

**TECHNOLOGY AND SERVICE QUALITY AMONG COFFEE  
SHOPS IN NAIROBI, KENYA**

**BY  
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## **DECLARATION**

This research project is my own work and has not been submitted for award of any degree in any other university and / or higher learning institution and where people's research work has been used, they have been duly acknowledged.

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## **ACKNOWLEDGMENT**

It has been an exciting and instructive study session in the University of Nairobi and I feel privileged to have had the opportunity to carry out this study as a demonstration of knowledge gained during the period that I was taking my master's degree.

I would like to take this opportunity to thank the almighty lord for giving me the chance and strength to pull through even in difficult situations.

To my lovely son Fide Samuel Omoti who gave me the reason to aim higher because he lookup to me and I will not want to let him down. I also appreciate my Dad, Mum and siblings no granting me the opportunity to study.

Above all I acknowledge Mr. Joash Mageto for being my mentor and for his support all along my MBA studies, finally my supervisor Zipporah Kiruthu for her generous guide in my project.

## **DEDICATION**

I dedicate this to my lovely son Fidel Omoti .I love you so so much.

## **ABSTRACT**

In the backdrop of the immense challenges faced by coffee shops in Nairobi, Kenya in terms of changing customer demands, increased competition, changes in price of inputs, many coffee shops have adopted technology in service delivery in order to mitigate these challenges. This study had a two pronged approach; one, to establish the extent of adoption of technology among coffee shops in Nairobi, Kenya, and two, to establish the relationship between service quality and technology among coffee shops in Nairobi, Kenya. A descriptive survey was used to answer the research questions on the current status of the subject of the study and in reference to the objectives of the study. The target population of the study was all coffee shops in Nairobi, Kenya totalling two hundred and forty eight (248). A sample of 100 coffee shops was taken out of this sampling frame. Questionnaires were used to collect primary data from the respondents. The data was quantitatively and qualitatively analyzed and presented as frequency and percentage tables. The study found out that coffee shops have adopted technology measures to enhance their competitiveness. The technology variables were correlated with the service quality variables. It was found that micros order processing, electronic payment modes; WI-FI provision and online ordering were found to be statistically significant.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

QMS	-	Quality management systems
WIFI	-	Wireless internet
M-pesa	-	Mobile phone money transaction
Masala chai	-	Spicy Tea

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The adoption of technology into service industries is becoming a strong trend as service providers are now being urged by industry bodies to invest in technology (Australian Coalition of Services Industries Annual Review, 1997a; 1997b) as a way of securing their future in the electronic age. The role of technology in service organizations as discussed by Kelley (1989) has been predominantly employed to reduce costs and eliminate uncertainties. In the service sector, technology has been used to standardize services by reducing the employee/customer interface (Quinn, 1996). Service delivery in the hotel industry has improved gradually due to the adoption of new technologies. These technologies can be used to serve customers or help customers to access other services. Some of the notable technologies include: payment technologies, order placement technologies and order tracking, point of sale, provision of Wi-Fi networks for internet access, offering tablets to customers instead of newspapers, and availability of tech games for children. This study would therefore seek to establish the relationship between the use of the aforementioned technologies and the level of service offered by a coffee shop. The following sections discuss service quality and technology in service facilities.

### **1.1.1 Technology**

Technology is the making, modification, usage, and knowledge of tools, machines, techniques, crafts, systems, and methods of organization, in order to solve a problem, improve a preexisting solution to a problem, achieve a goal, handle an applied input/output relation or perform a specific function.

Technology has been used as a productive, tactical, and strategic resource, as a tool and as a change agent. Technology has revolutionized the management of service organizations by changing the way in which people work and interact. Walker and Craig-Lees (2002) stated that technology can facilitate service delivery to the benefit of customers and providers. In addition to providing opportunity for new service offerings, technology is providing vehicle for delivering existing services in more accessible, convenient and productive ways. Technology facilitates basic customer service functions such as paying bills, questions, checking accounts records for both local and globally. Advancement of technology as made it easy to pay bills by use of electronic visa cards.

### **1.1.2 Service Quality**

Services are acts, deeds or performances which are intangible; therefore they are economic activities that produce time, place, form or psychological utility. The elements of service encounter include: customer, service provider, delivery systems and physical evidence.

Quality is much desired and often talked about but somewhat difficult to define. The problem lies not on finding definition as many definitions exist, but in ensuring that both the service provider and the customer understand each other in their definitions.

Quality has been defined from different perspectives and ornaments according to the person making the decision, the measures applied and the context within which it is considered (Tapiero, 1996). It has been defined as “excellence” Peters and Waterman, 1995 “value” Freigenbaum, 1995, “fitness for use” Juran and Gryana, 1988 “Conformance to requirement” Crosby 1979 and meeting and /or exceeding customers’ expectations Parasuraman et al. ,1985.

More often than not customers demand quality experience and their resultant behavior is replicated in terms of an attitude towards consumption behavior, which as lead researchers and analysts to regard quality as a single most important factor for long term success and survival for any organization. Due to this Deming (1985) asserts that quality aims at the needs of the customer at present and future.

Therefore quality of service is the ability to provide different priority to different applications, users, or to guarantee a certain level of performance. Service quality can be defined as “the collective effect of service performances which determine the degree of satisfaction of a user of the service”. In other words, quality is the customer’s perception of a delivered service.

### **1.1.3 Coffee Shops in Kenya**

Traditional brick-and-mortar companies are embracing the use of technologies to enhance the services they offer and to gain customer loyalty. The objectives are to stay in the forefront of today's marketplace and to improve service, efficiency, and profitability. The hospitality industry has transformed itself into a global industry, and, as one of the largest industries in the world, it serves as an excellent example of an industry that has transformed itself in response to changes in customer requirements and demands. Continuous technological developments and their adoption in the hospitality industry have provided numerous opportunities and challenges.

