

**SURVEY ON FOOD QUALITY AND CUSTOMER SATISFACTION**

A PROJECT REPORT

***Submitted to Dr .V. Sakthi Murugan***

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***In partial fulfilment for the award of the degree of***

***TOTAL QUALITY MANAGEMENT FOR LOWCOST PRODUCTION***

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## **BONAFIDE CERTIFICATE**

Certified for this project report “**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING PLATFORMS**” is the Bonafede work of “**T. RUCHITHA & M. GAYATHRI**” who carried out the project work under my supervision.

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**ABSTRACT**

The purpose of this study was to investigate how food quality affects patron pleasure. With regard to halal, food, hygiene, menu, atmosphere, assurance, accuracy, responsiveness, interior design, external environment, and price, there are 11 criteria that were used to evaluate restaurants. The sample was made up of 289 respondents who were chosen at random from 100 full-service restaurants in Saudi Arabia, divided into small (70) and large (30) eateries. Based on a review of the literature, a 33-item questionnaire was created in order to gather the necessary information. Eleven hypotheses that were put forth and are all supported are based on the dimensions of restaurant excellence that were chosen. The results demonstrate that customer satisfaction is significantly and favorably influenced by all of the food quality parameters investigated.

**INTRODUCTION**

Humans have more fundamental needs for food than for shelter and clothing. It offers enough to support the body's development, upkeep, repair, and reproduction. Foods that provide vital elements including carbs, lipids, proteins, vitamins, and minerals come from both plant and animal sources. An extensive inspection of a food processing facility is provided by a food hygiene audit or food safety audit in order to assess the facility's adherence to recognised food hygiene and safety standards as well as the company's unique hygiene policies and practises. A food safety audit lowers the likelihood that contaminated food will reach consumers, prevents expensive product recalls, and promotes your business's good name.



**Fig. 1 Quality food**

Protecting the consumer is the most crucial component and ultimate aim of food quality control. Food laws and regulations cover related acts that have an impact on marketing, production, labelling, the use of food additives, dietary supplements, enforcement of good manufacturing practise (GMP), hazard analysis and critical control point (HACCP), federal laws and regulations, factory inspections, and import/export inspections in order to ensure uniformity of these processes. The US Food and Drug Administration (FDA), the United States Department of Agriculture (USDA), the National Marine Fisheries Service (NMFS), and the Environmental Protection Agency (EPA) are among the government agencies in charge of regulating the composition and quality of foods.

Toxic compounds are taken out of the food products through food analysis. While being stored, it extends the foods' shelf lives and lowers the quality of the food goods. According to the assessments, food is resistant to germs and deterioration. It enhances the quality of life for those who cannot ingest several common dietary ingredients, such as diabetics, allergy sufferers, and others. It has additional minerals, like vitamins.

**RESEARCH METHODOLOGY**

• The current investigation is exhaustive and exhaustively looking backward. This suggests that the audience might view the research.

• The research is supported by both mandatory and optional sources of data. Additionally, some subjective research was done.

• The study took into account information from supplemental sources such books, websites, paper articles and publications. Finally, A survey was taken with the help of Google Forms.

**IBM SPSS Statistics Software:**

• The IBM® SPSS® software platform offers advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open-source extensibility, integration with big data and seamless deployment into applications.

• We have used this to compare and analyse the results of the survey through a Bar Graph.

**Limitations of IBM SPSS Software:**

• It cannot be used to analyse a very large data set.

• It ends up giving you simple answers for complex issues.

**Literature review**

The food business, food safety and quality audits are frequently used for a variety of purposes (evaluating management systems, obtaining certifications to specific food safety and quality standards, assessing the state of facilities and products, confirming legal conformity, etc.). Today, the public and commercial food sectors have been able to create a variety of food safety and quality standards because to the growing consumer interest in food safety and quality issues, which was mostly brought on by previous food crises. These standards have benefits and drawbacks, and the effectiveness of each one depends on a number of variables, including the knowledge and abilities of the auditors and the specific standard being applied. Despite ongoing investments by the sector in creating and enhancing these systems, the number of foodborne outbreaks per year seems to be rising [Konstantinos V et al 2017].

