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Investigating the Beneficial Methods and Sustainable Practices to Achieve Clients' Perception in the Floating Restaurants

Mohamed Mahmoud Eissa¹ Mohamed Hussein A.El-Gaber²

¹Associate Professor, Hospitality Management Department, the Higher Institute for the specific studies, El-Giza, Egypt.

²Lecturer, Hotel Management Department, the Higher Institute for Tourism and Hotels, Badr City, Egypt.

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ABSTRACT

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The aim of this study is to investigate the beneficial methods and sustainable practices that achieve and determine clients' perception and preferences in the floating restaurants. The restaurant sector is among the extremely fast segments of the Egyptian economy, and it is constantly on the rise in the upcoming. In Egypt, the adoption of overall performance measurement in the floating restaurants business is already a relatively new phenomena. As a consequence, achieving guest perception and satisfaction will promote the growth of the highest standard of skills. The quality perceptions of floating restaurant guests were acquired as described in this research. The most essential attribute was quality of service, following by quality dimensions, pricing of the meals, and the restaurant's design/ambiance. According to the research, floating restaurants needs to consider, assess, and enhance their effectiveness in order to attain the maximum level of guest perception and customer satisfaction in attempting to fulfill guest's desires. Floating restaurant owners must also provide healthy meals to draw the interest of numerous senior clients and should pay more attention to safety regulations and other sustainable practices. Restaurateurs should also set reasonable charges for the services given and encourage personnel continue providing excellent service. Also, the interior design is important factor to attract new guests. Service quality cannot be forgotten to increase guest loyalty. It can be a lead to huge success for Egyptian floating restaurants.

Introduction

The restaurants industry was chosen as a focus of the study thanks to the rise of the tourism industry, which in turn produced a desire for more restaurants (Bacig and

Young, 2019). The restaurants are in competitive pressure with one another. Several Egyptian families increasingly choose to dine outside the homes, which drives them to constantly provide the finest for their visitors, emphasizing the sector's relevance. Throughout most nations, the restaurant industry is one of the most significant role in the economy, providing not only robust sales increase but also abundant chances for job creation (Batlle-Bayer et al, 2020). In addition to meeting the social demand for food outside the household, restaurant operators must predict customer demand and determine which will be more important in the future.

Tourism trends, and several other cyclical and situational elements like demographics, culture, and the nation's financial standing, have a significant impact on the food service industry. This has encouraged the restaurant industry's massive development within the broader economic growth, which is attributable, among other things, to the fact that the majority of areas with the greatest expenditure per capita in this area are those who consider eating out to be a leisure activity (Akter and Disha 2021; Chowdhury, 2023).

Consumers' perceptions are a source of concern for restaurant owners. Given the high likelihood of failure in the food business, managers may choose to look for characteristics that are linked to customer loyalty and personal wealth. Consumers have access to every restaurants for a range of factors; they are always looking for reliability, quality, and a relaxing atmosphere apart from the stresses of daily life (Cao and Wang, 2024). Obtaining optimal cuisine and decent services is still not enough to attract and retain customers; there are a slew of other elements to consider, and the impact of these elements is examined in this analysis.

Literature Review

Perceptions and Preferences vs. Expectations

Due to the subjectivity embedded in the customer's assessment of a company's greatness, there is no ideal technique of gauging user satisfaction (Jang et al., 2015). Nevertheless, whether or not aspirations are included as a factor of perception of service quality has leads to two designs that are at odds: 1). Customers' views of the care rendered are compared to their assumptions in subjective theories (Kim and Hall, 2019). Quality is determined according to Kim and Hall (2020) as the difference between consumers' needs and performance. Unless the organization surpasses the customers' requirements would the consumer see quality as a positive way. Predictions are meaningless for a modeling meant to measure service quality perceptions, according to perceptual theories (Lei et al., 2022; Leung et al., 2023). The only criterion is the subjective evaluation (Lin et al., 2024). Customers' impressions of the product they purchase or encountered are described as their opinions about the care they received or encountered (Shetu, 2024).

