

Electronic Menus :

I- It impact on Guests' Loyalty to Restaurants
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Abstract

The current study was conducted to explore the effect of exploiting electronic menu on customer satisfaction in terms of information provided. Quantitative data were collected from a restaurant which adopted electronic menu display device to approve whether the information on the menu and the innovative technology in restaurant have a positive impact on customer satisfaction and loyalty or not. nevertheless, service from waiting staff showed no significant impact.

Keyword: Electronic menus – technology in restaurants - customer – loyalty

Review

Electronic Menu (E-menu):

E-Menu is a new method by which guests can request their favorite food and beverage at their favorite restaurant through technology to be alternative for waiter and an alternative to the menu.

That the term menu has both a material and non- material meaning. The material meaning is the list of all the food items which are offered in a restaurant (Wansink et al. 2005). On the other hand, the non-material meaning is that menu affects customer perceptions of the restaurant experience (Ozdemir and Caliskan, 2014).

In some European countries and the United States, some restaurants try new technological application that makes it easier for their visitors to choose their favorite dishes through Let their table placed on the screen, rather than waiting for the waiter or wasting time curfew in the pages of the menu.

Microsoft says the huge software company's new innovation will transform the dining table to a large touch screen, and will be piloted in some hotels and casinos.

Customer Loyalty

As early as Keller (1993) defined customer loyalty as repeated purchase behavior driven by the love for a certain product over a period of time. Shanker et al. (2003) argued that loyalty should not be viewed merely as repeated purchase behavior. Repeated purchase is just a manifestation of the decision-making process, and does not include the mood and attitude of loyalty.

According to Pareto rule, 80% of the profits are created by 20% consumers (Johnson et al, 2006). Therefore, the 20% consumers are the company's core consumers, or called loyal consumers.

The true loyal consumers should have a sense of commitment and dependence towards the company, rather than simply being attracted and thus tend to choose this merchant. The value of loyalty is obvious. Loyal consumers only take up a small amount of time and energy of businesses, but they will bring a lot of profits; many loyal consumers tend to forgive the mistakes of the merchant; they are also less sensitive to prices; and they will recommend products to other people (Reichheld and sehefter,(2000).

In the environment of e-commerce, loyalty still cannot be ignored. E-Loyalty is consumers' preferences of and commitment to a certain online retailer and a repeat purchase behavior from this retailer (Soriano ,(2002). Reichheld and sehefter, (2000) defined e-loyalty as feeling or attitude that drives consumers repeat visits to a website and buy a particular product or service, and the purpose of the visits to the website is for information, entertainment or communication.

It is believed that the so-called E-loyalty is the same as the original loyalty in the physical world. The loyalty law still applies in the world of e-commerce: the same increase of purchase frequency, purchase quantity and also reduced sensitivity to price. Therefore, even if the costs of establishing e-loyalty is larger than the traditional store, however, once it is established, profits will increase faster (Reichheld and Schefter, 2000).

Based on the definition of Soriano ,(2002), the current generic concept of e-loyalty is used: out of preference and commitment, customers visit a website repeatedly, keep an eye on the product information, purchase the products or services through the website repeatedly, have a high degree of trust and loyalty to it, and consciously maintain, increase and enhance the website's interests or image.

Loyal customers help the organization in determining anticipated stream of sales and increasing profits. In addition, customers who are familiar with the organization's brand will most likely recommend it to their friends and families and affect the feedback cycle and product evaluation of the organization, which is of vital importance in today's business environments (Khan, 2012). Customer loyalty towards brand name could lead to positive word of mouth advertising, creation of major barriers to rival entry, empowerment of companies in dealing with competitive threats, sales creation and increased revenues, and reduced sensitivity of customers to marketing efforts of competitors .In this study, loyalty was measured according to purchase recurrence rate and the rate of introduction of the virtual shop to friends.(Safari et al,2015).

