



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



BMMB7028 – Business Research

Printed Name: **Megha Vaghasiya (2515214)**

Signature: Megha

Please state your chosen organisation & contemporary issue in the box below:

Selected Organisation: McDonald's



THE ROLE OF EMPLOYEE TRAINING IN IMPROVING SERVICE QUALITY: EVIDENCE FROM MCDONALD'S UK

Module: Business Research (BMMB7028)

Name: Megha Vaghasiya
Student ID: 2515214



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Executive Summary

This research proposal examines the impact of employee training on service quality within McDonald's UK. In the highly competitive fast-food industry, service quality is a critical factor influencing customer satisfaction, brand loyalty, and overall business performance. As a leading global organisation, McDonald's relies heavily on its frontline employees to deliver consistent and efficient service, making training a key area of strategic importance.

The primary aim of this study is to analyse how employee training contributes to improved service quality in McDonald's UK. To achieve this, the research will explore different types of training programmes, evaluate their effectiveness, and assess employee perceptions regarding their impact on daily performance. The study is guided by a central research question: How does employee training influence service quality in McDonald's UK?

A review of existing literature highlights that while training is widely recognised as a driver of employee performance and service quality, there is limited organisation-specific research focusing on the UK fast-food sector. Additionally, previous studies present mixed findings regarding the effectiveness of training, with some emphasising its benefits and others identifying limitations such as inconsistent implementation and lack of engagement. This reveals a clear research gap that this study aims to address.

The research adopts a quantitative methodology, using a structured questionnaire to collect data from employees working in McDonald's outlets across the UK. A convenience sampling approach will be used to gather responses efficiently within the available timeframe. The collected data will be analysed using statistical techniques to identify patterns and relationships between training practices and service quality outcomes.

Ethical considerations will be strictly followed, including informed consent, confidentiality, and data protection. The study also acknowledges potential limitations such as sample size constraints and response bias, which may affect the generalisability of findings.

Overall, this research is expected to provide valuable insights into how training practices can be improved to enhance service quality within McDonald's UK. The findings will contribute to both academic literature and practical business strategies, offering recommendations for enhancing employee performance and customer experience in the fast-food industry.

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Introduction

In today's highly competitive business environment, organisations increasingly depend on service quality to achieve and sustain competitive advantage. Within the fast-food industry, service quality plays a critical role due to high customer expectations, standardised offerings, and the need for rapid service delivery (Kotler et al., 2020). As a global leader in the fast-food sector, McDonald's operates in a dynamic and customer-centric environment where employee performance directly influences customer satisfaction and organisational success (Armstrong and Taylor, 2020). Therefore, maintaining high levels of service quality has become a strategic priority for the organisation.

Employee training is widely recognised as a key factor in enhancing employee skills, knowledge, and performance within service-based industries (Noe, 2020). Effective training programmes enable employees to perform tasks efficiently, improve communication with customers, and deliver consistent service experiences (Salas et al., 2012). In the context of fast-food operations, where employees interact directly with customers, training plays a vital role in ensuring speed, accuracy, and quality of service delivery. However, despite its recognised importance, the effectiveness of employee training in improving service quality remains a topic of debate among researchers.

Existing literature indicates that while employee training can positively influence service quality and organisational performance, its effectiveness often depends on factors such as training design, employee engagement, and organisational support (Aguinis and Kraiger, 2009). Some studies argue that well-structured training programmes lead to significant improvements in employee performance and customer satisfaction (Becker and Huselid, 1998), whereas others suggest that poorly implemented training initiatives may fail to produce the desired outcomes (Tharenou et al., 2007). Furthermore, much of the existing research focuses on the broader hospitality sector, with limited emphasis on organisation-specific studies within the UK fast-food industry. This highlights a gap in the literature, particularly in understanding how training influences service quality in large multinational organisations such as McDonald's UK.

In response to this gap, this research aims to investigate the impact of employee training on service quality within McDonald's UK. The study seeks to evaluate the effectiveness of training programmes and examine how they influence employee performance and service delivery. By adopting a structured research approach, this study aims to provide both theoretical and practical insights.

The significance of this research lies in its contribution to both academic literature and managerial practice. Academically, it will extend existing knowledge on employee training and service quality within the fast-food sector. Practically, the findings will assist managers

in designing more effective training programmes to enhance employee performance and improve customer satisfaction (Grönroos, 2007). Ultimately, this research aims to support organisations in achieving sustainable competitive advantage through improved service quality.

