

بحث رقم ٦

Server attitudes and restaurant tipping: tip enhancing actions.

Abstract

Keywords: Hospitality services, Human resource management, Service charges.

Purpose: The present study seeks to review the different restaurant servers' attitudes and its impact on tips paid by customers in five-star hotels in Cairo.

Originality/value: There is limited literature available specifically focusing on employees' attitudes in relation to tipping process and this subject were researched psychologically and rarely economically; as a result, consider this study as exploratory study.

Design/methodology/approach: The research comprises two samples the first sample comprises waiters – an anonymous questionnaire was used. The second sample was designed to assess the attitudes and beliefs of customers about the same variables that waiters had earlier reported on.

Findings: The findings confirmed a number of hypotheses. Customers claim that they themselves tip more when specific attitudes and situations within the context of service operation take place. Servers depict more raise in tips when practicing specific actions. Waiters and customers share many beliefs about tipping.

Research limitations/implications: Additional research is needed to help managers to identify negative aspects of specific attitudes which have negative effects upon tipping process. Training is vital to watch customers and read customers' non-verbal signals of dissatisfaction.