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EVALUATING THE QUALITY OF FOOD AND BEVERAGE SERVICES IN THE SOCIAL CLUBS OF MANSOURA CITY

Extract of Master Thesis

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EVALUATING THE QUALITY OF FOOD AND BEVERAGE SERVICES IN THE SOCIAL CLUBS OF MANSOURA CITY

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Abstract

The present study aimed to evaluate the quality of food and beverage services in the social clubs of Mansoura City, El Dakahlia Governorate, Egypt. It identifies the factors that have impact on the quality of service. A questionnaire form was developed to collect the required data for this study.

A total of 256 forms were randomly distributed to eight(8) samples of social clubs. 240 forms were distributed to customers, 208 forms were valid for analysis; Moreover, 8 valid forms were received from social clubs managers and finally, 8 checklist forms were valid for analysis, to become the final total 224 form (93.3%) were valid for analysis. Three food samples from each social club were subjected to Microbiological and Chemical analysis. The results showed that; most of managers don't care for neither the customer's opinions about the quality of services provided nor the staff training, the majority of customers expressed dissatisfaction with the service in general and staff's personal hygiene, Also, it was that there is weakness in the training of workers in terms of how to deal with the customer, preparing food, and neglect in personal hygiene.

Key words: food and beverage service, personality hygiene, Service Quality.

تقييم جودة خدمات الاغذية والمشروبات في النوادي الاجتماعية بمدينة المنصورة

ملخص

تهدف الدراسة إلى تقييم جودة خدمات الأغذية والمشروبات في الأندية الاجتماعية بمدينة المنصورة، محافظة الدقهلية، مصر، تحديد العوامل التي لها تأثير على جودة الخدمة. تم تطوير استمارة استبيان لجمع البيانات المطلوبة لهذه الدراسة. تم توزيع عدد ٢٥٦ نموذجاً عشوائياً على ٨ عينات من النوادي الاجتماعية. تم توزيع ٤٠ نموذجاً منهم على العملاء، وكان عدد ٢٠٨ نموذجاً صالحاً للتحليل. علاوة على ذلك، تم تلقي ٨ نماذج صالحة من مديري النوادي الاجتماعية، وأخيراً تم تصميم عدد ٨ نموذج للملاحظة الشخصية، لتصبح النتيجة النهائية ٢٢٤ نموذج صالحاً للتحليل بنسبة (٩٣.٣٪). وتم اخذ حوالي ثلاث عينات غذائية من كل نادي اجتماعي خضع لتحليل ميكروبيولوجي وكيميائي. أظهرت النتائج أن: معظم المديرين لا يهتمون بأراء العملاء حول جودة الخدمات المقدمة ولا بتدريب الموظفين، وأعرب معظم العملاء عن عدم رضاهم عن الخدمة بشكل عام وخاصة النظافة الشخصية للموظفين، كما وجدت أن هناك ضعف في تدريب العاملين من حيث كيفية التعامل مع العملاء، وإعداد الطعام، والإهمال في النظافة الشخصية.

الكلمات الدالة: الاغذية والمشروبات، جودة الخدمة، رضاء العملاء.

Introduction

Food and Beverage Department is responsible for maintaining high quality of food and service, food costing, managing restaurants, bars, etc.(Blanchfield.,1991).Food and beverage sector encompasses numerous dimensions, including historical and cultural factors, product development, food and beverage , design, product evaluation, physiology, nutrition, psychology, markets, health, environment and space, interpersonal relations, product characteristics, and comprehensive management systems4(Othman,2000). Food and beverage services are the service of food made in the kitchen and drinks prepared in bar to the customers (Guest) at food and beverage premises, which can be: Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Clubs, Prisons, Takeaway, etc.(Blanchfield,1991).

Although beverages are not considered as food, but it is very important and quick factors to feed the vital functions of man 5(Othman,2000). One of the major challenges faced by this industry at present is the need for a team of people who can dedicate their talent in the industry and to enjoy their work6(Howidi.,2008).

