

The Impact of Menus on the Customer Satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA)

Omar A.A. Jawabreh*

Department of Hotel Management, Faculty of Tourism and Hospitality, The University of Jordan
PO box 2595, Aqaba, Jordan

Taghreed Al Jaffal

School of Business, Western Sydney University, Australia

Haitham Abdelrazaq

School of Business, Western Sydney University, Australia

Rami Muneer Mahmoud

Department of Hotel Management, Faculty of Tourism and Hospitality, The University of Jordan
PO box 2595, Aqaba, Jordan

Abstract

This research aims to focus on the pricing strategy for the menus and the cost of food, drink, and the types of menus. aims to follow the restaurants the best ways in pricing and calculating the cost of food and drink well, and the design of the menu is eye-catching and containing a meal full food and the presence of the essential elements necessary for human and not- focus on the side without the other. The study reached the following conclusions that the lack of variety and the alternative does not represent statistically reason to leave or leave the restaurant, The menu at the restaurant do not follow the sequence profitable to facilitate the selection process and the search for the desired product.

Keyword: Menu, customer satisfaction, restaurants, Aqaba city

1. Introduction

The tourist restaurants classified as an essential element of tourism, and are also considered to be essential for the services they provide hotels a component of the Aqaba, quality of food in restaurants are a magnet for some tourists or for some types of tourism, such as French cuisine, American cuisine, etc. from other cuisines.

The size and role of the restaurants classified its service and healthy food that meets the nutritional elements of high-value, so it has spread restaurants in every part and corner of life and cannot imagine a society, city or even village without a restaurant there. This study highlights t to focus on the pricing strategy for the menus and the cost of food and drink and the types of menus and their impact on customer satisfaction. The menu, when properly designed, can effectively guide patron's attention to the dishes which the operator wants to sell (Miller and Pavesic, 1996). Become restaurants important and necessary for human life, in addition to service recreational change habits and traditions and atmosphere of life, the diversity of food have become important for the purpose of giving human activity and vital energy and for the purpose of doing his job the best picture possible, and has become the cooking process of professions basic which generates on its owner a good income and become science and art and a profession.

Given what restaurants represents a direct role in the famous hotel on the one hand and in the promotion on the other hand, the focus on the theme of the menu becomes important that urges all restaurants to pay attention to this study, in terms of identifying the quality of the User and its impact on customer satisfaction and recognition the importance of menus from the point of view of the customer. Menu is considered as an important factor in getting the restaurant or hotel competitive benefit in the market compared with competition restaurants by having competitive advantages for submission of quality services at affordable prices and the amount of a healthy balanced diet served or offered by competent skilled or experienced persons in this sector. Now it is more common for customers to have some choice of the accompanying items with their entrées. Nevertheless, selections are made easier for the consumer using the table d'hôte menu. Since combinations are limited, orders are easier to put together in the kitchen, making simplification another advantage for this type of menu. (Mill, 2007).

The objectives of the study given what restaurants represent a direct role in the famous hotel on the one hand and in the promotion, on the other hand, the focus on the theme of the menu becomes important that urges all restaurants to pay attention to this study. To identify the quality of menus and its impact on customer satisfaction, Recognize the importance of menus from the customer's point of view. Detection level of statistical significance, if any, between the design of menus and customer satisfaction and detecting the level of statistical significance, if any, between the menus pricing and customer satisfaction. Knowledge about the product is at the

core of successful food and beverage service. This knowledge enables the server to advise the customer of the content of dishes; the methods used in making the dishes and ensure that the customer is provided with an appropriate service lay-up and the correct accompaniments. (Lillicrap, 2006).

2. Literature review

The menu is playing a significant role in the marketing and selling functions in restaurants. It is an invention that many departments of the firm collaborate to produce, these departments may include and not limited to, accounting, catering, IT and marketing. Several researchers consider the information systems such as knowledge-based and customer relationship management systems and their flexibility as an enabler to achieve the desired competitive advantages, and as a crucial support to operational and strategic business decisions (Alkalha, et al., 2012; Alshurideh and Alkurdi, 2012; Obeidat et al., 2012; Masa'deh et al., 2013; Maqableh and Karajeh, 2014; Hajir & Al-Dalahmeh, 2015; Kateb, et al., 2015; Vratskikh et al., 2016; Khwaldeh et al., 2017). According to Ozdemir and Caliskan (2014), the menu is guidance for the customers to rely on for making the food selection. A well-designed menu attracts and satisfies customers as well as positively impact the performance of the restaurants. Previous literature has examined the topic of the menu and its related aspects including menu planning, menu pricing, menu designing, and menu analysis. Restaurant menus are planned to offer items in a way that attracts customers to increase sales. In doing so, some menus highlight the positive aspects such as using organic or local ingredient features (Murphy and Smith, 2009).

