the Alpha values for E-menus, online ordering platforms and the free Wi-Fi had alpha values of 1.1081, 0.8331 and 0.9569 respectively. A high Cronbach's alpha Coefficient shows that the underlying items reflect the desired variable well (Bernstein, 1994). Cronbach's alpha coefficient of 0.70 and above indicates sound and reliable measures (Hair, Anderson & Tatham, 1998; Gliem & Gliem, 2003). Therefore, this shows that the variables are consistent. Previous studies that have used this test are (Kinoti, 2012; Wang'ondy, 2011; Njeru, 2013; Nguti, 2014).

**Table 3 1: Cronbach Alpha**

<b>Reliability test for the questionnaire</b>		
	<b>Cronbach's Alpha</b>	<b>No. of Items</b>
E-menus	1.1081	4
Online Ordering Platforms	0.8331	5
Free Wi-Fi	0.9569	3
<b>Scale Combination</b>	1.0062	

**Source: Survey Data**

### 3.9 Ethical Considerations

The participation of the respondents was voluntary and anonymous as they were requested using a participatory letter (see Appendix I) that stated their freedom to take part in the exercise. The purpose of the study was made known to all respondents and to ensure that any consent given was from an informed place. The data collected was strictly kept for education and research purposes to ensure that no person faced any risk upon participating in the study.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

#### 4.1 Introduction

This chapter deals with the analysis of data collected from the respondents. It discusses; the types of E-services offered at the fast food restaurants in Nairobi, factors that influence adoption of E-services in the fast food restaurants in Nairobi, as well as whether those E-services affect Customer Satisfaction. The overall objective of the study was to examine the influence of E-services on customer satisfaction within the fast food industry in Nairobi, county.

#### 4.2 Response Rate

The data collected for this research was from the customers who frequently visited the restaurants mentioned in chapter 3 of this study. A total of 50 questionnaires were sent out, however, 10 were not fully completed, thus not used for the study. In that regard, only 40 responses were used in the analysis of the study, thus the sample response rate was 80%. Fowler (1984) stated that, a response rate of 60% is representative enough.

**Table 4 1: Response Rate**

	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Responded</b>	40	80
<b>Did Not Respond</b>	10	20
<b>Total</b>	50	100

#### 4.3 Respondents Demographic

The study investigated the demographic profile of the respondents; their age bracket, education levels, levels of income, occupation and duration of usage of E-services. The target population for this study was those who visit fast food restaurants within the county. The data collected is shown in the table below.

**Table 4 2: Demographic of respondents**

Age Bracket	Frequency	Percentage (%)
18 – 24 years	9	18
25 – 30 years	30	65
31 – 35 years	6	15
36 – 40 years	0	0
Above 41 years	1	2
Total	40	

**Source: Survey Data**

The data reveals that out of the respondents who visit fast food restaurants are the young people, with the majority being those that fall within the 25 – 30 years at 65%, followed by those within the age bracket of 18 – 24 years.

The study also sought to establish the highest level of education attained by the respondents. All the respondents approached had received formal education and the results were shown in the table below.

**Table 4 3: Respondents level of education**

Level of Education	Frequency	Percentage (%)
High school Level	1	2.5
Diploma Level	10	25
Bachelor's Level	19	47.5
Masters Level	10	25
Total	40	

**Source: Survey Data**

The results in the table 4.2 above show that the respondents had a relatively high level of education, which means that they understand what the E-services are. These individuals also do not need much support to use the E-services as they are able to navigate through the features with little to no help, all they require are clear instructions on what to do.

Gender differences were also collected during the study as shown in the table below. The data in the table 4.3 above, shows that female were the largest number of respondents at 55%, while the men were at 45%.

**Table 4 4: Respondents gender differences**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Female	22	55
Male	18	45
Total	40	

**Source: Survey Data**

The respondents were also asked about their level of income and the results were recorded in the table below. The data above shows that 65% of the respondents earn Ksh 51,000 and above and these are the ones who have easily adopted the E-services. This means that there is a positive relationship between level of income and adoption of technology.

**Table 4 5: Respondents level of income**

<b>Level of Income</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Below Ksh 10,000	5	12.5
Ksh 11,000 – 50,000	9	22.5
Above Ksh 51,000	26	65
Total	40	

**Source: Survey Data**

#### **4.4 Types of E-services offered by fast food restaurants in Nairobi**

The study sought to investigate the different types of E-services that are used at the fast food restaurants in Nairobi, county. The data collected information on this as well as the number of respondents who actually use these E-services. The E-services tested were E-menus, Online Ordering Platforms and Free Wi-Fi.

**Table 4 6: E-services used by respondents**

<b>Types of E-services</b>	<b>Frequency</b>	<b>Percentage (%)</b>
E-menus	9	22.5
Online Ordering Platforms	17	42.5
Free Wi-Fi	14	35

**Source: Survey Data**

The table 4.6 above shows that 42.5% of the respondents use the online ordering platforms, followed closely by the Free Wi-Fi at 35% and E-menus at 22.5%.

#### **4.5 Factors that influence customers' adoption of E-services in the fast food restaurant in Nairobi**

The study sought to determine the factors that influence the adoption of E-services in fast food restaurants in Nairobi in relation to the factors identified in chapter 2 of this study, which are; trust, security, convenience and pricing.