Review of Literature

Schroeder (2004) mentioned the importance of applying ISO 9000 as one of the commonly and significant approaches which organizations used to ensure consistently quality products. Service can be defined as an act or deed in time that benefits the customer (Kandampully, 2007). Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. That means if the perceptions would be higher than the expectations the service will be considered excellent, if the expectations equal the perceptions the service is considered good and if the expectations

are not met the service will be considered bad. Customer satisfaction is defined by one author as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption (Tse and Wilton, 1988).

Giese and Cote (2002) mentioned that there is no specific definition of customer satisfaction, but they finally agreed after several studies on a specific definition of customer satisfaction as “customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus purchase experience and/or the associated product) and occurs at a certain time post-purchase, post-consumption)”. Social Clubs seek to strengthen the process of socialization to ensure their coexistence with the community through a proper understanding of society and its values, leaving an impact on their interests and their behavior and make them accept themselves and their community and their match with the customs and traditions (Jeans, et al ., 1988). Connelly (2013) identified social clubs as a place where a group of people meet and are generally formed around a common interest, profession or activity, They also offers drinks and fast food in the premises to the customer. David (2007) claimed that service and food which are provided in these clubs tend to be of a fairly good standard and economically priced.

HACCP (Hazard Analysis and Critical Control Points) is the latest system to ensure food safety by identifying, assessing, controlling and controlling risks to human health, or minimizing the occurrence such risks to the extent that they pose no risk to consumers' health , HACCP system is designed to identify the risks that may affect the health of the consumer whether these risks are biological, such as bacteria, especially microbes, food poisoning, viruses and parasites, or chemical hazards such as chemicals or preservatives added to food. This system is also designed to develop a strategy or plan to prevent, exclude or

reduce the occurrence of this risk to a level that does not pose any problems to the health of the consumer *7(Mansour,2006). Safe food is defined as food free from degradation, corruption, toxins, pollution and infectious diseases. Food degradation is a change in the character or quality of food because of some internal chemical reactions, Food spoilage is the damage and degradation of one or more nutritional properties due to the activity of microorganisms, Food contamination is anything that may interfere with food safety and lead to undesirable changes that may have an impact on consumer health(FAO,2013). Becker et al,(1991) pointed that there are different types of food contamination namely: Biological, Chemical and Physical: First: Biological pollution: is one of the most dangerous types of food contamination, because bacterial proliferation occurs in a bilateral fission method with a very fast speed. Second: Chemical pollution: It is a pollution that may result from chemical detergents, pesticides or chemical residues. Third: Physical contamination: is the contamination of food by foreign objects through the handling of food or raw foods, or from the residues of maintenance, rodents, insects and waste.

Hypotheses of the study

The main hypothesis: There is no statistically significant effect of the dimensions of the food and drink services provided in the social clubs of Mansoura City on the quality of service provided.

Research Methodology

In order to assess the quality of food and beverage services in social clubs and to identify the factors that have impact on customers' satisfaction, and the quality of service, interviews with customers and managers were conducted through questionnaire forms. Data collection process was conducted over a three month period during the Autumn season from October to

December in 2016. A total of 240 questionnaire forms were randomly distributed to customers in eight (8) social clubs; only 208 forms (81.4%) were valid for analysis. Moreover, eight questionnaire forms were distributed to some social club's managers, and all the returned forms were valid for analysis. Finally, the checklist questionnaire forms were prepared and consisted of five sections. The first section Cleanliness, the second section showed Employee training; the third section illustrates the Menu, followed by the fourth section which illustrates the Quality of service workers. Finally, the fifth section illustrates the quality of food and beverage. The respondents were asked to determine their levels of agreement with each statement using a five-point Likert-type scale (Strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1).

