

**Journal of Association of Arab Universities
for Tourism and Hospitality (JAAUTH)**journal homepage: <http://jaauth.journals.ekb.eg/>**An Investigation of Pop-up Dining Experiences and its Impact on
Customers Satisfaction: A case of Egyptian North Coast**Mohamed Shadid Hassan ¹Elham Mahmoud Elsolia ²¹ Hotel Studies Department - Faculty of Tourism and Hotels - Fayoum University²Tourism specialist, Egyptian Tourism Authority**ARTICLE INFO****Abstract****Keywords:**

Seasonality;
Pop-up Restaurants;
Customers'
Satisfaction;
Egyptian North Coast.

(JAAUTH)
Vol.27, No.2,
(2024),
pp.170 – 183.

Restaurants seasonality occurs as cause by many reasons such as climate and weather, social customs and holidays, business customs, calendar effects and supply side constraints, and successively affects the quality of food or services. This study aims to investigate pop-up dining experiences in Egyptian North Coast and its impact on customers' satisfaction. In order to achieve these objectives, a questionnaire form was developed and directed to a random sample of customers in Egyptian North Coast region. A total of 400 questionnaires were distributed among them; only 377 forms (94.25%) were valid. The obtained results indicated that the majority of customers were dissatisfied on the pop-up dining experiences in Egyptian North Coast. The customers as they satisfied with the service provided, they complained of the unjustified prices. In addition to that, there is a negative impact of the pop-up dining experiences in Egyptian North Coast on customers' satisfaction. Based upon the findings, some recommendations were suggested and directed to both of stakeholders and Governmental Agencies.

1. Introduction

One of the most inventive and dynamic sectors of the economy's service sector is the hotel sector, which is driven by the need to continuously improve and expand the type and caliber of the service experience (Bilgihan, and Nejad, 2015). The expansion of "pop up" hospitality venues, events, and experiences is a prime example of the industry's ongoing vibrancy. In many respects, pop-up hospitality venues may be considered the primary force behind consumer demand for fresh and creative hospitality experiences, with their focus on in-person interactions to build relationships and connect with customers (Jones et al., 2016; Jones et al., 2017a).

According to Elsaed et al. (2016), the restaurants are characterized by seasonality, that is, it is not stable throughout the year, as it always changes from one period to another according to certain seasons and occasions related to the objectives of the visit, such as the climatic, religious, and social seasons. Recession periods are considered as one of the seasonal periods and stages of restaurants, in which demand tends to rise and fall in short periods of time (Bufquin et al., 2021). This decrease in demand is the result of political problems, terrorist

incidents and operations, economic crises, social and environmental problems, and natural disasters (Soliman et al., 2023).

seasonality result in the emergence of some problems and negative effects in seasonal restaurants, such as laying off temporary and casual workers, which leads to an increase in labor turnover and thus instability and job satisfaction, which results in low loyalty to the establishment as well as low morale, also wages are often reduced (Elsaed et al., 2016). Deficiency in training programs and motivational activities leads to a decrease in the worker's performance and thus his productivity. Freezing new appointments and canceling the renewal of temporary work contracts. All of these indicators successively affect the quality of food or services, or the problems of providing trained and qualified workers, in addition to the logistical challenges and problems related to marketing and increasing sales, which negatively affects the customer experience and their satisfaction with these restaurants (Soliman et al., 2023).

This brief commentary paper provides a range of illustrative examples of the variety and characteristics of pop-up hospitality ventures in Egypt, as well as reflections on the impact of pop-up hospitality dining experiences in the North Coast of Egypt and its effect on customer satisfaction. It also outlines the origins and nature of the pop-up hospitality phenomenon and provides a brief introduction to its impact on customer satisfaction. Hence, the research problem can be formulated into two questions:

- Are the restaurants' seasonality affects Pop-up dining experiences?
- Is there an impact of Pop-up dining experiences on customers' satisfaction?

Therefore, the aims of the research were to investigate pop-up dining experiences in Egyptian North Coast and its impact on customers' satisfaction. The present study includes four parts. Section 1 briefly discusses the introduction. Following the introduction, the theoretical aspects of the relationship between Pop-up dining experiences and customers' satisfaction are discussed in Section 2 of the theoretical literature and hypothesis building. Thirdly, the research design is shown in the following section, including measures, sampling, and data collection methods. The fourth section includes the study's findings and suggestions.

2. Theoretical Background and Hypothesis Development

2.1 An Overview of Restaurants Seasonality

The restaurant industry is one of the most important economic sectors because it is in constant movement, as competitors enter and exit the market structure in full competition, as there are no barriers to entry and exit from the market. The industry consists of many restaurants with different forms and of varying quality in their products (Vargas-Hernández et al., 2018). According to National Restaurant Association (NRA, 2019) the restaurant industry is vital to the success of many other industries in the economy and any industry linked to operating a restaurant sees an increase in employment when the restaurant industry grows. By 2029, the industry will have added 1.6 \$ billion dollars due to new restaurant innovations around the world (NRA, 2020).