In addition to the operational importance of training, theoretical perspectives such as Human Capital Theory further support the role of employee development in enhancing organisational performance. According to Schultz (1961), investment in employee training improves individual capabilities, which in turn contributes to overall organisational effectiveness. This perspective is particularly relevant in service-based industries, where employee knowledge and behaviour directly influence customer perceptions of service quality. However, critics argue that simply investing in training does not automatically lead to improved outcomes unless organisations effectively align training programmes with strategic objectives and continuously evaluate their impact (Kirkpatrick and Kirkpatrick, 2006). This highlights the need for organisations such as McDonald's to adopt a more structured and outcome-oriented approach to training.

Moreover, the fast-food industry is characterised by high employee turnover, time pressure, and standardised processes, which can further influence the effectiveness of training initiatives. In such environments, maintaining consistent service quality becomes a significant challenge, particularly when new employees require continuous training and adaptation (Heskett et al., 1994). This raises important questions regarding the sustainability and long-term impact of training programmes in organisations like McDonald's UK. Therefore, it is essential to critically examine how training strategies are implemented and whether they effectively contribute to improving service quality in a fast-paced and operationally demanding context.

Research Problem

Despite the recognised importance of employee training in enhancing service quality, there remains a lack of organisation-specific research examining its effectiveness within the UK fast-food industry. While previous studies have explored the relationship between training and employee performance in broader hospitality contexts, limited attention has been given to how structured training programmes influence service quality in large multinational organisations such as McDonald's (Aguinis and Kraiger, 2009; Noe, 2020).

Furthermore, existing research presents mixed findings regarding the effectiveness of employee training. Some scholars argue that training significantly improves employee performance, operational efficiency, and customer satisfaction (Salas et al., 2012), whereas others highlight that training outcomes are often influenced by factors such as employee motivation, engagement, and organisational support (Tharenou et al., 2007). This inconsistency suggests that training alone may not guarantee improved service quality unless supported by effective implementation and evaluation.

In the context of McDonald's UK, where employees operate in a fast-paced and customer-focused environment, service quality is highly dependent on employee competence and consistency. However, there is limited empirical evidence examining how training programmes specifically contribute to service delivery in this setting. This creates a significant research gap, particularly in understanding the practical impact of training on frontline service performance.

Therefore, this study seeks to address this gap by investigating the relationship between employee training and service quality within McDonald's UK. By focusing on this organisation, the research aims to provide context-specific insights that contribute to both academic literature and practical management strategies.

In addition, it is important to recognise that service quality in the fast-food industry is not solely determined by employee training, but also influenced by operational factors such as workload, time pressure, and standardisation of processes. According to Heskett et al. (1994), service quality is closely linked to internal organisational practices, including employee support systems and work environment. This suggests that even well-designed training programmes may have limited impact if employees are unable to apply their skills effectively in high-pressure working conditions. Therefore, it is necessary to critically assess whether training initiatives alone are sufficient to enhance service quality within organisations such as McDonald's.

Moreover, the increasing demand for consistent and high-speed service delivery in the UK fast-food sector has intensified the need for effective workforce development strategies. Despite this, there is limited research that evaluates how training programmes are

implemented and assessed in real organisational settings. Existing studies often focus on theoretical relationships rather than practical outcomes, creating a gap between academic research and real-world application (Kirkpatrick and Kirkpatrick, 2006). As a result, there is a need for empirical research that examines the actual impact of training on service quality within a specific organisational context. This study therefore aims to bridge this gap by providing evidence-based insights into the effectiveness of training practices in McDonald's UK.

Research Aim

The aim of this study is to critically examine the impact of employee training on service quality within McDonald's UK. The research seeks to evaluate how training programmes influence employee performance and contribute to the delivery of consistent and high-quality customer service in a fast-paced organisational environment.

This study also aims to provide practical recommendations for improving training strategies to enhance service quality outcomes.

Research Objectives

- To analyse the different types of employee training programmes implemented within McDonald's UK
- To evaluate the relationship between employee training and service quality
- To assess employee perceptions of the effectiveness of training programmes
- To recommend strategies for improving training practices to enhance service quality

Research Question

Main Question:

- How does employee training influence service quality in McDonald's UK?

