



A study of Customer Satisfaction in Restaurants with special references to Rajkot City

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ABSTRACT

"Quality in a service or product is not what you put into it. It is what the client or customer gets out of it." - Peter Drucker

This paper attempts to explore the concept of customer satisfaction of restaurants in Rajkot city, it's Based on primary research, the authors had tried to identify the effect of each variable of satisfaction. Data has been collected through field research among 100 respondents and has been analysis using SPSS. The objective of the study is to find the differences in opinion of males & females with respect to services and quality provided by various restaurants in Rajkot city. The results of study shows that there is no significant differences between opinion of males and females with regards to cleanliness and number of varieties available in restaurants, while significant differences was observed with respect to quantity offered.

KEYWORDS : Customer expectation, customer perception, customer satisfaction, Hotels.

Introduction

Rajkot is the fourth largest city of Gujarat and there are more than 1.28 million in 2012, and is 22nd growing city in the world, The Indian restaurant industry is worth 75,000 cores, and is still growing at rate of 7%, there are around 1.5 million eating outlets, in which organized segment is going reach 22,000 core by 2017. An average Indian eats outside less than twice a month, where every small increase in outside food consumption leads to huge scope of development for upcoming restaurants, which is happening due to rise in disposable income, nuclear family, increase of working people. Specially the quick services Restaurants are expected to grow at 21.5% while casual dining by 11.9%, cafes by 12.3% fine dining by 12.00% whereas pubs, bars, clubs & lounges by 11.00% are going to grow (source SMERGER), The "India Food Service Report-2013" of the National Restaurant Association of India, which was released by Maharashtra Tourism in Mumbai, states that the chain and licensed stand-alone industry would contribute around ₹11,500-11,900 crores in 2013, which will more than twice to ₹25,000 crore by 2018. Which lead to huge scope for the upcoming restaurants. (source IBN LIVE)

Literature Review

(Kota N, Mani K & Srivalli P 2014) undertook a study to identify link between service quality, customer satisfaction and repeated patronage. It was revealed that price and value for money was an important consideration while choice and variety was not in choosing a particular restaurant. The study also highlighted the fact that complexity increase at the time of when the customers are educated & the physical and social environment plays a vital role than the outcome, as the switching cost is very low it's much better to maintain the relationship with the customers and should try to engage for return visits.

(Deshwal P, Khanna S 2013) mentions that as the lifestyle of individual changes the taste and preferences of customer have also changed which has an impact and people prefer for good food, the factors like segmentation, targeting & positioning plays a vital role in deciding the competitive strategy.

(MS SHYLAJA S, MR EAHAMBARAM C 2013) customers considers the following factors: price, different varieties and taste of food before they select restaurant. From the research it was observed that customers were dissatisfied with factors such as price of the items, parking facilities, serving time and washing facilities, hence restaurants should consider these elements also to satisfy the customers.

(Gupta et al. 2007) mention that at the time when it's about quality (hinges) being up to mark the people are ready to bear the cost which lead to higher satisfaction level of customers.

(Ryales & Burce 2006):- When it is a case of customer satisfaction, many time different level of managers have figured out many different types of style, structure with regards to cultural adaptive methods but have failed to achieve so, strategically important customers are becoming more prevalent and are demanding more sophisticated, in-

tegrated (often international) solutions., as a result, level of conflicts takes place which in turn creates lots of problems.

Research Objective

The aim of the research is to examine and measure working of restaurants keeping in mind the different parameters like price, quality quantity, services, cleanliness etc., and to measure the influence of gender on perception about importance of cleanliness, variety offered and quantity of food offered by these restaurants in Rajkot city.

Hypothesis

The hypotheses undertaken in order to understand the differences among the samples taken.

H01:- There is no significant difference between opinion level of males and females with regards to Neatness & Cleanliness provided by restaurants

H02:- There is no significant difference between Opinion level of males and females with regards to number of Varieties Available by restaurants.

H03:- There is no significant difference between Opinion level of males and females with regards to Quantity Offered by restaurants.

Methodology

Research Design: Descriptive research.

Sample size: - 100. (57 Males & 43 Females from Rajkot City)

Sampling Method: - Non Probability - Convenient Sampling Method.

Statistical Tools: - Mean, Standard Deviation, & UNvariant Anova.

Finding and Analysis

H0:- There is no significant difference between opinion level of Males and Females with regards to Neatness & Cleanliness provided by restaurants.