There hasn't been a thorough analysis examining the connection between the food environment and diet despite the issue of obesogenic surroundings receiving more attention. The purpose of this study is to investigate this link in the existing literature, paying particular attention to the exposure assessment method (GIS, survey, or retail audit). Using a conceptual definition put forward by Penchants and Thomas (1981), this study also examines the five aspects of "food access" (availability, accessibility, affordability, accommodation, and acceptability). The reference lists of the included research served as an additional source of information when retrieving articles from Web of Science using a methodical keyword search. The exposure assessment method and the conceptual characteristics of access it captured were used to review and categorise 38 studies. Despite being the most prevalent, GIS-based measurements were less frequently related with diet than other measures. A systematic review of statistical process control implementation in the food manufacturing industry[panel Caitlinm.et al. 2020]

The objective of this systematic literature review was to compile and assess food losses and waste estimates, from developed countries, across the food supply chain. The methodology involved systematically identifying studies and extracting, compiling and analysing their estimates of food losses and waste. Of the 55 estimates extracted, from these studies, the most (43·6%) were from the consumption (average 114·3 (kg/capita)/year) part of the food supply chain. On average, total food losses and waste were 198·9 (kg/capita)/year. While this review revealed a high degree of variability of estimates and inconsistent trends for the independent variables: scope of food waste, geography and study methodologies; food waste generation, at the consumption part of the food supply chain, was significantly higher for North American compared with European estimates (*p*= 0·003); and significantly higher (*p*= 0·030) for indirect than direct estimates. Similarly, total food waste generation indirect estimates were significantly higher (*p*= 0·035) than directly measured estimates. To improve the accuracy and precision of food losses and waste estimates, additional research is required to develop and implement a bespoke, weight-based and statistically sound methodology for its direct [Paul van der Werf.2022]

Companies are audited by independent certification organisations (CBs) to assess their adherence to standards. We empirically investigate the factors that influence audit grades using panel data from the British Retail Consortium food programme, a leading worldwide food safety standard for manufacturers. We demonstrate that, on average, manufacturers who certify for the first time receive lower audit scores, which is consistent with certification enhancing food safety procedures. Comparatively speaking, small manufacturers are at a disadvantage to large (multisite) firms who, on average, get higher grades. We also test and find evidence for the idea that more CB competition results in better ratings, which raises questions about a possible conflict of interest in certification. [Panel peter over Bosch. 2021]

The objectives of food safety and quality management are safety, legality, consistency, and consumer acceptability. The guiding principles are hygiene, prevention and risk reduction, reliability, consistency, traceability, relevance to customers or consumers, and transparency/accountability. As well as key worldwide advancements in terms of legislative requirements and standards bodies like ISO and GFSI, the procedures and certification standards and schemes linked with each of these principles are reviewed, along with their advantages and disadvantages. Examples of trends include the ISO High Level Structure initiative, which created a uniform structure and content for all ISO management system standards, facilitating the integration of, for example, Quality/Food Safety/Environmental management systems and the expansion of international standards in terms of both the full scopes. [Yuqin Zheng. 2023]

It is now well established to assess food safety management systems (HACCP and its supporting pre-requisite programmed) using audit methodologies, not only to confirm compliance but also to pinpoint areas for improvement. The ability of the auditors, who will approach the initial planning and preparation in a systematic manner, is essential for a relevant review. Although it is not required, reviewing all pertinent paperwork prior to the assessment's on-site section can be highly beneficial in allowing for research and the development of a list of questions for the on-site portion's follow-up. Following the completion of the document review and the on-site audit, the findings are assessed and ranked according to their potential impact on the organization. A corrective and preventative action plan is submitted to the organization. [Panel Yasmine Morarji. 2021]

To develop and examine the reliability of a Meal Quality Audit Tool (MQAT) that will help dietitians and food service managers identify areas that need to be improved while also gauging the calibre of hospital meals. Methods The MQAT was developed with the assistance of expert counsel and has undergone changes as a result of extensive use and user input. A step-by-step process was used to assess the test's content validity and reliability, which included (i) trials with 60 dietetic students, (ii) trials with 12 food service dietitians working in the field, and (iii) an examination of inter-rater reliability. Phases 1 and 2 checked the content's accuracy and supplied data for a minor revision to the MQAT's score, language, and layout. Five identical dinners were the subject of eight different meal quality audits. [Mary Hannan -jones. 2020]

To comprehend, track, and compare the extent of food loss in hospital foodservices, it is critical to measure food waste using a controlled method. The goals of this systematic review were to (I) create a tool that everyone could agree on for conducting a food waste audit in a hospital foodservice setting and (ii) describe and evaluate the methodological aspects of waste audits used in hospital foodservice settings that gauge total food and food-related waste. Seven electronic databases with peer-reviewed publications were searched, and 17 Google Advanced searches turned up articles about food waste audit methods that have been used or developed for hospital foodservices. There were two rounds of study selection and quality assessment. Data that described the audit were acquired and synthesised. [Judi porter. 2023]