The Statistical Package for the Social Sciences (SPSS) version 22 was used to analyze and compute the collected data. Some food samples were collected to subjected to microbiological and chemical analysis .Two food samples from each club were collected separately from the total of 8 clubs to become 16 samples. These samples subjected to microbiological analysis at the faculty of Medicine, Microbiology Diagnostics and infection control unit (MDICU) Medical Microbiology & Immunology Dep, Mansoura University. The microbiology analysis was estimated as follows: some slices were taken from the food sample to be analysis and placed in test tube full of(Medical Culture Blood Material), The sample were mixed by vortex mixer, swab of the final liquid were taken from test tube and placed on two types of plates, First was full of a blood agar and the other is a special plate to show(salmonella and shigella bacteria), Two plates were put in an incubation at 37 ° C for 24 hours (Vanderzant and splittstoesser,1992).

One food sample for each club was collected separately from the total of the eight clubs with a total of (8) samples. These samples subjected to chemical analysis. This chemical analysis was estimated on dry weight basis as follows: Moisture, ash, fat, protein, and fiber were determined according to the methods of (AOAC, 2005). While, carbohydrates were calculated by difference as follows: carbohydrates=100-(% protein + % fat+% ash).Some Essential Minerals namely phosphorous (P),Potassium (K),Calcium (CA),Magnesium (Mg),Sodium (Na),Iron (Fe),Zinc (Z) and Manganese (Mn) were determined according to (AOAC,2005).Some Essential vitamins namely Vitamin (A),Vitamin (K) and Vitamin (C) were determined according to (AOAC, 2005).

Results and Discussion

Customers Questionnaire Analysis

A total of 240 customers questionnaire forms were distributed to 8 social clubs in Mansoura city. This form consisted of 18 questions, the results obtained were analyzed in Table 1.

Table 1: Mean and standard deviations of customers' questionnaire

	Terms	Mean	Std. Dev.
1	Floors, seats and tables ... etc. are clean.	2.6	1.1
2	Nature of the service provided consistent with the nature of the place.	2.8	1.1
3	Toilets are clean.	2.1	1.2
4	Menu is available	2.6	1.0
5	Foods and beverages on the menu are varied.	2.7	1.0
6	Service is fast.	2.5	0.9
7	The employees deal well with customers.	3.5	0.9
8	Employees deal with critical situations well.	2.7	0.9

9	Personal hygiene of workers.	2.1	1.2
10	Service provided is excellent.	2.7	1.1
11	Food and beverage tools are clean	3.3	1.2
12	The amount of food provided is appropriately with the fees.	2.1	1.1
13	Food is served in an attractive way	2.4	0.9
14	The Service provided is better than the last time.	2.7	0.9
15	Food or drink provided, fit the needs, requirements and the desires.	2.6	1.1
16	Food or drink provided is good in terms of color, taste, smell and temperature.	2.7	1.1
17	Food price is commensurate with its quality.	2.3	1.1
18	Cold foods and beverages are served cold and the hot ones are served hot.	3.6	1.2

Based on customers' opinion, the results showed that there is a lack of cleanliness of floors, seats and tables that may causes bacteria which results in food contamination. According to Tournas and Katsoudas,(2005) the lack of cleanliness can lead to cross contamination. Bacteria can be found in shorter time for machinery and tools. Also, a dispersion of customer opinions to the suitability of the nature of the service with the place as required.

The results indicated that the nature of the service with the place can affect the quality of the food in general (Jenkin et al.,2004).Also, toilets for the social clubs are not suitable to use, neither for employees nor customers, which is not clean and non-sterile (it is considered a suitable environment for growth of microbes (Anon,2010).

Many social clubs do not have a menu, the absence of such a menu causes the dissatisfaction of many customers. In

accordance with this,(Keller Smith,2013) confirmed that 80% of consumers think it's important to see a menu before dining at a restaurant and 70% of consumers think it's important to be able to read the menu on a mobile device. Based on the previous results, it is clear that most clubs do not have a variety of foods provided, and these results indicate poor service. (Ray, 2001) claimed that poor service may due to:(1) the managers are not sufficiently familiar with the needs of the club constantly.(2)poor staff training, and (3) lack of interest to satisfy in customer needs.