According to the Oxford English Dictionary (2015), the restaurant is "a place where people come to eat and drink and socialize. As mentioned in France encyclopedic dictionary, restaurant means "something that can help people restore spirit and energy, whereas there are only two ways which can help people restore spirit and strength: taking a rest and eating food (Mealey, 2015). Similarly, restaurants were also known as "locations for social

communication, possess social functions, and are the agents for food innovation through the exchange of distinct food cultures" (Spang and Gopnik, 2019).

Mealey (2015) explained that classifying restaurants is very important to restaurant owners, they need know their product, the characteristics of their restaurant, and their target market in order to be able to meet and exceed customer expectations and therefore to remain competitive. In addition, restaurants can be classified into main four restaurant types: fine dining, casual dining, fast-casual and quick service restaurant QSR, which offers different experience, atmospheres, service style, prices, nature of the operation and restaurants' seasonality. According to Baum and Lundtorp (2021) seasonality is one of the characteristics in the restaurant industry and effects not only on employment but also on many other areas of the industry including finance, marketing and stakeholder management as well as all aspects of operations. It has been argued that seasonality places the most pressure on businesses operating in special tourist places which have difficult whether either very cold or hot where seasons are very clearly defined in this case the tourist demand will increase in some periods and decrease in other periods of the year.

According to IRS (2015), seasonality refers to "a temporal imbalance in the phenomenon of the hospitality industry which may be appeared in some aspects and elements such as weather condition, number of guests and their expenditure, employment and factors of attractions". Frechtling (2021) emphasized that seasonal pattern or restaurants seasonality occurs as cause by many reasons such as climate and weather, social customs and holidays, business customs, calendar effects and supply side constraints (Abdou et al., 2022).

2.2. The Pop-up Hospitality Phenomena in Restaurant Sector

Despite being seen as a major trend in the food service business, the pop-up phenomena have received little attention in the literature (Taylor et al., 2018). With the rise in pop-up retail experiences available globally, which are frequently used to promote goods and/or services, the retail sector, for instance, is exhibiting the same tendency. Pop-up retail has been adopted by both big and small enterprises to create the kind of immersive atmosphere that customers want, enhance brand perception, and draw attention (Myrick, 2016).

Pop-up stores are sometimes perceived as transient because they open and close rapidly, and their existence can last anywhere from a day to many days, weeks, or even a year (Jones et al., 2017b). Despite the paucity of research on pop-ups in the food service sector, definitions of pop-up restaurants and dining experiences might be based on instances of pop-ups in the retail sector. Pop-up restaurants and eating experiences are transient and give patrons the opportunity to partake in experiences that are frequently novel and distinctive (including cuisine, service, environment, setting, etc.), much like popups in the retail sector. Pop-ups have been referred to as the food service industry's alternative start-ups (Demetry, 2017), and continue to be acknowledged in the field, as pop-up restaurants and pop-up dining events are becoming more popular as a way to offer unique experiences and cuisine, according to the American Culinary Federation, a professional association for chefs and cooks. (Taylor et al., 2018). Hoff-Jørgensen and Leer (2022) stated that the global practice of hosting food events grew during the COVID-19 pandemic, underscoring the significance of having distinct design methods at such unpredictable periods. For instance, during the COVID-19 epidemic, Copenhagen's NOMA restaurant—which specializes in "local, seasonal, foraged, vegetable focused cuisine"—was converted into a pop-up burger joint (Hoff-Jørgensen & Leer, 2022).

In recent years, new and creative methods to satisfy diners' and tourists' cravings for novel experiences have surfaced. The temporary nature of pop-up stores may appeal to consumers seeking diverse experiences. This covers unique venues like malls and local retail districts, as well as more imaginative ones like buses, vans, abandoned shipping containers, abandoned buildings and warehouses, canal boats, rooftop terraces, parking lots, and street locations (Jones et al., 2017). At various athletic events as well as music and art festivals, the pop-up concept which includes both retail and restaurants—is becoming more and more noticeable. In addition to being reflected in cuisine, locality is also viewed within a broader cultural framework that encompasses local, national, and international aspects (Aaltojärvi et al., 2018).

Food experiences are seen as a useful and valued tourism experience that might impact travelers' decisions (Henderson, 2016). Demand for novel and distinctive eating experiences is rising. People are looking for and going to pop-up restaurants because they believe that they offer a more creative dining experience than typical restaurants. Pop-up eateries are a prime example of the expanding trend of offering a compelling blend of cuisine and experiences. Given that pop-up restaurants are transient, it's critical to comprehend how patrons perceive the many aspects of the popup eating experience in contrast to more conventional dining in "normal" restaurants. Pop-up eateries establish expectations, offer fresh marketing opportunities, and offer fresh perspectives on a distinctive location (Taylor et al., 2018).