Today's information and communication technologies (ICT) are employed for production processes and quality management. These technologies include interdisciplinary science integration that meets applications in the food manufacturing industry. Together with the advancement of metrology, sensor-based measuring devices, and ICT technology, which is used to design for the assessment, food production and quality management are constantly evolving. Beginning with measuring the precise and trustworthy data from the production, quality management is conducted. And then it goes on to transport and store the gathered data in a safe chain. Certifier competition and audit grades: An empirical examination using food safety certification. [Gizem sen.2023]

Consumer food behaviour has received a great deal of attention from marketers, researchers, and regulators. A limited understanding of consumers' unhealthy food choices is provided by the current literature and past analyses in light of the rising worldwide obesity pandemic. By looking at consumer psychology for food decisions in terms of cognitive processes and action, this study aims to close this gap.

84 papers from the Web of Science database and a few prestigious marketing journals were analysed in this comprehensive review of the literature. Themes were meticulously examined and organised into a framework. Gaps, limits, convergence, and ambiguous results were noted in order to decide the best course of action for future research. [Abdul Wahid-khan. 2021]

The use of quality audits to evaluate the efficacy of quality management systems in manufacturing and service organisations has been a significant development in operations management during the past 20 years. However, in order to maximise the advantages of non-financial audits, auditors and their clients will need to gain a better awareness of and appreciation for the proper roles, responsibilities, and skills of the non-financial auditor. In order to evaluate two hypotheses concerning the responsibilities and standards of non-financial auditors, this study used data from surveys of 126 practising non-financial auditors and 400 non-financial audit customers in Australasia. The findings show that non-financial auditors think they are offering an auditing style that is firmly centred on creating ongoing improvements to clients' quality systems. Apparently, non-financial auditors. [Mile Ternivka. 2023]

To develop and test the reliability of a Meal Quality Audit Tool (MQAT) to audit the quality of hospital meals to assist food service managers and dietitians in identifying areas for improvement. The MQAT was developed using expert opinion and was modified over time with extensive use and feedback. A phased approach was used to assess content validity and test reliability: (i) trial with 60 dietetic students, (ii) trial with 12 food service dietitians in practice and (iii) interrater reliability study. Phases 1 and 2 confirmed content validity and informed minor revision of scoring, language and formatting of the MQAT. To assess reliability of the final MQAT, eight separate meal quality audits of five identical meals were conducted over several weeks in the hospital setting. Each audit comprised an ‘expert’ team and four ‘test’ teams (dietitians, food services and ward staff). Interrater reliability was determined using intra-class correlation analysis. [Jennifer Merilyn. 2021]

The actual consumer expectations regarding food safety and their predictable reaction in the event of foodborne outbreaks are the topics of this essay. We give an overview of the buying process for risky products and explain why consumers behave in a certain way when faced with sanitary risk. Furthermore, we demonstrate how true quality signals on the European market (organic production, designation of origin, private retail labels, etc.) could increase consumer confidence by using the findings of many studies that concentrated these effects in the meat and fruit and vegetable sectors. [Alexandra sabra pinto. 2020]

The issue of how to feed the globe is crucial, as is the significance of food logistics. The food-related components of logistics study are reviewed in the literature in this essay. Nine logistics and supply chain management journals yielded a total of 159 published papers, 104 of which had a food logistics focus. The articles were divided into categories based on the types of logistics activities that were examined from the perspectives of various actors and actor constellations in the food supply chain. The papers were also divided into groups based on which aspects of food products they identified as having an effect on logistical operations. It was noted that food products have distinctive qualities and that those involved in the food supply chain operate in a particular environment. Consequently, this essay offers the following detailed explanation of food logistics: food distribution. [Anna Fredriksson. 2023]

# In order to ensure food safety, this study strives to deepen our understanding of viewpoints on food traceability in four supply chain risk management (SCRM) techniques. Food traceability is now receiving more attention as a way to pinpoint the root causes of supply chain flaws as a result of the occurrence of food safety breaches By examining viewpoints based on SCRM techniques, this work synthesises the larger topic of food traceability and gives an overview of the relevant literature. A total of 129 published papers were chosen, and they were analysed using content [Henrik rings berg. 2020].