Jones and Miffl (2001), conducted a qualitative study to investigate and analyses menu development, policies and practices in seven restaurants chain in the UK. They found that there are two interrelated approaches for menu analysis which are: menu development, the second is the dish (or menu item). Moreover, Jones and Miffl (2001), found that the measures for selecting the dishes on the menu include three main criteria: suitability, customers' demands and popularity. Moreover, when it comes to the formation of the menu selling prices, the three main factors that are playing a significant role in this matter are costs, market competition and what customers are willing to pay.

The issue of menu development in general and menu analysis, in particular, has gained significant consideration and attention from academic and researchers (Surh et al., 2009; Jones and Miffl, 2001; Sin and Lee, 2005). There are different ways to analyze menu performance. These ways as previous academic adopted are fall into two categories, explicitly, theoretical and practical. Theoretical analysis focuses on hard data. Conversely, practical analysis of the menu incorporates market analysis, customer demand analysis as well as competitor analysis.

Furthermore, previous literature has also examined different factors that impact customers satisfaction, customer loyalty and customer perceived value including physical environment, the quality of the product, price, reception and customer services (Tauseef et al, 2012; Mohammed et al, 2015; Ryu and Han, 2010; Kandampully and Suhartanto, 2000; Mohammad, 2014). However, very limited literature has investigated the influence of menu on customer satisfaction. Antun and Gustafson (2005), defined the menu as the significant factor to influence the customers first impression and expectation of the restaurant's food and beverages.

In a recent study conducted by (Baiomy, Jones and Goode, 2017), explored factors that influence customers satisfaction including menu item descriptions; menu variety and menu design. According to them, the restaurant's menu plays a crucial role in the overall success of the restaurant as it describes to the customers the items that are available. Interestingly, they found that menu item descriptions, menu design and menu variety significantly predicted overall customer satisfaction with the menu in the dining experience. Specifically, they found that menu item descriptions factor, in particular, was an essential dimension of menu marketing.

The success of the restaurants depends on understanding consumer's demands and expectations. A study conducted by Mills and Thomas (2008) on assessing customer expectations of information provided on restaurant menus using confirmatory factors analysis approach using responses from 276 restaurant customers. The study found that Customer Information Expectation of Restaurant Menus (CIERM) is influenced by the factors nutrition information, product information, and food preparation .

In regards food, it is conventional that presentation comes before taste. The menu design, colors applied in menus, the type of paper, illustrations should reinforce the restaurant image. In contrast, menus that demonstrate incorrect information can lead to customers' dissatisfaction, a financial loss and could influence the ultimate failure of a restaurant operation . As indicated by Carange et al. (2004) due to the increased recognition of healthier consciousness of customers to obtain better lifestyle, many restaurants have started to put methods of food preparation information on their menus, to meet their customer's expectation and achieved customer's satisfaction .

The primary purpose of creating a menu is communication. Sensibly selected words in a speech can make it fascinating and unforgettable. Similarly, real for menus. A well-designed menu is a map the navigate the customer to reach their satisfaction and exceed their expectation. Menus are also a reflection of the restaurant's image. There are different aspects of the well-designed menu. These aspects include easy and straightforward

language, precise, an accurate description such as nutritional information, food preparation, and cooking method, clearly show the customer approximately how much they are likely to spend and whether any additional charges might be added (Davis et al., 2013).

Hospitality firms use numerous approaches to set prices for their products. Setting the correct price for hospitality firms products, including restaurants menus items, is a crucial management task that has a significant influence on the firm's financial profitability (Raab et al., 2009; omar.2014). Many factors put in consideration when determining menu items prices; these factors include the cost of raw materials, time, and employment, clean up combined with the market trend as well as customers affordability. Abbey (1983), stated that pricing decisions should be based on reliable market research and a thorough understanding of the economics of price changes.

Hospitality managers often select different pricing approaches based on a combination of several factors: a firm's cost structure, competitors' prices, and customer value perceptions of hospitality products. Cost-based pricing usually involves marking-up techniques of actual variable costs (product costs) at a particular desired product cost percentage. This pricing method is commonly used to set menu prices in restaurants. Otherwise, pricing methods based on customers' value perceptions of hospitality products exclude the consideration of costs and attempt to provide value by offering high quality at low prices (Lewis and Shoemaker, 1997; Shoemaker et al., 2006).

Abukhalifeh (2015) carried out a study in prominent tourist attraction destinations on the Red Sea in Jordan both, Petra and Aqaba to assess customers perception of service quality in luxury hotels. His study found the hospitality firms in Jordan give high importance to the quality management system which has a positive impact on employee loyalty, decreasing costs and waste, customer satisfaction, and the overall service quality, which in turn can have a substantial effect on financial profits and competitive advantages.

The preceding section reviewed the literature in regards menu planning, menu designing, and menu development combined with the literature related to factors that affect customer's satisfaction and customer perceiving on dining in restaurants experience. Furthermore, the predominant literature regarding menu planning has focused mainly on analysing western hospitality firms' operations. There is a lack of research conducted to examine the impact of menu design in enhancing the customer dining experience within the Middle- Eastern context. Hence, the review of the literature has revealed the gap in the knowledge and the academic work about the impact of menus on the customer satisfaction in restaurants. This paper focuses on restaurants that classified in Aqaba Special Economic Zone Authority (ASEZA) to investigate the influence that menus attribute on customer satisfaction.