Across the world, coffee houses command a significant portion of market share as relaxing joints for customers either at mid-morning or evening. For example Starbucks opened their first store in 1971, in Seattle and have taken the world by storm with more than 8,000 locations. They sell espresso and espresso drinks such as a latte, cappuccino, mocha, as well as dinner. In Kenya and specifically in Nairobi there has been an emergence of coffee shops recently. For instance Nairobi java House, Dormans, Art Caffe, and Savannah. These coffee houses have distinguished themselves from the traditional restaurants by adopting new technologies to enable them deliver quality service to their customers.

Coffee shops refer to an establishment which serves prepared coffee and other hot and cold beverage. It shares some of the same characteristics of a bar or restaurant, since they serve alcoholic beverages such as coffee plus sambuca: for example beilyschino but it is

different from a cafeteria. As the name suggests, coffee shops focus on providing coffee and tea as well as light snacks and a display case containing pastries and occasionally savory items such as sandwiches.

Typical pastries include scones, muffins, croissants, and even doughnuts. There is usually a large selection of teas as well, and the Indian spiced tea drink masala chai. Iced drinks are also popular and they include both iced tea and iced coffee as well as blended drinks such as Frappucino, smoothies and milkshakes.

Coffee shops largely serve as centers of social interaction that provides social members with a place to congregate, talk, write, read, entertain one another, or pass the time, whether individually or in small groups of two or three people. They have a widespread adoption of public Wi-Fi access points to provide Internet services to people doing work on laptop computers and mobile phones on the premises. Some upscale coffee shops even offer alcoholic beverages such as grappa, aperitifs, gins, vodka, beers and alcoholic cocktails.

## **1.2 Statement of the Problem**

Research has shown that quality of service is essential for customer satisfaction (Cronin and Taylor, 1992), repeat purchases and winning customer loyalty (Zeithaml *et al.*, 1990) and customer retention and it also affects company's market share and thus profitability (Kandampully and Duddy, 1999). Heskett *et al.* (1994) suggested that quality management systems (QMS) are the critical link with customers. It can, for example, ensure effective use of technology to the satisfaction of customers.

Integrating technology into a product or service can improve customer satisfaction (Kandampully and Duddy, 1999) . A major benefit of technology in service industries is quicker access to better information, particularly when accessing customers' needs. However, to ensure that the desired benefits are achieved, Small and Yasin (1997) recommended that technology is implemented in association with an appropriate QMS.

Competitive advantage is enhanced if there is synergy between management strategies and employees' understanding of those strategies. There must be strategic consistency with respect to structural and infrastructure decisions (Smith and Reece, 1999). Implementing technology and a QMS can therefore improve service quality as perceived by both internal and external customers.

Mathew *et al.* (1999) carried out a study on the impact of technology on service delivery in the banking industry in Australia. They concluded that banks that offered electronic banking were perceived to be offering quality service. Ombati (2007) carried out a study on impact of technology on service quality in the banking industry in Kenya and concluded that technology led to improved customer satisfaction through accessibility and convenience.

Although many studies have focused on technology and service quality, relatively little attention has been paid to the relationship between the use of technology and service quality in coffee shops in Kenya. This study therefore seeks to answer the question; what is the relationship between technology and service quality among coffee shops in Kenya?

### **1.3 Objectives of the Study**

- i. The specific objectives for this study are;
- ii. To establish the extent of adoption of technology among coffee shops in Nairobi, Kenya.
- iii. To establish the relationship between service quality and technology among coffee shops in Nairobi, Kenya.

### **1.4 Purpose of the Study**

This study will be useful to all coffee shops and it will majorly help them to improve service quality through adoption of new technologies and implement the same.

The research will also be meaningful to academicians in their subsequent studies, in that they will further their researches from this study gaps.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Technology in Service Facilities**

Technology has been used as a productive, tactical, and strategic resource, as a tool and as a change agent. Technology has revolutionized the management of service organizations by changing the way in which people work and interact. In health care, Kunst and Lemmink (2000) suggested that technological developments had important effects on medical care, surgical techniques, drugs, equipment and health services.

In the banking industry technology is the vehicle of advancement: it led to electronic banking where the internet is used as a remote delivery channel for providing services such as transferring money into different accounts as well as opening savings accounts, paying bills, viewing balance and paying mortgages. Mobile banking where by one is able to withdraw of deposit cash using mobile phones and ATMs (Automated Teller Machines).

Dabholkar (1994) claims that when the customer is in direct contact with the technology there is greater control such as with Internet banking. However, if there is an absence of direct contact, such as with telephone banking (since the technology itself is not visible to customers who are able only to press numbers on their telephone keypad) it is assumed that there is less control perceived by the customer during this transaction. Bateson (1984) has conducted a number of studies on the need for consumers to have control during service encounters. When a consumer freely chooses to use technology as a form of service delivery the impact is high in terms of quality attributes. Some of the quality

attributes that are highly important to consumers are efficiency and speed (Bateson, 1984). This concept is supported by Weatherall et al. (1984), who state that consumers are thought to have a positive perception of technology based service attributes since they believe technology will deliver a faster and more efficient service than that of the employee. Gummesson (1991) also stresses that reliability and user-friendliness are important attributes in the evaluation of technology-based services.

The technology used in service delivery should offer flexibility to allow customers to make changes during the transaction and make available a customer service adviser if required, with “minimum waiting” (Dabholkar, 1994).

## **2.2 Service Quality**

In a service-oriented business, service quality (along with unit productivity and administrative effectiveness), is a critical performance indicator. Although many organizations consider customer perceptions to be good indicators of service quality or performance these perceptions are often imprecise.

Regarding service quality, recent research has shown that globally across the service sector, many people are concerned that the level of service quality has been declining over the last two decades customers sometimes feel service employees are too busy, under-paid, and under-trained and under motivated to provide good service (Barta and Chalker 2001).