Loyalty dimensions

Behavior and attitude are two dimensions for the customer loyalty (Kandampully and Suhartanto, 2004). The behavioral dimension refers to a customer's behavior of repeated dining at a certain restaurant over time. Attitudinal dimension, on the other hand, refers to a customer's intention to repurchase and recommend (Getty and Thompson, 1994). Moreover, a customer who has the intention to repurchase and recommend is very likely to remain with the restaurant.

Ways restaurants can use technology to build customer loyalty

According to Lee et al. (2003), here are five areas where technology can help to increase the loyalty of customers:

1. Personalization

One great benefit of technology is that it's very flexible. For example, electronic menu boards allow restaurants to change up their offerings seasonally, daily and even for each individual customer if wanted.

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Rather than pay for new menus or to makeover the ones you have on a regular basis, digital menu boards allow you to personalize the experience of ordering from your restaurant, showing customers the dishes that are most in-season, the ones they've ordered frequently before or new specials that they might want to try (Parasuraman, 2000).

You can also use technology to simplify the process of putting together an order in the kitchen, and thereby allows you to offer customers more choices. For example, if your order display technology in the kitchen shows chefs exactly what to put where and when, it's no big deal for each order to be customized. And as Blaze Pizza has observed, customers love being able to pick exactly what goes into their meals (Oronsky and Chatoth, 2006).

Another smart idea is to implement technology that lets you track things like customer birthdays, anniversaries and other important milestones. That way you can offer them something special at that point in time and give them a reason to visit you and a positive touch point with your brand via personalization.

<http://www.squadle.com/blog/restauranttechnology-customer-loyalty>.

2. Communication

Another major benefit of the increasing availability of technology to restaurants is that it can make it far easier to stay top of mind with your customers. That's because it's never been easier to communicate with them. The key here is to figure out which mediums your customers like to communicate with you on. And remember that it won't be the same across the board

(Law et al, 2012).

For example, some people may be willing to get a weekly email from you about specials. Others might prefer to access that information via your Face book page ,Still others will happily download your mobile app to get push notifications about special discounts or store events.

Take the time to figure out how your customers like to communicate with you and craft a customer relations strategy that allows you to reach them when and where they want to be reached. This will help you stay top of mind and thus keep them coming back, building loyalty over time. <http://www.squadle.com/blog/restauranttechnology-customer-loyalty>

3. Convenience

Many restaurants today, like BJ's, have discovered the benefits of offering customers order-ahead capabilities. This way, customers know that they won't have to wait in line if they are getting take-out and that their food will be ready fast if they're sitting down to eat. In today's harried world, this can be a huge source of comfort for consumers (Buchanan, 2011).

Additionally, there are many apps available today that enable consumers to order at the table and even pay without handing their credit cards over to the waiter. This doubles both a convenient dynamic and a more secure way to pay (Dixon et al,2009), Tablets at the table can also offer more information about menu items, such as a full list of ingredients for health-conscious or allergy-afflicted patrons. They can also offer games and other forms of entertainment, which can make it easier for parents dining out with children to enjoy their meals.

Offering this level of convenience sends a message to your customers that you value their time, thereby a stronger affinity with your brand is maintained.

4. Connection with Younger Demographics

Technology also has the benefit of appealing to younger demographics. Remember that many millennial (and other generations) rely heavily on review sites like Yelp to determine where they will eat. Keeping up with your score on these sites and doing what you can to encourage positive reviews can go a long way (Dixon et al, 2009).

Often people are very tuned into what their friends are doing on social media, so a check-in or even just a simple mention of your restaurant on a social media site can also convince people to visit. They're more likely to favor your restaurant if their friends like it too. To take advantage, make sure you are monitoring social media and review sites and taking notes of trends and correlations in online and offline activity (Dean, 2011).

Also look into visually-driven mediums where it may make sense to post photos of your food. People love to photograph their meals and to look at "food photos." It's a great way to keep people thinking about your food and coming back for more. For example, you could share images of new creations by your chefs or ask permission to repost snapshots taken by your customers to spread the word about your food and drive loyalty among your fan base.