Sub-Questions:

- What types of training programmes are implemented in McDonald's UK?
- To what extent does employee training improve service quality?
- How do employees perceive the effectiveness of training programmes?

Literature Review

Employee Training and Organisational Performance

Employee training and development have been widely recognised as critical drivers of organisational performance and service quality. Training refers to the systematic process of enhancing employees' skills, knowledge, and competencies to improve job performance (Noe, 2020). From a theoretical perspective, Human Capital Theory suggests that investment in employee training leads to increased productivity and organisational effectiveness (Schultz, 1961).

Several studies highlight the positive impact of training on employee performance. For instance, Aguinis and Kraiger (2009) argue that training contributes not only to individual performance but also to team and organisational outcomes. Similarly, Salas et al. (2012) emphasise that structured training programmes significantly improve employee capability and efficiency. However, it can be argued that training effectiveness is not solely dependent on programme design, but also on factors such as employee motivation and organisational support (Tharenou et al., 2007). This suggests that training alone may not guarantee improved performance unless supported by a conducive work environment.

Furthermore, the transfer of training remains a critical challenge in organisational contexts. Baldwin and Ford (1988) highlight that the successful application of training in the workplace depends on both individual and organisational factors. Therefore, while training is essential, its effectiveness is contingent upon implementation and reinforcement within the organisation.

Service Quality in the Fast-Food Industry

Service quality is a key determinant of customer satisfaction and competitive advantage, particularly in the fast-food industry where customer expectations are high and competition is intense. Parasuraman et al. (1988) define service quality through the SERVQUAL model, which includes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. These dimensions provide a framework for evaluating customer perceptions of service delivery.

In the context of fast-food restaurants, service quality is closely linked to operational efficiency and employee performance. Brown (2022) suggests that speed, accuracy, and customer interaction are critical components of service quality in this sector. Similarly, Khan (2022) argues that maintaining consistent service standards is essential for customer retention and brand loyalty.

However, some scholars argue that traditional models such as SERVQUAL may not fully capture the dynamic nature of service quality in fast-paced environments like fast-food

outlets (Harris, 2023). This indicates the need for context-specific evaluation of service quality, particularly in high-turnover industries where employee consistency may vary. Therefore, while service quality frameworks provide a useful foundation, their applicability may be limited without contextual adaptation.

Relationship between Training and Service Quality

The relationship between employee training and service quality has been widely explored in academic literature, with many studies suggesting a positive correlation between the two. Training enhances employees' skills and knowledge, enabling them to deliver higher levels of service quality and meet customer expectations (Grönroos, 2007).

Empirical studies support this relationship. For example, Davis (2023) found that effective training programmes significantly improve customer satisfaction levels in service organisations. Similarly, Kumar and Sharma (2023) highlight that training in fast-food environments leads to improved service consistency and operational performance. These findings are further supported by Alshaabani and Rudnák (2023), who demonstrate that employee training positively influences both service quality and customer satisfaction.

However, it is important to critically evaluate this relationship. Some studies suggest that training alone is insufficient to achieve high service quality, as other factors such as organisational culture, employee engagement, and leadership also play a significant role (Schein, 2010; Goleman, 1998). This indicates that service quality is a multidimensional construct influenced by a combination of factors, rather than training alone.

Moreover, inconsistencies in findings across different organisational contexts suggest that the impact of training may vary depending on industry, organisational practices, and employee characteristics (Ahmed et al., 2023). Therefore, further research is required to examine this relationship within specific contexts, such as the UK fast-food industry.

Employee training is often considered a key determinant of service quality; however, its effectiveness may vary depending on organisational context. While scholars such as Noe (2020) emphasise that structured training programmes enhance employee performance and service delivery, other researchers argue that training outcomes are highly dependent on workplace conditions and employee engagement (Tharenou et al., 2007). This suggests that training alone may not guarantee improved service quality unless it is supported by a positive organisational culture and effective management practices. In the case of McDonald's UK, where employees operate in a high-pressure and standardised environment, it becomes essential to evaluate whether training initiatives are effectively translated into practical service improvements. Therefore, a more critical examination of training effectiveness is required to understand its true impact on service quality.

Research Gap

Although existing literature provides substantial evidence on the importance of employee training and service quality, several gaps remain. Firstly, many studies focus on general service industries, with limited attention given to the fast-food sector, particularly within the UK context. Secondly, there is a lack of consensus regarding the extent to which training alone influences service quality, as findings vary across studies.

