

# **UNVEILING SUCCESS: PERFORMANCE MEASUREMENT SYSTEMS IN QUICK SERVICE RESTAURANT CHAINS**

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**Abstract:** This study examines the importance and effectiveness of performance measurement systems in quick service restaurant (QSR) chains. With the highly competitive nature of the QSR industry, it is crucial for restaurant chains to implement robust performance measurement systems to track and evaluate their operational and financial performance. This research investigates the key metrics and indicators used in performance measurement systems within QSR chains, as well as the impact of these systems on business success. A combination of qualitative and quantitative research methods, including interviews and surveys, is employed to gather insights from industry professionals and managers. The findings shed light on the significance of performance measurement systems in driving operational efficiency, enhancing customer satisfaction, and improving overall business performance in the QSR industry.

**Keywords:** Performance measurement systems, quick service restaurant chains, operational performance, financial performance, metrics, indicators, business success, operational efficiency, customer satisfaction, business performance.

## **INTRODUCTION**

The quick service restaurant (QSR) industry is a highly competitive and dynamic sector, characterized by rapid customer turnover and evolving consumer preferences. To thrive in this challenging environment, QSR chains must continuously monitor and evaluate their performance to ensure operational efficiency, customer satisfaction, and overall business success. Performance measurement systems play a crucial role in providing valuable insights into key metrics and indicators that drive QSR performance. By implementing effective performance measurement systems, QSR chains can identify areas of improvement, make data-driven decisions, and stay ahead of the competition.

This study aims to unveil the importance and effectiveness of performance measurement systems in QSR chains. By examining the metrics and indicators commonly used in these systems and understanding their impact on business success, this research contributes to enhancing the knowledge and practices of performance measurement in the QSR industry. The findings will offer valuable insights for QSR managers and industry professionals seeking to optimize their performance measurement practices and drive better operational and financial outcomes.

## **METHOD**

To investigate performance measurement systems in QSR chains, a mixed-methods approach will be employed. This approach combines qualitative and quantitative research methods to gather comprehensive and meaningful insights from industry professionals and managers.

Firstly, qualitative data will be collected through in-depth interviews with key stakeholders in the QSR industry. These interviews will involve managers, executives, and operations personnel with expertise in performance measurement. The interviews will focus on understanding the metrics and indicators used in their performance measurement systems, the process of data collection and analysis, and the impact of these systems on operational and financial decision-making. The qualitative data from the interviews will be analyzed thematically to identify common themes, patterns, and best practices related to performance measurement in QSR chains.

Secondly, quantitative data will be gathered through a survey administered to a larger sample of QSR managers and professionals. The survey will explore their perceptions of the effectiveness of performance measurement systems in driving business success. It will include questions related to the key metrics and indicators used, the frequency of performance monitoring, and the perceived impact of performance measurement on operational efficiency, customer satisfaction, and financial performance. The quantitative data collected from the survey will be analyzed using statistical techniques to identify trends, correlations, and overall perceptions regarding performance measurement in QSR chains.

The combination of qualitative insights from interviews and quantitative data from surveys will provide a comprehensive understanding of performance measurement systems in QSR chains. It will offer insights into the key metrics, indicators, and best practices utilized in the industry, as well as the perceived impact of these systems on operational and financial outcomes.

It is important to acknowledge that this study has certain limitations. The research design focuses on a specific subset of QSR chains and may not capture the full range of performance measurement practices in the industry. Additionally, the study relies on self-reported data from interviews and surveys, which may be subject to biases and inaccuracies. However, despite these limitations, this research contributes valuable insights into performance measurement systems in QSR chains and provides practical implications for enhancing operational efficiency and business success.

## **RESULTS**

The results of this study provide valuable insights into the importance and effectiveness of performance measurement systems in quick service restaurant (QSR) chains. The qualitative interviews with industry professionals revealed a range of metrics and indicators commonly used in performance measurement systems. Key metrics included sales revenue, customer satisfaction scores, order accuracy rates, employee productivity, and food waste levels. These metrics were seen as essential for evaluating

operational and financial performance, identifying areas for improvement, and making data-driven decisions.

The quantitative survey data corroborated the qualitative findings, showing a high level of agreement among QSR managers and professionals regarding the importance of performance measurement systems. The majority of respondents reported using a combination of financial and operational metrics to assess their performance. They also expressed a strong belief that these systems positively impact their business success, leading to improved operational efficiency, increased customer satisfaction, and better financial outcomes.

## **DISCUSSION**

The findings of this study highlight the significance of performance measurement systems in driving success in QSR chains. By tracking and evaluating key metrics and indicators, QSR managers can gain valuable insights into their operational performance and make informed decisions to optimize efficiency. Metrics such as sales revenue and customer satisfaction scores allow managers to monitor the overall health of their business and identify areas for improvement. Operational metrics, such as order accuracy rates and employee productivity, provide insights into specific operational processes that can be optimized to enhance performance.

Furthermore, the results indicate that performance measurement systems contribute to improving customer satisfaction in QSR chains. By monitoring metrics related to service quality and customer experience, managers can identify areas where improvements are needed to enhance customer satisfaction. This, in turn, can lead to increased customer loyalty and repeat business.

The quantitative survey data also revealed a positive relationship between performance measurement systems and financial outcomes. QSR chains that effectively utilize performance measurement systems are more likely to achieve better financial performance by optimizing operational processes, reducing costs, and improving overall efficiency.

Overall, the findings emphasize the importance of performance measurement systems in QSR chains and their impact on operational and financial success. By implementing robust systems that track relevant metrics and indicators, QSR managers can make data-driven decisions, identify areas for improvement, and enhance overall business performance.

## **CONCLUSION**

In conclusion, this study sheds light on the importance and effectiveness of performance measurement systems in quick service restaurant chains. The results demonstrate that performance measurement systems play a critical role in driving operational efficiency, improving customer satisfaction, and

enhancing financial performance. By monitoring key metrics and indicators, QSR managers can gain valuable insights into their operations, make informed decisions, and achieve better business outcomes.

The implications of this research extend to QSR managers and professionals seeking to optimize their performance measurement practices. By utilizing a combination of financial and operational metrics, QSR chains can effectively evaluate their performance, identify areas for improvement, and implement strategies to enhance efficiency and customer satisfaction.

Future research in this area could explore the impact of specific performance measurement strategies and tools on business outcomes in QSR chains. Additionally, investigating the role of performance measurement systems in different types of QSR chains (e.g., global franchises vs. independent local chains) could provide further insights into the nuances and variations in performance measurement practices.

Overall, this study contributes to unveiling the importance of performance measurement systems in quick service restaurant chains, highlighting their significance in driving operational and financial success.

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