Client Satisfaction

Client satisfaction is frequently utilized to predict whether or not a consumer will repeat a restaurant visit. Whereas a pleased client's repeat visit is not guaranteed, a disgruntled customer is almost likely not to come back. An examination of the factors

or characteristics of client satisfaction will reveal what measures a food-service manager may undertake to maximize the chance of repeat business (Srivastava and Gosain, 2020; Tandon, 2020). To evaluate the potential value of the following characteristics, administrators should ask that what characteristics are most essential for consumers' repeat business at a restaurant. Deliciousness of the cuisine, consistency of the meal, menus diversity, waiting period, attentiveness of the waitress, helpfulness of the waiter, and ambiance (Babakhani et al., 2020 and Talha-Talukder, 2022).

Quality of the Product

Restaurant businesses are now paying attention to dietary changes and emphasizing healthy options on their products. Nevertheless, "functioning dishes," or meals with added health-improving elements, provide a more drastic answer and a chance for the foods sector (Zhong and Moon, 2020 and Yan et al., 2021).

The low quality of large-scale meals might be due to the intrinsic restrictions of mass food manufacturing and a lack of inventory innovation knowledge on the part of the provider (Sidharta, 2021 and Ningsih et al., 2021). Consumers have indeed identified meal quality and healthy resources as the most principle factors for returning to a restaurant (Singh et al., 2023 and Rombach et al., 2023). Whereas the layout of the menus seems to be the initial method for a consumer to assess the nutritional content, the efficacy of the menus is a marketing strategy for the restaurant industry (Lefebvre et al., 2024).

Quality of Service and Ambience of the Restaurants

Customers are becoming increasingly sensitive about service levels (Hwang et al., 2020 and Ghosh, 2020). In the hospitality industry, a mix of marketing strategy and subjective assessment methods provides a consumer-oriented strategy to production process (Mashao et al., 2020 and Caboz, 2021). Atmosphere, such as a basic decor, may provide a competitive advantage to eateries. Restaurants might have to adapt their ideas in order to become competitive in the ever-changing economy. The value of a pleasant environment is growing over times (Baloglu et al., 2022 and Liu et al., 2023).

As mentioned by Bates et al., (2023), the layout seems to be the most significant factor for consumers. The entrepreneur must spend funds to increase the restaurant's design or location/ambiance. The shared tables is one unique feature that distinguishes a restaurant. For friendly people with an upbeat attitude and an exposure to different situations, it might be a pleasant choice and a delightful evening (Al-Sulaiti et al., 2023). From the other side, Ashari et al.,(2023), discovered that various sorts of Internet usage may be used to entice consumers to return. Restaurants also need to provide exceptional service, balanced food, and a pleasant ambiance to ensure competitiveness in current economy. Despite the fact that good nutrition has become one of the greatest recent categories, the food sector must strive to realize the necessity of providing high-quality, appetizing foods (Gazi et al., 2024).

Price/Value of the Meal

In the customer's mind, the amount charged for a product sets the standard of excellence to be anticipated (Kotlar et al., 2018). Since eating out has become a more important part of people's lives, they've elevated their standards for quality, good customer service, and no badly prepared meals or filthy surroundings, all while looking for greater quality and price. As a result, providing good food and service might not have been sufficient to recruit and retain customers (Mu, 2019 and Suhartanto et al, 2019). Restaurants need add value to achieve a competitive edge in current economy, particularly since services might not have been excellent sufficiently retain customers (Bacig and Young, 2019; Chiang and Sheu, 2020; Ozmen and Ogel, 2020).

The pricing of food items could also have a big influence on consumer since pricing does have potential to persuade or alienate them (Lee et al., 2020; Cantele and Cassia, 2020; Tasnim et al; 2022), particularly when cost is a significant indication. The cost of restaurant dishes differs depending on the type of establishment. Customers are more likely to anticipate excellent performance if the cost is rising. Consumers could also mistrust the restaurant's capacity to supply quality of products and services if the pricing is poor (Timur et al., 2023 and Sinha et al, 2024).

Gender and Age

Bacon, and Krpan (2018); Cheng et al.,(2019); Ardekani et al., (2020) observed and ensured that restaurateurs are continually exploring for tactics to the marketplace. Staff profiles should be tailored to the ages of consumers (Moon, 2021 and Al Amin, 2021), which means wherein each restaurant and owner should devise their unique plan. In light of the growing number of female tourists and food-service customers, restaurant owners might also want to investigate whether women and men have different perspectives on what is essential. When it comes to eating out, however, women are often handled poorer males (Allah Pitchay et al, 2022 and Alzaydi, 2024).