##### **4.5.1 Trust: Customers' trust of the E-service**

The respondents were asked to express their degree of agreement with the following statements in relation to trust. In the table 4.7 below, one is able to see the frequency scores as well as the percentages of the responses for each item. The overall mean score was 3.5938 and standard deviation was 1.1617. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 7: Customers’ trust of the E-service**

<b>Customers’ trust of the E-service</b>													
		<b>Frequency and percentages</b>											
		<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Mean</b>	<b>SD</b>
	<b>Statements</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>		
1	The food delivered to me has always been exactly as what was advertised.	0	<b>0</b>	1	<b>2.5</b>	8	<b>20</b>	14	<b>35</b>	17	<b>42.5</b>	<b>4.175</b>	<b>0.8439</b>
2	The E-services are reliable.	2	<b>5</b>	6	<b>15</b>	8	<b>20</b>	13	<b>32.5</b>	11	<b>27.5</b>	<b>3.625</b>	<b>1.1916</b>
3	The password of the free Wi-Fi has always been consistent.	3	<b>7.5</b>	7	<b>17.5</b>	12	<b>30</b>	9	<b>22.5</b>	9	<b>22.5</b>	<b>3.35</b>	<b>1.231</b>
4	The E-menus have reliable and accurate information.	4	<b>10</b>	5	<b>12.5</b>	14	<b>35</b>	12	<b>30</b>	5	<b>12.5</b>	<b>3.225</b>	<b>1.1433</b>
<b>Overall mean score</b>												<b>3.5938</b>	<b>1.1617</b>

**Source: Survey Data****4.5.2 Security: Security of the E-service**

The respondents were asked to express their degree of agreement with the following statements in relation to security. In the table 4.7 below, one is able to see the frequency scores as well as the percentages of the responses for each item. The overall mean score was 3.6875 and standard deviation was 1.071. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 8: Security of the E-service**

Security of the E-service													
		Frequency and percentages											
		1		2		3		4		5		Mean	SD
	Statements	F	%	F	%	F	%	F	%	F	%		
1	I have never lost money when placing an online order for food.	0	0	3	7.5	7	17.5	12	30	18	45	4.125	0.9658
2	No person has hacked in to my device while am using the Wi-Fi service at the restaurant.	3	7.5	4	10	15	37.5	8	20	10	25	3.675	1.1183
3	I always feel safe whenever I use the E-services.	0	0	3	7.5	17	42.5	12	30	8	20	3.625	0.8969
4	The data provided whenever I place an online order is not misused.	3	7.5	5	12.5	16	40	8	20	8	20	3.325	1.1633
Overall mean score												3.6875	1.071

**Source: Survey Data**

#### **4.5.3 Convenience the E-service provides**

The respondents were asked to express their degree of agreement with the following statements in relation to convenience. In the table 4.8 below, one is able to see the frequency scores as well as the percentages of the responses for each item. The overall mean score was 3.6563 and standard deviation was 1.1274. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.



**Table 4 9: Convenience: Convenience the E-service provides**

Convenience the E-service provides													
		Frequency and percentages											
		1		2		3		4		5		Mean	SD
	Statements	F	%	F	%	F	%	F	%	F	%		
1	The food ordered often arrives on time as stated on the restaurant website.	0	0	3	7.5	9	22.5	13	32.5	16	40	4.025	0.9737
2	I am able to order for food from wherever I am.	2	5	6	15	8	20	10	25	14	35	3.7	1.2445
3	The Wi-Fi service is always available whenever am at the restaurant.	2	5	5	12.5	13	32.5	11	27.5	9	22.5	3.5	1.1323
4	The operating hours of the restaurants are always convenient to my time.	1	2.5	7	17.5	15	37.5	9	22.5	8	20	3.4	1.0813
Overall mean score												3.6563	1.1274

**Source: Survey Data**

#### **4.5.4 Pricing of the E-service**

The respondents were asked to express their degree of agreement with the following statements in relation to pricing. In the table 4.9 below, one is able to see the frequency scores as well as the percentages of the responses for each item. The overall mean score was 3.4563 and standard deviation was 1.1484. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 10: Pricing of the E-service**

<b>Pricing of the E-service</b>													
		<b>Frequency and percentages</b>											
		<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Mean</b>	<b>SD</b>
<b>Statements</b>		<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>		
1	The online prices match the prices offered at the restaurant.	3	7.5	4	10	10	25	15	37.5	8	20	3.525	1.1544
2	There is often a discount whenever I make a purchase online	2	5	5	12.5	9	22.5	11	27.5	13	32.5	3.525	1.132
3	The delivery fee is fair (Between Ksh 200 – 300).	3	7.5	6	15	12	30	11	27.5	8	2	3.425	1.2171
4	The delivery fee is free.	2	5	6	15	16	40	9	22.5	7	17.5	3.35	1.122
<b>Overall mean score</b>												<b>3.4563</b>	<b>1.1484</b>

**Source: Survey Data****Table 4 11: Summary of the factors that influence adoption of E-services**

	<b>Factors</b>	<b>Overall Mean Score</b>
1	Security of the E-service	3.6875
2	Convenience the E-service provides	3.6563
3	Customers' trust of the E-service	3.5938
4	Pricing of the E-service	3.4563

**Source: Survey Data**

The results from the four tables were ranked as shown in the table 4.4.1.5 in order to view the factor that was ranked highly by the respondents. The results show that security ranks highly as a factor that influences adoption of E-services to fast food restaurants. The least considerable factor is pricing.