# STATISTICAL RESULT ANALYSIS

# Table. 1 Participants Age

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| age \* response | 4 | 100.0% | 0 | 0.0% | 4 | 100.0% |

# 

# Figure.1 Participants Age

# INTERPRETATION

# From the graph we can conclude that people of age 15-19 have mostly participated in the survey.

**Table. 2 Gender Participant’s**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| gender \* response | 3 | 100.0% | 0 | 0.0% | 3 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| gender | |
| response | N |
| .00 | 1 |
| 30.00 | 1 |
| 70.00 | 1 |
| Total | 3 |

# 

# Figure.2 Gender

# INTERPRETATION

# From the graph we can conclude that mostly males have participated in the survey.

|  |  |
| --- | --- |
| **Report** | |
| audit | |
| response | N |
| 25.00 | 1 |
| 35.00 | 1 |
| 40.00 | 1 |
| Total | 3 |

# Table. 3 Customer satisfaction

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | | |
|  | Cases | | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| audit \* response | 3 | 100.0% | 0 | 0.0% | 3 | 100.0% |

# 

# Figure.3 Customer satisfaction

# INTERPRETATION

# From the graph we can conclude that most of the people opted that quality is the purpose of customer satisfaction. Secondly, they preferred both safety measures and quality

**Table. 4 Quality**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| access \* response | 4 | 100.0% | 0 | 0.0% | 4 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| access | |
| response | N |
| 15.00 | 1 |
| 25.00 | 2 |
| 35.00 | 1 |
| Total | 4 |

# 

**Figure.4 Quality**

# INTERPRETATION

# From the survey we can conclude that criteria used to access the food quality is mostly taste, hygiene and then fresh and natural.

**Table. 5 clean maintenances**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Clean maintained \* response | 4 | 100.0% | 0 | 0.0% | 4 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| clean maintained | |
| response | N |
| 5.00 | 1 |
| 30.00 | 2 |
| 35.00 | 1 |
| Total | 4 |

# 

# Figure. 5 Clean maintenances

# INTERPRETATION

# As per the survey most of the people disagreed to the statement that food service areas are clean and well maintained.

**Table. 6 Food preparation method**

|  |  |
| --- | --- |
| **Report** | |
| safe | |
| response | N |
| 5.00 | 1 |
| 15.00 | 1 |
| 30.00 | 1 |
| 50.00 | 1 |
| Total | 4 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| safe \* response | 4 | 100.0% | 0 | 0.0% | 4 | 100.0% |

# Figure.6 Food preparation method

**INTERPRETATION**

As per the survey 50% people opted that food preparation method may be safe and 5% people opted it may not be safe.

**Table. 7 High quality**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| quality \* response | 2 | 50.0% | 2 | 50.0% | 4 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| quality | |
| response | N |
| 30.00 | 1 |
| 70.00 | 1 |
| Total | 2 |

# Figure.7 High quality

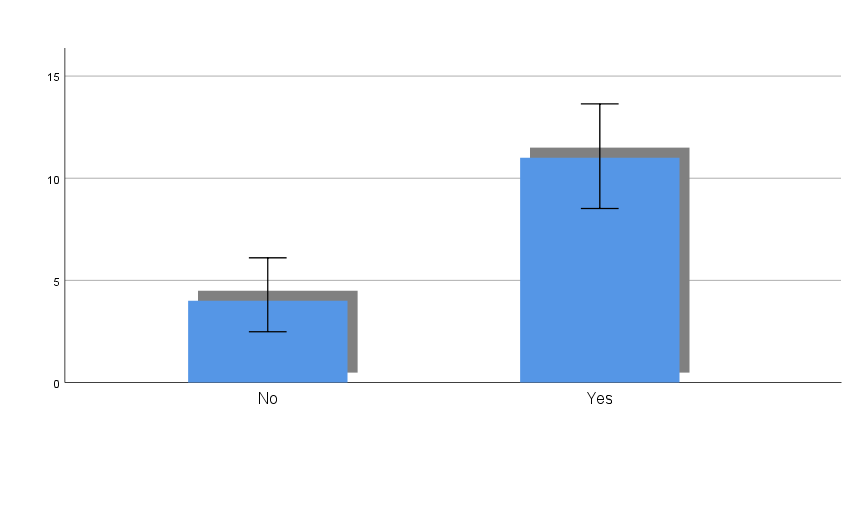
**INTERPRETATION**

As per the survey we can conclude that ingredients used in food preparation of high quality which was opted by 70% of the people.

**Table. 8 Complaints**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| complaints \* response | 2 | 50.0% | 2 | 50.0% | 4 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| complaints | |
| response | N |
| 25.00 | 1 |
| 75.00 | 1 |
| Total | 2 |



**Figure.8 Complaints**

**INTERPRETATION**

As per the survey 75% of the people opted ‘yes’ for the customers complaints against food quality.