Food experiences are seen as a useful and valued tourism experience that might impact travelers' decisions. Demand for novel and distinctive eating experiences is rising. People are looking for and going to pop-up restaurants because they believe that they offer a more creative dining experience than typical restaurants (Henderson, 2016). Pop-up eateries are a prime example of the expanding trend of offering a compelling blend of cuisine and experiences. Given that pop-up restaurants are transient, it's critical to comprehend how patrons perceive the many aspects of the popup eating experience in contrast to more conventional dining in "normal" restaurants. Pop-up eateries establish expectations, offer fresh marketing opportunities, and offer fresh perspectives on a distinctive location (Taylor et al., 2018).

2.3 The Relationship between Dining Experience and Customers Satisfaction

Customer satisfaction measurement is crucial for businesses because it enables them to evaluate if their customers are satisfied or dissatisfied and provides insight into how to make them satisfied in order to foster long-term loyalty (Minh et al., 2015). Similarly, according to Rajendran et al. (2018), to increase customer retention rates, increase market share, and boost profits, organizations measure and manage customers' satisfaction. Marketing managers in restaurants may create and deliver relevant offers that meet market demand by having a better understanding of the aspects that affect customers' satisfaction. Customer satisfaction has frequently been cited as the primary factor in determining loyalty (Flores et al., 2020). Customers can assist management in determining which service areas most require improvement by participating in surveys of customer satisfaction (Ismail and Yunan, 2016; Nunkoo et al., 2020).

Chaniago and Mudjiardjo (2021) found that customers view operational performance as an "order qualifier" rather than a differentiator and reached the conclusion that operational performance had no positive link with customers' satisfaction. Eshetie et al., (2016)

discovered the impact of reliability and customers' satisfaction. After assurance, reliability emerged as the second vital element of service quality to affect customers' satisfaction.

Murad and Ali (2015) argued that seasonality has a positive correlation between restaurants performance and customers' satisfaction. In addition, Adebayo (2017) noted that Customer pleasure and responsiveness are related, although not significantly. They further find that while it is not a must, being responsive is necessary for delivering exceptional dining experience .

Rashid (2015) thought that customers' loyalty is a consequence of their satisfaction. According to Al-Tit (2015), customers' satisfaction significantly affects a restaurants' reputation and customer retention. Although Fida et al. (2020) noted that customers' satisfaction is not a crucial component of their loyalty, but it is uncommon to consider loyalty development without customers' satisfaction. Service quality has a high and favorable association with satisfaction and readiness to pay, as claimed by Oey et al. (2020). Similarly, Bhuian (2021) also claimed that service quality in restaurants positively affects the satisfaction of customers . Service quality has a very significant role in achieving customer satisfaction and loyalty. Customer satisfaction has been shown to be positively correlated with dining experience (Desalegn, 2016; Querin and Göbl, 2017; Masudin et al., 2022). To increase the customer's satisfaction, the service provider should communicate with them, provide personalized service, and make them feel comfortable (Vasi et al., 2021).

3. Materials and Methods

In order to achieve the research aim, customers who have dining experience in pop-up restaurants were surveyed. North coast region has been chosen as a representative sample of the seasonal touristic regions because of its popularity and it have the largest number of restaurants compared with other seasonal touristic regions in Egypt (e.g., Taba, Dahab, Gouna, Safaga, Marsa Alam, Ain Sokhna) (CHE' Chamber of Hotel Establishments, 2023). The sample equation was applied to unlimited society (Thompson, 2012) as follows:

$$n = \frac{N \times p(1-p)}{[(N-1) \times (d^2 \div z^2) + p(1-p)]}$$

$$N: \frac{20000 \times 0.50(1-0.50)}{[(220000-1) \times (0.05^2 \div 1.96^2) + 0.50(1-0.50)]} = 376.93 \simeq \mathbf{377}$$

Between July 15 and August 18, 2024, a total of 400 questionnaires were randomly given at 35 restaurants, representing 24.5% of pop-up restaurants in the North Coast region. Of these, only 377 forms (94.25%) could be analyzed. After the surveys were returned, the findings were examined. There were three sections on the questionnaire. The goal of the first portion was to provide the demographic information of the clients. The second component aimed to ascertain the dining experience of patrons in pop-up restaurants (14 characteristics) by calculating the meal quality, food price, and service quality. Six characteristics pertaining to consumer satisfaction were included in the third segment. Using a five-point Likert-type scale (strongly agree = 5, agree = 4, don't know = 3, disagree = 2, and severely disagree = 1), the customers

were asked to reply to these statements. The data was analyzed and calculated using the Statistical Package for the Social Sciences (SPSS) version 27.0.