H1. : There is a significant and positive relationship between food and beverage quality and clients' overall perception.

H2. : There is a significant and positive relationship between service quality and clients' perception.

H3. : There is a significant and positive relationship between interior design/ambience and clients' perception.

Aim of the Study

The purpose of this research is to look at the sustainable practices and precise characteristics of floating restaurants cause clients to achieve their requirements and needs. A survey was designed to assess a restaurant's consumer demands.

Methodology

Research Design and Sample

The following elements are explored to identify sustainable practices effected on customer perception in the floating restaurant. The first is quality of food that is comprised of five variables: (1) menus diversity, (2) inventive meal, (3) service design, (4) fresh produce, and meal uniformity. Secondly, customer satisfaction that is comprised of five variables: (1) employees technology and appearance, (2) staff politeness, (3) customer service, (4) The time it takes to be served, (5) the time it takes for the meal to arrive, and the time it takes to make a payment. Thirdly, the food's expenditure consists of two variables: (1) affordable pricing food, and (2) cost effective drinks. Finally, a location that includes five variables: (1) site, (2) dining atmosphere or environment, (3) equipment maintenance, (4) bathrooms, (5) phone service, and parking. Following that, social economic data was gathered to allow for age and gender analyses.

To achieve the research goals, a cross-sectional research method with questions was chosen. Approximately 10 floating restaurants in Greater Cairo volunteered to be tested from the demographic of restaurants nearby. A random sample of consumers was chosen, consisting of 5000 people who had eaten meal or supper in moderate to high-priced floating restaurants in the in the Greater Cairo region on any given day of the week, depending on the tourism rates and season. Consumers receive assessment application forms out at the conclusion of each dinner so they could rate the dinner and the establishment. Upon leaving the restaurant, guests filled and questionnaires were received. There was no prejudice based on gender, age, or financial level because consumers were chosen at random whilst going out to eat situated in geographically dispersed locations. The authors were able to be using 3872 assessments (77.4%) that included full information, while the other answer forms were deleted due to incomplete responses. Consumers were asked to fill out personal factors such as gender and age, as well as questionnaires about the significance of different aspects in their choices to repeat their visit to a restaurant. The participants were given a ratings system ranging from 0 (not essential) to 10 (very essential). Consumers evaluated the significance of every one of the all features in their judgment to patronize an up-scale restaurant using a survey that was intended and guided at the restaurants' clients and linked to service quality and customer satisfaction in restaurants. The participants were given the task of determining their viewpoints. They also requested for any ideas they may offer to satisfy their wants, requirements, and aspirations.

Data Analysis

The inquiry's findings were collected, collected, and examined using professional analysis techniques. The proportions, average, standard deviation (SD), and standard error (SE) were used to describe the findings (SE). Chi square testing and Varimax rotation factor analysis were used to compare categorical variables [n (percent)]. ANOVA was used to compare the mean scores of separate categories, with the Least Significant Difference (LSD) testing used as a post hoc analysis. The data was

analyzed using the SPSS computerized statistical program. P values of less than 0.05 were regarded significant, 0.01 was regarded very significant, and 0.001 was regarded highly significant.

For each of the four significance grades, mean and standard deviations were determined. To evaluate the relevance rankings of all four traits, different ranging testing were used. Evaluated what helps consumers return and the degree to which each service feature adds to repetitive willingness on its own. As a result, we calculated the predictive value of several service characteristics in predicting consumers' intention to revisit to the floating restaurant. Several ranging testing at the 95 percent confidence interval (p 0.05) were used to compare the average aggregate sum evaluations of each of the four traits to respond to research question A, "To what degree are the preceding 4 aspects relevant to the consumers' intentions to repeat his visit to a restaurant?" (1) Meal performance; (2) services; (3) price/value; and (4) location/ambience issues.

T-tests at the 95 % confidence interval (p< 0.05) were done on the averaged aggregate overall evaluations of male vs. female consumers for each of the four traits to address research design B, "To what degree is each of the four elements a consequence of gender (male vs. female)?" Multiple scope t-tests at the 95 percent confidence interval (p <0.05) were conducted on the mean fiberglass overall evaluations of the different age ranges for each of the four evaluations to respond to research question C, "To what degree is each of the four attributes component of age groups (over 18 and 60+)".