#### 4.6 E-services and customer satisfaction

This study sought to determine the extent to which the E-services within the fast food restaurants affect customer satisfaction. In that regard, the respondents were asked to identify the E-services that they considered gave them the highest level of satisfaction. A set of questions comprising of these E-services were presented to the respondents where they were requested to express their degree of agreement with each statement on a five point likert scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Agree, 4 = Agree and 5 = Strongly Agree.

##### 4.6.1 E-menus and customer satisfaction

E-menus are touch-screen devices installed with a piece of software to show a restaurant menu with actual photos of the dishes. The respondents were asked to state the extent to which they agree with the statements below that sought to find out whether the extent to which the E-menu affect customer satisfaction. The results were presented in the table below. The scale was represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 12: E-menus and customer satisfaction**

E-menus and customer satisfaction													
		Frequency and percentages											
		1		2		3		4		5		Mean	SD
		F	%	F	%	F	%	F	F	%	F	%	F
1	The prices are properly displayed on the E-menus	3	7.5	3	7.5	6	15	18	45	10	25	3.9	0.9282
2	The E-menus often display accurate information	2	5	1	2.5	11	27.5	14	35	12	30	3.825	1.0595

3	The online prices on the E-menus are the same as the prices offered in the restaurant	0	0	3	7.5	10	25	15	37.5	12	30	3.775	1.1873
4	The information on the E-menus is well displayed and visible	1	2.5	3	7.5	15	37.5	10	25	11	27.5	3.675	1.0473
	Overall mean score											3.7938	1.0527

**Source: Survey Data**

The results in the table above show that the overall mean is 3.7938, with a standard deviation of 1.0527. The statement with the highest mean of 3.9 is the properly displayed prices on the E-menus. It is followed closely by accurate information displayed on the E-menu with a mean of 3.825. This shows that customers who use E-menus are satisfied when they have the correct and clear price details of the restaurant. A well-displayed E-menu is least valuable to customers, as appearance would not mean much if the information displayed is not correct.

#### **4.6.2 Online Ordering Platforms and customer satisfaction**

Online ordering platforms are electronic systems used by customers to request for food items from the restaurant for delivery to their convenient location. Based on the responses from the customers, this seems to be the most commonly used E-service. The respondents were asked to state the extent to which they agree with the statements below that sought to find out whether the extent to which the online ordering platform affect customer satisfaction. The results were presented in the table below. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 13: Online Ordering Platforms and customer satisfaction**

Online Ordering Platforms and customer satisfaction													
		Frequency and percentages											
		1		2		3		4		5		Mean	SD
	Statements	F	%	F	%	F	%	F	%	F	%		
1	Flexible and easy online ordering platform.	0	0	2	5	11	27.5	18	45	9	22.5	3.85	0.8336
2	Convenience that the system provides, i.e. (one can make an order from where they are).	1	2.5	7	17.5	9	22.5	18	45	5	12.5	3.475	1.0124
3	Timely delivery of food items ordered.	0	0	4	10	19	47.5	15	37.5	2	5	3.375	0.7403
4	Feeling of safety while sharing personal information as one makes an online order.	1	2.5	8	20	17	42.5	12	30	2	5	3.15	0.893
5	Security of online purchases (if any) while ordering online influence.	3	7.5	6	15	22	55	9	22.5	0	0	2.925	0.8286
<b>Overall mean score</b>												<b>3.355</b>	<b>0.86158</b>

**Source: Survey Data**

The results in the table above show that the overall mean is 3.355, with a standard deviation of 0.86158. The statement with the highest mean of 3.8 is a flexible and easy online ordering platform, while timely delivery of food items ordered ranked lowest which came as a surprise.

**4.6.3 Free Wi-Fi and customer satisfaction**

Free Wi-Fi is the ability to connect to the internet. The respondents were asked to state the extent to which they agreed with the following statements that reflect their satisfaction with the free Wi-Fi E-service that they enjoy at the fast food restaurant they frequent. The results were shown

in the table below. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 14: Free Wi-Fi and customer satisfaction**

<b>Free Wi-Fi and Customer Satisfaction</b>													
		<b>Frequency and percentages</b>											
		<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Mean</b>	<b>SD</b>
<b>Statements</b>		<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>		
1	Wi-Fi- services are password protected	0	<b>0</b>	2	<b>5</b>	10	<b>25</b>	12	<b>30</b>	16	<b>35.5</b>	4.05	0.9323
2	Easy to access Wi-Fi services.	0	<b>0</b>	3	<b>7.5</b>	11	<b>27.5</b>	14	<b>35</b>	12	<b>30</b>	3.875	0.9388
3	Speed (fast) of using the Wi-Fi services.	1	<b>2.5</b>	3	<b>7.5</b>	15	<b>37.5</b>	10	<b>25</b>	11	<b>27.5</b>	3.675	1.0473
<b>Overall mean score</b>												<b>3.8667</b>	<b>0.9782</b>

**Source: Survey Data**

The table above shows the overall mean score is 3.8667 with a standard deviation of 0.9782. The results show that the statement with the highest mean of 4.05 is protected passwords, while fast speeds ranked last at 3.675.