Study 's (Bowen and Morris, 1995), through the book "Menu design: can menus sell" was defined objectives for the menu which included existing communications products available for sale, and to provide concrete evidence for sale, managers must consider all of these elements when creating a new list. Focuses all of Bowen & Morris.(1995) on the menus as a sales tool in classified restaurants that offer a full service , they describe the experience to achieve effective use of existing design techniques to sell a specific menu item and displays the results and experience the four proposals that relate to the effectiveness of the list as a marketing tool.

Albulada (2008) control design marketing planning and decision-making "To what each needs a specialist in the management of restaurants when implemented menu management tasks, so that it deals with an introduction to the menu, which includes stages of development, brands and types. Hayes and Huffmann, (1985) menu design and marketing of food list, and address book and two important functions of control and decision-making. The foodservice operators can continue to include less-desirable dishes on the Menu based on other criteria because, "there are more routes to profitability. Kim and Kachersky (2006) propose that Arabic numerals may affect more attention in situations, which facilitate computational processes. So for example, although the mind processes the physical count of "20" and "twenty" in much the same way, a "20"presentation on a restaurant menu may more readily stick in consumer's mind if the person approaches the menu with computational attitude.

Menus is considered as an important factor in getting the restaurant or hotel competitive benefit in the market compared with competition restaurants by having competitive advantages for submission of quality services at affordable prices and the amount of a healthy balanced diet served or offered by competent skilled or experienced persons in this sector. M.patricia, gwen e. susan barr (1997). High satisfaction with lower-fat menu items suggests that customers will support restaurants providing such choices. Dietitians can use these findings to encourage restaurateurs to include lower-fat choices on their menus, and to assure clients that their expectations of being indulged are not incompatible with these choices.

3. Objectives of the study

Given what restaurants represent a direct role in the famous hotel on the one hand and in the promotion, on the other hand, the focus on the theme of the menu becomes important that urges all restaurants to pay attention to

this study.

- 1- To identify the quality of menus and its impact on customer satisfaction
- 2- Recognize the importance of menus from the customer's point of view
- 3- Detection level of statistical significance, if any, between the design of menus and customer satisfaction.
- 4- Detecting the level of statistical significance, if any, between the menus pricing and customer satisfaction.

4. Importance of the study

This research aims to focus on the pricing strategy for the menus and the cost of food and drink and the types of menus and their impact on customer satisfaction. It aims to follow the best ways restaurants in pricing and calculating the cost of food and drink well, and menu design is eye-catching and contains a full meal and the existence of the essential elements necessary for humans and not to focus on the side without the other.

5. Methodology

In this research, the Statistical Package for the Social Sciences (SPSS) was used for data entry as well as for examining the data later. Data preparation was the initial step, which aimed to convert raw data into a more structured format that is more appropriate for analysis. Tasks in this stage included data editing, data coding and data entry. Descriptive statistics were used to summarize respondent's characteristics, including demographic information, such as age, gender; also, questions about the participating company's profile, such as the numbers of Customer were included. Furthermore, inferential statistics were used to test hypotheses to determine the relationship between variables. In particular, Pearson Correlation was used to verify the association of interval level to the construct, whilst Chi-square was used to validate the association between nominal variables and the construct. Moreover, the Cronbach coefficient alpha was used for reliability tests. Lastly, the variable analysis tool, analysis of variance (ANOVA), was used to determine the impact of menus on the customer satisfaction in restaurants classified in Aqaba city.

5.1. Hypotheses

H1: There is no relationship between the impact of menu design and customer satisfaction.

H2: There is no relationship between the menu pricing and customer satisfaction.

H3: There is no relationship between the impact of the use of the proper sequence of items and customer satisfaction.

H4: There is no statistically significant relationship in the menus impact on customer satisfaction in restaurants in Aqaba Governorate back to the sex variable.

H5: There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba Governorate due to the variable profession.

H6: There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba Governorate due to the variable level of education.

H7: There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba Governorate due to the variable age.

H8: There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba Governorate due to variable monthly income.

5.2. The study population

The study population: restaurants classified hotels Aqaba region, where the questionnaire was distributed to five restaurants.

5.3. The study sample

A customer in the rated restaurants in Aqaba city and the methods of data collection through a questionnaire where the number of questions in 22 question questionnaire.

Table.1. Cronbach alpha test result

Dimension	value of alpha
Design menu	0.72
Pricing	0.87
Proper sequencing of food items	0.81
Total	0.88

I have been testing the stability-testing tool by Cronbach's alpha, and in view of the Table (1) shows the following:

- 1 - The value of alpha paragraphs dimension design menu 0.72

- 2 - The value of alpha paragraphs pricing dimension in the menu 0.78
 - 3 - The value of alpha vertebrae after proper sequence of varieties 0.81
 - 4 - The value of alpha combined for all paragraphs 0.88
- All of these values is greater than 0.60 so there is stability in the study tool.

