



Consumers' Perception Towards Service Quality of The Quick Service Restaurants: A Study Across Select Quick Service Restaurants in Delhi-Ncr

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ABSTRACT

this study was conducted in Delhi-NCR with an objective to study the consumers' perception towards the quick service restaurants. The objectives of this research was to analyze the impact of the demographic factors of the consumers viz. age, gender, monthly income on their perception towards the service quality of the quick service restaurants in Delhi-NCR. The study also endeavored to analyze the impact of the consumers' perception towards the service quality of the quick restaurants on the consumer satisfaction. The parameters for the service quality were taken as Food, Tangibility, Reliability, Cleanness, Assurance and Empathy and Responsiveness. The study yielded some significant findings which can be used by the quick service restaurants in Delhi-NCR for better understanding of the needs of their consumers.

KEYWORDS : Service Quality, Quick Service Restaurants, One Way ANOVA, SERVQUAL, Multiple Regression Analysis

INTRODUCTION

Quick Service Restaurant is an infant expression in food industry which includes both fast food outlet and casual dine-in joints. It is a problem solving recipe of billion dollar question "where to eat today". It is highly suitable for the college going students, working class families and for food lovers. In order to maintain the market share of college students, QSR offers a wide range of combos, value meal, exciting deals, free coupons, happy hours and so on. It generally caters to upper low class to middle class societies, occasionally to high societies.

Indian QSR market is estimated to be twice from the current Rs.3,400 crores in the next three years, largely driven by demand from smaller cities, says a report by Crisil. "The QSR markets will more than double to around Rs 7,000 crores by 2015-16 from Rs 3,400 in 2012-13, driven largely by new store additions," the report said, adding most of the new stores will come up in the tier smaller cities. "Over the next three years, new store additions will increase by 16-18 per cent annually, propelled by the rapid expansion of global players into smaller cities," (Crisil Report, 2013). Thus, the market gradually become more competitive as the market players developed their marketing strategies more aggressively in an attempt to increase their market share.

There is a wide range of quick service restaurants choice exist in the market for the customers, however choosing the right outlet depends upon the buying behavior which is a subset of consumer behavior. So, it is very important to understand the human consumption behavior, buying habits and the pattern to recognize why, how & when human make their consumption decision.

The relationship between customer satisfaction and service quality is a controversial issue in the literature. There is a general agreement by researchers that the concepts of customer satisfaction and service quality are extremely interrelated. Although satisfaction and service quality are close in meaning; they are distinct. Perceived service quality was explained as a form of attitude and a long-run overall evaluation of a product or service, while customer satisfaction was considered as a transaction-specific evaluation (Bitner, Booms and Tetreault, 1990; Cronin and Taylor, 1992; Oliver, 1981; Parasuraman, Zeithaml and Berry, 1988). A number of researchers (e.g. Cronin and Taylor, 1992; Oliver, 1997; H. Lee, Y. Lee and Yoo, 2000; Ting, 2004 and Kim et al., 2009) supported that service quality is one of the main drivers of customer satisfaction.

This study endeavored to analyze the perceived service quality of the consumers in Delhi-NCR towards the Quick Service Restaurants and its impact on the consumer satisfaction level.

NEED OF THE STUDY

Plentiful of studies by eminent researchers e.g. Stevens et al., 1995;

John and Tyas, 1996; Qin and Prybutok, 2008; Qin, Prybutok and Zhao, 2010 have been carried out in evaluating service quality in the fast food industry. Kara, Kaynak, and Kucukemiroglu (1995) analyzed consumer perception towards service quality of the fast food restaurants service quality in the United States and Canada implementing eleven attributes: price, friendliness of personnel, variety of menu, service speed, cleanliness, calorie content, convenience, business hours, novelties for children, service delivery and seating facilities. Stevens et al., (1995) publicized the DINESERV scale with five dimensions. Later, John and Tyas (1996) offered a seven dimensional model consisting of Tangibles, Reliability, Responsiveness, Empathy, Assurance and Food. Qin et al. (2010) postulated a six dimensional scale somewhat similar to John and Tyas' (1996) model featuring Tangible, Assurance, Empathy, Responsiveness and Reliability but differed with the inclusion of Recovery dimension.

In the landscape of our country, it is undeniable that various studies & research has been conducted in the different parts of countries on the issues like service quality gap, impact of hygiene and nutritional value of fast food, consumer perception towards different fast food outlets. There are numerous of research papers available whose focus is on fast food restaurants however very few papers focus on Quick Service Restaurant. Hence, this study is an endeavor to find out the consumer behavior towards the Quick Service Restaurants in Delhi/NCR.

OBJECTIVES OF THE STUDY

To analyze the impact of demographics (gender, age and monthly income) on consumers' perception towards service quality of the quick service restaurants in Delhi-NCR

To analyze the impact of consumers' perception towards service quality of the quick service restaurants on consumer satisfaction

RESEARCH METHODOLOGY

The study was exploratory and empirical in nature since the study endeavored to explore the impact of the demographics on the consumers' perception towards service quality of the quick service restaurants and also to explore the impact of the consumers' perception towards the service quality of the restaurants on the consumer satisfaction.