Service can be divided into high-touch or high-tech services. High touch services are mostly dependent on people in the service process producing the service, whereas high tech services are predominantly based on the use of automated systems information technology and other types of physical resources. However, one should always remember that high touch also includes physical resources and technology based systems that have to be managed and integrated into service process in a customer oriented fashion( Gronross, 2001). Thus in this study, technology in coffee shops service include both high tech and high-touch service.

For coffee houses to offer quality services they should provide for enough space for customers to avoid congestion, quality air conditioning for the comfort of customers, not forgetting clean bathrooms which should be maintained regularly at an interval of ten minutes depending on how busy the restaurant is.

Once a guest walks in to the coffee shop he/she should be warmly welcomed and given a menu immediately; this saves on time taken to take orders and process ensuring the customer gets the order on time. A good starting goes hand in hand with a good finishing, customers should receive error free bill so as to build trust and be satisfied with the service offered.

In order for service organizations to differentiate themselves from their competitors and to attract new and repeat customers, they must offer service quality (Rowley, 1998). Service quality is determined by the difference between the customers' expectations of

the service and perceptions of the service they actually receive (Parasuraman et al., 1985). Understanding the attributes of service that customers use to evaluate and define quality service can help organizations develop more effective ways of improving services (Rowley, 1998). Parasuraman et al. (1985) have referred to these attributes as "determinants of quality" and have identified ten general characteristics which constitute quality in service: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibles. Parasuraman et al. (1988) have also developed a generic instrument called SERVQUAL to measure service quality based on five dimensions distilled from the original ten determinants by factor analysis. Although the SERVQUAL is widely known to academicians as well as practitioners, the dimensions used in the instrument are inadequate for certain industries.

### **2.3 Application of Technology**

As with most other service providers), coffee houses have moved quickly to invest in technology as a way of controlling costs, attracting new customers and meeting the convenience and technical innovation expectations of their existing customer. In coffee shops technology provides for online menu for customers, making orders through phone and processing of orders by use of IPSOS micros systems. Entertainment of guests through online coffee magazines and offering of free Wi-Fi is the courtesy of technology.

Technology enables customers to make orders online which are to be delivered to their residential places or offices. This saves time and effort to move from one place to another. Technology also provides for online reservation of big tables, this increases the customers satisfaction since they need not to wait for tables to open up.

Technology facilitates basic customer service functions transactions the information seeking and has changed the face of customer service, but many organizations now offer human contact as the ultimate form customer service, such as a “live chat” opinion or phone contact when people have a problem with an internet based service (Bitner 2001).

Technology enables both customers and employees to be more effective in receiving and providing the service (Bitner *et al.*, 2000).Self-service technology (SSTs) can enhance customer relationships management and service customization but they must be well designed and appropriate. Mike and Founier (1998) have however, highlighted paradoxes in technology product and services: technology can both assimilate people while at the same time isolating them: It can provide a sense of control with a sense of ineptitude: it can facilitate involvement and activity between people while leading to dis-connectivity and passivity: it can result in greater efficiency and productivity and can result in wasted time and effort.

The question of acceptability is crucial one. Research looking into “customer technology readiness” suggests there are segment of customers simply not interested or ready to use technology (Parasuraman and Colby, 2001). Employees can also be reluctant to accept

and integrate technology into their working lives either because they do not wish to change or do not perceive any value in learning the new technology (Bitner, 2001).

Walker *et al.* (2002) view a customer's decision to adopt or reject technological facilitated service delivery as dependent on and conditioned by their individual capacity and willingness. Capacity implies a perceived ability to use (Davis *et.al.* (1989).Adaptors of technology based services will tend to be convinced by ease of use and convenience.

In technology based encounters dissatisfaction is most commonly related to failure in technology service design or in the service process. Most technology based complains tend to be with internet service, about which customers are more likely than no to be more unfamiliar. It could be argued that technology related complains should diminish over time with increased familiarity and hence technology has the advantage of being more consistent than the behavior of individual staff.

## **2.4 Servqual Model**

Parasuraman's five dimensions and SERVQUAL instrument are one of the most influential and widely used service quality models because they have a number of advantages in application.

First of all, SERVQUAL allows organizations to understand their customers' expectations and perceptions of their service quality. Organizations can periodically track the service quality trends and thus, improve their service accordingly. Studies of a number of researchers did prove this (Fitzsimmons & Fitzsimmons, 2001).

Second, SERVQUAL allows organizations to assess their quality along each of the five service dimensions by averaging the difference scores on items making up the dimensions (Robinson, 1999). Overall perceived service quality can also simply be measured by averaging the dimension scores (Robinson, 1999).

Third, SERVQUAL can be used to categorize an organization's customers into several perceived-quality segments, such as high, medium, or low, on the basis of their individual SERVQUAL scores (Parasuraman, 1988). This facilitates an organization's customer segmentation. This approach will be used in the research.

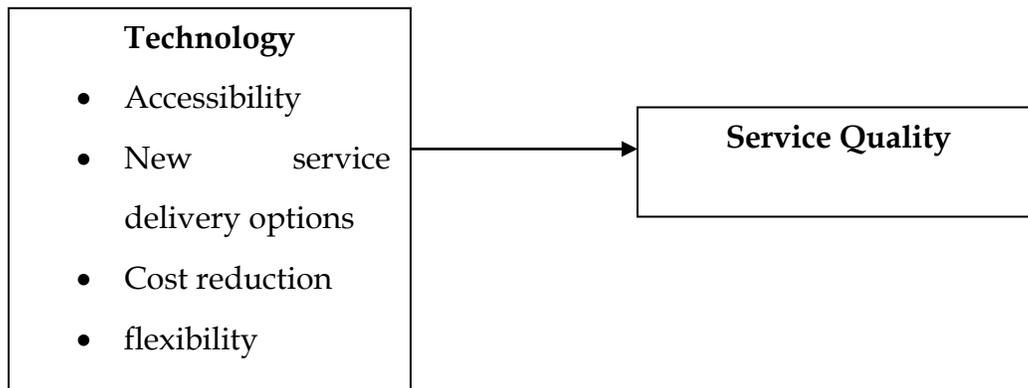
Forth, SERVQUAL can be applied across a broad range of service industries and can be easily modified for specific requirements of an organization (Dabholkar *et al.*, 1996). After SERVQUAL was developed, a lot of studies successfully used SERVQUAL to measure the service quality in various service industries, such as banks, hospitals and hotels (Babakus & Mangold, 1989; Lau *et al.*, 2005; Lee & Hwan, 2005). In this paper, tangibles, reliability, responsiveness, assurance, and empathy are identified as the popular SERVQUAL scale units for quality measurements.

