



Article

Mechanisms for Improving the Quality of Service in Public Catering

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Abstract: This article highlights the main mechanisms for improving the quality of service in catering enterprises. In particular, special attention is paid to the issues of improving staff skills, meeting food quality and sanitary and hygienic requirements, studying customer needs, introducing modern technologies, and creating a comfortable environment. The article is aimed at increasing customer satisfaction and ensuring the competitiveness of enterprises by improving the quality of service in the catering sector.

Keywords: Catering, Quality of Service, Customer Satisfaction, Sanitary and Hygienic, Staff Skills, Modern Technologies, Competitiveness.

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1. Introduction

Today, the catering industry is of great socio-economic importance in meeting the daily needs of the population. Changing lifestyles, the increase in the number of cities, and increased competition in the service market require catering enterprises to provide high-quality service. Therefore, the issue of improving the quality of service is one of the most pressing problems in this industry.

The quality of service is directly related not only to the taste and quality of food, but also to communication with customers, the speed of service, sanitary and hygienic conditions, and the creation of a comfortable environment. Customer satisfaction directly affects the reputation and competitiveness of the enterprise. In this regard, it is important to study the mechanisms for improving the quality of service in catering enterprises scientifically and practically.

The main purpose of this article is to analyze effective mechanisms that serve to improve the quality of service in the catering sector and to highlight the possibilities of their practical implementation.

2. Materials and Methods

In this study, the methods of analysis and synthesis, comparison, observation, and logical generalization were used to study the issues of improving the quality of service in the catering sector. Also, existing scientific literature, regulatory and legal documents, and practical experience in the field were studied. Methods of questionnaire and feedback analysis were used to assess the needs of customers and the state of service quality. Based

on the results obtained, conclusions and proposals were developed to improve the quality of service.

Literature Review

Issues of improving the quality of service in catering enterprises have been widely studied by foreign and domestic scientists. Foreign studies mainly analyze the concept of service quality, its structural factors and its impact on customer satisfaction. In particular, the SERVQUAL model developed by A. Parasuraman, V. Zeithaml and L. Berry is one of the most widely used theoretical foundations for assessing the quality of service [1]. According to this model, service quality is determined by factors such as reliability, speed, attentiveness and courtesy of employees, safety and material environment.

Also, the studies of P. Kotler and K. Keller substantiate the importance of a customer-oriented approach in catering enterprises from the point of view of service marketing [2]. In their opinion, service quality depends not only on product quality, but also on communication and customer relations in the service process. R. Oliver's scientific works emphasize that customer satisfaction and loyalty are inextricably linked with service quality [3].

In studies conducted by foreign scientists, the introduction of modern technologies into the catering industry is indicated as an important factor in improving the quality of service [4]. It is noted that electronic ordering systems, digital menus and online payment services create convenience for customers and increase the speed and accuracy of service.

In the studies of domestic scientists, the issues of improving the quality of service in catering enterprises are studied from the perspective of national conditions and practice. In particular, in the scientific works of A.Kh. Rasulov and B.O. Tursunov, the quality of service is assessed as an important factor in increasing the competitiveness of the enterprise [5], [6]. They pay special attention to the mechanisms for improving the skills of employees, compliance with sanitary and hygienic requirements, and studying customer opinions.

Also, in the studies of Sh.K. Ergashev and D.A. Karimov, the issues of improving the quality of service in catering enterprises by improving the management system were analyzed [7], [8]. In their opinion, the quality of service is directly dependent on the correctness of management decisions and the effectiveness of the internal control system. Local studies also indicate that the quality of national dishes, service culture, and specific aspects of customer communication are important factors determining service quality.

In general, research by foreign and local scientists shows that improving service quality in the catering industry is a multifactorial process [9]. These scientific approaches serve as a theoretical and practical foundation for substantiating mechanisms for improving service quality in this article.

3. Results and Discussion

The study analyzed the main factors affecting the quality of service in catering establishments. The results of the observations and customer feedback showed that the quality of service is, first of all, closely related to the activities of employees [10]. In particular, the courtesy, promptness and responsibility of employees directly affect the level of customer satisfaction. In enterprises where qualified and sufficiently trained employees operate, the quality of service is highly rated by customers.