In addition , a large proportion of customers denoted that there is lack of personal cleanliness among employees, and in turn, the personal hygiene of workers, is a doubtful issue. This may result in cross contamination and food poisoning.

Social club Managers' Questionnaire Analysis

A total of 8 random questionnaire forms were distributed to 8 social clubs in Mansoura city. This form consisted of 14 questions, the results obtained from managers are shown in Table 2.

Table 2: Mean, and standard deviation of managers questionnaire.

	Terms	Mean	Std.Dev.
1	The administration is Keen to be excellence in the performance of the other clubs.	4.8	0.3
2	The administration provides the right conditions for work success and achieves customer satisfaction.	4.6	0.5
3	The administration is keen to avoid problems before they occur.	4.7	0.4
4	Register complaints and suggestions from customers and affect management decisions.	4.2	0.7
5	Workers are assigned to work within their specialty.	4.3	0.9

6	The administration provides material and moral incentives for workers.	4.2	0.7
7	The quality is considered the main concern for all employees.	4.6	0.5
8	The administration is keen to develop the capabilities and expertise of workers in the food and beverage field.	4.2	0.7
9	The manager clings by his personal opinions and imposes those on workers.	2.1	1.2
10	The administration occasionally cares about job training courses to train employees on personal hygiene and how to deal with the client and prepare the food.	4.0	0.9
11	The administration is limited to employees within the establishment and, don't polarize other employees from the other .	3.6	1.4
12	The Administration transmit the spirit of cooperation and the one team among employees.	4.5	0.7
13	The Administration transmitted the spirit of competition among employees by promoting the most efficient employees to a higher position.	3.8	0.9
14	The Administration constantly evaluates the performance of employees.	3.8	0.8

Results in table (2) showed that the administration concerns the quality-issues in social clubs, providing employees with the appropriate training for them and taking care of customer opinions and keen to solve their problems quickly, Also , results indicated the existence of a process of polarization

of workers from time to time which could lead to decrease the quality of service process and the enterprise as a whole, because of the lack of workers from taking the necessary training, and also the lack of loyalty of employees to the establishment and therefore did not provide the required service.

Concerning the motivation; the opinions of managers explained that: management is concerned with the process of workers motivation in terms of occasionally giving them rewards, bonuses , promotions or even moral.

Timpe (1986) remembered the importance of motivation as follows:

(1) put human resources into action.(2)improve level of efficiency of employees.(3)lead to achievement of organizational goals (4)Build friendly relationship.(5)leads to stability of work force.(6)increase the quality level.(7)Reduce turnover.(8)increased product value.

The results indicated that most clubs administrations are constantly exerting efforts in developing the organization and training the workers with the exception of only one club which explained that manage cannot afford to execute any development plans due to the scarcity resources.

Meanwhile, the results showed, a clear discrepancy between the managers opinions , and those of customers displayed earlier in table (1).

Checklist questionnaire analysis

Table 3: Mean, and standard deviation of checklist questionnaire

	Terms	Mean	Std. Dev.
Cleanliness			
1	Floors, seats and tables ... etc. are clean.	2.2	0.4
2	The menu is clear and clean.	1.7	1.0
3	Personal hygiene of workers.	1.3	0.7
Employee training			

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1	Cleverness workers.	2.0	0.5
2	Well-behaved of workers critical situations.	1.6	0.5
3	There is Service tools with workers.	1.1	0.3
4	Workers knowledge of all the items on the list.	0.6	0.5
5	Welcoming customers.	1.7	0.4
6	Employees awareness of different cooking methods and food settlement degree for each category.	1.5	0.5
7	The service is provided by qualified and trained labor .	1.2	0.4
8	Cooperation does exist among workers.	1.8	0.3
The menu			
1	There is a menu.	1.7	1.0
2	The menu is easy to read.	0.2	0.4
3	Availability of all items on menu.	0.6	0.9
The service quality			
1	Availability of private bathrooms for employees at food and beverage department with cold and hot water, detergent and necessary disinfectants to wash and disinfect hands before the processing of food or beverages.	1.0	0.0
2	Availability of suitable working conditions for staff in terms of availability of safety , tools and basic services for workers who help them to provide better service.	0.2	0.4
3	Club area fit with a number of clients.	2.6	0.5
4	Tables and chairs are available and in good condition.	2.1	0.6
The quality of food and beverage			
1	The amount of food provided is sufficient.	1.8	0.3
2	Food and beverage varied.	2.6	0.5