Furthermore, previous research often adopts a broad organisational perspective, without examining specific operational environments such as McDonald's outlets. This highlights the need for context-specific research to better understand how training influences service quality in real-world settings.

Therefore, this study aims to address these gaps by examining the relationship between employee training and service quality within **McDonald's outlets in the UK fast-food sector**, providing both theoretical and practical contributions to the existing body of knowledge.

Despite extensive research on training and service quality, limited studies have examined this relationship within the UK fast-food sector, particularly in organisation-specific contexts such as McDonald's. Furthermore, inconsistencies in previous findings indicate a lack of consensus, justifying the need for further empirical investigation.

Despite the extensive research on employee training and service quality, there remains a lack of empirical studies that focus specifically on large multinational organisations operating within the UK fast-food industry. Most existing studies adopt a generalised approach, which may not fully capture the operational complexities and high-pressure environments of organisations such as McDonald's UK. Furthermore, limited research has examined how training programmes are implemented in practice and whether they effectively translate into improved service delivery. This highlights the need for organisation-specific research that not only explores theoretical relationships but also evaluates real-world application and outcomes.

Methodology

Research Philosophy

This study adopts a **positivist research philosophy**, which is based on the assumption that reality is objective and can be measured through observable and quantifiable data (Saunders et al., 2019). Positivism is particularly appropriate for this research as it aims to examine the relationship between employee training and service quality using structured and measurable variables. By employing a positivist approach, the study ensures objectivity and minimises researcher bias, thereby enhancing the reliability of findings.

However, it can be argued that positivism may overlook the subjective experiences of employees, which could provide deeper insights into training effectiveness. Despite this limitation, the philosophy is considered suitable as the research focuses on identifying generalisable patterns rather than exploring individual perceptions in depth.

Research Approach

The research follows a **deductive approach**, as it is grounded in existing theories related to employee training and service quality, such as Human Capital Theory and SERVQUAL. The deductive approach involves developing hypotheses based on established literature and then testing them using empirical data (Creswell, 2014).

This approach is appropriate because the study seeks to validate theoretical relationships within a specific organisational context (McDonald's UK). It allows for a structured and systematic analysis, contributing to the development of generalisable conclusions. However, a limitation of the deductive approach is that it may restrict the exploration of new or emerging themes, as it is primarily focused on testing existing theories rather than generating new ones.

Research Strategy

A **survey strategy** is employed in this study to collect primary data from employees. Surveys are widely used in business research as they enable the collection of standardised data from a relatively large sample, facilitating statistical analysis (Bryman and Bell, 2015).

The use of a survey is justified as it aligns with the quantitative nature of the study and allows for efficient data collection within time and resource constraints. Additionally, surveys support anonymity, which may encourage more honest and unbiased responses from participants.

Nevertheless, surveys may limit the depth of responses, as they typically rely on predefined questions. As a result, they may not fully capture complex employee experiences. Despite

this, the strategy is considered appropriate due to its ability to generate reliable and comparable data.

Research Choice

This study adopts a **mono-method quantitative approach**, focusing solely on numerical data collected through structured questionnaires. Quantitative research enables the measurement of relationships between variables and supports statistical analysis, making it suitable for hypothesis testing (Hair et al., 2019).

The choice of a mono-method approach ensures consistency and clarity in data collection and analysis. However, it can be argued that the exclusion of qualitative methods may limit the richness of insights. A mixed-method approach could provide a more comprehensive understanding; nevertheless, due to time and resource constraints, the quantitative method is considered more practical and aligned with the research objectives.

Sampling Technique

The study will use a **non-probability convenience sampling technique**, where participants are selected based on accessibility and willingness to participate. This approach is commonly used in academic research where access to a full sampling frame is limited (Saunders et al., 2019).

Convenience sampling is appropriate in this context as it allows the researcher to collect data efficiently from McDonald's employees within a limited timeframe. However, this method may introduce sampling bias and limit the generalisability of findings. Therefore, the results of the study will be interpreted with caution, acknowledging this limitation.

Data Collection Methods

Primary data will be collected **structured questionnaires** distributed online using platforms such as Google Forms. The questionnaire will consist of closed-ended questions designed to measure key variables, including employee training and service quality.