The range of each level of agreement was calculated as follow:

Reliability Analysis

Table 1. Reliability test

Statements	Alpha Cronpach
23	0.788

According to Table 1, the questionnaire's dimensions had an alpha coefficient of 0.79, which is greater than 0.70 (Pallant, 2016). This outcome demonstrated the validity and dependability of the questionnaires used in the research.

4. Results and Discussion

Table 2. Demographic Data of Customers

Demographic Data	Attribute	Statistics		Demographic Data	Attribute	Statistics	
		Freq.	%			Freq.	%
Education level	Primary education	0	0	Gender	Male	208	55.2
	Average education (Vocational/Secondary School)	96	25.4		Female	169	44.8
	Institutional education	67	17.8	Nationality	Foreign	131	34.7
	University education	193	51.2		Egyptian	246	65.3
	Postgraduate (Diploma-Master-PhD)	21	5.6				

Table 2 shows that, of the 377 responders, a significant percentage of the tested sample (55.2%) were men, while 44.8 percent of the customers were women. In terms of nationality, 34.7 percent of the clients were international, while a significant majority of the examined sample (65.3%) was Egyptian. This finding demonstrated that both domestic and foreign tourists are drawn to the north coast region. 51.2% of customers had a university degree, 25.4% had a vocational or secondary school degree, and 17.8% had an institutional certification, according to customers' educational levels. The smallest category of clients were postgraduates, who made up 5.6% of the total.

Table 3. Customers' Dining Experience in Pop-up Restaurants

Statements	\bar{x}	SD	C.V	R	t-test	P-Value
Food Quality						
1. the food have a good taste	2.81	.863	30.71	4	7.751	.001 **
2. The food provided with the ideal temperature	3.32	1.261	37.98	2	4.204	.001 **
3. The food portion is suitable	2.39	1.074	44.93	5	9.536	.001 **
4. The menu is diverse and matches with customers' needs	3.19	.784	24.57	3	9.237	.001 **
5. The ingredients of food is freshly and valuable	3.94	.763	19.36	1	7.568	.001 **

Average	3.13	0.949	31.51	--	----	----
Food Price						
1. The price of food is similar with the other seasonal touristic regions	1.75	.836	47.77	4	3.017	.004 **
2. The price of food matches with the food quality	2.49	1.054	42.32	2	4.366	.001 **
3. The price in North coast is suitable with the segmentation of customers	2.94	.987	33.57	1	2.370	.022 •
4. The price in North coast is valuable	2.27	.913	40.22	3	7.397	.001 **
Average	2.36	0.948	40.97	--	----	----
Service Quality						
1. Staff are always willing to help customers	4.16	.811	19.49	2	-1.503	.139
2. Customers trust the staff skills and qualifications as well as its services	4.42	.614	13.89	1	-.747	.459
3. Staff are well-dressed and professional.	3.45	1.048	30.37	3	7.348	.001 **
4. The restaurants ensures the existence of occupational health and safety for its customers	1.78	.787	44.21	5	4.002	.001 **
5. Staff pay attention to the particular customers' needs and well understand them	3.22	1.465	45.49	4	4.751	.001 **
Average	3.40	0.945	30.69	--	----	----

\bar{x} : Mean " CV: Coefficient Variance SD: "Standard Deviation R: Rank N= 377
 **sig. ≤ (. 01) * sig. ≤ (. 05)

The results in Table 3 showed that the overall mean was between 2.36 and 3.40, indicating that the majority of customers had not had a flawless dining experience (meal quality, food price, and service quality) at pop-up restaurants. Additionally, the results indicated that customers' opinions of the table's features differed significantly, with a p-value of less than one.

Regarding the food quality dimension, the customers had a neutral inclination toward the majority of the qualities, indicating that their eating experiences were positive in terms of food quality. In particular, the sample thought that food ingredients were valued and fresh (Mean = 3.94, CV = 19.36). This viewpoint supports the idea that culinary experiences can affect travelers' choices and are regarded as a worthwhile and significant aspect of travel (Henderson, 2016). The customers did not, however, fully feel that the meal was served at the proper temperature (Mean = 3.32, CV = 37.98), nor did they think that the menu was varied and catered to the demands of the patrons (Mean = 3.19, CV = 24.57). Aaltojärvi et al. (2018) noted that a pop-up event is a handy approach for restaurants to test a theme for experimental dining since the risk is lower than it would be to make permanent changes in a restaurant. This finding was in agreement with their explanation. Additionally, the flavor of food was disliked by them (Mean = 2.81, CV = 30.71). Customers, however, disputed that the food portion was appropriate (Mean = 2.39, CV = 44.93).