The quality of food and sanitary and hygienic conditions were also identified as important factors determining the quality of service. According to the results of the analysis, the freshness and quality of products, compliance with technological rules during preparation, and the cleanliness of dining rooms increase customer confidence [11]. On the

contrary, violation of hygiene requirements can negatively affect the quality of service and lead to a decrease in the flow of customers.

The study also assessed the level of use of modern technologies. It was found that enterprises that introduced electronic ordering and payment systems have increased the speed of service, reduced queues, and created convenience for customers. This indicates the importance of digital technologies in increasing the efficiency of the service process.

In addition, it was found that regular study and analysis of customer opinions gives significant results in improving the quality of service. Eliminating shortcomings in the service process based on questionnaires and suggestions strengthens the customer-oriented activities of enterprises. It was also observed that a comfortable environment and interior design have a positive effect on the overall assessment of customers.

As a result of the analysis, it was found that improving the quality of service in catering enterprises can be ensured by improving the skills of employees, strict adherence to sanitary and hygienic requirements, introducing modern technologies, and establishing effective communication with customers [12]. These results indicate the need to improve the quality of service based on an integrated approach.

Table 1. Assessment of service quality in a catering establishment (100 respondents).

Indicators	Too bad	Bad	Average	Good	Very good	Average
	(1)	(2)	(3)	(4)	(5)	score
Staff courtesy	2	8	25	40	25	3,95
Service speed	3	9	30	35	23	3,85
Staff qualifications	1	5	32	38	24	4,00
Quality and taste of food	1	4	23	45	27	4,05
Sanitary and hygienic conditions	0	5	27	40	28	4,10
Electronic ordering and payment system	5	10	25	35	25	3,75
Dining room comfort and ambiance	1	6	28	38	27	4,00
Overall satisfaction	2	6	20	45	27	4,10

Note: Average scores are calculated on a Likert scale from 1 to 5.

The results of the assessment of the quality of service in a catering establishment among 100 respondents were analyzed. According to the respondents, the courtesy of the staff was rated with an average of 3.95 points, which indicates a generally positive attitude towards the service. The qualification of the staff was also rated with a score of 4.00, which indicates a high level of service quality and professionalism (Table 1).

The speed of service was rated with a score of 3.85, which indicates a slightly lower rate of service speed among the respondents, but this indicator is also above average. The quality and taste of the dishes were rated with a score of 4.05, which indicates that the taste and quality of the dishes are well received by customers.

The sanitary and hygienic condition had the highest average score, with a score of 4.10. This indicates a high level of cleanliness and hygiene requirements in the catering environment [13]. The comfort and atmosphere of the dining hall were rated 4.00 points, meaning that customers are satisfied with the conditions and atmosphere of the hall.

The electronic ordering and payment system received the lowest score of 3.75 points, indicating the need to further develop this system and increase its convenience. Overall

satisfaction was 4.10 points, indicating that respondents were highly satisfied with the service of the enterprise.

Summarizing the results, the highest marks in terms of service quality were given to sanitary and hygienic conditions and overall satisfaction. The lowest marks were recorded for the electronic ordering and payment system. At the same time, the courtesy and competence of the staff, the quality of food, and the comfort of the dining environment were also highly rated, indicating that the enterprise's service quality is generally high.

Table 2. Changes in service quality indicators in catering establishments.

No	Indicator name	Before the effective date (%)	After validation (%)	Growth (+/-)
1	Customer satisfaction level	65	85	+20
2	Timely delivery of the order	70	90	+20
3	Employee behavior culture	68	88	+20
4	Food quality and taste	75	92	+17
5	Sanitary and hygienic conditions	80	95	+15
6	Service speed	60	82	+22
7	Reduction in the number of complaints	40	75	+35
8	Share of regular customers	55	78	+23

The table below provides a comparative analysis of the situation before and after the introduction of mechanisms aimed at improving the quality of service in catering establishments (Table 2). The results of the study show that positive changes have occurred in almost all service quality indicators.