This method is advantageous as it allows for the collection of standardised data that can be easily analysed statistically (Creswell, 2014). Additionally, online distribution enhances accessibility and response rates.

However, a potential limitation is that respondents may misinterpret questions or provide socially desirable answers. To minimise this risk, the questionnaire will be designed clearly and concisely.

Data Analysis Techniques

The collected data will be analysed using **descriptive and inferential statistical techniques**. Descriptive statistics, such as mean and frequency, will be used to summarise the data, while inferential analysis (e.g., correlation) will be applied to examine relationships between variables (Hair et al., 2019).

The use of statistical analysis enhances the objectivity and credibility of the research findings. However, the accuracy of results depends on the quality of data collected. Therefore, careful data validation and cleaning processes will be undertaken to ensure reliability.

In addition to descriptive statistics, the study may also utilise basic inferential analysis techniques such as correlation to examine the relationship between employee training and service quality. The use of charts and graphical representations will further support the interpretation of data and enhance clarity. These analytical tools enable the researcher to identify patterns and relationships more effectively, thereby strengthening the overall findings of the study.

Additionally, correlation analysis may be used to examine the strength and direction of the relationship between employee training and service quality.

Ethical Considerations

Ethical considerations are a fundamental aspect of this research. The study will adhere to ethical principles such as informed consent, confidentiality, anonymity, and voluntary participation (Bryman and Bell, 2015).

Participants will be fully informed about the purpose of the research and their right to withdraw at any time. No personal or sensitive information will be disclosed, and all data will be used solely for academic purposes.

Despite these measures, ethical challenges may still arise, such as ensuring genuine consent or avoiding response bias. Therefore, ethical guidelines will be strictly followed to maintain the integrity of the research.

Advantages of Methodology

- Enables the collection of data from a large number of respondents within a short period
- Provides objective and quantifiable results
- Facilitates statistical analysis to identify relationships between variables

Limitations of Methodology

- Possibility of response bias due to self-reported data
- Limited sample size may affect the generalisability of findings
- Lack of in-depth insights compared to qualitative approaches

Significance of the Study

This study is significant both academically and practically. From an academic perspective, it contributes to the existing body of knowledge on employee training and service quality by focusing on a specific organisational context, namely McDonald's UK. While previous studies have examined these concepts in broader service sectors, limited research has explored their relationship within the UK fast-food industry. Therefore, this research helps to fill this gap.

In addition, the study contributes to the application of established theories, such as Human Capital Theory and service quality frameworks, within a real-world organisational context. This enhances the relevance of theoretical concepts by linking them with practical outcomes, thereby strengthening academic understanding.

From a practical perspective, the findings of this study will be valuable for managers and practitioners within McDonald's UK. The research will provide insights into how training programmes can be improved to enhance employee performance and service delivery. Furthermore, the study may support decision-making related to workforce development and operational efficiency. Ultimately, the study aims to support organisations in improving customer satisfaction and achieving a sustainable competitive advantage.

In addition, the study provides practical value by offering evidence-based insights that can support managerial decision-making within fast-food organisations. By identifying the strengths and weaknesses of existing training practices, the research can assist managers in developing more targeted and effective training strategies. This may lead to improved employee performance, enhanced customer satisfaction, and increased organisational efficiency. Therefore, the study holds both strategic and operational importance for organisations operating in highly competitive service environments.

Ethical Considerations

Ethical considerations are an important aspect of this research. The study will ensure that all participants are treated fairly and that their rights are protected throughout the research process. Participants will be fully informed about the purpose of the study before taking part, and their informed consent will be obtained.

Confidentiality and anonymity will be maintained by ensuring that personal information is not disclosed. All data collected will be used solely for academic purposes and stored securely in accordance with data protection regulations. Additionally, participants will have the right to withdraw from the study at any time without any consequences.

Furthermore, the research will avoid any form of harm, bias, or misrepresentation of data. These measures ensure that the research is conducted in accordance with ethical standards and enhances the credibility and integrity of the study.

Moreover, the research will ensure that all data is collected and reported honestly, without any form of manipulation or bias. The researcher will adhere to academic integrity by properly acknowledging all sources of information and avoiding plagiarism. These practices are essential in maintaining the ethical standards of research and ensuring the credibility and reliability of the findings.