<http://www.squadle.com/blog/restauranttechnology-customer-loyalty>

5. Rewards

According to Lee et al. (2003), one of the best ways to increase loyalty is to offer rewards to your customers for engaging with your brand online. The best rewards programs today are technology-driven because they rely on data to offer customers incentives that are personalized to their interests and preferences. Soriano, D. (2002), sees that some restaurants, like Yogurt land, have even gasified the experience of visiting their outlets, offering rewards for frequent visits or for trying new menu items. This can work especially well with younger generations. It's also important when it comes to rewards-based loyalty programs to be sure you understand what your target audience values and how they like to interact. For example, another gasification-based rewards app, Greene Turtle Rewards, has been particularly successful because they have themed their loyalty program around sports. Their competitive fan base is more than happy to engage.

The good news is that tons of rewards-based loyalty apps exist that you can take advantage of; there's really no need to reinvent the wheel, as long as you rely on data about your customer base to offer them an experience that appeals to their tastes (Oliver,1999), In addition to all of the customer-facing technologies that can be used to build loyalty, it's important to remember that, at the end of the day, you need to cover all your bases behind the scenes too. That means making sure you meet compliance requirements, keeping service running smoothly and building a staff of satisfied, hardworking employees. Technology can be a huge help in these areas, too.

Ultimately, you should look for opportunities to put tech to work improving your restaurant in ways that customers will both notice (think: tablets on tables) and not notice, but would appreciate if they did (think: clean, compliant kitchens.) This combination is a powerful way to ensure loyalty with your customers.

<http://www.squadle.com/blog/restauranttechnology-customer-loyalty>

Relationship between electronic menu and customer loyalty

In the view of technology innovation, the participants pointed out that the iPad menu was the state-of-the-art, which also reflected the trendy image of the restaurant as well as their efforts to be customer-friendly. (Dean,2011)

suggested that the technology being developed and implemented by restaurants is ultimately going to improve service quality and customer satisfaction; therefore, food service operators are practicing the technological advance into their operation. In line with several studies (Asif, Javed, and Saleem, 2011; Bitner, 2001; Dean, 2011), restaurant operators who adopt innovative technology on customer services could have better opportunity to increase customer satisfaction.

Research Hypotheses:

Examining the relationship between the electronic menu and guest loyalty

Research Methodology

Sample and Data Collection

A self-administered questionnaire with restaurant guest was designed as the research instrument for collecting primary data. It was designed and distributed to a sample of guests in restaurants. The Seven point Likert-type scaling method was developed within the questionnaire.

The questionnaire included two sections. The first section dealt with the respondents' demographic profile, while the second section focused on some questions related to loyalty.

The population size of restaurant targeted is 20 restaurant, a total of 261 guest questionnaire forms were distributed according to sample size. Among them 216 completed guest forms were valid (83% response rate) (see table 1).

Table 1 Number of restaurants and areas

Restaurant Name	Area
Chilis	Heliopoles- Zamalek
Spectra	Tahrir – Abbasya- Nasr City- Manial- Heliopoles
Pizza Hut	Tahrir- Abbasya- Nasr City -HeliopolesZamalek – Ramsis – Tagammao - Shobra- Maadi- Helwan
KFC	Tahrir- Abbasya- Nasr City -HeliopolesZamalek – Ramsis – Tagammao - Shobra- Maadi- Helwan
Mo'men	Tahrir- Abbasya- Nasr City -HeliopolesMohandseen – Ramsis – Tagammao - Shobra- Maadi
Peking	Tahrir- Zamalek -Nasr City- MaadiHeliopoles
Hardees	Tahrir- Maadi –Abbasya- Manial- Nasr City Zamalek- Shobra-Dokki
Prego	Mohandseen-Manial-Abbasya- Nasr City- Maadi - Heliopoles
Tikka	Mohandseen-Tahrir- Manial- Nasr City Heliopoles - Maadi
Papa John's	Abbasya-Zamalek-Dokki-Maadi- Nasr City Heliopoles
Steak out	Heliopoles –Maadi- TagammaoMohandseen
Casper	Abbasya - Nasr City- Heliopoles
Hadramot	Heliopoles -Dokk -Nasr City –Maadi- Helwan
Cook Door	Heliopoles- Nasr City- Tahrir- Zamalek- shobra- Helwan
Fish Market	Heliopoles- Maadi- Tagammao
McDonald's	Maadi -Nasr City- Tahrir- Heliopoles- Zamalek - Dokki–Shobra- Helwan
Cortigiano	Dokki- Nasr City- Heliopoles- Maadi
Sushi Bike	Tagammao
77 spice	Nasr City
Al Dahan	Tagammao- Heliopoles- Mohandseen - Al Hussein