STATISTICAL TECHNIQUES

Independent Samples T Test was implemented to explore the impact of gender of the **on consumers' perception towards service quality of the quick service restaurants in Delhi-NCR** while **One Way ANOVA** was implemented to explore the impact of age of the employees working with Global organizations in Delhi-NCR on the perception towards these key elements of diversity. Impact of consumers' perception on the consumer satisfaction was measured through **Multiple Regression Analysis**.

SAMPLING FOR THE STUDY

Sampling for this study was done through Convenient Sampling method. The sample was collected from visitors at the different quick service restaurants in Delhi-NCR e.g. Pizza Hut, Domino's, KFC etc. The sample size for the data was 251.

DESIGN OF QUESTIONNAIRE

The questionnaire consisted of three parts: the first part recorded the demographic details of the respondents while the second part was consisted of the perception scores regarding different parameters of service quality for the quick service restaurants. The parameters of the service quality for the restaurants were chosen as Tangibility, Reliability, Responsiveness, Assurance and Empathy, Cleanliness and Food. A five point Likert type scale was used with the following anchors: "1-Strongly disagree", "2-Disagree", "3-Undecided", "4-Agree", "5-Strongly Agree". The third part was about the consumer satisfaction and it had only one question asking the consumers to rate the quick service restaurant on overall customer satisfaction.

DATA ANALYSIS

Table:1

One Way ANOVA: Impact of Age on Consumer Perception towards Service Quality of Quick Service Restaurants in Delhi-NCR

Service Quality Attributes	F Statistics	P Value
Tangibility	4.259	P<.05
Reliability	2.099	p>.05
Responsiveness	9.504	P<.05
Assurance and Empathy	1.662	p>.05
Cleanliness	3.274	P<.05
Food	2.119	p>.05

Table: 2

One Way ANOVA: Impact of Monthly Income on Consumer Perception towards Service Quality of Quick Service Restaurants in Delhi-NCR

Service Quality Attributes	F Statistics	P Value
Tangibility	4.369	P<.05
Reliability	6.214	P<.05
Responsiveness	8.760	P<.05
Assurance and Empathy	3.229	P<.05
Cleanliness	4.947	P<.05
Food	6.243	P<.05

Table: 3

Independent Samples T Test: Impact of Gender on Consumer Perception towards Service Quality of Quick Service Restaurants in Delhi-NCR

Service Quality Attributes	Mean Score Male	Mean Score Female	T Statistics	P Value
Tangibility	15.52	15.24	.640	p>.05
Reliability	19.99	18.90	2.2228	P<.05
Responsiveness	7.75	6.93	2.395	P<.05
Assurance and Empathy	12.03	11.21	2.294	P<.05
Cleanliness	17.11	15.80	3.475	P<.05
Food	72.40	68.08	2.819	P<.05

Table: 4

Multiple Regression Analysis: Goodness of Fit Test and Overall Significance of the Model

Parameters	Value
Multiple R	.723
R Square	.523
Adjusted R Square	.509
Df	6
F Value	32.248
Sig Value	.000

Table: 5

Multiple Regression Analysis: Impact of the Service Quality Factors on Consumer Satisfaction

Variables	Beta	T	Sig
Tangibility	.470	9.586	.000
Cleanliness	.414	8.441	.000
Responsiveness	.233	4.555	.000
Assurance and Empathy	.212	4.330	.000
Reliability	.077	1.570	.118
Food	.173	3.250	.001

FINDINGS AND CONCLUSION

The results of the regression analysis with the six dimensions as independent variables and the customer satisfaction as the dependent variable depicts the impact of consumers' perceptions towards quick service restaurants in Delhi-NCR on the consumer satisfaction. R square is used as an indicator of the reliability of a relationship in the regression analysis. An adjusted R square of 0.509, indicated that 50.9 % of the overall customer satisfaction was explained by the service quality dimensions. The results indicate that service quality factors had positive impact on overall customer satisfaction. Regression coefficients from multiple regression analysis were used to identify the level of influence that service quality factors had on overall customer satisfaction. The findings indicated that the coefficients of five of the service quality dimensions were significant at 5% level, suggesting a positive relationship between customer satisfaction and food quality, assurance and empathy, cleanliness, and responsiveness. The least influence was made by reliability, which gained the lowest coefficient (0.077) and did not show a statistically significant relationship with the overall customer satisfaction.

RECOMMENDATIONS OF THE STUDY

The findings of this study also highlight some practical implications. The significance of assurance and empathy suggested that the expenditures in employee training and improving the food quality should be seen as necessary investments. The service providers should thus pay more attention to training and empowering their service employees to look for ways to make the dining experience an impressive one for their customers. The quick service restaurants in Delhi-NCR can use this service quality measurement scale as an evaluation tool to assess the level of quality they provide to their consumers and to spot those dimensions and attributes of service where their companies require improvement.

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