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**ASSESSING INFORMATION COMMUNICATION TECHNOLOGY USE ON
PERFORMANCE OF FAST FOOD RESTAURANTS IN NAIROBI COUNTY,
KENYA.**

Purity Kanyua Murithi

(B.Sc Hospitality and Tourism)

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**Murithi, Purity Kanyua
*Assessing information
communication***



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DECLARATION

This thesis is my original work and has not been presented for a degree award in any University.


Signature.....  Date..... 11/6/2019

Purity Kanyua Murithi - Reg. No. T129/OL/23260/2013

Department of Hospitality and Tourism Management.

Supervisors:

This research thesis has been submitted for review with our approval as University supervisors.

1. Signature  Date..... 11/6/2019

Dr. Alice Ondigi (PHD)

Department of Population, Reproductive Health and Community Resource
Management

Kenyatta University

2. Signature  Date 11/6/2019

Mr. Sisinio Muthengi

Department of Hospitality and Tourism Management

Kenyatta University

ABSTRACT

The purpose of this study was to assess Information Communication Technology use and performance of fast food restaurants (FFRs) in Nairobi County, Kenya. Given today's competitive market conditions, customers in hospitality industry have become more selective with their product and service choices. It is therefore difficult to meet their increasing demands, which make providing and maintaining customer satisfaction one of the biggest challenges for managers in this industry. Some firms have employed various strategies to survive in the industry like adoption of Information and Communication Technology (ICT). The study therefore aimed at assessing ICT use and performance of fast food restaurants in Nairobi County, Kenya. The specific objectives of the study were to; explore the intensity of ICT component usage in FFRs, determine the influence of customer frequency of visit on ICT use and their level of satisfaction, establish the relationship between ICT usage and operational efficiency in FFRs and to evaluate the effect of ICT usage on customer satisfaction in FFRs in Nairobi County, Kenya. Across sectional research design was used for this study and convenience sampling technique was used in selecting the samples for this study. Questionnaires were used to collect primary data. 163 questionnaires were administered to the employees and 260 questionnaires to customers. Both descriptive and inferential statistics were used to analyze the information collected. The findings revealed that ICT components are available in the fast food restaurants though they are limited with the overall rating of ($\mu=2.9$) which is moderate as per the scale used. This study found out that the intensity of ICT use in fast food operations was in the range of ($\mu=1.9$ to $=2.1$) which is low. Correlation between intensity of ICT use, operational efficiency and customer satisfaction was carried out and the relationship between ICT use and operational efficiency had a p value of 0.000 and r value of 0.662 indicated a strong positive relation between the two variables, and therefore the null hypothesis that there was no significant relationship between the intensity of ICT use and operational efficiency in fast food restaurants was rejected. The relationship between ICT use and customer satisfaction had a p value of 0.000 and r value of 0.307 which indicated a moderate positive relationship between the variables, and therefore null hypothesis that there was no significant relationship between the intensity of ICT use and customer satisfaction in fast-food restaurants was rejected. From the findings the conclusions drawn were; ICT adoption influences FFR performance by reduction of customer complaints, over 50% of the FFRs had no point of sale terminals, ICT was mainly applied in marketing and menu management as opposed to table reservations, inventory management and reporting systems. ICT use in FFRs had an impact on customer frequency of visit. The recommendations made from the findings were; Management of FFRs should increase point of sale terminus because 50 % of FFRs had none, use of electronic pay system should be increased in order to enhance efficiency in guest billing cycle which reduces customer complaints, statistics and report system should be adopted and implemented in FFRs because they are least used with a rating of 51.7 and the hotel and restaurant policy makers should consider ICT components as key element when they are assessing hospitality sectors for classification and rating.