**Table 4 15: Summary of the E-services and customer satisfaction**

	<b>E-services</b>	<b>Overall Mean Score</b>	<b>SD</b>
<b>1</b>	Free Wi-Fi	<b>3.8667</b>	<b>0.9782</b>
<b>2</b>	E-menus	<b>3.7938</b>	<b>1.0527</b>
<b>3</b>	Online ordering platforms	<b>3.355</b>	<b>0.86158</b>

**Source: Survey Data**

The summary table 4.14 above explains that shows that the E-service with the highest level of customer satisfaction is the free Wi-Fi with an overall mean score of 3.8667. This shows that customers enjoy visiting the fast food restaurants and surfing the internet easily.

#### 4.7 E-services and customer satisfaction

The respondents were also asked to state the extent to which they agreed with the following statements that reflect their satisfaction with the E-services that they use. The results were shown in the table below. The scale represented the following: 1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree.

**Table 4 16: E-services and customer satisfaction**

<b>E-services and Customer Satisfaction</b>													
		<b>Frequency and percentages</b>											
		<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5</b>		<b>Mean</b>	<b>SD</b>
	<b>Statements</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>		
1	I am generally satisfied with the restaurant	0	<b>0</b>	0	<b>0</b>	10	<b>25</b>	20	<b>50</b>	10	<b>25</b>	<b>4</b>	<b>0.7161</b>
2	I am likely to make a repeat purchase from the restaurant (via the E-services)	1	<b>2.5</b>	4	<b>10</b>	9	<b>22.5</b>	14	<b>35</b>	12	<b>30</b>	<b>3.8</b>	<b>1.067</b>
3	The restaurant's e-service platform is easy to use	2	<b>5</b>	4	<b>10</b>	14	<b>35</b>	11	<b>27.5</b>	9	<b>22.5</b>	<b>3.525</b>	<b>1.1091</b>
4	I often say positive things about the restaurant because of the E-services they provide.	3	<b>7.5</b>	6	<b>15</b>	7	<b>17.5</b>	15	<b>37.5</b>	9	<b>22.5</b>	<b>3.525</b>	<b>1.2192</b>
5	I am likely to choose my favorite restaurant e-services over competitors	3	<b>7.5</b>	7	<b>17.5</b>	12	<b>30</b>	8	<b>20</b>	10	<b>25</b>	<b>3.375</b>	<b>1.2545</b>
6	I am likely to refer the restaurant e-services to others	4	<b>10</b>	6	<b>15</b>	13	<b>32.5</b>	9	<b>22.5</b>	7	<b>17.5</b>	<b>3.225</b>	<b>1.2087</b>
7	I always get quality services from the restaurant	6	<b>15</b>	7	<b>17.5</b>	12	<b>30</b>	9	<b>22.5</b>	6	<b>15</b>	<b>3.05</b>	<b>1.28</b>
8	The restaurant's e-services are easily accessible	6	<b>15</b>	7	<b>17.5</b>	12	<b>30</b>	9	<b>22.5</b>	6	<b>15</b>	<b>3.05</b>	<b>1.28</b>
9	Am always happy with the quality of food delivered from the	7	<b>17.5</b>	13	<b>32.5</b>	8	<b>20</b>	5	<b>12.5</b>	7	<b>17.5</b>	<b>2.8</b>	<b>1.3625</b>

	restaurant												
	<b>Overall mean score</b>											<b>3.3722</b>	<b>1.222</b>

**Source: Survey Data**

The results of the table above show that the overall mean score of the statements that show their level of loyalty is 3.3722 and a standard deviation of 1.222. The statement that ranked highest with a mean score of 3.8 is the fact that customers are more likely to repeat their purchases to the restaurant via the E-service.

#### **4.7.1 Correlation Analysis for customer satisfaction**

In table below, we are interested in finding out if there is a correlation between the E-services; E-menus, online ordering platforms and free Wi-Fi and customer satisfaction. The results were shown in the table below.

**Table 4 17: Correlation Table**

Correlations						
			Customer satisfaction	E-menus	Online ordering platform	Free Wi-Fi
Spearman's rho	Customer satisfaction	Correlation Coefficient	1.000	.421**	.427**	.401*
		Sig. (2-tailed)	.	.007	.006	.010
		N	40	40	40	40
	E-menus	Correlation Coefficient	.421**	1.000	.207	.997**
		Sig. (2-tailed)	.007	.	.200	.000
		N	40	40	40	40
	Online ordering platform	Correlation Coefficient	.427**	.207	1.000	.218
		Sig. (2-tailed)	.006	.200	.	.177
		N	40	40	40	40
	Free Wi-Fi	Correlation Coefficient	.401*	.997**	.218	1.000
		Sig. (2-tailed)	.010	.000	.177	.
		N	40	40	40	40
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