**Table. 9 Problems**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| problem \* response | 3 | 75.0% | 1 | 25.0% | 4 | 100.0% |

|  |  |
| --- | --- |
| **Report** | |
| problem | |
| response | N |
| 10.00 | 1 |
| 35.00 | 1 |
| 55.00 | 1 |
| Total | 3 |

# 

# Figure.9 Problems

# INTERPRETATION

# As per the survey 55% people opted that expensive food is the problem in the canteen and 35% of the people opted lack of hygiene.

# Table. 10 Treating customers

# 

# 

# Figure. 10 Treating customers

# INTERPRETATION

# As per the survey 60% of the people opted that the way of treating the customers is good.

# Table. 11 Scale

# 

# Figure. 11 Scale

# INTERPRETATION

# As per the survey 45% of the people given 4-6 rating to the food quality of the canteen.

# Table. 12 Food category

# 

# 

# Figure.12 Food category

# INTERPRETATION

# As per the survey 85% people mostly prefer non-veg food and least people prefer veg.

# Table. 13 Freshly made canteen

# 

# 

# Figure.13 Freshly made canteen

# INTERPRETATION

# As per the survey 35% of the people always go to freshly made canteen and 5% of the people never goes to freshly made canteen.

# Table. 14 Timely manners

# 

# 

# Figure. 14 Timely manners

# INTERPRETATION

# As per the survey 60% of the people agreed to the statement that food is provided in timely manners.

# Table. 15 Taste

# 

# 

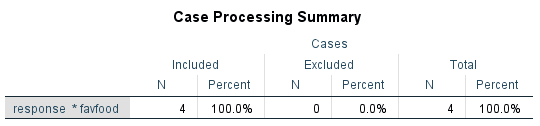
# Figure.15 Taste

# INTERPRETATION

# As per the survey 60% of the people satisfied with the taste of the food in freshly made canteen.

# Table. 16 Favourite food

|  |  |  |  |
| --- | --- | --- | --- |
| **Report** | | | |
| response | | | |
| favfood | Mean | N | Std. Deviation |
| beverages | 20.0000 | 1 | . |
| Cakes and cookies | 35.0000 | 1 | . |
| Fast food | 40.0000 | 1 | . |
| Panipuri chat | 5.0000 | 1 | . |
| Total | 25.0000 | 4 | 15.81139 |



# 

# Figure .16 Favourite food

# INTERPRETATION

# As per the survey 40% of the people opted fast food is their favourite food in freshly made canteen and 35% of the people favourite food is cakes and cookies

**Table. 17 Cost of food**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | | |
|  | Cases | | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| response \* price | 3 | 75.0% | 1 | 25.0% | 4 | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Report** | | | |
| response | | | |
| price | Mean | N | Std. Deviation |
| average | 25.0000 | 1 | . |
| satisfied | 50.0000 | 1 | . |
| unsatisfied | 25.0000 | 1 | . |
| Total | 33.3333 | 3 | 14.43376 |

# 

**Figure .17 Cost of the food**

**INTERPRETATION**

As per the survey 55% of the people satisfied with the cost of the food and 25% of the people are unsatisfied with the cost of the food.

# CONCLUSION

# Customer happiness is considered as a strategic tool for corporate growth. Customer happiness does have an impact on an organization's profitability; in fact, happy customers are the cornerstone of any successful company since they encourage repeat business, brand loyalty, and positive word of mouth. Customers who are happy with their purchases are more inclined to recommend them to groups of five to six people. In addition, unhappy customers are more likely to tell 10 more individuals about their bad experience. According to research, even a small variation between a customer's level of satisfaction and their level of satisfaction could boost the revenue contribution of a factor. Four general characteristics of customer happiness were revealed by my literature review, serving to distinguish this phenomenon from other customer relationship management ideas. These characteristics include: Individual expectations based on his or her own knowledge, expectations, direct contact and engagement, and circumstances (time, location, and environment) have a significant impact on an individual's perception of customer satisfaction, which is a highly varied personal judgement. The totality of individual (product and service) experiences influenced by its antecedents comprise customer satisfaction. Customer happiness is frequently linked to customer retention, loyalty, and buying behaviour, all of which have an impact on an organization's profitability.

# FINDINGS

# Food quality is said to be the most important factor influencing customer pleasure. The quality of the meal itself is one of the most important factors in the choices that customers make. Customer satisfaction is essential to the success of a restaurant. Customers are more likely to return to a restaurant and form bonds with it if they are completely happy with the food's quality. The significance of maintaining food quality consistency for food sellers in order to keep up client satisfaction levels and preserve business continuity. Food quality is essential to ensuring that customers are happy and want to return for more. Price Fairness, the second outcome of the test, is supported as having an impact on customer satisfaction.

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