The customers had a negative tendency toward the majority of the qualities, indicating that they did not accept the food price, according to the food price dimension. In specifics, the customers (Mean = 2.94, CV = 33.57) were unsure if the North Coast's prices were appropriate for the client segmentation. However, visitors were unaware that the cost of the food was commensurate with its quality (Mean = 2.49, CV = 42.32). They also disagreed that the North Coast price is valuable, with Mean = 2.27 and CV = 40.22. Additionally, they significantly disagreed (Mean = 1.75, CV = 47.77) that food prices were comparable to those in other seasonal touristy locations. In this sense, Mealey (2015) explained that restaurants can be classified into main four restaurant types: fine dining, casual dining, fast-casual and quick service restaurant QSR, which offers different experience, atmospheres, service style, prices, nature of the operation and restaurants' seasonality.

With regard to service quality, the customers perceived a positive tendency towards most of the statements and that means they convinced that service quality is good. This result in agreement with Bhuian (2021) also claimed that service quality in restaurants positively affects the satisfaction of customers. The sample strongly agreed that customers trust the staff skills and qualifications as well as its services, as Mean = 4.42, CV = 13.89. In the same sense, they believe that staff are always willing to help customers (Mean = 4.16, CV = 19.49). To increase the customer's satisfaction, the service provider should communicate with them, provide personalized service, and make them feel comfortable (Vasi et al., 2021). Also, they agreed that staff are well-dressed and professional (Mean = 3.45, CV = 30.37). However, the customers in doubt that staff pay attention to the particular customers' needs and well understand them (Mean = 3.22). On other hand, customers strongly disagreed that the restaurants ensure the existence of occupational health and safety for its customers as Mean = 1.78.

Table 4. Customers' Satisfaction.

Statements	\bar{x}	SD	C.V	R	t-test	P-Value
I prefer the try with the pop-up restaurants than the others	4.29	.774	18.04	2	11.421	.001 **
I find the pop-up restaurants service quality and performance are superior than others	3.42	1.014	29.64	5	8.017	.001 **
I speak positively about my pop-up restaurants treatment experience	2.87	1.106	38.53	6	10.538	.001 **
I recommend my friends and relatives try pop-up restaurants	4.48	.614	13.70	1	9.007	.001 **
I consider myself a loyal customer to pop-up restaurants	3.65	1.100	30.13	4	7.441	.001 **
The service provided exactly reflects my needs	3.84	.770	20.05	3	6.920	.001 **
Average	3.77	0.901	25.03	--	----	----

\bar{x} : Mean " CV: Coefficient Variance SD: "Standard Deviation R: Rank N= 377
 **sig. ≤ (. 01) * sig. ≤ (. 05)

Table 4 showed that most of the customers were satisfied on the dining experience in pop-up restaurants, as the Average Mean was 3.77. Also, the results clarified that there are

significant differences among customers towards the statements of the table 4 which p-value $\leq (.01)$.

With regard to customers' satisfaction, the customers strongly agreed that they recommend their friends and relatives to try pop-up restaurants (Mean = 4.48). This result agrees with Taylor et al. (2018) that demand for novel and distinctive eating experiences is rising. People are looking for and going to pop-up restaurants because they believe that they offer a more creative dining experience than typical restaurants. In addition to they prefer the try with the pop-up restaurants than the others (Mean = 4.29). Moreover, service provided exactly reflects their needs (Mean = 3.84.). In addition, some of customers consider themselves loyal customer to pop-up restaurants (Mean = 3.65). On the other hand, some of customers found the pop-up restaurants service quality and performance are superior (Mean = 3.42). In other sense, the customers weren't sure to speak positively about their pop-up restaurants treatment experience (Mean = 2.87).

Testing hypotheses

Table 5. Regression test

Independent Variables	*Sig	R	R ²	F	Tabulated F	T-Test	Tabulated T
dining experience	**0.000	0.844	0.738	386.925	0.601	---	---
Dining Experience in Pop-up Restaurants Dimensions							
Food Quality	**0.000	0.819	0.719	---	---	30.312	1.96
Food Price	**0.000	0.776	0.601	---	---	22.095	1.96
Service Quality	**0.000	0.699	0.502	---	---	18.150	1.96

** sig. $\leq (.01)$

Table 5; noticed that the values of the Parameters of Regression are less than 0.01. It means there is a significant impact of the dining experience in pop-up restaurants on customers' satisfaction at the 0.01 level of significance ($R=0.844$). Food quality ranked as the first factor which effect on customers' satisfaction ($R=0.819$). This result means that food quality usually is the main factor of customers' satisfaction. Food price was ranked as the second factor ($R=0.776$), this result back to the customers complains about the no logic price of food in north coast. Finally, service quality as last factor which affect customers' satisfaction ($R=0.699$). This result agreed with (Desalegn, 2016; Querin and Göbl, 2017; Masudin et al., 2022) that service quality has a very important role to ensuring customer satisfaction and loyalty. Customer satisfaction has been shown to be positively correlated with dining experience.

