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MODERN INVENTIONS, TECHNOLOGIES AND IDEAS: PROBLEMS, THEORIES AND CHALLENGES

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QUALITY MANAGEMENT SYSTEM FOR RESTAURANT SERVICE – SERVICE STANDARDIZATION

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The relevance of the study is driven by increasing competitive pressure in the restaurant sector and changing consumer expectations regarding the speed, consistency, and predictability of service. Under conditions of staffing risks and rising costs, service quality becomes a managerial variable that influences guest loyalty and the enterprise's financial performance [1].

The purpose of the study is to substantiate the implementation of a service quality management system in a restaurant and to develop a set of organizational and managerial measures for standardizing service processes.

According to the survey results, the integrated service quality score was 4.44, which corresponds to a high level. At the same time, areas for improvement were identified: service speed during peak hours, the “price–quality” ratio, inconsistency of service during large-scale events, and insufficient formalization of staff action algorithms in non-standard situations.

The proposed service quality management system includes: developing internal service standards for each stage of guest interaction [2]; regular training in communication and complaint handling; adjusting staff schedules during peak periods; introducing feedback mechanisms (questionnaires and online reviews) as a basis for managerial decisions; and internal monitoring of compliance with standards through spot checks and the “mystery guest” method [3]. A separate focus is placed on personalizing service for different guest segments.

Projected effectiveness of the measures includes: increasing customer satisfaction from 75% to 88–90%, raising the repeat-visit rate from 40% to 55%, reducing the average order fulfillment time from 20 minutes to 15–16 minutes, and decreasing the complaint rate by 35–40%. The average spend per head is expected to increase by 15%, and the number of guests per month to rise from 2,000 to 2,300, which will generate an increase in monthly revenue.

The concluding provisions confirm the feasibility of moving from fragmented service control to a systematic service quality management model. The proposed set of

measures can be used as a practical template for mid-sized restaurant establishments seeking to improve service consistency and economic performance.

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Scientific publications

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