3	Food and beverage items have a good flavor and high quality.	2.2	0.4
4	Meals prices commensurate with the amount of food provided.	1.1	0.3
5	Cold foods and beverages are served cold and the hot ones are served hot.	2.7	0.4

The results of the checklist form are consistent with the results of the customers opinions as follows:

There is a very large shortage of employees' personal hygiene, since they don't neither wear hand gloves nor a uniform. The place is not clean in the most of social clubs, many insects were surrounding the place and, it might be happen that one of these insects fall in the food or drink which increases the risk of contamination of food.

It was found that , food is not prepared with a healthy and correct way of cooking, Incompatibility between the price and the amount of food provided. The staff wasn't given a sufficient training in terms of service delivery or how to deal with critical situations or even how to deal with food in under sanitary condition. Toilets were found to be unclean which results in being a suitable environment for microbes.

(D) Microbiology analysis

Table (4) Microbial Examination of different meals in some social clubs.

Club Symbol	Type of Presented Food	BACTERIA		
		Type of bacteria produced	Normal range	Patho-genic
A	liver sandwich	E.COLI + (10 ³ *CFU/ML)	(0)	√
	Shawurm a Chicken Sandwich	B- H STREPT+ (10 ³ /ML)	(<10 ³ /ML)	x
		SALMONELLA +	(0)	√

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		(10 ³ CFU /ML)		
B	Kufta Sandwich	coagulase negative staphylococci (CONS) (10 ³ CFU/ML)	(<10 ³ /ML)	x
	Shawurm a Meat Crepe	staphylococcus epidermidis+ (< 10 ² CFU/ML)	(10 ³ /ML)	x
C	Egg with Potato Sandwich	SALMONELLA + (10 ³ CFU/ML)	(0)	√
	Burger Sandwich	staphylococcus epidermidis (< 10 ³ CFU/ML)	(<10 ³ /ML)	x
D	Sausage Sandwich	E.COLI + (10 ⁵ CFU/ML)	(0)	√
	Salad	SALMONELLA + (10 ³ CFU/ML)	(0)	√
E	liver sandwich	Staphylococcus epidermidis (< 10 ² CFU/ML)	(<10 ³ /ML)	x
	French fries sandwich with ketchup	PROTEUS (MORGANELLA) (<10 ³ CFU/ML)	(<10 ³ /ML)	x
	Potato	Anthracooid	(<10 ⁴ /ML)	x

F	Sandwitch	(10 ² CFU/ML)		
	Shawurma Chicken Crepe	staphylococcus epidermidis (10 ³ /ML)	(<10 ³ /ML)	x
		SALMONELLA + (10 ⁴ CFU/ML)	(0)	√
G	Kufta Sandwich	E.COLI + (10 ⁹ CFU/ML)	(0)	√
	Mix Shawurma Sandwich	B- H STREPT + (10 ² CFU/ML)	(<10 ³ /ML)	x
H	Chicken pane Sandwich	B- H STREPT + (10 ⁵ CFU/ML)	(<10 ³ /ML)	√
	Egg Sandwich	SALMONELLA + (10 ² CFU/ML)	(0)	√

*CFU/mL= Colony-Forming Unit per ml.