Table.2. Description demographic and personal factors to respondents

Gender	Percent	frequency
Male	75	75
Female	25	25
Job		
Public sector	20	20
Private sector	80	80
Educational level		
Secondary and below	28	28
Diploma	20	20
Bachelors	44	44
High Graduate	8	8
Age		
20 and less than Years	9	9
21 – 30	29	29
31 - 40	47	47
41 – 50	13	13
51 – 60	1	1
16 and more	1	1
Income		
300 less than JD	23	23
301 – 400 JD	6	6
401 -500 JD	32	32
501 – 600 JD	19	19
601 JD more than	20	20

First: Gender

Table 2 shows that 75 % percent of the respondents are male and the rest female.

We note that 80% of the study sample is private sector employees and 20% of public sector employees.

The educational level Table (2) shows that 44 % of the study sample holders of bachelor's degree, 28 % of them who have secondary or less. 20% of them from the Diploma and 8 % of them high graduate.

Table (2) shows that 47 % of the study sample were between the ages of 31-40 years, and 29% of the respondents aged between 21-30 years, and 13% of respondents aged between 41-50 years. 9 % of them are equal to or less than 20 years, and 1% of the respondents aged between 51-60 years, and the same percentage for those equal to the age of 60 or greater.

The table shows that 32 % of the sample income 401 -500 JD, and 23 % of them who have equal incomes 300 JD, or less , and 20 % of them increase their incomes for 601 JD more than, and 19 % of them ranging incomes between 501 – 600 JD, and 6 % of them between the incomes of 301 - 400 JD .

5.2. Test hypotheses:

5.2.1. The first hypothesis: There is no relationship between the impact of menu design and customer satisfaction
 It is observed from table no.3 all other paragraphs have got a mean above 2.5, with a significant level less than 0.05 that all these paragraphs statistically significant. With the exception of paragraph 8 . paragraph 1, which measures the impact of diversity and different designs menus hand figure on customer satisfaction, and a mean 3.17, either paragraph No. 14 came in second place and a mean 3.09, and then came paragraph 18 ranked third, and paragraph 13 came in the fourth, and came in fifth paragraph 16 and paragraph 17 ranked sixth, and came in seventh paragraph 15 , and paragraph 11 of the eighth and final rank within acceptable paragraphs statistically.
 Either paragraph No. 8, which measures the decision out of the restaurant because of the lack of product or the alternative spite of the mean is greater than 2.5 , but the level of significance viewer was greater than 0.05, which means that the lack of variety and the alternative does not represent a statistical reason to leave or leave restaurant. All paragraphs, which represent the first hypothesis, which states that " No relationship between the impact of design menus and customer satisfaction," has got these paragraphs together with means 3.00, more than of 2.5 .with significance level 0.05.All items statistically significant.

We reject the null hypothesis and accept the alternative, that there is a statistically significant relationship between the impact of menu design and customer satisfaction.

Table.3. Mean, std. deviation, t-test, and significant which are the dimension of menu design on customer satisfaction.

Paragraph	mean	Std. Deviation	T-test	significant
Diversity and difference in menus designs affects customer satisfaction	3.1700	.96457 0	6.946	0.00
Decided to leave the restaurant because of the lack of product or the alternative	2.7100	1.07586	1.952	0.054
I find it difficult to read when use one language when I read the menu	2.8400	1.06097	3.205	0.002
Classified Restaurants was of the quality and form of menus	3.0700	1.03724	5.495	0.00
The menus are the foundation on customer satisfaction for the restaurant	3.0900	0.98571	5.986	0.00
The color menu and a way to customer satisfaction for the restaurant	3.0000	1.06363	4.701	0.00
Given the nature of the material used in the manufacture of a list of good food a good impression about the restaurant	3.0300	0.94767	5,593	0.00
Contribute to the idea of a list for the Blind to increase restaurant client	3.0100	1.04924	4.861	0.00
Change the menu from time to time and the other evidence of the efficiency and effectiveness of the management of the restaurant	3.0800	.93937 0	6.174	0.00
Total	3.00 0	0.42	11.66	0.00

5.2.2. *The second hypothesis:* There is no relationship between the impact of menu pricing and customer satisfaction.

Table no. 4 revealed that all the items have got a mean above 2.5, with the exception of paragraph No. 10 No. 6, with a significant level less than 0.05 that all these paragraphs statistically significant. The first place was replaced by paragraph 4, which measures the extent compared to the customer for the price at the restaurant earlier briefed him through compared to the menu, with a mean 2.92, either paragraph No. 5 came in second place and last in paragraphs accepted statistically and a mean 3.09. Item no.6 came first have a mean 2.71 which measures the extent of the weakness in the list of food items but the viewer significance level was greater than 0.05, that there is no weakness in the list of food items. As paragraph 10, which measures whether the majority of prices within a narrow range of varieties, mean is greater than 2.5, but then the viewer significance level was greater than 0.05, which the majority of cultivars prices not within a narrow range. The first hypothesis, which states that "No relationship between the impact of pricing on the menu and customer satisfaction," has got these paragraphs together mean 2.80, above 2.5 with significance level 0.05 we reject the null hypothesis and accept the alternative, that there is a statistically significant relationship between the impact of pricing on the menu and customer satisfaction.