Table No. 1.1 Descriptive Statistics: Dependent Variable: TOTAL

Gender	Mean	Std. Deviation	N
Males	22.1579	6.07333	57
Females	20.0233	5.64627	43
Total	21.2400	5.95966	100

Table No. 1.2 Tests of Between-Subjects Effects Dependent Variable: TOTAL

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	111.684(a)	1	111.684	3.215	.076
Intercept	43609.404	1	43609.404	1255.295	.000
Respondents	111.684	1	111.684	3.215	.076
Error	3404.556	98	34.740		
Total	48630.000	100			
Corrected Total	3516.240	99			

a R Squared = .032 (Adjusted R Squared = .022)

From the above data we can identify that significant value is 0.076 which is above .05 which states that it can be seemed that the F value is 3.215 for males and females is not significant at 0.05 level with degree of freedom equals to 1/98. It means the mean opinion level of males and females does not differ significantly from each other. In this context the Ho namely **"There is no significant difference between opinion level of males and females with regards to Neatness & Cleanliness provided by restaurants"** is accepted. Further, the mean satisfaction level score of males is (22.1579) is significantly, not higher than mean opinion level score of females (20.0233). Therefore, it may be concluded that opinion level males and females are significant with respect to Neatness & Cleanliness provided by restaurants.

H0:- There is no significant difference between Opinion level of males and females with regards to number of Varieties Available by restaurants.

Tests of Between-Subjects Effects

Table No. 2.1 Descriptive Statistics Dependent Variable: TOTAL

Gender	Mean	Std. Deviation	N
Males	22.1930	5.44596	57
Females	20.4651	4.42584	43
Total	21.4500	5.08190	100

Table No. 2.2 Dependent Variable: TOTAL

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	73.175(a)	1	73.175	2.887	.092
Intercept	44601.175	1	44601.175	1759.929	.000
Respondents	73.175	1	73.175	2.887	.092
Error	2483.575	98	25.343		
Total	48567.000	100			
Corrected Total	2556.750	99			

R Squared = .029 (Adjusted R Squared = .019)

From the above data we can identify that significant value is .092 which is above .05 which states that it can be seemed that the F value is 2.887 for males and females is not significant at 0.05 level with degree of freedom equals to 1/98. It means the mean opinion level of males and females does not differ significantly from each other. In this context the Ho namely **"There is no significant difference between Opinion level of males and females with regards to number of Varieties Available by restaurants."** is accepted. Further, the mean satisfaction level score of males is (22.1930) is significantly not higher than mean opinion level score of females (20.4651). Therefore, it may be concluded that opinion level males and females are significant with respect to number of Varieties Available by restaurants.

H1:- There is significant difference between Opinion level of males and females with regards to Quantity Offered by restaurants.

Table No. 3.1 Descriptive Statistics: Dependent Variable: TOTAL

Gender	Mean	Std. Deviation	N
Males	23.1754	5.35565	57
Females	20.8140	5.94521	43
Total	22.1600	5.70968	100

Table No. 3.2 Tests of Between-Subjects Effects Dependent Variable: TOTAL

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	136.683(a)	1	136.683	4.334	.040
Intercept	47428.483	1	47428.483	1503.836	.000
Respondents	136.683	1	136.683	4.334	.040
Error	3090.757	98	31.538		
Total	52334.000	100			
Corrected Total	3227.440	99			

R Squared = .042 (Adjusted R Squared = .033)

From the above data we can identify that significant value is .040 which is below .05 which states that it can be seemed that the F value is 4.334 for males and females is significant at 0.05 level with degree of freedom equals to 1/98. It means that the mean opinion level of males and females does differ significantly from each other. In this context the H1 namely **"Significant difference between Opinion level of males and females with regards to Quantity Offered by restaurants."** is rejected. Further, the mean opinion level score of males is (23.1754) is significantly higher than mean satisfaction level score of females (20.8140). Therefore, it may be concluded that opinion level males and females are significant with respect to number of Varieties Available by restaurants.

Major findings

The following are the major findings as per the research on customer satisfaction for restaurant services in Rajkot city.

- When it comes to gender perception towards quality offered by the restaurants has a level of differences.
- Almost 42% of people face problem in parking facilities.
- Almost 52% agrees that rates charged by restaurants are appropriate.

Limitations

The finding of this study was limited to only Rajkot city. It should be replicated in other part of major cities of the country which will have different outcome of respective city. Another limitation was regarding sample size.

Conclusion

An attempt was made to explore that different services provided by restaurants & parameters were quality, parking space, interiors & exteriors, were in favourable factors which does not affect the genders, but the significant differences was found among genders preferences when it was about the quantity offered by the restaurants. They also felt that proper safety measures were taken by owners, and overall in most of the parameters restaurants were able to satisfy customers.

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