Table 6. Variance analysis

Demographic Data	Tabulated F	F	Tabulated T	T-Test	*Sig
Gender	---	---	1.96	0.188	0.601
Educational Level	2.58	3.890	---	---	**0.018
Nationality	---	---	1.96	5.989	**0.001

** sig. $\leq (.01)$

Table 6 clarified that the results of T-Test for two independent sample showed that, there is no significant differences among customers in the dining experience in pop-up restaurants back to gender which $t\text{-test}=0.188$ and it is less than tabulated- $t=1.96$, $P\text{-value}=0.601$ (more than 0.5). Meanwhile there is a significant variance among customers in the dining experience in pop-up restaurants back to nationality which $t\text{-test}=5.989$ and it is more than Tabulated $-t=1.96$, $P\text{-value}=**0.001$ (less than 0.1). The results of One-Way ANOVA test showed that, there is a significant difference among customers in the dining experience in pop-up restaurants back to educational level which $F\text{ value}=3.890$ and it is more than Tabulated $-F=2.58$, $P\text{-value}=**0.018$ (more than 0.1).

5. Study Limitation and Recommendations for Further Studies

Restaurants seasonality occurs as cause by many reasons such as climate and weather, social customs and holidays, business customs, calendar effects and supply side constraints, and successively affects the quality of food or services. This study aims to investigate pop-up dining experiences in Egyptian North Coast and its impact on customers' satisfaction. The study limited on customers who have dining experience in pop-up restaurants were surveyed. North coast region has been chosen as a representative sample of the seasonal touristic regions because of its popularity and it have the largest number of restaurants compared with other seasonal touristic regions in Egypt (e.g., Taba, Dahab, Gouna, Safaga, Marsa Alam, Ain Sokhna) (CHE' Chamber of Hotel Establishments, 2023). Further research could also identify the role of applying the pop-up service quality in achieving the dimensions of customers' loyalty or customers' engagement. The sample size is fair although it is considered close to the sample size of other hospitality studies due to their dependence on big population such as "customers", so it recommended to further researches to generalize the study and results. The study applied only in north coast, so involving other areas in the further studied could be beneficial.

6. Recommendations Addressed to Stakeholders and Governmental Agencies

1. Working to end the problems caused by seasonality in the North Coast region by the state developing plans to operate the North Coast in low-occupancy seasons by organizing events and exhibitions .
2. Improving supply chain systems to ensure food products of the best quality and lowest price, as it is proposed to merge a number of restaurants that provide similar food materials into the same supply contract .
3. Encouraging investors in the North Coast region for restaurant owners who continue to operate after the summer season by reducing the rental value in low-occupancy seasons.
4. It is suggested to restaurant managements to offer a variety of customer-friendly membership programs so that guests can take benefit of them by joining the restaurant in low season.
5. Managements should interest in testing and measuring the effectiveness of the services quality and the degree of customer response to it. It was recommended to use the dimensions of SERVQUAL for measuring the quality of services for the restaurants .
6. It is recommended to measure the degree of customer satisfaction through survey forms that are concerned with customer satisfaction and to review them on an ongoing basis, and paying attention to knowing the level of customer satisfaction.