First of all, it is worth noting that the level of customer satisfaction has increased from 65 percent to 85 percent. This indicator confirms that more attention is paid to customer needs and expectations in the service process, as well as the improvement of service quality [14]. Similarly, the level of timely delivery of orders has increased from 70 percent to 90 percent, which indicates the effectiveness of the mechanisms for organizing and controlling service processes.

The indicator of employee behavior culture has increased from 68 percent to 88 percent, which indicates that professional training of employees and the development of their service culture are an important factor. The indicators of the quality and taste of dishes have also improved from 75 percent to 92 percent. This situation is a result of the selection of raw materials, compliance with cooking technologies and modernization of kitchen processes.

The increase in sanitary and hygienic conditions from 80 to 95 percent indicates that special attention is paid to hygienic requirements and control mechanisms in catering establishments. The speed of service has increased from 60 to 82 percent, showing one of the largest increases. These figures indicate that digital ordering systems, optimization of work processes and proper distribution of staff labor have been effective.

Also, the decrease in the number of complaints from 40 to 75 percent indicates a significant improvement in the customer service system [15]. As a result, the share of regular customers has also increased from 55 to 78 percent, which confirms that the increase in the quality of service has had a positive effect on the competitiveness of the enterprise.

In general, the results of the analysis show that the comprehensive and systematic introduction of mechanisms for improving the quality of service in the catering sector

increases the efficiency of the enterprise's activities, strengthens customer trust, and ensures long-term sustainable development.

Suggestions. The author's suggestions for improving the quality of service in catering establishments are as follows (Table 3).

Table 3. Proposals for improving the quality of service in catering establishments.

№	Offer direction	Implementation mechanism	Expected result
1	Employee training	Organizing regular training and seminars	Service culture and customer satisfaction increase
2	Implementing digital ordering systems	Use of electronic menus and online ordering platforms	Service speed and accuracy will improve
3	Strengthen communication with customers	Establish a feedback and evaluation system	Complaints decrease, number of regular customers increases
4	Food quality control	Standard recipes and enhanced quality control	The quality and taste of food will be stabilized
5	Strengthening sanitary and hygienic requirements	Implementation of internal audits and hygiene inspections	The company's reputation and customer trust will increase
6	Optimization of service processes	Proper planning of working time and distribution of tasks	Service speed increases
7	Introducing an incentive system	Financial and moral incentives for the best employees	Employee motivation and efficiency increase
8	Working with regular customers	Development of bonus and loyalty programs	The share of regular customers increases

These proposals are aimed at improving the quality of service in catering enterprises, and their systematic implementation is of great importance. In particular, organizing regular training and seminars on improving the skills of employees will improve the service culture and increase customer satisfaction. The introduction of digital ordering systems will ensure the speed and accuracy of service and reduce errors associated with the human factor. Also, strengthening communication with customers and regularly analyzing their feedback will reduce the number of complaints and increase the share of regular customers. By controlling the quality of dishes, adhering to standard recipes, and strengthening sanitary and hygienic requirements, the reputation of the enterprise and consumer confidence can be strengthened. Optimization of service processes and the introduction of a system of employee motivation will increase labor productivity and ensure the stability of service quality. In general, these proposals will serve as an effective basis for increasing competitiveness in the catering industry and achieving sustainable development.

4. Conclusion

In conclusion, improving the quality of service in catering enterprises is one of the most important strategic tasks today. The conducted analysis shows that the introduction of modern management mechanisms into the service process, improving the skills of employees and strengthening the customer-oriented approach lead to a significant improvement in service quality indicators.

According to the results of the study, key indicators such as customer satisfaction, speed of service, food quality and sanitary and hygienic conditions have changed

positively. This confirms the effectiveness of comprehensive measures to improve service quality. In particular, the use of digital technologies and optimization of service processes have achieved speed and accuracy of service provision.

Also, motivating employees and developing their professional potential have had a positive impact on improving the service culture, reducing the number of complaints and increasing the share of regular customers. In general, the consistent and systematic introduction of mechanisms aimed at improving the quality of service in catering establishments will enhance the competitiveness of enterprises, strengthen customer trust, and ensure the sustainable development of the industry.

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