Table.4. Mean, standard deviations and t values and significance levels seen with paragraphs that are the Affect pricing dimension in the list of food and customer satisfaction.

No	Paragraph	mean	Std. Deviation	T-test	significant
4	I am comparing the price in another restaurant during the compared the menu	2.9200	0.96064	4.372	0.00
5	Menus are priced on the principle of the cost	2.8900	1.00398	3.885	0.00
6	There is weakness in the list of food items	2.7100	1.11278	1.887	0.062
10	I find the majority of prices within a narrow range of varieties	2.6800	0.98350	1.830	0.70
	Total	2.80	0.58	5.13	0.00

5.2.3. *Third hypothesis:* There is no relationship between the effect of using the proper sequence of varieties and customer satisfaction.

It is observed from table no 5 all paragraphs have got a mean above 2.5, with the exception of paragraph No. 2, No. 7, with significant level less than 0.05 that all these paragraphs statistically significant. Item no.22 came first, which measures the extent of the work of questionnaires to see Opinion customer at the items menu, and a mean 3.28, either paragraph No. 19 came in second with a mean 3.10, paragraph 21 ranked third, and paragraph 9 fourth, and paragraph 20 fifth, paragraph 12 of the sixth and with significance level 0.05. All items statistically significant. Paragraph 2, which measures the extent of the great similarity in terms of the items presented in terms of the visit restaurants and cafes, and despite the fact that the arithmetic mean is greater than 2.5, but the

level of significance viewer was greater than 0.05 , that there is great similarity in terms of the items provided restaurants and cafes. Paragraph 7, which measure the extent to which the menu at the restaurant following sequence profitable facilitate the selection process and the search for product required, with mean than 2.5, but the level of significance viewer was greater than 0.05, which means that the menu at the restaurant does not follow the sequence profitable to facilitate the selection process and the search for the desired product.

The table shows that " No relationship between the effect of using the proper sequencing of varieties and customer satisfaction," has got these paragraphs together on the center of my account of 2.92 , the biggest of 2.5 and got a level of significance 0.00 which is less than 0.05 we reject the null hypothesis and accept the alternative , namely that there is a relationship between the effect of using the proper sequence of varieties and customer satisfaction .

Table.5. Mean standard deviations and t values and significance levels seen with paragraphs that are using the dimension proper sequence of varieties and customer satisfaction.

Item	Paragraph	mean	Std. Deviation	T-test	significant
2	There is a great similarity in terms of items presented in terms of my visit to the restaurants and cafes	2.7000	1.06837	1.872	0.064
3	There is a great similarity in terms of names provided by the terms of my visit to the restaurants and cafes	2.8300	1.04500	0 3.158	0.00
7	Track list of the food in the restaurant profitable sequence to facilitate the selection process and the search for the desired product	2.7700	1.03333	3 2.613	0.10
9	Are the names of menu items in clarity and detail	2.9000	1.04929	9 3,812	0.00
12	There is a mismatch between the name of the supply of food items in the list and expectations	2.7650	1.00358	2.690	0.008
19	Are you selected food items that are in traditions with the community	3.1000	0.94815	6.328	0.00
20	Are selected food items that are in traditions with tourists	2.8700	0.94980	3.896	0.00
21	Restaurant reload menus as customers ' desire	3.1000	0.98985	6.062	0.00
22	Contribute to the work of questionnaires to see opinion customer at the menu items	3.2800	0.79239	9.844	0.00
	Total	2.92	0.34	12.47	0.00

5.2.4. *The fourth hypothesis:* There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba City due to the variable sex.

Table 6 shows that the levels of significance of the differences for each viewer dimensions greater than 0.05 No it's not statistically significant, there was no differences between the answers of both males and females.

Table. 6. Mean for answers sex variable categories, Independent Samples Test

dimension	Mean for mal	Mean for female	P Value
Design menu	3.03	2.90	0.18
Pricing on the menu	2.79	2.81	0.94
The proper sequence of items	2.923	2.928	0.94

5.2.5. *The fifth hypothesis:* There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba City due to the variable job.

Table 7 shows the differences for each of the dimensions design menus and menu pricing , greater than 0.05 that not statistically significant , there was no difference between the answers to all the employees of the public sector and the private sector in relation to these two dimensions .

The level of significance of the differences viewer for the proper sequence of the items is equal to 0.00, which is less than 0.05, which means that there are statistically significant for these differences. Given the calculations for each of the circles of public sector employees and the private sector for this dimension , we find that this difference in favor of the public sector employees, which means that public sector employees feel more than the private sector in the proper sequence of classes .