**Source: Survey Data**



In the table above correlation between two adjacent variables is shown using the asterisks sign (\*). Correlation at the 0.01 level (2-tailed) is shown using two asterisks (\*\*) while correlation at 0.05 (1-tailed) level is shown using one asterisk (\*). The results are as shown. The Spearman correlation coefficient for customer satisfaction and E-menus was  $r = .421$ ,  $p\text{-value} = .007$  which was significant at ( $p < .01$  for a two-tailed test), that of customer satisfaction and online ordering platforms was  $r = .427$ ,  $p\text{-value} = .006$  which was also significant at ( $p < .01$  for a two-tailed test). Correlation between customer satisfaction and free Wi-Fi was also significant at ( $p < .05$  for a two-tailed test), where  $r = .401$  and the  $p\text{-value} = .010$ . Therefore using this model, all three E-services; E-menus, online ordering platforms and the free Wi-Fi have positive significant linear relationship with customer satisfaction, based on 40 complete observations.

#### 4.7.2 Regression Analysis

To analyze the relationship between the E-services and customer satisfaction, multiple regression was applied. This has made it possible to study the relationship between the dependent and independent variables. The analysis was run using SPSS software and the equation and the result generated in the table below.

##### Regression Equation:

$$Y = 42.507 + 116.966X_1 + 1.824X_2 + 14.410X_3 \text{ where:}$$

**42.507** = constant value of customer satisfaction when all E-services values are equal to zero

**116.966** = Coefficient of E-menus. For every unit increase in E-menus, we expect approximately 116.966 point increase in the customer satisfaction score, holding all other variables constant

**1.824** = Coefficient of online ordering platforms. For every unit increase in online ordering platforms, we expect approximately 1.824 point increase in the customer satisfaction score, holding all other variables constant

**14.410** = Coefficient of free Wi-Fi. For every unit increase in free Wi-Fi we expect approximately 14.410 point increase in the customer satisfaction score, holding all other variables constant

**Table 4 18: Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.546	.508	7.11866
a. Predictors: (Constant), Free Wi-Fi, Online ordering platform, E-menus				

**Source: Survey Data**

The model summary above shows the R values, where R is 73.9% and R<sup>2</sup> is 54.6%. This suggests that only 54.6% of the independent variables explained customer satisfaction. The adjusted R square value was 50.8%. Therefore 50.8% of the total variability of the customer loyalty is explained by the independent variables which are the E-services.

**Table 4 19: ANOVA<sup>b</sup>**

		<b>ANOVA<sup>b</sup></b>	
df	Mean Square	F	Sig.
3	730.262	14.411	.000a
36	50.675		
39			
a. Predictors: (Constant), Free Wifi, Online ordering platform, E-menus			
b. Dependent Variable: Customer satisfaction			

**Source: Survey Data**

The analysis of variance (ANOVA) table above has been considered reliable to explain the observation in the study, with F = 14.411 which is greater than 1 and p-value = .000 at (p<0.005), implying that the overall regression model was significant and that it did not happen by chance.

**Table 4 20: Coefficients Table**

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	42.507	8.465		5.021	.000
	E-menus	16.966	5.668	3.279	2.993	.005
	Online ordering platform	1.824	.435	.489	4.194	.000
	Free Wifi	14.410	5.932	2.651	2.429	.020
a. Dependent Variable: Customer satisfaction						

**Source: Survey Data**

The coefficient table above, shows the p-values were as follows; E-menus ( $p = .005$ ), online ordering platform ( $p = .000$ ), free Wi-Fi ( $p = .020$ ). These results imply that all three E-services are significant in explaining customer satisfaction.

## **CHAPTER FIVE**

### **DISCUSSIONS, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

The purpose of this study is to examine the influence that E-services have on customer satisfaction in fast food restaurants in Nairobi, county. This chapter summarizes the key findings from the study based on the research objectives, draws conclusions arising from the findings and then makes recommendations. The research objectives of this research were: (1) to examine the types of E-services that are often used by fast food restaurants in Nairobi; (2) to analyze the factors that influence customers' adoption of E-services in fast food restaurants; (3) to determine the extent to which E-services affect Customers Satisfaction in the fast food restaurants in Nairobi.

The target population of this study was fifty customers who frequent these fast food restaurants in Nairobi. Based on data obtained and analyzed, the following key findings were found. A questionnaire was administered to 50 individuals, where only 40 were fully responded to, showing that it is 80% response rate. Out of the forty respondents, 60% were female, while 40% were male, with 83% of them being employed and 17% of them unemployed. A majority of the respondents had attained a bachelor's level of education and were between the ages of 25 – 30 years of age while the least being above 40 years old.

#### **5.2 Discussions**

This section summarizes the findings based on the research objectives

##### **5.2.1 Types of E-services often used by fast food restaurants**

Based on previous research conducted by Gayle (2010), the commonly used E-services by fast food restaurants globally are E-menus, online ordering platforms and the free Wi-Fi. This study sought to find out from the three E-services, which one was often used by customers and the online ordering platform ranked highest based on the analyzed data at 42.5% of the respondents. The free Wi-Fi has 35% of the respondents and the least used was the E-menus, with 22.5% of the respondents using it.