Results and Discussion

The overall number of customers who took part in the survey was 3872, with the majority of them being males between the ages of 40 and 59. Table 1 shows the full demographic details on gender and age given by the customer.

Table 1. Profile of the Sample

Characteristics	Numbers	Percent
<u>Gender</u>		
Male	2401	62%
Female	1239	32%
Gender Not Provided	232	6%
Total	3872	100%
<u>Age (Years)</u>		
Over 18	9	0.23%
19-25	82	2.11%
26-39	1618	41.78%
40-59	2073	53.5%
60 and over	68	1.75%
Age not provided	22	0.56%
Total	3872	100%

All 3872 participants' average scores/standard deviations and multiple ranging tests

were calculated. Multiple ranging testing were used to compare the average scores received for each of four significant features to undertake the study. In the table below, the four most important variables are excellence of meals (food), service quality (service), expense of meals (cost), and location/ambience or ambience of the place.

Table 2. Correlation of Variables with Overall Client Perception

Variable	Correlation
-Guest recommendation decision	0.52*
-Guest returning decision	0.65*

* P < 0. 01

Table 3. Results of mean scores standard deviations and multiple range tests of customers' perceived importance ratings

Mean (SD) Multiple Range test Results	Food quality	Service and Cleanliness	Cost and Price	Place and Interior Deign
	987(0.75) Food*	852(0.99) Service	837(1.13) Cost "NS1"	824(1.34) Place"NS2"
Note: NS1 = Multi ranging assessment shows that Services and Price, that are in italicized, are not substantially different from one another; SD= standardized deviation;*multiple ranging testing indicates highly relevant variation p<0.05; The italicized price and location are not markedly different from one other, according to the NS2= multi range test.				

Meals was substantially ($p < 0.05$) greater essential than other qualities, according to the findings. Quality was not substantially different from price in order of significance at a 5% degree of evidence. Furthermore, at $p < 0.05$, price was not distinguishable from location. Nevertheless, following quality cuisine, customer satisfaction and expense of the food were the next three most prominent factors for customers to repeat their visit to the restaurant, performance was substantially ($p < 0.05$) more essential than location. The location/ambience was deemed just as crucial as the meal price/value. Excellence of meals, delivery, expense of the dinner, and location/ambience were all crucial ($p < 0.05$).

The effectiveness of the meal was the most essential factor in consumers returning to the restaurants. This conclusion is compatible with the usual notion that the most significant reason for the public at large of the restaurants under investigation is the excellence of the cuisine. The current drive to increase excellent service is reinforced by the propensity for services to be the second most essential aspect of business excellence. Once all variables are involved, therefore, etiquette and meals pricing are extremely relevant. As a result, in seeking a competitive benefit in current economy, restaurant need to provide outstanding experience and a profitable investment meals. One could ask how vital it is for a businessman to spend money on improving the restaurant's location and atmosphere.

The location/ambiance of the restaurant is almost as essential as the cost/value of the meals, according to this research. T-tests were done on the mean aggregate overall evaluations of male vs. female consumers for each of the four traits for literature review B, "To what degree is each of the mentioned four criteria a consequence of gender (male vs female)?"

Table 4 shows that male and female clients did not score the features significantly. Multiple ranging tests were performed on the mean aggregate overall score for age 18 vs. 19-25 vs. 26-39 vs. 40-59 and 60+ on every one of the four categories for literature review C, "To what degree is every one of the four components a factor of age categories?".

Table 4. Results of mean scores/standard deviations and t-Tests of male vs. Female customers' perceived importance ratings

Mean (SD)	Food quality	Service and Cleanliness	Cost and Price	Place and Interior Deign
2401 Male	985(0.62)	863(0.99)	814(1.14)	806(1.34)
1239 Female	996(0.99)	891(0.78)	852(1.24)	823(1.17)
Value of t-Tests	1.35 NS	1.06 NS	1.28 NS	1.35 NS
Note: SD= Standard Deviation				

With each of the four key variables, repeated ranging test was used to evaluate the mean scores from four various age groups. All four components: meal, services, pricing, and location were not substantially different from one another at $p < 0.05$, according to statistics from consumers under the age of 18. There were just nine consumers in this age range that might explain why there are so few variances in their assessments.