Limitations of the Study

This study has several limitations that should be acknowledged. Firstly, the use of convenience sampling may limit the generalisability of the findings, as the sample may not fully represent all employees of McDonald's UK. Secondly, the reliance on self-reported data through questionnaires may introduce response bias, as participants may not always provide accurate or honest answers.

Additionally, the quantitative approach used in this study may limit the depth of understanding, as it does not capture detailed personal experiences or insights that could be obtained through qualitative methods.

Furthermore, the study is constrained by time limitations, which may affect the sample size and the scope of data analysis. Despite these limitations, the research is expected to provide valuable insights into the relationship between employee training and service quality.

Additionally, the study focuses on a single organisation, which may limit the ability to generalise the findings to other organisations or industries. Differences in organisational culture, management practices, and workforce characteristics may influence the applicability of the results. Therefore, the findings should be interpreted with caution, and further research is recommended to validate the results across different organisational contexts.

Resource Requirements

The successful execution of this research requires the effective allocation and critical management of financial, time, and human resources. At postgraduate level, it is essential not only to identify resource requirements but also to justify their relevance and evaluate their potential limitations in supporting a rigorous research process (Saunders et al., 2019).

Financial Resources

The financial requirements of this study are expected to be relatively modest, as the research primarily adopts a quantitative approach supported by cost-effective digital tools. Data collection will be conducted online survey platforms such as Google Forms or Microsoft Forms, which are widely recognised as efficient and economical methods for gathering structured data (Bryman and Bell, 2015). The use of such platforms reduces the need for physical distribution and associated logistical costs.

For data analysis, software such as Microsoft Excel or SPSS will be utilised to perform statistical analysis. These tools enable the researcher to identify patterns and relationships between variables in a systematic and reliable manner (Hair et al., 2019). In many cases, these resources are provided through institutional access; however, additional costs may arise if advanced analytical features or alternative software are required. Minor expenses may also be incurred for printing essential documentation, such as consent forms and participant information sheets, particularly where ethical compliance necessitates formal documentation.

While the financial burden of this research remains limited, it is important to critically acknowledge that reliance on low-cost tools may restrict the depth of analysis compared to more advanced software solutions. Therefore, although the study is designed to be economically feasible, careful consideration must be given to ensuring that cost-saving measures do not compromise the quality and robustness of the research outcomes.

Time Resources

Effective time management is a critical determinant of research success, particularly in ensuring that each stage of the study is completed systematically and to a high standard. The research will follow a structured timeline, incorporating key phases such as literature review, research design, data collection, data analysis, and final report writing. The use of a Gantt chart will facilitate the planning and monitoring of these activities, ensuring that deadlines are met and progress is effectively managed (Saunders et al., 2019).

The initial phase will involve an extensive review of academic literature to establish a strong theoretical foundation and identify relevant research gaps. This will be followed by

the development of research instruments and ethical approval processes, both of which require careful planning and attention to detail. The data collection phase is particularly time-sensitive, as it depends on participant availability and response rates, which can be unpredictable.

A significant proportion of time will be allocated to data analysis, as quantitative research requires careful interpretation of statistical outputs to ensure valid and meaningful conclusions (Creswell, 2014). The final stages will involve writing, editing, and proofreading to ensure clarity, coherence, and academic rigour.

However, it is important to recognise that research timelines are often subject to unforeseen challenges, such as delays in participant responses or technical issues. As a result, flexibility and contingency planning are essential to mitigate potential risks and ensure the timely completion of the study. This reflects the importance of adaptive planning in complex research environments.

Human Resources

Human resources represent a critical component of this research, as the study relies on both participant involvement and academic supervision. The primary data source will consist of employees from McDonald's UK, whose participation is essential for generating empirical insights into the relationship between employee training and service quality. Access to participants will be based on voluntary engagement, and ethical principles such as informed consent, confidentiality, and anonymity will be strictly upheld (Bryman and Bell, 2015).

Nevertheless, securing an adequate sample size may present challenges, particularly within a fast-paced working environment such as the fast-food industry, where employees may have limited time to participate. This may impact response rates and, consequently, the generalisability of the findings. Therefore, appropriate strategies, such as designing concise questionnaires and ensuring ease of access, will be implemented to encourage participation.

In addition to participants, the role of the academic supervisor is fundamental in guiding the research process. Supervisory support contributes to the refinement of research design, methodological rigour, and overall academic quality. Regular feedback and critical evaluation from the supervisor enable the researcher to identify weaknesses and improve the study accordingly (Saunders et al., 2019).