## **2.5 Conceptual Framework**

Service quality construct has been researched by quite a number of researchers. Service quality definition revolve around the idea that it is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed. Service quality can be seen from three dimensions: it consists of “interaction”, “physical” and “corporate” quality. At a higher level, and essentially from a customer’s perspective, quality is seen as being two-dimensional, consisting of “process” and “output” quality. The emphasis on two main dimensions of service quality is: first “technical” quality or “what” is received by the customer and the other “functional” quality or “how” a service is provided. The latter is the most critical aspect and is concerned with the psychological interaction taking place during the exchange transaction. It is based on the customer’s perception and is therefore extremely subjective and encompasses all the cues that the customer picks up during the transaction. These are by no means limited to cues emanating from the server but also from the entire service environment.

A number of dimensions of service quality identified in the health care industry include: access, technical management both at an administrative and at a clinical level, interpersonal management and continuity of care. Access refers to such aspects as location, hours, telephone and waiting and appointment times. The administrative side of technical management focuses on general ambience and amenities, meals and the efficiency of billing. This study has been conceptualized as shown in figure 2.1.

**Figure 2.1: Conceptual Framework**



Independent variables

Dependent variable

**Source: Author, 2013**

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study was carried out through a descriptive survey research design. The purpose of survey research in description was to find out what situations, events, attitudes opinions were occurring in a population. Survey research aimed at description asking simply about the distribution of some phenomena in a population or among subgroups of a population. This study specifically focused at meeting the following objectives. To establish the extent of adoption of technology among coffee shops in Kenya and to determine the relationship between service quality and technology among coffee shops in Kenya. This research design was also used by Ombati (2007).Norizan (2005) and Gakuo (2003).

#### **3.2 Study Population**

The population of study was drawn from coffee shops in Nairobi, Kenya. This mainly constituted of coffee shops within Nairobi. The population constituted of 248 coffee shops listed by free business listing provided for Kenya Coffee House Guide as at 26<sup>th</sup> July 2013.

#### **3.3 Sample Design**

A sample of all the coffee houses within Nairobi region was selected using simple random sampling procedure. A sample of 100 coffee shops in Nairobi CBD was selected. The respondents were mainly regular customers visiting the sampled coffee shops. The

respondents were drawn mainly from the customers within the service facility. One customer was selected randomly within each service facility.

### **3.4 Data collection**

The study used primary data which was captured through semi-structured questionnaires, which consisted of both closed and open ended questions. The questionnaire had three sections. Section A captured demographic data of the respondent, Section B captured data on extent of adoption of technology among coffee shops in Kenya and section C collected data on the relationship between service quality and technology. The questions were presented in form of statements on a 1-5 scale for respondents to score and open ended questions, the questionnaires were dropped and picked later by the researcher.

### **3.5 Data Analysis**

The data collected was subjected to Statistical analysis and content analysis to establish the relationship between technology and service quality among coffee shops in Kenya. Frequency tables and the percentage proportions of the statement describing the relationship were also used. Means were calculated from the same scores to determine the perceived relationship due to the degree of relation. Correlation analysis was also used to measure the relationship between technology and service quality. Data was also regressed. SPSS tool was used for Statistical analysis.

## CHAPTER FOUR

### DATA ANALYSIS, INTERPRETATIONS AND DISCUSSIONS

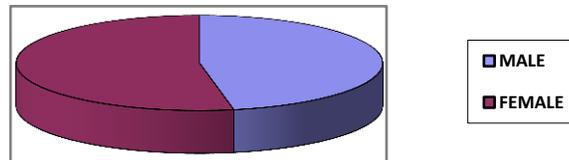
#### 4.1 Introduction

This chapter presents the analysis and interpretation of the data from the field as set out in the research methodology. The questionnaire was designed in line with the objectives of the study. The study sampled 100 respondents from the target population. Out of the 100 target population 58 respondents filled in and returned the questionnaire contributing to 58%. The data was analyzed using SPSS analysis tool and the content examined critically to help in drawing conclusions.

#### 4.2 Demographic profile of respondents.

This consisted of gender, age and how frequently the respondent visited the particular coffee shops.

**Figure 4.2 Gender presentation**



As per the above figure among the 58 respondents 47% were male and 53% female. However the 100 questionnaire were given to 50% male and 50% female. This indicated a good response from female than male.

**Table 4.1: Age brackets**

	Frequency	Percent	Cumulative Percent
Valid 12<25	14	24.1	24.1
25<35	20	34.5	58.6
35<45	17	29.3	87.9
45<55	6	10.3	98.3
55 AND ABOVE	1	1.7	100.0
Total	58	100.0	

As shown above age set of 12<25 was presented by 24.1% of the data collected, 25<35 by 34.5% which indicated the highest age bracket of the guest in the coffee houses. 35<45 showed 29.3%, 45<55 registered 10.3% and 55 and above indicated 1.7%. This shows that the majority of customers in Nairobi, Kenya coffee shops ranges between 25 to 35 years of age.

**Table 4.2: No of Years**

N	Valid	58
	Missing	0
Mean		2.31
Std. Deviation		1.012

This gave a mean of 2.31 on the visitors' age, indicating on average the customers visiting the coffee shops are age between 25 to 35 years.