Table.7. Mean for answers job variable categories, Independent Samples Test

dimension	Mean for public sector	Mean for private sector	P Value
Design menu	3.15	2.96	0.08
Pricing on the menu	2.88	2.77	0.45
The proper sequence of items	3.16	2.86	0.00

5.2.6. *The sixth hypothesis:* There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba city due to the variable level of education.

We note from Table 8 that the values of significance levels seen for all dimensions were larger than 0.05, there was no significant differences in the sample answers to the variable level of education.

Table.8. One Way ANOVA Test for education variable

dimension	P value
Design menu	0.32
Pricing on the menu	0.86
The proper sequence of items	0.16

5.2.7. *The seventh hypothesis:* There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba city due to the variable age.

We note from Table 9 that the values of significance levels seen for all dimensions were larger than 0.05, there was no significant differences in the sample answers back to the variable Age.

Table.9. One Way ANOVA Test for age variable

dimension	P value
Design menu	0.06
Pricing on the menu	0.09
The proper sequence of items	0.17

5.2.8. *The eighth hypothesis:* There are no statistically significant differences in the menus impact on customer satisfaction in restaurants in Aqaba Governorate due to variable monthly income.

Table.10. One Way ANOVA Test for income variable

dimension	P value
Design menu	0.89
Pricing on the menu	0.32
The proper sequence of items	0.85

We note from Table 10 that the values of significance levels seen for all dimensions were larger than 0.05, there was no significant differences in the sample answers spirits back to the variable monthly income.

6. Results of the study

The study reached the following conclusions:

As indicated above there is a statistical significant relationship between the impact of menu design and customer satisfaction. (Kalenjuk et al., 2016) noted Guests appreciate diversity in the menu. It is also a reflection of the creativity of the chef. On the other hand, if the main dishes are less richly, side dishes should be much more attractive. Menu design has the potential for influencing the item-ordering behavior of restaurant customers. Menu design has two dimensions that have considerable effects on customers' menu item perceptions in four domains including value, quality, healthfulness, and taste (Bahattin and Osman, 2015). Menu engineering computer software is available today to assist operators with this process.

There is a statistical significant relationship between the impact of pricing on the menu and customer satisfaction. Jack Miller suggests in his book (Pricing menus strategies) (1960 p 21) accurate and scientific models for the movement of the eye when looking at the menu and focusing the first sight on one item of the menu for the purpose of setting standards, selling or showing what distinguishes the restaurants to influences on the psyche of the customer through it. These facts are reinforced by Laube (1999), who states that determining menu prices can be among the trickiest and most perplexing decisions for operators.

However, the customer's purchase decision, based on their perception of value, ultimately determines the price. Laube also suggests operators should be aware of what their competition is charging for similar menu items, and seek advice from their wait staff as they hear comments directly from the customer. On this basis, if the decision to design pre-existing menu was taken in accordance with the required controls, the process of selecting the printing press is necessary and important and therefore choosing a printing company with expertise and experience in menus must be done, The color menu and a way to customer satisfaction for the restaurant very important to the customer. Another important point is drawings and colors used in the cover menu where it

often reflects a clear vision and about the nature of work in the restaurant as a kind of service provided.

The elements or materials the constitute the menu list can be painted or photographed as catchy as possible to be observed as seen in some preparation of food books, health magazines, advertising companies or other sources. the nature of the material used in the manufacture of a list of good food a good impression about the restaurant the materials used in the preparation of the menu are of a seasonal nature, for example, vegetables and fruits, which are sometimes difficult to provide it on timely basis and are soft so the restaurant will be forced to buy bottled foods and kept at a certain temperature. The menu at the restaurant does not follow the profitable sequence to facilitate the selection process and to search for the desired product. The lack of variety and the alternative does not represent reason to leave the restaurant statistically.

There is a relationship between the effect of using the proper sequence of items and customer satisfaction. In terms of menu design, the more effect on customer satisfaction is the diversity and the different menus designs of hand shape. In terms of pricing, the customer compared the price in the earlier menu at the restaurant to the other one. Comparison came first. In terms of the proper sequence, the questionnaires (i.e. to know the opinion of the customer at the menu items) have affected more than others.

7. Recommendations of the study

The study recommends the following:

- 1 – Aqaba restaurants Interest in the menu should be continuously larger and not merely what is currently existing menu design which affects consequently in customer satisfaction.
- 2 - The study recommends Aqaba restaurants to continuous improvement in the menu pricing which gives positive impact in customer satisfaction.
- 3 – There is a need in Aqaba restaurants to be more efficient by using of the proper sequence of classes. They have to do more and do not accept just the current positive situation in order to achieve greater satisfaction for customers.
- 4 – There is a need in Aqaba restaurants track the profitable menu sequence to facilitate the selection process and the search for the desired product.
- 5 - The study recommends conducting new studies on the role of the menus on the guest satisfaction in other sectors.
- 6 - The study recommends conducting new studies on the role of the menus in other areas.