Statistical Package for the Social Sciences (SPSS) software, version 20 was used to analyze the collected data. Frequencies were used to analyze the profile of respondents. Descriptive statistics; i.e. mean and standard deviation (SD) were used to analyze the scales. Pearson correlation and multiple regression analysis were used to test the research hypothesis.

Demographic data analysis

This question was designed to highlight the profile of the respondents in the investigated samples

Table(2) : Age of Respondents

Age	Frequency	Percent
more than 50 years	27	12.5
35 up to 50	54	25.0
valid 25 up to 35	63	29.2
less than 25	72	33.3
Total	216	100.0

Table (3) : Gender of Respondents

Gender	Frequency	Percent
Female	117	54.2
valid Male	99	45.8
Total	216	100.0

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Table (4) :Marital Status of Respondents

		Frequency	Percent
valid	married with children	81	37.5
	not married	81	37.5
	married without children	54	25.0
	Total	216	100.0

Table 5: Education of Respondents

		Frequency	Percent
valid	bachelor degree	54	25.0
	high school	99	45.8
	college degree	63	29.2
	Total	216	100.0

Table 6 : Occupation of Respondents

		Frequency	Percent
Valid	Student	74	34.3
	Employed	51	23.6
	self- employed	62	28.7
	Other	29	13.4
	Total	216	100%

Results and Discussions

The impact of using electronic menu on customer loyalty

Table (7)

	M	SD
E:the impact of using electronic menu on customer loyalty		
1. I would recommend this online restaurant to those who seek my advice about such matters	5.29	.61
2. As long as it is running, I will not choose other restaurant	4.95	.61
3. To me, this is the best experience in ordering by online menu	5.50	.64
4. I say positive things about this online restaurant to other people	5.50	.57
5. I would encourage friends and relatives to use this online restaurant	5.58	.57
6. I would post positive messages about the online store on Internet social media	5.41	.57
7. I will keep an ongoing relationship and return back to this restaurant	5.50	.57
8. This on line restaurant would be my first choice over another restaurant	5.41	.57

Table (7) shows that the mean score for the statement (I would encourage friends and relatives to use this online restaurant) was the highest. (5.58 and SD .57).

While the statement (As long as it is running, I will not choose other restaurant) was of the lowest score (4.95), SD (.61), However, the means of the other factors were above (4.95).

The finding show that most of the items have an average mean score which mean that the respondents have loyalty to the restaurants which use the electronic menu.

The Relationship between Ordering Experience of Electronic Menu and Guest satisfaction and Loyalty

This question was designed to indicate the relationship between E-menu and guest satisfaction and loyalty. The relationship was investigated using Pearson product-moment correlation coefficient (see table 8).

Table 8 (Pearson product-moment correlation)

		Using E-menu
loyalty	Pearson Correlation	.711**
	Sig. (2-tailed)	.000

There was a large positive correlation between using E-menu and guest loyalty (r .711, n = 216, p < .000).i.e, the E-menu can positively affect the customer loyalty. This finding agrees with Grönroos, (2007) who stated that service quality refers to the results of comparison between that customer expectation and perception, Service quality has a lasting impression on the customers which will make them want to come back, thereby making them loyal.