However, it can be argued that the effectiveness of these human resources is contingent upon their availability and level of engagement. Limited access to participants or insufficient supervisory interaction may constrain the research process.

Timeline

A structured timeline is essential to ensure the successful completion of the research project within the given timeframe. This study has been planned in alignment with the academic schedule, particularly considering the weekly Business Research lectures conducted on Tuesdays between 27 February and 24 March. The timeline ensures that each stage of the research process is completed in a systematic and organised manner.

The initial stage of the research focuses on the development of the research proposal and completion of the literature review. This phase involves reviewing relevant academic sources, identifying key theories, and establishing a clear research gap. Following this, the research design and methodology are developed, including the selection of research philosophy, approach, and data collection methods.

The next stage involves the design and distribution of the questionnaire to employees within McDonald's UK. Data collection is conducted over a defined period to ensure sufficient responses are gathered. Once the data is collected, statistical analysis is carried out using tools such as Excel or SPSS to identify patterns and relationships between variables.

The final stage of the research includes interpreting the findings, completing the discussion, and finalising the report through editing and proofreading. This structured approach ensures that all stages are completed efficiently while allowing flexibility to manage any potential delays.

Activity	Feb	Mar (Week 1-2)	Mar (Week 3-4)	Mar (End)
Research topic selection	✓			
Literature review	✓	✓		
Research design & methodology		✓	✓	
Questionnaire design			✓	
Data collection			✓	✓

Data analysis				✓
Findings & discussion writing				✓
Final report writing				✓
Proofreading & submission				✓

The Gantt chart above outlines the timeline for the research project, ensuring that each stage is completed in a structured and systematic manner. The timeline is aligned with the academic schedule and allows sufficient time for literature review, data collection, and analysis. Additionally, it incorporates flexibility to accommodate any unforeseen challenges during the research process. This structured approach supports effective time management and ensures the timely completion of the research project (Saunders et al., 2019).

Conclusion

This research proposal has critically examined the role of employee training in enhancing service quality within McDonald's UK, highlighting its significance in a highly competitive and fast-paced industry. The study was developed in response to a clear gap identified in the existing literature, where limited organisation-specific research exists within the UK fast-food sector. While previous studies have explored the general relationship between employee training and performance, there remains a need to investigate how these concepts apply in a real-world organisational context such as McDonald's UK.

The proposal has established that employee training is a key driver of organisational performance and service delivery. Drawing upon theoretical frameworks such as Human Capital Theory and service quality models, the study emphasises that well-structured training programmes can enhance employee skills, improve efficiency, and contribute to consistent service quality. However, the literature also highlights that the effectiveness of training is not guaranteed and is often influenced by factors such as employee engagement, organisational support, and operational conditions.

In addressing these issues, the research aims and objectives were clearly defined, focusing on analysing training programmes, evaluating their impact on service quality, and assessing employee perceptions. The inclusion of both a main research question and supporting sub-questions provides a structured framework for the investigation, ensuring that the study remains focused and aligned with its objectives. Furthermore, the literature review demonstrated a balanced and critical understanding of existing research, incorporating both supporting and opposing perspectives to strengthen the academic foundation of the study.

The proposed methodology adopts a positivist philosophy and a deductive approach, supported by a quantitative research method. The use of a survey strategy and structured questionnaires enables the collection of standardised data from employees within McDonald's UK, allowing for statistical analysis and the identification of patterns and relationships. Consideration of validity, reliability, and ethical factors further enhances the credibility and integrity of the research design. Although certain limitations, such as sampling constraints and potential response bias, have been acknowledged, the study remains robust and capable of generating meaningful insights.

Overall, this research is expected to contribute to both academic knowledge and practical application. From an academic perspective, it extends existing literature by providing organisation-specific insights into the relationship between employee training and service quality. From a practical perspective, the findings may assist managers in improving

training strategies, enhancing employee performance, and ultimately delivering higher levels of customer satisfaction.

In conclusion, this study highlights the critical importance of effective employee training in achieving service excellence within the fast-food industry. By providing a structured and evidence-based investigation, the research aims to support organisations such as McDonald's UK in developing more effective training practices, thereby strengthening their competitive position and long-term sustainability.

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