**Table 4.3: No. of Times of Visitation**

		Frequency	Percent	Cumulative Percent
Valid	DAILY	13	22.4	22.4
	2<6DAYS PER WEEK	21	36.2	58.6
	WEEKLY	24	41.4	100.0
	Total	58	100.0	

**Table 4.4: No of Times**

N	Valid	58
	Missing	0
Mean		2.19
Std. Deviation		.783

The study also sought to establish how regularly the customers visited the coffee shops. Results showed that 22% of the respondents visited those specific coffee shops on a daily basis, 36% 2 to 6 days a week and 41% on a weekly basis respectively.

### **4.3 Service Rating and Technology**

The study further sought to evaluate and determine how the customers perceived the coffee shops incorporated technology during service offering and rating of the service quality of those coffee shops. The respondents provided the following views.

**Table 4.5: Service Rating**

		Frequency	Percent	Cumulative Percent
Valid	VERY GOOD	2	3.4	3.4
	GOOD	39	67.2	70.7
	MODERATE	17	29.3	100.0
	Total	58	100.0	

**Table 4.6: Rate of Service Quality**

N	Valid	58
	Missing	0
Mean		3.74
Std. Deviation		.515

The above two tables present the customer's views on service offered by the coffee shops in Nairobi. Table b. gave on average a mean of 3.74 on a deviation of .515 which was very valid. Table a, showed that 67.2% of the respondents felt that the service was good that a mark of four on a scale of 1 to 5, while 29.3% experienced an average service and only 3.4% had a very good encounter. Meaning none had poor or very poor service. Therefore coffee shops service providers in Nairobi give good service to their customers.

**Table 4.7: Incorporation of Technology in Offering Service**

		Frequency	Percent	Cumulative Percent
Valid	VERY GOOD	12	20.7	20.7
	GOOD	31	53.4	74.1
	MODERATE	13	22.4	96.6
	POOR	2	3.4	100.0
	Total	58	100.0	

As indicated in the above table 53.4% of the respondents felt that the coffee shops highly incorporated technology in offering their service whereby they rated the same at 4 on a scale of 1 to 5, where 5 was very good and 1 very poor. Therefore 96.1% felt that technology incorporation was above average. Only 3.4% gave a low level of incorporation of technology. This shows that a large number of coffee shops incorporate technology in offering their services to customers.

**Table 4.8: Technology Adoption Rate**

N	Valid	58
	Missing	0
Mean		3.91
Std. Deviation		.756

This gave a statistical mean of 3.91, which is 4 when rounded off, justifying the previous table with 0.756 deviation.

#### 4.4 Technology Adoption

The study also sought to get customers view on the level of technology following the below attributes. They, customers ranked the attributes on a scale of 1 to 5. Where 5 was highly adopted technology and 1 was least adopted technology attribute. They gave the below results.

**Table 4.9: Technology Adoption**

	Mean	Std. Deviation
MICROS ORDER PROCESSING	3.98	.868
ELECTRONIC PAYMENT MODES	3.91	.864
WI-FI PROVISION	3.67	.944
ONLINE RESERVATION	3.41	1.027
ONLINE ADVERTISEMENT	3.41	.795
ONLINE ORDERING	3.28	1.056
AUTOMATION SYSTEM	3.28	.874
GUESTS ENTERTAINMENT	3.22	1.109
ONLINE MENUS	3.14	.868

As shown above the data indicated that Micros Order Processing was the highly adopted technology in many coffee shops in Nairobi with a mean of 3.98 approximately 4 that means well adopted with a least deviation of 0.868.

## 4.5 Service Quality

The study also sought to know the level of service quality in the coffee shops in Nairobi, this was done by use of the Servqual scale units of quality measurement .Five common Servqual attributes namely: Reliability, Assurance, Responsiveness, Empathy and Tangibles were use to collect data on a rating of 1-5, where 1 meant below customer's expectation and 5 above customer's expectation. The following results were generated.

**Table 4.10: Service Quality Ranking**

	Mean	Std. Deviation
CLEAN PREMISES	4.17	.729
SMART STAFF	4.10	.693
WILLING SERVICE STAFF	4.02	.737
CONVINIENT TIME	4.00	.749
COURTEOUS STAFF	3.97	.700
PROMPT SERVICE	3.91	.601
ACCURACY BILLING	3.86	.760
KNOWLEDGEABLE STAFF	3.79	.695
CONVINIENT PAYMENT MODES	3.79	.767
TIMELY ENQUIRY	3.76	.683
SERVICE TIME	3.74	.609
CUSTOMER FEEDBACK	3.71	.838
CORRECT RECORD	3.64	.765
STAFF GUEST UNDERSTANDING	3.62	.875
STAFF GUEST BONDING	3.47	.922
STAFF XTRA MILE	3.41	.956

As shown by the above table clean premises had the highest ranking with a mean of 4.17 followed by smartness of the staff with a mean of 4.10. All the service quality attributes were ranked slightly higher than expected by customers. This implies that service offered by coffee shops in Nairobi is above customers' expectation.

#### **4.6 Relationship between Technology and Service Quality**

The technology variables were correlated with the service quality variables. This resulted into a correlation matrix shown below. From the matrix, the micros order processing was found to be significant as it had a correlation of 0.549 with staff willingness to serve customers. This implied that when staff uses this system orders are processed faster and accurately and customers perceive the staff to be willing to assist hence quality service. This variable had a moderate relationship with variable Y14 (staff going extra mile to ask the wear about of customers), Y13 (staff guest bonding) and Y7 (convenient opening time). However, the strength with other variables was weak.

Electronic payment modes was also significant with Y10 (willingness of staff to serve customers) and Y9 (providers offering prompt services).

