

SERVICE QUALITY IN FAST FOOD OUTLETS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Service Quality in Fast Food Outlets" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined service quality in fast food outlets, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of service; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with service and quality. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 400 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 362 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.12). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.564$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.7, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.22$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on service.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of service quality in fast food outlets is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

service continues to command considerable attention among researchers, policymakers, and practitioners in tourism and hospitality. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which service unfolds. Research by Nnamdi and Oyelaran (2021) using mixed methods provided particularly rich insight into the mechanisms connecting service and quality. Such findings reinforce the argument that service deserves a place of priority on the development agenda. Research by Eze and Ekwueme (2021) using mixed methods provided particularly rich insight into the mechanisms connecting service and quality. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

In recent years, service has emerged as a central theme in scholarly discourse on tourism and hospitality. Economic pressures and resource scarcity frequently determine the pace at which service advances in practice. The work of Adigun and Famuyide (2023) extended earlier analyses by demonstrating that quality reinforces the effects of service. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Studies conducted within the West African subregion by Aderemi and Obiora (2018) reached conclusions broadly consistent with the Nigerian evidence. For practitioners, the practical significance of service cannot be overstated, given its demonstrable link with quality. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Contemporary scholarship increasingly frames service as inseparable from the broader question of quality. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream service into routine governance. Studies conducted within the West African subregion by Aderemi and Obiora (2018) reached conclusions broadly consistent with the Nigerian evidence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The aggregate picture emerging from Adebayo and Eze (2023) points to a modest but consistent association between service and the outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding quality. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The relationship between service and quality has been the subject of sustained academic interest across several disciplines. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of service. Adigun and Bamgbose (2020), in a survey of relevant stakeholders, concluded that the benefits of service are unevenly distributed across groups. These observations collectively invite a