Assaker et al. (2010) highlighted a significant positive relationship between customer satisfaction and loyalty, the ordering using experience is a part of the entire service experience which plays a vital role in customer satisfaction and loyalty.

Testing Research Hypotheses

Research hypotheses were tested using regression analysis.

Dependent Variable	E - Menu			Hypothesis
	Beta	S. Error	Sig.	
Loyalty	.537	.061	.000	Supported

Hypothesis investigated the relationship between E-menu and loyalty. It was hypothesized that there would be a positive relationship between E-menu and loyalty. The results demonstrated positive and significant paths from E-menu to loyalty ($\beta = .537, p \geq 0.01$). Hence, hypothesis 1 was supported.

Conclusions and Recommendations

The following recommendations could be suggested in order to increase the guest loyalty in restaurants by using the technology-

- Restaurants managers should pay attention when choosing the way to develop the performance of service because this will affect positively attraction guest.
- The trend should be to use the technology because of its great impact on guest satisfaction.
- Access to guest satisfaction leads to loyalty.

Implications for Further Research

There are good opportunities for future research with regard to the lack of research on electronic menu in the restaurants. Some of these are:

- It would be useful if future researches could be focused on the effect of e-menu on the guest.
- Future studies could be on other guest behaviors that electronic menu may have effect on.

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- <http://www.squadle.com/blog/restauranttechnology-customer-loyalty>

تأثير تطبيق قوائم الطعام الإلكترونية في ولاء عملاء مطاعم

تعتبر قائمة الطعام الإلكترونية طريقة جديدة يمكن من خلالها طلب طعامك المفضل في مطعمك المفضل، من خلال تكنولوجيا لتكون بديلا عن النادل، وبديلا عن قائمة الطعام الورقية التقليدية.

كما تجرى اختبارات أخرى على نسخة أخرى من البرمجية تسهل للزبون الدخول إلى موقع المطعم في شبكة الإنترنت وطلب الطعام من خلال أجهزة اللاب توب أو الموبايل، لكن العديد من رواد المطاعم يرتابون في نجاح فكرة قوائم الطعام الإلكترونية.

مميزات قائمة الطعام الإلكترونية :-

- 1- تشجيع العملاء على تجربة وجبات وأصناف لم يعرفوها من قبل عن طريق تقديم الصور عالية الدقة والوصف الكامل للمحتويات.
- 2- التطبيق جذاب بشكل كبير لعملائك.
- 3- تحسين كفاءة ودقة توصيل الطعام والتسهيل على القوى العاملة.
- 4- تجربة فريدة من نوعها بالنسبة للعميل وحتى للمطعم.
- 5- القابلية الكبيرة للتعديل في أي وقت وإضافة أصناف جديدة.
- 6- دعم متعدد اللغات لخدمة جميع شرائح العملاء.

وكانت أهم التوصيات :-

- تطوير برامج تحفيزية لتشجيع الاحتفاظ بالعملاء وضمان علاقات قوية بين المؤسسة وعملائها من خلال اختلاف وسائل جذب تجعل ولاء العملاء يزيد تجاه المؤسسات التي تتبع هذا النهج ومن أهم وسائل الجذب في العصر الحالي استخدام التكنولوجيا الحديثة .
- على المؤسسة تحسين درجة ولاء العملاء من خلال تطوير قيمة المؤسسة لدى العملاء ، مما يأتي ضمن إطار تصميم وتطوير المنتج وخدمة العملاء بالشكل الأمثل واكتشاف وسائل جديدة لتلبية احتياجاتهم المتغيرة والمتطورة الأمر الذي ينعكس على مستوى ولائهم للمؤسسة بالإضافة إلى استخدام التكنولوجيا الحديثة في المطاعم وتخطى توقعات العملاء يساعد على زيادة شعورهم بالراحة والاستمتاع بدرجة أكبر مما يؤدي إلى زيادة درجة ولائهم وتحسين الربحية .