A Study of Customer Satisfaction in the Dubai's Restaurant Industry

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Abstract— Customer Satisfaction is one of the key roles in bringing success to any business organization that has a product or service to offer or sell. Each and every organization makes sure to not only keep the pre-existing customers but also garner new potential customers significantly and may only be possible when the current target customers are completely satisfied of the company. The objective of this study is to understand the basics of what the definition of customer satisfaction is and how important it is to an organization in a fast-paced industry. Moreover, the advantages of customer satisfaction to a restaurant business will be explained. In the last part of this research paper, a survey was conducted to find out whether customer satisfaction matters to the market as well.

Index Terms— Customer satisfaction, Advantages, Importance, Restaurant Industry, Food Industry Dubai

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