Two food samples from each one of the eight clubs were taken and subjected to microbiological analysis with a total of 16 samples. The 8 clubs are symbolized by the following symbols:(A. B. C.D. E. F.G and H).The aim of this analysis is to evaluate the bacterial count of each type of bacteria produced. Results from table (4) showed that different food samples from club (A) , namely (liver sandwich) and (shawurma chicken sandwich) were subjected to microbiological analysis , obtained results indicated that there were three types of bacteria at different amount :((E.coli+10³CFU/mL) which was bacterial count for it greater than the normal range,((B-Hstrept+10³CFU/mL) which was bacterial count for those of

the other equals to the normal range, and (Salmonella+ (10^3 CFU/mL) which was bacterial count for it greater than the normal range. Two food samples in club (B) were subjected to microbiological analysis:(Kufta Sandwich) and (Shawurma Meat crepe),results indicated that all the resulting bacteria (CONS) 10^3 CFU/mL) and (Staphylococcus Epidermidis+

($<10^2$ CFU/mL) were in the normal limit. Also, results showed that other two food samples in club (C) were (Egg with Potato and burger sandwich) were subjected to microbiological analysis, the result of analysis was: there are two types of bacteria:(Salmonella+) 10^3 CFU/mL) which was bacterial count for it greater than the normal, and (staphylococcus epidermidis ($<10^3$ CFU/mL) which was bacterial count for it equals to the normal. At the same table (4) results showed that two food samples in club (D) were (Sausage sandwich and Salad) were subjected to microbiological analysis, obtained results indicated that all tested food samples at this club were pathogenic (unnatural) (E.coli(10^5 CFU/mL)) and (Salmonella+ (10^3 CFU/mL)) which were bacterial count for those two samples greater than the normal. On club (E) , samples namely (liver and fries with ketchup and mayonnaise sandwich)were subjected to microbiological analysis , the results showed that all tested food samples at this club were in the normal limit for human :(staphylococcus epidermidis ($<10^2$ CFU/mL) which was bacterial count for it equals to the normal, and (Proteus Morganella ($<10^3$ CFU/mL)) which was bacterial count for it equals to the normal.

Results also showed that different food items were presented in club (F), namely (Potato sandwich and shawurma chicken crepe) were subjected to microbiological analysis, obtained results indicated that there were three types of bacteria at different amount:(Anthracooid ($<10^2$ CFU/mL) and (staphylococcus epidermidis($<10^3$ CFU/mL)) which bacterial

count for those two samples equals to the normal, and (Salmonella + (10^4 CFU/mL) which a bacterial count for it was greater than the normal. It showed that other two food samples in club (G) were (Kufta and mix shaurma sandwich), and there were two types of bacteria: (E.coli (10^9 CFU/mL)) and bacterial count for it greater than the normal,

(B-H Strept + (10^2 CFU/mL)) which was bacterial count for it equals to the normal. Finally at club (H): Two food samples (chicken pane and Egg sandwich) were subjected to microbiological analysis; and results showed there are two types of bacteria: (B-H strept + (10^5 CFU/mL)) and (Salmonella + (10^2 CFU/mL) which bacterial count for those two samples greater than the normal.

(Club D) and (Club H), all their samples contain bacteria which was bacterial count for them greater than normal, so they can cause a food borne diseases. On the other hand, the rest of the other clubs (A. B. C. F. G) one of each samples of them contain at least on bacteria that causes food contamination and falls under the term of (Pathogenic)

Therefore, most of the models of social clubs which their food samples have been subjected to the microbiological analysis, not subject to the correct health standards, and may harm customers.

(E) The chemical analysis

This analysis is concerned with studying the components of the basic, foodstuff and calculating the proportion of these components and their concentration in food as a percentage.

Table(5)Chemical composition of different meals presented in some social clubs.