WI-FI provision was also slightly significant with Y2 (service time as promised), Y9 (providers offering prompt services), and Y10 (willingness of staff to serve customers)

Online ordering was only significant with Y2 (service time as promised) at  $p=0.04$ . However online reservation was statistically significant with Y2 (service time as promised) and Y12 (staff understanding the guests)

All the other variables were not statistically significant therefore the coffee shops should concentrate on using the micros order processing or improve their order entry method, electronic ordering, WI-FI provision, online ordering and online reservation. The online menus and online advertisement were not statistically significant therefore, do not influence service quality to a great extend as per this study.

### 4.6.1 Correlation Analysis

		Correlations															
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16
AUTOMATION SYSTEM	Pearson Correlation	.099	.038	.138	.130	-.020	.160	.107	.231	.213	.319*	.008	.070	.077	.176	.155	.172
	Sig. (2-tailed)	.458	.780	.303	.329	.882	.230	.424	.081	.108	.015	.952	.600	.564	.187	.246	.197
ONLINE MENUS	Pearson Correlation	.077	.268*	.003	.066	.019	.226	.027	.116	.124	.133	-.115	.232	.138	.163	-.112	.045
	Sig. (2-tailed)	.568	.042	.984	.624	.887	.089	.841	.385	.353	.318	.392	.080	.303	.222	.404	.737
ONLINE ADVERTISEMENT	Pearson Correlation	.020	.044	.038	.184	.158	-.157	-.029	.155	.039	.077	-.145	.053	.092	.140	-.174	.056
	Sig. (2-tailed)	.882	.744	.777	.168	.237	.239	.826	.246	.770	.564	.278	.693	.494	.294	.190	.674
MICROS ORDER PROCESING	Pearson Correlation	.070	.191	.023	.316*	.256	.186	.324*	.318	.333	.549**	-.005	<b>.384**</b>	<b>.405**</b>	<b>.432**</b>	.324	.282
	Sig. (2-tailed)	.604	.152	.864	.016	.053	.163	.013	.015	.011	.000	.968	.003	.002	.001	.013	.032
ELECTRONIC PAYMENT MODES	Pearson Correlation	.191	.024	.115	.169	.233	.134	.108	.142	<b>.391**</b>	<b>.415**</b>	.079	.258	.183	.278	.162	.275
	Sig. (2-tailed)	.152	.861	.389	.205	.079	.316	.418	.286	.002	.001	.558	.051	.168	.035	.226	.037
GUESTS ENTERTAINMENT	Pearson Correlation	-.027	.113	-.004	-.058	.198	.223	.106	-.228	.135	-.005	-.089	.071	.016	.076	-.190	-.027
	Sig. (2-tailed)	.842	.397	.974	.667	.137	.092	.430	.085	.313	.971	.507	.596	.903	.568	.152	.841
WI-FI PROVISION	Pearson Correlation	.124	<b>.400**</b>	.058	.142	.216	.076	.298*	.256	.321*	.311*	.002	.123	.199	.172	-.055	.160
	Sig. (2-tailed)	.352	.002	.664	.288	.104	.570	.023	.052	.014	.018	.990	.357	.135	.196	.684	.230
ONLINE ORDERING	Pearson Correlation	.191	.304*	.048	.084	.151	.192	.200	.070	.038	-.006	-.080	.210	.082	.163	-.064	.119
	Sig. (2-tailed)	.151	.020	.719	.529	.258	.149	.133	.604	.776	.963	.551	.113	.540	.221	.635	.372
ONLINE RESERVATION	Pearson Correlation	.239	<b>.371**</b>	.074	-.029	.098	.164	.205	.170	.030	.129	-.023	<b>.373**</b>	.127	.234	.013	.184
	Sig. (2-tailed)	.071	.004	.579	.831	.466	.219	.122	.202	.821	.333	.864	.004	.344	.077	.924	.166

## KEY

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16
									WI				ST		
									LLI	CON			A		
CO									NG	VINI		ST	X	S	
RR		ACC			CUS		TI	PR	SE	ENT		AFF	T	M	
EC	SE	URA	COU		TO		ME	OM	RV	PAY	STAFF	GU	R	A	CLE
T	RV	CY	RTE	KNOW	MER	CON	LY	PT	ICE	MEN	GUEST	EST	A	RT	AN
RE	ICE	BIL	OUS	LEDGE	FEE	VINI	EN	SE	ST	T	UNDE	BO	M	ST	PRE
CO	TI	LIN	STA	ABLE	DBA	ENT	QUI	RV	AF	MOD	RSTAN	NDI	IL	AF	MIS
RD	ME	G	FF	STAFF	CK	TIME	RY	ICE	F	ES	DING	NG	E	F	ES

### 4.7 Regression of Service Quality Against Technology

Each of the service quality variables was regressed against all the technology variables. It was established that only service time, timely enquiry and staff willingness were found to be statistically significant table 4.7.1, table 4.7.2 and table 4.7.3. This meant that only these three variables could be significantly predicted using the listed technology variables.

**Table 4.11: Service Time**

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.543	8	.943	3.403	.003 <sup>a</sup>
	Residual	13.578	49	.277		
	Total	21.121	57			

a. Predictors: (Constant), ONLINE RESERVATION, ELECTRONIC PAYMENT MODES, ONLINE ADVERTISEMENT, WI-FI PROVISION, ONLINE MENUS, GUESTS ENTERTAINMENT , MICROS ORDER PROCESING, ONLINE ORDERING

b. Dependent Variable: SERVICE TIME

$F(8,49)=3.403, P<0.003$

**Table 4.12: Timely Inquiry**

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.336	8	1.292	3.887	.001 <sup>a</sup>
	Residual	16.285	49	.332		
	Total	26.621	57			

a. Predictors: (Constant), ONLINE RESERVATION, ELECTRONIC PAYMENT MODES, ONLINE ADVERTISEMENT, WI-FI PROVISION, ONLINE MENUS, GUESTS ENTERTAINMENT , MICROS ORDER PROCESING, ONLINE ORDERING