References

- Abbey, J. (1983). Is discounting the answer to declining occupancies? *International Journal of Hospitality Management*, 2(2), 77-82.
- Abedi , H. (1989). *Restaurant management*, Mustansiriya ,University, Baghdad.
- Abdul Aziz , Maher.(2000). *Restaurant management*, Zahran Publishing and Distribution , Amman .
- Abukhalifeh, A.N., 2015. Customer Perceptions of Service Quality in Luxury Hotels in Petra and Aqaba, Jordan: An Exploratory Study. *International Journal of Tourism & Hospitality Reviews*, 1(1), pp.37-44.
- Al-Juboori .N, Al Saleem, A. (--). Analysis of the menus' factors that are influential in increasing the volume of sales: An empirical study on first-class restaurants in Baghdad. *European Scientific Journal*, 8(28).
- Alkalha, Z., Al-Zu'bi, Z., Al-Dmour, H., and Alshurideh, M. (2012). Investigating the effects of human resource policies on organizational performance: An empirical study on commercial banks operating in Jordan. *European Journal of Economics, Finance and Administrative Sciences*, 51, 44-64.
- Alshurideh, M. and Alkurdi, B. (2012). The effect of customer satisfaction upon customer retention in the Jordanian mobile market: An empirical investigation. *European Journal of Economics, Finance and Administrative Sciences*, 47, 69-78.
- Antun, J.M. and Gustafson, C.M., 2005. Menu analysis: Design, merchandising, and pricing strategies used by successful restaurants and private clubs. *Journal of Nutrition in Recipe & Menu Development*, 3(3-4), pp.81-102.
- Bahattin.O,Osman.C.(2015). Menu Design: A Review of Literature, *Journal of Foodservice Business Research*, Volume 18, Issue 3, <http://dx.doi.org/10.1080/15378020.2015.1051428>.
- Baiomy, A.E., Jones, E. and Goode, M.M., 2017. The influence of menu design, menu item descriptions and menu variety on customer satisfaction. A case study of Egypt. *Tourism and Hospitality Research*, p.1467358417708228.
- Bldawi , Nizar and Alaa , accent.(2008). *Menu (design marketing planning and decision-making control)* , Amman .
- Cranage, D.A., Conklin, M.T. and Lambert, C.U., 2005. Effect of nutrition information in perceptions of food quality, consumption behavior and purchase intentions. *Journal of Foodservice Business Research*, 7(1), pp.43-61
- Dabas , honest. (2002). *Restaurant management , organizing concerts and conferences* , Amman .

