

Application of quality standards of products and services at the restaurant “Marashi” in Prizren, Kosovo

PhD (C.) Hysni Ahmeti

Faculty of Tourism and Hospitality “ Shën Klimenti i Ohrit” -Ohrid, Macedonia

Abstract

Quality is economically expressed through profit, which is the highest objective of any organization. Hereupon, the existence and lack of quality do not directly affect profits. The quality of products and work processes, as well as the continuous improvement of work practice, is a permanent and strategic goal of an organization. The requirements and customer satisfaction, as well as other stakeholders (owners, employees, suppliers), should be systematically managed in all work processes.

Although the focus of scientists is on different aspects of product and service quality, they agree that attention should be placed on the level of satisfaction that all consumers receive as a result of the quality of service provided and satisfaction with the services after use.

The most common definition of the quality of services in restaurants is the view that there exists a connection between customer expectations and performance views with which the customer experiences the quality of service as a multidimensional concept.

The aim of this paper is to research the implementation of the quality standards of products and services offered by the restaurants in Prizren, and in particular the ISO 9000 standards in terms of the internal and external environment of the company, to understand better the importance of the quality of overall operation of the specific hotel companies, with particular emphasis on the restaurant “Marashi” in Prizren.

Keywords: Quality, service, restaurant, standards, hoteliery.

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