Clients between the ages of 19 and 25 exhibit greater significant distinctions than consumers under the aged of 18. Meals and service quality were not substantially different from one another, but at $p < 0.05$, meal was much more essential than any of the other qualities. Services, location, and pricing, from the other side, were not considerably different. Also, at $p < 0.05$, there was no significant difference between pricing and location.

Clients between the ranges of 26 and 39 demonstrate more obvious disparities than those under the range of 18. Quality of food were not statistically different, although meal was still more essential than any of the other qualities at $p < 0.05$. Services and pricing were not statistically different, however at $p < 0.05$, performance was more essential than location. Also, the pricing and location were not considerably different. Meals, service, and pricing were not substantially distinct from each other, although food was substantially more essential than location at $p < 0.05$, according to information from consumers aged 40 to 59. There are no significantly different in any of the other analyses. Clients above the age of >60 have the most pronounced variances in their assessments. Food was considered as the most important attribute by these clients, according to their findings. Service and price were not considerably

different from one another, but food was more essential. Furthermore, services took precedence over location. Furthermore, the pricing and location were not considerably different from one another.

Conclusions, Recommendations and Implications

Egyptians' sociocultural customs will keep evolving. This showed that the majority of floating restaurants would continue to grow, and growing competition would force them to modify and lower the price associated with providing their products. If we take into account the fact that a rising number of residents have additional financial support and hence can possibly spend as much on having eaten out, that is seen as a recreational activity rather than a necessity to nourish one's own, therefore this industry is obviously playing an increasingly important tactical role in the future of this nation. Staff's lack of tactical direction in monitoring and concerned with customer pleasure is a contributing factor in restaurants losses. Consumers' aspirations must be influenced by a variety of variables, which might result in more efficient price and performance management and more productive planning processes and resources strategic planning. Clients returning to restaurants for yet another dinner were more likely to do so because of the taste of the ingredients, according to one survey. The next most compelling cause is usually services, second the cost/value of the meals, and finally the restaurant's Design/ambiance. Not everyone in age groups had the same level of relevance. First most crucial factor for consumers underneath the age of 18 was not food quality; nevertheless, the limited sample size in this age category may clarify these outcomes: Clients over the age of 60 have the most pronounced variances in their assessments, with portion size is still the most crucial component in consumers' decision to go back to a restaurant. The qualities were not rated significantly by male and female clients. This study show that quality of the service and price of the product have the biggest influence on guest satisfaction and they effect on the loyalty and the behavioral intentions in the future.

Restaurants owners needs to keep track of and evaluate business in order to reach the highest level of service in attempting to manipulate consumers and fulfil their wishes and should pay more attention to cleanliness and other sustainable practices and safety regulations. Restaurateurs should also set reasonable charges for the services given and encourage personnel continue providing excellent service. Also, the interior design is important factor to attract new guests. Service quality cannot be forgotten to increase guest loyalty. It can be a lead to huge success for Egyptian floating restaurants.

Variation of a restaurant's offerings, such as an expansion in local favorites or global cuisines on a specific day of the week, was also advised in the research. It is important to note that the establishment of websites and Facebook pages in which the restaurants and their items may be found is required. Furthermore, take care of the restaurant's architecture and overall condition, as this has a significant impact on the number of consumers that frequented it. Efforts must also be done to improve the services offered to clients, as well as attention in the taste of the ingredients supplied and the variety of items available, each with a short overview of the ingredients in the

menus. Good nutrition attracts the interest of several elderly people. Lastly, to eliminate errors or complains, consider the equilibrium between the activities supplied and the rates served in restaurants.

Furthermore, some additional findings appeared during the research which can be helpful for the development of floating restaurants. Interior design was agreed to be the first thing that customers pay attention to when they visit a new floating restaurant. Nonetheless, to maintain the number of customers visiting, the service and food quality is found to be the most important factor, as people are still willing to go to the sidewalk/pavement coffee shop even though there is no attention paid to the interior design. To obtain a larger response, we suggest that the survey can also be distributed manually, reaching more people from different age groups, genders and backgrounds. In the case of sustainable practices, assumptions are employed differently than in the case of guest requirement and perception, in that customer expectation are not forecasts about what service providers "would" deliver, but rather what Restaurants "should" give.