The study also revealed that a majority of the customers who use the E-services are the young people, within the age bracket of 25 – 30 years, who are tech savvy, enjoy convenience. This can be associated with the fact that these are the young working class people who have disposable income, thus able to afford visiting the fast food restaurants that target the middle-to-upper class individuals. These individuals also enjoy the convenience that comes with using the online ordering platforms as they can get their orders wherever they are, at the office or at home. The study was also done in Nairobi County, where traffic is always a hindrance to many people, therefore, most customers prefer going to the internet, selecting their meal options and waiting for the delivery of the same.

### **5.2.2 Factors that influence adoption of E-services**

This study looked at those factors to establish the one that had a higher influence on adoption of the E-services. The results showed that security is of a major concern and customers were more concerned with this, compared to any other factor. This shows that, customers are wary of the internet and scared of falling prey to fraud, especially when dealing with someone they cannot see. As such, security of online services needs to be highly considered by fast food restaurants in order to attract more customers to use their E-services.

These results agreed with Bakar (2010) whose study concluded that security is the biggest factor influencing adoption of E-services than any other reason. Customers are skeptical and wary of fraudulent activities online, thus they do not want to fall prey to such schemes. Convenience and trust followed closely, however, pricing was the least considered from the results obtained. The study by Yong, 2012 conflicts with this finding as he concluded that convenience is the most significant factor influencing adoption of E-services.

The study also revealed that a majority of the respondents had attained a bachelor's degree level of education. Sandhu et al., (2010) found that those who have attained high levels of education, precisely University education are more likely to adopt technological advances compared to those who have not. According to Dwivedi (2005) there seems to be a positive relationship between education level and adopting technology. This study, however, shows that there is a relationship between education and adopting technology.

The responses of the study showed that female were the largest respondents at 55%, while the men were at 45% which was a mere coincidence. However, based on the discussion with the respondents, there seems to be no relationship between gender and adoption of E-services. In the study by Dwivedi et al., (2005), it was established that gender is an important factor that influences adoption of technology. However, this study cannot confidently ascertain this as all individuals seem to easily adapt technologies that seem to improve their lives in one way or another.

Dwivedi (2005) also mentioned that economic status of individuals influences customers' ability to adopt technology. The study collected data on the respondents' levels of income and the results recorded as follows, in the table below. The data above shows that 65% of the respondents earn Ksh 51,000 and above and these are the ones who have easily adopted the E-services. This means that there is a positive relationship between level of income and adoption of technology.

### **5.2.3 E-services and customer satisfaction**

The study sought to determine the extent to which the E-services affected customer satisfaction and an analysis of each E-service based on its influence on customer satisfaction was conducted. The descriptive analysis showed that free Wi-Fi had a higher influence on customer satisfaction specifically the protected passwords which ensure a secure network while surfing the internet. Additionally, online ordering platforms followed closely and lastly were the E-menus. The correlation and multiple regression analysis conducted to determine the relationship between these E-services and customer satisfaction showed that there is a positive relationship between all three E-services and customer satisfaction. This suggests that restaurants should invest in these E-services as they are a key contributor to customer satisfaction.

The findings showed that customers consider correct pricing and accurate information on the E-menu highly as these led to their satisfaction with the use of the E-service. This seemed to agree with the findings as it showed Studies by Miller et al., (2011); Kimes, (2012); Snabl (2014) observed that online ordering platforms offered great convenience to customers thus leading to satisfaction. However, this study pointed out that the flexible and easy to use online ordering

platform led to a higher degree of satisfaction. This is because, customers want to order for their food without much complications so that they receive the exact order that they requested for. Previous studies by Howison, (2006); Chirag, (2012) realized that E-menus lead to customer satisfaction due to the fact that customers can accurate information concerning the food options and prices at the restaurant, thus enabling them to make quick decisions whenever they visit the restaurant to place an order.

Online ordering platforms also influence customer satisfaction and the results of the study showed that customers value a flexible and easy online ordering platform is more valuable. This is because the individuals who use these systems are the tech savvy individuals who prefer not to use systems that are complicated and would require much support to use. It also shows that when an individual is ordering for food online, they want to quickly select the item of their choice and have it delivered to them without much difficulty, as this would ultimately lead to their dissatisfaction. This can make them quickly switch to a different restaurant where they would enjoy seamless services. This result seems to disagree with Bakar et al., (2010), who observed that customers value convenience much more and this is what ultimately leads to their satisfaction when they use the online ordering platform.

Stanton (2014) posited that customers were more satisfied by the free Wi-Fi offered by fast food restaurants due to the convenience it offers. By getting customers to surf the internet for free, they will be able to stay longer thus keep buying more and more. This resonates with the fact that free Wi-Fi ranked highly in its influence on customer satisfaction, especially when passwords are protected. The high internet costs lead customers to visit the restaurants in order to browse, work or communicate with others. This will ultimately lead to their repurchasing behavior from the same restaurant due to the satisfaction they derive from their E-services. The customers who frequent these fast food restaurants value the ability to be able to surf the internet freely without any security risks. This is also attributed to the fact that some of them visit the restaurants to work from there, thus, the fact that they can work in a place with free Wi-Fi, considering the high costs of internet in the country, and especially a secure network leads to their satisfaction. This result echoes with the study by Yong (2013) which confirms that protected passwords or secure networks satisfy customers who use the free W-Fi in fast food restaurants.