The club		A	B	C	D
chemical composition		Sandwich Type			
		liver	potato	Lebanon potato	kufta
Moisture content	g/100g %	36.95	45.90	43.72	37.41
C. Fat		4.85	2.06	2.58	9.81
C.protien		19.81	6.76	7.12	15.79
Ash		2.93	3.13	3.04	4.12
Carbohydrates		35.46	42.15	43.54	32.87
C.fiber		3.94	6.13	5.59	6.25
		Sandwich Type			
chemical composition		Potato	burger	kufta	burger
Moisture content	g/100g %	38.12	33.09	34.71	31.95
*C. Fat		3.19	8.66	11.05	7.83
*C.protien		8.56	13.90	12.05	13.76
Ash		3.42	4.66	5.08	3.61
Carbohydrates		46.71	39.69	37.11	42.85
*C.fiber		4.62	5.72	7.80	6.41

*C.protein = crude protein *C.fiber = crude fiber *C.fat = Crude fat

One sample from eight clubs were taken from each one and subjected to chemical analysis, the 8 clubs were symbolized by the following symbols:(A. B. C .D. E. F.G and H). The results were tabulated in Table (5).

Results indicated that there were 8 samples were analyzed for chemical composition (Moisture, Crud Fat, Crude protein, Ash, Carbohydrates and Crude fiber).

while club(B) and (E) presented (Potato) Sandwich, results moisture content were (45.90and 38.12) and carbohydrates were (42.15 and 46.17). while fat content were (2.6 and 3.19). Other samples in club (D) and (G) which presented Kufta Sandwiches, results showed that the Protein content being (15.79 and 12.05) and fat (9.81 and 1.05) %. Also, results in club (F) and (H) which presented burger sandwiches, being (33.09 and 31.95) for

moisture and (8.66 and 7.88) for fat. It showed that all the previous results were almost in the legal limit according to (A.OAC, 2005).

Table (6) Chemical composition(Minerals) of different meals presented in social clubs.

The club		A	B	C	D
chemical composition (Minerals)		Sandwich Type			
		liver	potato	Lebanon potato	kufta
P	g/100g %	245.9	109.4	117.4	175.4
K		209.7	153.5	326.5	302.5
Ca		73.8	76.5	82.9	77.4
Mg		31.4	35.6	31.4	36.9
Na		2813	26.04	2451	2936
Fe		4.35	2.19	2.63	3.19
Zn		2.46	0.78	0.87	3.38
Mn		0.71	0.66	0.43	0.56
chemical composition		Sandwich Type			
		Potato	burger	kufta	burger
P	g/100g %	439.4	178.4	95.7	126.4
K		139.5	312.8	212.18	193.2
Ca		1187	693	45.3	537
Mg		38.3	33.6	19.5	25.4
Na		251.8	147.8	102.3	129.8
Fe		4.07	2.95	2.13	2.66
Zn		1.12	3.13	2.21	2.89
Mn		0.65	0.75	0.29	0.56

Obtained results in Table (6) indicated that there were 8 samples were analyzed for essential minerals (P, K, Ca, Mg, Na, Fe, Zn and Mn).Data showed that: club (B), (C) and (E) Presented (Potato) Sandwiches, results (p) content (109.5, 117.4, and 439.4) and (Na) was (260.4, 245.1 and 251.8) while the (MN) content was (066, 0.43 and 065). Club (A) presented liver Sandwich, results showed that (Fe) being (4.35) and (CA) was (73.8).

Other samples in club (D) and (G) presented Kufta Sandwiches, results showed that (K) being (302.5 and 212.18) and Zn (3.38 and 2.21). Results shown in club (F) and (H) burger sandwiches were presented, results being (0.75 and 0.56) for Mg, but for (CA) was (69.3 and 53.7) wasn't in limit legal according to USDA (United States Department of Agriculture) and (A.OAC, 2005). Which determined that the calcium content for sandwich burger was almost 75g.

Table (7) Chemical composition (vitamins) of different meals presented in social clubs.