- Davis, B., Lockwood, A., Pantelidis, I. and Alcott, P., 2013. *Food and beverage management*. Routledge.
- Hayes, D.K., Huffmann, L.(1985). *Menu analysis: a better way*. The Cornell Hotel and Restaurant Administration Quarterly 25 (4), 64–70.
- Hajir, J., and Al-Dalahmeh, M. (2015). The role of knowledge management infrastructure in enhancing innovation at mobile telecommunication companies in Jordan. *European Journal of Social Sciences*, 50(3), 313-330.
- Houry, T. (2004). *The legal relations in the hospitality industry*, Warraq Publishing Corporation, Amman.
- Jawabreh, O.A.A. (2017). Distinction of Jordan as a Destination for Religious Tourism. *Journal of Environmental Management and Tourism*, (Volume VIII, Fall), 6(22): 1171-1182. DOI:10.14505/jemt.v8.6(22).03.
- John T. Bowen, Anne J. Morris. (1995). Menu design: can menus sell, *International Journal of Contemporary Hospitality Management*, , Vol. 7 Iss: 4, pp.49. Doi:10.1108/09596119510091699.
- Jones, P. and Miffl, M., 2001. Menu development and analysis in UK restaurant chains. *Tourism and Hospitality Research*, 3(1), pp.61-71.
- Kalenjuk, B., Tešanović, D., Banjac, M., Gagić, S., and Radivojević, G. (2016). Offer structure and design of the menu in hospitality industry. *Tourism & Hospitality Industry*, Congress Proceedings, pp. 131-143
- Kandampully, J. and Suhartanto, D., 2000. Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12(6), pp.346-351.
- Kateb, M., Swies, R., and Maqableh, M. (2015). An investigation on the critical factors of information system implementation in Jordanian information technology companies. *European Journal of Business and Management*, 7(36), 11-28.
- Khwaldeh, S., Al-Hadid, I., and Alrowwad, A. (2017). The association between e-services web portals information quality and ICT competence in the Jordanian universities. *Asian Social Science*, 13(3), 156-169.
- Kim, H.M, Kachersky, L.(2006). Dimensions of price salience: a conceptual framework for perceptions of multi-dimensional prices. *Journal of Product & Brand Management*. 15 (2), 139–147. DOI:10.1108/10610420610658974.
- Lewis, R.C. and Shoemaker, S., 1997. Price-sensitivity measurement: A tool for the hospitality industry. *Cornell Hotel and Restaurant Administration Quarterly*, 38(2), pp.44-54.
- Lundberg, Donald E and Walker, John. (1993). *The Restaurant*, NY: John Wiley & sons, Inc.
- Maqableh, M., and Karajeh, H. (2014). A theoretical perspective on the relationship between leadership development, knowledge management capability, and firm performance. *Asian Social Science*, 10(6), 128.
- Masa'deh, R., Gharaibeh, A., Maqableh, M., and Karajeh, H. (2013). An empirical study of antecedents and outcomes of knowledge sharing capability in Jordanian telecommunication firms: A structural equation modeling approach. *Life Science Journal*, 10(4), 2284-2296.
- Mills, J.E. and Thomas, L., 2008. Assessing customer expectations of information provided on restaurant menus: A confirmatory factor analysis approach. *Journal of Hospitality & Tourism Research*, 32(1), pp.62-88
- Mill, Robert. (2007). "*Restaurant Management: Customers, Operations, And Employees*" (Pearson prentice Hall) 3rd Edition.
- Miller, J.E., Pavesic, D.V.(1996). *Menu Pricing and Strategy*, 4th Edition. Wiley, New York.
- M.patricia, gwen e. susan barr (1997). Lower-Fat Menu Items in Restaurants Satisfy Customers, *Journal of the American Dietetic Association*, Volume 97, Issue 5 , Pages 510-514.
- Miller Jack E and Pavesic David. V. (1996) .Menu pricing Strategy, 4th Edition Jack E. Miller, St. Louis Community College David V. Pavesic, Georgia State Univ.
- Mohammed A Abu Rumman, Omar AA Jawabreh, Khaled MK Alhyasat, Husam MJ Abu Hamour.(2014). *Business Management and Strategy*, (4)2, pp.111-128, <http://dx.doi.org/10.5296/bms.v4i2.4020>.
- Mohammad Abdel Hameed Ali Al-Husseini, Omar Abdalla Jawabreh, Omar Abedalla Alananzeh, May Muneer Mujali Ali.(2015). The Impact of Understanding the Behavior of Workers on the Success of Management (A Case Study of Five Star Hotels in Aqaba), *Journal of Management Research*,(7)3,pp. 51-70. <http://dx.doi.org/10.5296/jmr.v7i3.7115>.
- Murphy, J. and Smith, S.,(2009). Chefs and suppliers: An exploratory look at supply chain issues in an upscale restaurant alliance. *International Journal of Hospitality Management*, 28(2), pp.212-220.
- Obeidat, B., Sweis, R., Zyod, D., and Alshurideh, M. (2012). The effect of perceived service quality on customer loyalty in internet service providers in Jordan. *Journal of Management Research*, 4(4), 224-242.
- Omar AA Jawabreh.(2014). The Impact of Customer Relationship Marketing by Aqaba Economic Zone "A Case Study of Five Stars Hotels", *International Journal of Academic Research in Accounting, Finance and Management Sciences* Vol. 4, No.1, pp. 167–174, URL: <http://dx.doi.org/10.6007/IJARAFMS/v4-i1/583>.
- Ozdemir, B. and Caliskan, O., 2014. A review of literature on restaurant menus: Specifying the managerial issues. *International Journal of Gastronomy and Food Science*, 2(1), pp.3-13.
- Rimawi , Ahmed and Salim , Mahmoud .(1995). *Microeconomic theory*, nostalgia Publishing House , Amman.

- Ryu, K. and Han, H., 2010. Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), pp.310-329.
- Said, Sami (1995). *Planning menus in the hotel industry*, the Anglo- Egyptian Bookshop, Cairo.
- Shoemaker, S., Lewis, R., & Yesawich, P. (2006). *Marketing leadership in hospitality and tourism* (4th ed.). Upper Saddle River, NJ: Prentice Hall
- Sin, E.K. and Lee, Y.K., 2005. Menu development and evaluation through eating behavior and food preference of preschool children in day-care centers. *Journal of the Korean Society of Food Culture*, 20(1), pp.1-14.
- Surh, J.H., Kim, J.O., Kim, M.H., Lee, J.C., Yang, H.W., Lee, B.Y., Kim, M.Y., Yun, S.J. and Jeong, H.R., 2009. Nutritional properties, as food resources for menu development, of cubed snailfish, shaggy sea raven, and two kinds of wild vegetables that are staple products in Samcheok. *Korean Journal of Food and Cookery Science*, 25(6), pp.690-702.
- Tauseef Ahmad, Omar Abdalla Jawabreh, Alaa Almomani, (2012). Impact of Customer Relationship Management of Hotel (A Case study Umaid Bhwan), *Asian Journal of Finance & Accounting*, (4),1,P.118-138. [dx.doi.org/10.5296/ajfa.v4i1.1362](https://doi.org/10.5296/ajfa.v4i1.1362).
- Vratskikh, I., Al-Lozi, M., and Maqableh, M. (2016). The impact of emotional intelligence on job performance via the mediating role of job satisfaction. *International Journal of Business and Management*, 69-91. <https://doi.org/10.5539/ijbm.v11n2p69>
- Zuelv, Mahdi and improve, Tarawneh, (1998) *the methodology of scientific research*, thought Printing, Publishing and Distribution, Amman.