References

- Aaltojärvi, I., Kontukoski, M., & Hopia, A. (2018). Framing the local food experience: A case study of a Finnish pop-up restaurant. *British Food Journal*, 120, 133–145.
- Abdou A. H., Khalil A. A. F., Mahmoud H. M. E., Elsaied M. A., Elsaed A. A. (2022) “The Impact of Hospitality Work Environment on Employees’ Turnover Intentions During COVID-19 Pandemic: The Mediating Role of Work-Family Conflict”, *Frontiers in Psychology*, 13 DOI=10.3389/fpsyg.2022.890418
- Adebayo, I. (2017). An Evaluation of the Impact of Business-To-Customer (B2C) Logistics Service Quality (LSQ) on Customer Satisfaction in Niger. *IOSR Journal of Business and Management*, 19(04), pp.111-115.
- Baum, T., and Lundtorp, S. (2021). "Seasonality in Tourism". Oxford: Elsevier Science Ltd.
- Bhuian D. (2021) "The Impact of Service Quality on Customer Satisfaction in Hotel Business Development" Master’s Thesis, Business Administration, Karlstad University. P 58
- Bilgihan A and Nejad M (2015) Innovation in tourism and hospitality industries. *Journal of hospitality and Tourism Technology* 6: 196-202
- Bufquin, D., Park, J.-Y., Back, R.M., de Souza Meira, J.V. and Hight, S.K. (2021), “Employee work status, mental health, substance use, and career turnover intentions: an examination of restaurant employees during COVID-19”, *International Journal of Hospitality Management*, Vol. 93, doi: 10.1016/j.ijhm.2020.102764.
- Chaniago, Y.M.Z.; and Mudjiardjo, L.A. (2021) The Effect of Service Difference and Logistic Service Quality on Competitive Advantage and Impact on Marketing Performance. *Int. J. Innov. Sci. Res. Technol.*, 6, 917–924.
- CHE’ Chamber of Hotel Establishments. (2023), "The Annual Guide to Numbers of Restaurant". Egypt.
- Demetry, D. (2017). Pop-up to professional: Emerging entrepreneurial identity and evolving vocabularies of motive. *Academy of Management Discoveries*, 3(2), 187–207.
- Desalegn H. A., (2016). Implication of Logistics Service Quality on Customer Satisfaction. Unpublished Master’s Thesis, Addis Ababa university school of commerce.
- Elsaed A. A. (2016) “Studying the Perceptions of Hotel Studies Department Students in University Faculties toward Working in Hospitality Industry” Master thesis, Mansoura University. pp. 85-91.
- Eshetie, S. K., Seyoum, W., and Ali, S. H. (2016). Service Quality and Customer Satisfaction in Hospitality Industry: The Case of Selected Hotels in Jimma Town, Ethiopia. *Global Journal of Management and Business Research: E Marketing*, 16(5), 73–86.
- Eventbrite. (2015) The Rise of Pop-Up Dining Events and the Experiential Diner Available at: <http://bit.ly/2plsKsi>. [Accessed 5 June 2024].
- Fida, B., Ahmed, U. and Al-Balushi, Y., (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *Financial Economics, Business, and Management*, 10(2).

- Flores, A. F., Saldanha, E. S., and Vong, M. (2020). The Mediation Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *Timor Leste Journal of Business and Management*, 2, 56-65.
- Frechtling, D.C. (2001). "Forecasting Tourism Demand: Methods and Strategies". Oxford: Butterworth-Heinemann. P. 57.
- Henderson, J. C. (2016). Local and traditional or global and modern? Food and tourism in Singapore. *Journal of Gastronomy and Tourism*, 2(1), 55–68.
- Hoff-Jørgensen, C., & Leer, J. (2022). Rethinking restaurant queuing design: The example of Noma's post- Covid-19 Burger Pop-up. *Journal of Gastronomy and Tourism*, 7(1), 51–67.
- IRS (Institute of Rural Sciences). (2015), "Seasonality in Tourism", [online]. May, 27, 2015. Available from: <http://www.irs.aber.ac.uk/bgg/itdproblems.htm>. [Accessed 8 July 2023]
- Ismail, A., and Yunan, Y. (2016). Service Quality as a Predictor of Customer Satisfaction and Customer Loyalty. *LogForumJ.LOG*, 124(124), 269–283.
- Jones P, Comfort D, and Hillier D (2016) Surveying the Pop-Up Scene. *Town and Country Planning* 85: 533-537
- Jones P, Hillier D, and Comfort D (2017a) The two market leaders in ocean cruising and corporate sustainability. *International Journal of Contemporary Hospitality Management* 29.
- Jones, P., Comfort, D., & Hillier, D. (2017b). A commentary on pop up shops in the UK. *Property Management*, 35(5), 545–553.
- Masudin, I.; Hanifah, Y.K.P.; Dewi, S.K.; Restuputri, D.P.; Handayani, D.I. (2022) Customer Perception of Logistics Service Quality Using SIPA and Modified Kano: Case Study of Indonesian E-Commerce. *Logistics*, 6, 51. 1-23
- Mealey, L., (2015). "A history of the restaurant". Retrieved from: <http://restaurants.about.com/od/resources/a/A-History-Of-The-Restaurant-Part-One.html>
- Minh, N., Ha, N., Anh, P. and Matsui, Y., (2015). Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. *Asian Social Science*, 11(10), pp. 73-85.
- Murad, S. and Ali, M., (2015). Impact Of Service Quality On Customer Satisfaction In Restaurant Industry. *Singaporean Journal Of Business Economics, And Management Studies*, 4(6), pp. 71-81.
- Myrick R (2016) Pop Up Restaurants Continue to Grow. Available at: <http://bit.ly/2plwnym> [Accessed 5 June 2024].
- National Restaurant Association "NRA", (2019). "Restaurant Industry trends 2019". Fact Sheet. Retrieved from: <https://restaurant.org/Articles/News/Association-report-analyzes-industry-trends>
- National Restaurant Association "NRA", (2020). "Restaurant Industry 2030 actionable insights for the future". Retrieved from: <https://restaurant.org/research/reports/Future-Restaurant-Industry>