The club		A	B	C	D
chemical composition (vitamins)		Sandwich Type			
		liver	potato	Lebanon	kufta
V.A	g/100g %	559	1.23	2.59	0.12
V.C		19.4	9.96	13.21	0.19
V.F		0.27	0.12	0.38	0.15
V.K mcg/100g	mcg/100g	3.96	3.38	4.12	2.66
Chemical composition		Sandwich Type			
		Potato	burger	kufta	burger
V.A	g/100g %	0.87	0.19	0.27	0.39
*V.C		6.42	0.51	0.98	1.26
V.F		0.27	0.16	0.23	0.29
*V.K	mcg/100g	2.31	2.97	1.49	1.76

*V= Vitamin

Data showed that, While club (B), (C) and (E) Presented French Fries (Potato) Sandwiches, results (V.A IU) content (1.23), (2.59) and (0.87), (V.C) was (9.96), (13.2), and (6.42). And while the (V.F) content was (3.38), (4.12) and (2.31). In club (A) presented liver Sandwich, results showed that (V.C) being (19.4) but (V.K) (3.96) wasn't in limit legal according to USDA United States Department of Agriculture Which determined that the (V.K) content for a liver sandwich was almost 16.2 mcg/100g. Other samples which presented were almost in the legal limit

according to (A.OAC, 2005).

Hypotheses of the study

Table (8) results of the linear regression analysis Model of the effect of independent variables (dimensions of food and beverage services) on dependent variable **** (QoS)**

Variables	The dimensions of the model	Regression value (B)	Standard error
The dependent variable	Quality of service	1.652*	0.298
Independent variables	personal hygiene	0.176	0.069
	Training	0.221	0.087
	The menu	-0.012	0.074
	Skill	0.051	0.080
Statistical values	F value	6.784	
	significance	0.000	
	Coefficient (R)	0.343	
	Selection factor (R ²)	0.118	
	Standard error for estimation	1.0306	

(*) = Stable gradient **** (QoS)** = Quality of Service

The regression line model between independent and dependent variables was as follows = $1.652 + 0.176x_1 + 0.221x_2 - 0.012x_3 + 0.051x_4$

Whereas: Y = Quality of service , X1 = Personal hygiene, X2 = Training, X3 = Menu, X4 = skill

The results of the multiple regression shown in the table showed a positive correlation between the dimensions of the food and drink services and the quality of service provided in the regression model, where correlation coefficient (R) was 0.343, indicating the effect of the service dimensions on the quality of service. Except for the menu that showed a reverse regression model. The regression value of the regression model (R²) (0.118) for all dimensions of food and drink services was estimated, indicating that 11.8% of the changes in quality of service are

explained by the dimensions of food and drink services. The value of (F) calculated in the regression model of the hypothesis was 6.784 and the statistical significance level ($\text{sig} = 0.000$), which is smaller than the level of statistical significance adopted (0.05), indicating a significant statistical effect between the independent variables (dimensions of food and drink services) Dependent Variable (QoS). It is clear from the above rejection of the first major null hypothesis, and accepts the first alternative main hypothesis that "there is a statistically significant impact between the dimensions of food and beverage services provided in the social clubs in Mansoura City and the quality of service provided by them"

Recommendations

Based upon both the literature reviewed and the field study findings, the following recommendations could be suggested:

1-The management have to train employees to know how to deal with the customer, provide the service faster and how to deal in emergency situations.

2-Food menu must be availability at the social club and reviewing it periodically.

3-Management have to maintain the employees who have gotten training on service by providing them with incentives and wages suitable for them to ensure their loyalty and working well.

4-Employees should be at a high degree of personal hygiene to prevent contamination of finished products.

5-There must be toilets provided with hot and cold water and disinfectants in order to avoid any microbes or infections transmitted from the person to the food who deals with it.

6-Sales prices must be standardized to be commensurate with the needs of the customer.

7-Health requirements must be applied for the receipt food ,in terms of quality and validity ... etc.

8- The employee who return to work after the interruption due to disease must obtain a medical report showed that the employee recover from the disease.

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⁴ In Arabic references

⁵ In Arabic references

⁶ In Arabic references

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