b. Dependent Variable: TIMELY ENQUIRY

$F(8,49) =3.887, P< 0.001$

**Table 4.13: Staff Willingness to Serve**

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.252	8	1.531	4.006	.001 <sup>a</sup>
	Residual	18.731	49	.382		
	Total	30.983	57			

a. Predictors: (Constant), ONLINE RESERVATION, ELECTRONIC PAYMENT MODES, ONLINE ADVERTISEMENT, WI-FI PROVISION, ONLINE MENUS, GUESTS ENTERTAINMENT , MICROS ORDER PROCESING, ONLINE ORDERING

b. Dependent Variable: WILLING SERVICE STAFF

$F(8,49) = 4.006, P < 0.001$

## **CHAPTER FIVE**

### **SUMMARY CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter provides the summary of the findings from chapter four, giving conclusions and recommendations of the study based on the objectives of the study. The objective this study was to establish the extent of adoption of technology among coffee shops in Kenya and service quality in the coffee shops and hence establish the relationship between service quality and technology among coffee shops in Nairobi, Kenya.

#### **5.2 Summary**

The objectives of this study were to establish the extent of adoption of technology among coffee shops in Nairobi, Kenya and to establish the relationship between service quality and technology among coffee shops in Nairobi, Kenya. As per the study technology as been widely adopted by coffee shops in Nairobi Kenya, such technologies include: online menus, online reservation, micros order processing system, provision on free internet to customers and office automation systems. The study further clarifies the relationship between technology and service quality with the correlation which was regressed to indicate how the service quality varies with technology.

### **5.3 Conclusions**

In conclusion, technology has become the nature of the globe hence it drives the operations of the universe, it is the key to success of any business, in specific in the service industry technology is the stepping step to improvement of service quality .As per this study technology plays a major role in coffee shop's service quality. Provision of Wi-Fi, Electronic payment modes, Micros order processing systems, service time, willingness of the staff to serve as well as online reservation influence service quality in coffee shops.

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## APPENDICES

### APPENDIX I: RESEARCH QUESTIONNAIRE

The following is a data collection instrument for an academic research. The data collected will be treated with utmost confidentiality and will only be used for academic discourse. You are requested to respond to the questions to the best of your knowledge. The questionnaire has three sections A, B and C.

#### SECTION A: DEMOGRAPHIC DATA

1. What is your occupation?.....

2. What is your sex ?

Male  Female

3. What is your age? Tick as appropriate

12 < 25      25 < 35     35 < 45     45 < 55     55 and above

4. How often do you visit this coffee house?

Daily     2 < 6 days per week     weekly

5. On a scale of 1 to 5 where 1 is very poor and 5 is very good how do you rate the service at this coffee shop.....

6. On a scale of 1 to 5. Does this coffee shop incorporate use of technology during service offering.....

## SECTION B: TECHNOLOGY ADOPTION

Using a scale of 1-5, please rank the attributes below on the level of technology adoption by the coffee shops that you have received service from as per your opinion.(Where 1 means least adoption and 5 –highly adopted)

SN	Attribute	1	2	3	4	5
	Availability of office automation system					
	Online menus					
	Online advertisement					
	Micros order processing system					
	Electronic visa payment of bills/mpesa payments					
	Provision of entertainment while waiting for orders to be processed					
	Provision of Wi-Fi					
	Online ordering					
	Online reservation					

**C: SERVICE QUALITY**

Using a scale of 1-5, please rank the attributes below on the level of service quality in this coffee shop as per your opinion.(Where 1 means below customer’s expectation,3- as expected by customer and 5 –above customer’s expectation.)

SN	Attribute	1	2	3	4	5
	1)Reliability:					
	Correct record keeping					
	Service is completed at promised time					
	Accuracy of billing					
	2)Assurance					
	Courtesy of service staff					
	A bunch of knowledgeable staff					
	Provides customer feedback services					
	Operates on the best time scale for customers					
	3)Responsiveness					
	Timely response to customer enquiry( online, telephone)					
	Prompt service to customers					
	Willingness of staff to serve customers					
	4)Empathy					
	Convenient payment modes					
	Employee understanding of the customer					
	Creating a bond with the guest					
	5)Tangibles					
	Going an extra mile asking the guest whether he/she enjoyed the stay					
	Smartly dressed staff					
	Availability of clean physical facilities(tables, lounge)					

\*\*\*\*\*THANK YOU\*\*\*\*\*

## APPENDIX II: LIST OF COFFEE HOUSES

1) Talisman	126) Riya's Delicious Corner
2) Open House	127) Havanna
3) Pango Brasserie at the Fairview	128) aladdin
4) Purdy Arms	129) Plaza Cafe
5) Fogo Gaucho Churrascaria	130) Shamururas Bar
6) Tamarind Restaurant	131) Zaytoon
7) Haandi	132) Upperhill Springs
8) Seven Seafood & Grill	133) Zapata mexican
9) Tamambo Karen Blixen	134) Ankara food court
10) Thai Chi Restaurant - The Stanley Hotel	135) California Cookies
11) Aero Club of East Africa Restaurant	136) Malindi Dishes
12) Abyssinia	137) Tropez
13) Naked Pizza	138) Highland Annexe
14) Norfolk Hotel	139) Vamus
15) Hashmi`s Restaurant	140) Spring Garden
16) For you chines resturant	141) Jamia Plate
17) Java coffee house	142) Amaica The Restaurant
18) La Salumeria	143) Rangers
19) Furasato	144) Porterhouse Restaurant
20) Zen Garden Restaurant	145) Urban Gourmet Burgers
21) Village Market	146) Vineyard Restaurant And Wine Bar
22) Pampa Churrascaria	147) Big Five Restaurant & Bar
23) Brew Bistro & Lounge	148) Royal Kitchen
24) TASTE OF CHINA	149) Velvet Bar & Grill
25) WWW Shop and Bar Ltd - The Wine Expert in East Africa	150) Hertz restaurant
26) The Carnivore Restaurant	151) Dilitante Pizza
27) Habesha	152) Greenview Restaurant
28) Nairobi Java House Downtown	153) Njugunas
29) Bridges Organic Health Restaurant	154) Nairobi Nihonjin Club
30) THORN TREE CAFE	155) Siam Thai
	156) Corner Bistro
	157) Sarit Centre