- Oey, E.; Paramitha, T.; Novita, N. (2020) Integrating Kano customer satisfaction coefficient and SIPA grid for service quality improvement. *Int. J. Product. Qual. Manag.*, 31, 167–188.
- Oxford English Dictionary, (2015). "Restaurant Definition". Online available from: <http://www.oed.com/>.
- Pallant, J. (2016). *SPSS survival manual*, 6th Ed., Berkshire, McGraw-Hill Education (UK).
- Querin, F., and Göbl, M. (2017). An analysis on the impact of logistics on customer service. *Journal of Applied Leadership and Management*, 5, 90-103.
- Rajendran, S.D.; Wahab, S.N.; Ling, Y.W.; Yun, L.S. (2018) The impact of logistics services on the e-shoppers' satisfaction. *Int. J. Supply Chain Management*, 7, 461–469.
- Rashid, I., (2015). The Impact of Service Quality and Customer Satisfaction on Customer's Loyalty: Evidence from Fast Food Restaurant of Malaysia. *International Journal of Information, Business, and Management*, 7(4), pp. 201-250.
- Soliman SH. G., Elsaed A. A., Emam A. M. (2023) "The Impact of Working Environment in Resorts on Job Satisfaction and Employee Turnover Intention: A Case of Egypt", *Journal of the Faculty of Tourism and Hotels-University of Sadat City*, Vol. 7 Issue (1/1) 24-36
- Spang, R. L., & Gopnik, A. (2019). *The Invention of the Restaurant-Paris and Modern Gastronomic Culture, with a New Preface 135(156)*. Harvard University Press.
- Taylor, S., DiPietro, R. B., & So, K. K. F. (2018). Increasing experiential value and relationship quality: An investigation of pop-up dining experiences. *International Journal of Hospitality Management*, 74, 45–56.
- Thompson, S. K., (2012) "Sampling", Third Edition, John Wiley & Sons, Inc, U.S pp. 59-60.
- Vargas-Hernández, J. G., Rivera-Fernández, R., & Martínez-Padilla, J. L. (2018). Product Diversification in the Restaurant Industry as a Competitive Advantage. In *Managing Sustainable Tourism Resources* (pp. 149-161). IGI Global.
- Vasić, N.; Kilibarda, M.; Andrejić, M.; Jović, S. (2021) Satisfaction is a function of users of logistics services in e-commerce. *Technol. Anal. Strateg. Manag.*, 33, 813–828.



دراسة حول تجارب تناول الطعام في المطاعم الموسمية وأثرها على رضا العملاء: دراسة حالة الساحل الشمالي المصري

محمد شديد حسن¹ الهام محمود السوليه²

¹قسم إدارة الفنادق - كلية السياحة والفنادق - جامعة الفيوم

²أخصائي سياحة- الهيئة المصرية العامة للتنشيط السياحي

المخلص	معلومات المقالة
<p>تحدث موسمية المطاعم نتيجة لأسباب عديدة مثل المناخ والطقس والعادات الاجتماعية والأعياد وأجازات العمل السنوية وقيود جانب العرض، وتؤثر على التوالي على جودة الطعام أو الخدمات. تهدف هذه الدراسة إلى التحقيق في تجارب تناول الطعام في المطاعم الموسمية في منطقة الساحل الشمالي المصري وتأثيرها على رضا العملاء. ولتحقيق هذه الأهداف، تم تصميم استمارة استبيان وتوجيهها إلى عينة عشوائية من العملاء في منطقة الساحل الشمالي المصري. تم توزيع 400 استبياناً؛ كان 377 استمارة فقط (94.5%) صالحة للتحليل الإحصائي. أشارت النتائج التي تم الحصول عليها إلى أن غالبية العملاء غير راضين عن تجارب تناول الطعام في المطاعم في الساحل الشمالي المصري. بينما كان العملاء راضين عن الخدمة المقدمة، فقد اشتكوا من الأسعار غير المبررة. بالإضافة إلى ذلك، هناك تأثير لتجارب تناول الطعام في المطاعم المؤقتة في الساحل الشمالي المصري على رضا العملاء. وبناءً على النتائج، تم اقتراح بعض التوصيات وتوجيهها إلى كل من أصحاب المصلحة والجهات الحكومية.</p>	<p>الكلمات المفتاحية الموسمية؛ المطاعم المؤقتة؛ رضا العملاء؛ منطقة الساحل الشمالي المصري.</p> <p>(JAAUTH) المجلد 27، العدد 2، (2024)، ص 170-183.</p>