### 5.3 Conclusion

The study looked at the effect demographic factors such as; age, level of income and level of education have on their use of E-services. It was established that customers who frequently use E-services are those within the age bracket of 25 – 30 years, have a high level of income of above Ksh 50,000 and a higher level of education, that is, the bachelor's degree level. These are the young urban customers who are tech savvy, thus require little-to-no support in the use of the online services offered by the restaurants. Thus the online services need to be flexible, easy to use and with the right information. Previous research by Sandhu et al., (2010); on a study of the same concluded that these demographic factors do influence the adoption of E-services.

This study has also presented a review of literature on E-services and customer satisfaction. Regarding factors that influence the adoption of E-services, security was discovered to be a major factor, as it ranked highly among other factors such as price, convenience and trust. This proposes that fast food restaurants that bear in mind this issue are more likely to experience an upsurge of customers using their services. They should invest in areas of security by having clear and concise privacy policies that protect the users' information from unauthorized access. This policy must be reinforced and prominently displayed on the website of the restaurants so as to reassure customers that identity and confidentiality will never be compromised. This resonates with Bakar, 2010 who identified this as the biggest issue that needs to be addressed through implementation of security policies.

Customer satisfaction is a complex issue that is dependent on a number of factors. In that regard, several factors were used to measure this, that is, referrals to others, brand loyalty, repurchase behavior and positive word of mouth. The relationship between the E-services and customer satisfaction were analyzed using correlation and multiple regression analysis. The positive relationship revealed in the study suggests that customers have become tech savvy, highly knowledgeable and are more demanding on the quality of online services. It was also observed that customers are willing to demonstrate their level of satisfaction towards their favorite fast food restaurant by repurchasing from that restaurant via the E-service. Therefore, fast food restaurants that fail to provide quality online services will suffer the consequences of customer



dissatisfaction, leading to erosion of their customer-base. This agrees with the study conducted by Howison, 2006; Chirag, 2012.

## **5.4 Recommendations**

The study presents managerial recommendations presented as below.

### **5.4.1 Managerial Recommendations**

The findings of the study indicate that E-services affect customer satisfaction in several ways. This provides a strong indication that fast food restaurants that incorporate E-services within their operations have a high chance of ensuring customer satisfaction thus experiences repeat purchases from them. The most common E-service used is the online ordering platform where customers seem to be more satisfied when the platform is flexible and easy to use. In that regard, managers need to ensure that the development of the E-services incorporates features that ensure customer satisfaction, such as, ensuring that they are flexible and easy to use.

In an era of intensified competition, fast food restaurant need to be more effective and efficient in order to better position. The findings of the current study provide important pointers to the managers who need to ensure that they maintain the quality of the E-services if they want to realize customer satisfaction.

## **5.5 Limitations of the study and suggestions for future research**

This study provides useful insight into the types of E-services offered by fast food restaurants in Nairobi, the factors that influence customers' adoption of these E-services and the extent to which the E-services affect customer satisfaction. However, it should be noted that the study was conducted in one county, whereas, it could be conducted in other major cities within the country. These fast food restaurants that target the middle to upper class have also been established in some major cities within the country, thus enlarging the sample size would provide a wider perspective on the issues mentioned.

This research also focused on individual fast food restaurants. Future research should focus on the hospitality E-service companies that cater to the restaurant industry, such as, Hello Food, Yum, Mama meals on wheels, as these have incorporated several E-services within their

operations and have received a major uptake from the consumers. A study on these companies will also provide a broader perspective on other E-services within the restaurant industry as well as the influence these have on customer satisfaction.

Additionally, there are other restaurants such as café's and other fine dining restaurants that have incorporated E-services within their operations. As such, future research could focus on these in order to understand whether there could be a difference in the uptake of these E-services and further what influence they have on customer satisfaction. A further review of factors that influence E-service adoption would identify additional factors that contribute to this, which could enhance the robustness of the study. Future study may also explore alternative research design and analysis methods to see if they will yield similar results.

The replication of this study in to other sectors within the hospitality industry, such as, hotels, travel agencies, firms in the services sector, such as, manufacturing firms, non-profit making organizations and even government ministries can give a more detailed view of the nature of the relationship of the identified study. Moreover, replicating the study to other countries, especially within the African continent would demonstrate the universality and significance of the relationship of the study herein.

Lastly since this study was cross-sectional, it future research should consider a longitudinal study to examine the long run effects of the variables on performance. The shortcoming of this is that, it does not detect the causal effects of the variables. A longitudinal study would be better at providing the causal linkages of relationship testing identified in the cross-sectional design.

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## **APPENDICES**

### **APPENDIX I: PARTICIPANT LETTER**

Dear Participant,

I invite you to participate in a research study entitled ‘Influence of E-services on Customer Satisfaction: A Case of Fast Food Restaurants in Nairobi County. I am currently enrolled in the Master of Commerce Degree at Strathmore University and in the process of writing my Master’s Thesis.

The enclosed questionnaire has been designed to collect information on: Your Perception of the E-services offered by the Fast Food Restaurants you frequent.