31) Ambiance	158) Langi Langi Restaurant & Bar
32) Mediterraneo	159) Nyama Choma Stalls
33) Moonflower	160) Remenisce
34) Ranalo Foods	161) Nyama Choma Place
35) Yaya Centre	162) Prime Cuts Butchery and Bistro
36) Hashmi Barbeque	163) Legends Restaurant
37) Cedars	164) Oleader Cafe
38) Anghiti Restaurant	165) Kentmere Club
39) Bar B. Q. Tonight	166) Dormans Westgate
40) Monikos	167) Urban coffee
41) Brew Bisttro pub and lodge	168) McFrys
42) Oro Restaurant and Lounge	169) Visa Place
43) Mukutan Garden Cafe	170) Try My Thai & Sushi Restaurant
44) Osteria Gigiri	171) Secret Garden nairobi
45) Trattoria	172) Hong Kong
46) Furusato Japanese Restaurant	173) Seasons restaurant
47) Rolf's Place	174) Java House Jomo Kenyatta Airport
48) Artcaffe	175) Under The Radar
49) Tatu	176) Galileo's
50) Haveli	177) Rayan Hotel & Restaurant
51) Pwani pool restaurant	178) Kengeles Bar & Restaurant
52) Mandhari Restaurant	179) Al Pasha
53) Mediterraneo	180) Lord Delamere Terrace
54) Bangkok Chinese Restaurant	181) Mystique Gardens
55) Chowpaty	182) Alan Bobbe's Bistro
56) Panda Chinese Restaurant	183) Divino Restaurant & Wine Bar
57) Nairobi Java house	184) The Mug Restaurant
58) Exchange Bar	185) Mercury, The Last Drop
59) Le Rustique	186) Fiesta Restaurant & Bar
61) Misono	187) Flame Tree Restaurant
62) Blanco's Lounge & Grill	188) Valencia Garden
63) Pool Deck Restaurant	189) Nargis
64) Osteria Karen	190) Ashiana Vegetarian Restaurant
65) La dolce vita	191) Rendezvous Restaurant

66) Que Pasa	192) Makuti Bar
67) L'Arena	193) Pool Garden Restuarant
68) The Phoenician	194) Java House Uniafric
69) Havana Bar & Restaurante	195) Gazebo Grill
70) Pete's Cafe & Burrito Haven	196) Verandah
71) The Spur Restaurant at EKA Hotel	197) Mughal
72) Dormans Mama Ngina	198) Mambo Italia
73) the corner affair Bistro	199) Mama Oliech's Restaurant
74) Osteria del Chianti	200) Max Land
75) Slims	201) Steers
76) Tokyo Restaurant Karen	202) Tamasha
77) Planet yogurt	203) La Prugna D'Oro
78) The Smart Village	204) Artcaffe
79) Rusty Nail	205) Millenium
80) Mediterraneo Gigiri	206) Sabrina's Ethiopian Restaurant
81) Mitende Atrium	207) Epic
82) Peppers Restaurant Ltd.	208) Tamarand
83) La Mesa Espanola	209) Arabian Cuisine
84) Onami Grill & Sushi Bar	210) Scotchie's Ridgeways Mall
85) China Plate	211) O'sinkiiri
86) Lal Qila	212) Buffet Park
87) Pampa at Savanah	213) Sarabi pool and supper club
88) Pampa Grill Lavington	214) Coco J
89) Trattoria Ristorante & Pizzeria	215) China Jiangsu Restaurant
90) Java House	216) Pasara Cafe
91) The Lord Erroll	217) Tacos
92) Hamdi	218) Kengeles Lavington Green
93) Diamond Plaza food court	219) The Verandah Garden Restaurant
94) Pheonician Restaurant	220) Campia Ethiopian Restaurant
95) Seven	221) Ro Ro Restauant
96) Hidden Agenda	222) Wimpy
97) Dancing Spoon Cafe & Wine Bar	223) Cafe Habibi & Sheesha Lounge
98) Kfc	224) Black Parrot
99) Dormans Restaraunt	225) debonairs

100) Cafe Maghreb	226) Tanager Bar & Restaurant
101) Sierra Brasserie	227) Bonds Garden Restaurant
102) Muhibbah	228) Masrawy Restaurant
103) The River Cafe	229) Beneve Coffee Houses
104) About Thyme	230) Taj Seasons Restaurant
105) Jiko	231) Supreme Restaurant
106) Kahawa	232) Etouch Food Court
107) Mercury Lounge	233) Mister Wok Chinese Restaurant
108) casablanca bar	234) FK Restaurant
109) Oasis Restaurant - Southern Sun Mayfair Nairobi	235) Rudy's Chic Joint
110) Gipsy Bar	236) Ibis Restaurant
111) Azalea	237) Haru Japanese Restaurant
112) Artcaffe	238) Kowloon Garden Chinese Restaurant
113) Bobos	239) Blue Plate Ren Ren Chinese Restaurant
114) Macushla	240) The Restaurant @ The Crown Place
115) Pitcher & Butch	241) AL Caputo Italian Restaurant Pizzeria
116) Mac Frys	242) Tipuana Garden Restaurant
117) Pizza Inn	243) The Waterhole, Nairobi Didi's Resturant
118) Zafferano	244) The Orchid Lounge
119) Benares nivina towers westlands road nairobi	245) Palacina Dinner Court
120) panari hotel	246) Sippers Absolute Juice
121) Tamambo Bar and Grill	247) Art cafe Azalea-Caribea
122) Tapas Ceviche Bar Nairobi	248) The Royal Terrace Coffee Shop
123) Emerald Garden	
124) Blanco's Sports Grill	
125) Hot Dishes restaurant	