

Restaurants' Food Hygiene Practices: Assessing Customers Satisfaction

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Abstract: *When people spend their money on meals away from home, they expect to have a good quality food with an acceptable level of hygiene, which eliminates food borne illness. Previous studies revealed that cases of food poisoning are found everywhere in the world and many of them were found to be stemmed from restaurant organizations, causing great damages to the health of hospitality consumers, hence, affect customer satisfaction. In Nigeria past studies found poor level of awareness and compliance with hygiene regulations among hospitality operations in the country. It was therefore pertinent to find out the effects of poor food hygiene compliance on customer satisfaction. However, past studies noted cleanliness has an influence on customer satisfaction. These studies were conducted in Asia, America and Europe. Therefore, this study aimed to determine the influence of food hygiene practices on customer satisfaction in restaurant of registered hotels in Kano state, Nigeria, so as to provide a platform for better understanding of the two constructs in African setting and help policy makers to make policies that would ensure compliance with hygiene laws and regulations by restaurants operations. The study adopted a cross-sectional descriptive survey design approach using semi-structured Likert Scale type questionnaire to collect data and targeted (80) restaurants of registered hotels in Kano State and 384 restaurants' customers. Proportional stratified and simple random samplings were used to select eight (8) restaurants of registered hotels. Fisher formula of sample size was used to sample 252 customers from eight (8) restaurants of registered hotels in Kano which constituted the sampling frame. Descriptive statistics was employed to analyze quantitative data. It was found that, unlike "There is absence of the taste of detergent or soapy material in the dish or food ordered in this restaurant," which the customers disagreed with (mean score 2.7917, SD1.635), the customers were satisfied with all other parameters set to measure the influence of food hygiene on customers satisfaction in the restaurants of registered hotels in Kano. It was therefore recommended that restaurants of registered hotels in Kano should handle food and service equipment correctly so as to prevent contamination. This can be achieved through the incorporation of food hygiene practices throughout the food service process, with an emphasis on wash-up (utensils) in order to avoid food and chemical residue on the service equipment that may contaminate the food, resulting in food poisoning, customer complaints, customer dissatisfaction, and huge legal costs in the event the restaurants are sued.*

Keywords: Food Hygiene, customers' satisfaction, Restaurant, illness and Awareness