Your participation in this research project is completely voluntary. Your responses will remain confidential and anonymous. Data from this research will be kept under lock and key and reported only as a collective combined total. No one other than the researcher will know your individual answers to this questionnaire.

If you agree to participate in this project, please answer the questions on the questionnaire as best you can. It should take approximately twenty minutes (20) to complete. If you have any questions about this project, feel free to inquire from me.

Thank you for your assistance in this important endeavor.

Sincerely yours,

Researcher

## APPENDIX II: QUESTIONNAIRE

### Section A: General Information

i. Which of the following age groups do you belong to?

<input type="checkbox"/>	18 – 24 years	<input type="checkbox"/>	25 – 30 years	<input type="checkbox"/>	31 – 35 years
<input type="checkbox"/>	36 – 40 years	<input type="checkbox"/>	Above 40		

ii. Gender ☐ Female ☐ Male

iii. Occupation: \_\_\_\_\_

iv. Employed: ☐ Yes ☐ No

v. Level of income per month:

<input type="checkbox"/>	Below Ksh 10,000	<input type="checkbox"/>	Ksh 11,000 – Ksh 50,000
<input type="checkbox"/>	More than Ksh 50,000		

v. Level of education?

<input type="checkbox"/>	High School Level	<input type="checkbox"/>	Diploma Level
<input type="checkbox"/>	Bachelors Level	<input type="checkbox"/>	Masters Level

### Section B: Types of E-services offered by fast food restaurant in Nairobi

i. Which of the following fast food restaurants do you frequent most? Select one (1).

☐

KFC

☐

Ocean Basket

☐

Dominos

☐

Steers

☐

Big Square

ii. Out of the three E-services below, which one do you use at the fast food restaurant you frequent? Select one (1).

☐

E-menus

☐

Free Wi-Fi

☐

Online Ordering Platforms

iii. On average, how long have you been using the E-services?

☐

Less than 6 months

☐

6months – 1 year

☐

1 – 2 years

☐

More than 2 years

☐

None of the above

### Section C: Factors that influence customers' adoption of E-services in the fast food restaurant

Please indicate with a tick the extent to which you agree with the following statements concerning the factors that would influence your adoption of the E-services in the fast food restaurant you frequent. (1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree).

		STATEMENT	SCALE				
			1	2	3	4	5
1	<b>Trust</b>	The E-menus have reliable and accurate information.					
		The food delivered to me has always been exactly as what was advertised.					
		The E-services are reliable.					
		The password of the free Wi-Fi has always been consistent.					
2	<b>Security</b>	The data provided whenever I place an online order is not misused.					
		I have never lost money when placing an online order for food.					
		No person has hacked in to my device while am using the Wi-Fi service at the restaurant.					
		I always feel safe whenever I use the E-services.					
3	<b>Convenience</b>	I am able to order for food from wherever I am.					
		The food ordered often arrives on time as stated on the restaurant website.					
		The operating hours of the restaurants are always convenient to my time.					
		The Wi-Fi service is always available whenever am at the restaurant.					
4	<b>Pricing</b>	The online prices match the prices offered at the restaurant.					
		There is often a discount whenever I make a purchase online					
		The delivery fee is fair (Between Ksh 200 – 300).					
		The delivery fee is free.					

### Section D: E-services and customer satisfaction

Please indicate with a tick the extent to which you agree with the following statements concerning the factors that would affect your satisfaction of E-services. (1 = strongly disagree; 2 = disagree; 3 = somewhat agree; 4 = agree; 5 = strongly agree).

#### E-menus and customer satisfaction

		SCALE				
	STATEMENT	1	2	3	4	5
1	The E-menus often display accurate information					
2	The information on the E-menus is well displayed and visible					
3	The prices are properly displayed on the E-menus					
4	The online prices on the E-menus are the same as the prices offered in the restaurant					

#### Online Ordering Platforms and customer satisfaction

		SCALE				
	STATEMENT	1	2	3	4	5
1	Flexible and easy online ordering					
2	Feeling of safety while sharing personal information as one makes an online order.					
3	Security of online purchases (if any) while ordering online.					
4	Timely information displayed on E-menus to enable easy ordering.					
5	Convenience that the system provides, i.e. (one can make an order from where they are)					

### Free Wi-Fi and customer satisfaction

		SCALE				
	STATEMENTS	1	2	3	4	5
1	The restaurant Wi-Fi service is fast					
2	The restaurant Wi-Fi- services are easily accessible					
3	Wi-Fi- services are password protected					

Kindly answer the below statement in reference to the restaurant you choose in section B (i).

Please indicate the extent to which you agree or disagree by (√) in the appropriate space

CUSTOMER SATISFACTION						
	STATEMENT	1	2	3	4	5
1	I often say positive things about the restaurant because of the E-services they provide.					
2	I am likely to make a repeat purchase from the restaurant (via the E-services)					
3	I am likely to refer the restaurant e-services to others					
4	I am likely to choose my favorite restaurant e-services over competitors					
5	I always get quality services from the restaurant					
6	Am always happy with the quality of food delivered from the restaurant					
7	The restaurant's e-services are easily accessible					
8	I am generally satisfied with the restaurant					
9	The restaurant's e-service platform is easy to use					