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البحث في الأساليب المفيدة والممارسات المستدامة لتحقيق متطلبات عملاء المطاعم العائمة

محمد محمود عيسي^١ محمد حسين عبد الجابر^٢

^١أستاذ مساعد - قسم إدارة الضيافة - المعهد العالي للدراسات النوعية بالجيزة

^٢مدرس - قسم إدارة الفنادق - المعهد العالي للسياحة والفنادق - مدينة بدر

معلومات المقالة

الكلمات

المفتاحية

ممارسات الاستدامة؛
صناعة المطاعم؛
تصورات العملاء؛
المطاعم العائمة.

(JAAUTH)

المجلد ٢٨،

العدد ١،

(يونيه، ٢٠٢٥)،

ص ٢٦٢ - ٢٧٦.

الهدف من هذه الدراسة هو البحث ودراسة الأساليب المفيدة والممارسات المستدامة لتحقيق تصورات وانطباعات إيجابية لدى ضيوف المطاعم العائمة، حيث أن صناعة المطاعم بشكل عام من أسرع القطاعات نمواً في سياق الاقتصاد المصري وسيستمر تطورها في المستقبل أيضاً. هناك منافسة قوية ومستمرة بين المطاعم وبعضها البعض، وبالتالي سيكون ذلك لصالح العميل من خلال تقديم الأفضل دائماً، حيث أن كثير من الأسر المصرية الآن يفضلون تناول الطعام خارج المنزل بالمطاعم المختلفة حيث يؤكد ذلك على أهمية الدراسة واختيار المطاعم العائمة تحديداً. وقد تركزت الدراسة على عملاء المطاعم العائمة بالقاهرة الكبرى والتي أوضحت أن الضيوف أكثر ميلاً إلى جودة المنتج والطعام ونوعيته ويلبها السعر مقابل القيمة، ثم أجواء المطعم والتصميم والديكور، ويعد ذلك من أهم الممارسات المستدامة والعوامل المؤثرة على إدراك وقرار وسلوك الشراء لدى الضيف. كما أوضحت الدراسة أيضاً أن جميع العوامل المؤثرة على توقعات ورضاء العملاء تختلف حسب الفئة العمرية، فعلى سبيل المثال أظهرت الدراسة أن الشريحة الأكبر من ٦٠ عام تهتم بشدة بنوعية الطعام المقدم واللوجبات الصحية على عكس الشريحة التي تقل أعمارهم عن ٣٠ عام والتي تهتم بالسعر وأجواء المطعم. تُظهر هذه الدراسة أن تطبيق الطرق المفيدة والممارسات المستدامة وجودة الخدمة وسعر المنتج داخل هذه الفئة من المطاعم لهما التأثير الأكبر على رضا العملاء، كما يؤثران على ولائهم ونواياهم السلوكية في شراء المنتج مستقبلاً. من التوصيات الهامة بالدراسة التي يمكن أن تُسهم في تطوير المطاعم العائمة، أنه يجب على مديري المطاعم العائمة تقييم الأداء للعاملين للوصول إلى أعلى درجة من تحقيق جودة الخدمة وتطبيق الممارسات المستدامة للتأثير على العملاء وتحقيق رغباتهم، وأيضاً تحفيز الموظفين لتوفير الخدمة الجيدة. يوصي أيضاً بتنوع منتجات المطعم ومراعات ديكور المطعم العائم والشكل العام والتي تؤثر على الكثير من الزبائن الذين يترددون عليه، والاهتمام بنوعية الطعام الذي يقدم مع شرح موجز لمحتوياته في القائمة، كما يجب تقديم الأطعمة الصحية التي تزيد من اهتمام العديد من كبار السن، مع الأخذ في الاعتبار التوازن بين الخدمات المقدمة والأسعار المعروضة، وتحقيق المزيد من البيئة النظيفة وغيرها من الممارسات المستدامة ولوائح الصحة والسلامة وأيضاً الاهتمام بالتسويقي الإلكتروني لعرض كل ما هو جديد بالمطعم العائم حتى يمكن للعميل وبخاصة المحتمل Potential متابعة تطوير وتحسين المنتجات والخدمات المقدمة، وبالتالي الوصول إلى أكبر درجة ممكنة من الرضا وتحقيق رغباته والوصول إلى توقعاته وجميع متطلباته واحتياجاته.