



Measuring Service Quality of Multi-cuisine Restaurant in Ahmedabad City

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ABSTRACT

Service quality has been reported as having apparent relationship to costs, profitability, customer satisfaction, customer retention, behavioural intention and positive word-of-mouth. Quality is the most important purchase decision factor influencing the customer's buying decisions. Service quality in multi-cuisine restaurant has been recognized as individualized, intangible and subjective in nature. In order to retain customers and to attain survival and growth in an increasingly competitive environment, many marketers realize that, they must ensure a high quality of service that go beyond customer's expectations. By using non-probability convenience sampling a survey of 200 customers of Ahmedabad was carried out using a structured questionnaire on Service Quality. Analysis was carried out using factor analysis & Anova. This paper is intent to measure the service quality in multi-cuisine restaurant.

Keywords : Speed-flow model, straight road section

INTRODUCTION

A multi cuisine restaurant is that place which offers all the dishes from all the cuisines in its outlet. Sometimes, restaurants which do not cater exclusively to a particular cuisine may also be referred as Multi-Cuisine. Many restaurants cater to a variety of nationals and tourists present in its location. They normally employ specialist chefs for each cuisine and may sometime have separate well designed sections also. The ambience of multi cuisine restaurant should be designed so that it reflects or represents each & every cuisine whose dishes are served in the outlet. Also the menu planning & designing plays an important part; it should be written in such a manner so it represents each cuisine differently as well as the service personnel's uniform should add an attraction to the restaurant.

LITERATURE REVIEW

Service quality is one of the vital determinants of customer satisfaction and it will directly affect the organizational success especially in the service industry such as multi cuisine restaurants (Audrey, G., 2003). Nowadays, almost all the multi cuisine restaurants focus on several ways to increase their service quality in order to increase the level of satisfaction among their customers and thus increase their purchase intentions as well as loyalty (Nandy Ashis, 2004). When FFRs are able to achieve or exceed the expectations of customers, the customer will be satisfied with the service.

Service quality involves a comparison of expectations with performance. According to Zeithmal (2011), service quality is a measure of how well a delivered service matches the customers' expectations. Generally the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer (Cronin, J.J., & S. A. Taylor, 1992). The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive (Lovelock, Wirtz, Chatterjee, 2010)

OBJECTIVES

Our objective was to identify factors influencing the perceived service quality in multi-cuisine restaurant and to study

demographic variable influencing the perceived service quality in multi-cuisine restaurant.

- SAMPLING FRAME
- Sample size : 200 respondents
- Sampling Unit: consumers visiting multi-cuisine restaurant
- Collection method: Primary as well as secondary
- Primary data: Using Questionnaire
- Secondary: website, books.
- Sampling technique: Convenience sampling
- Analysis Tool: Statistical tools
- Statistical tools: Factor Analysis & Anova.

DATA ANALYSIS AND INTERPRETATION

Total 29 statements on Five point Likert type scale (5= Highly Agree to 1= Highly Disagree) to measure the service quality of the multi cuisine restaurant. The result of the descriptive is given below.

Sr. No	Statement	Mean
1.	Parking facility provided by Multi cuisine Restaurant is Convenient	2.99
2.	Interior design provided by Multi cuisine Restaurant is Attractive	3.475
3.	Environment of outlet is Pleasant	3.11
4.	Location of outlet is convenient	3.585
5.	Sound System is Pleasant	3.2
6.	Availability of Sitting Arrangement at the Waiting Area was Comfortable	3.02
7.	Display of the menu include all the details	3.66
8.	Food ordered by us was served promptly.	3.79
9.	Employees of the outlet are very courteous & attentive while interacting with us.	3.46
10.	Cleanliness is maintained in outlet.	3.45
11.	Food was Delivered as Ordered by us without any errors.	3.68
12.	In case of an Inconveniency while delivering service at Multi cuisine Restaurant, they provide you the service at free of cost	3.065
13.	In case of wrong order delivered at Multi cuisine Restaurant, they replace your food.	3.68
14.	The food is served hot and fresh	4.05
15.	Availability of the entire menu of products.	3.515
16.	The menu has a good variety of items	3.815
17.	The quality of food is excellent	3.7

18.	The food is tasty and flavourful	3.88
19.	Waiting time given by employees is very precise and is being strictly followed by Employees.	3.035
20.	Order Taking Time was very Short	3.02
21.	Telephonic /Online delivery was quick	3.3
22.	Aroma of the Food Served was suitable.	3.56
23.	Visual Attractiveness of Food Served was Good.	3.615
24.	Availability of free additional sauces/seasoning	3.62
25.	Price was Charged by outlet according to Advertisement.	4.15
26.	Complimentary Gifts to Children were being Distributed at the outlet.	2.965
27.	Availability of Change at the Cash Counter in the outlet.	3.445
28.	Different Modes of Payment are available at the outlet.	3.825
29.	Waiting Space is available at the Cash Counter in the outlet.	3.38

Parameters with Mean > 3.00 was considered to be agree whereas Mean = 3.00 implies unbiased in their response and Mean < 3.00 was considered to be disagree.

From the above table it is found that, Mean value of all the parameters is higher than three, that means majority of the customers are satisfied with the service provided by the restaurants.

FACTOR ANALYSIS

Sr no.	Statements	Loadings	Factors
1	Interior design provided by Fast Food Restaurant is Attractive	.395	Value added Service
2	Environment of outlet is Pleasant	.559	
3	Location of outlet is convenient	.394	
4	Sound System is Pleasant	.678	
5	Availability of Sitting Arrangement at the Waiting Area was Comfortable	.656	
6	Food ordered by us was served promptly.	.452	
7	Employees of the outlet are very courteous & attentive while interacting with us.	.480	
8	Cleanliness is maintained in outlet.	.602	
9	Food was Delivered as Ordered by us without any errors.	.600	
10	In case of an Inconveniency while delivering service at Fast Food Restaurant, they provide you the service at free of cost	.381	
11	The food is served hot and fresh	.519	
12	The quality of food is excellent	.662	
13	The food is tasty and flavourful	.718	
14	Waiting time given by employees is very precise and is being strictly followed by Employees.	.463	
15	Complimentary Gifts to Children were being Distributed at the outlet.	.497	
16	In case of wrong order delivered at Fast Food Restaurant, they replace your food.	.545	Service delivery
17	Order Taking Time was very Short	.584	
18	Telephonic /Online delivery was quick	.507	
19	Aroma of the Food Served was suitable.	.444	
20	Visual Attractiveness of Food Served was Good.	.511	
21	Availability of free additional sauces/seasoning	.597	

22	Availability of Change at the Cash Counter in the outlet.	.365	Avail-ability of Service offering
23	Different Modes of Payment are available at the outlet.	.436	
24	Waiting Space is available at the Cash Counter in the outlet.	.299	Core Service Product
25	Parking facility provided by Fast Food Restaurant is Convenient	.431	
26	Display of the menu include all the details	.480	
27	Availability of the entire menu of products.	.508	
28	The menu has a good variety of items.	.535	
29	Price was Charged by outlet according to Advertisement.	.503	

ONE WAY ANOVA

H0= There is no significant difference in the customer's perception towards the perceived service quality in multi cuisine Restaurant among the people of different age group/education qualification group/ occupational group/income group

H1= There is significant difference in the customer's perception towards the perceived service quality in multi cuisine Restaurant among the people of different age group/education qualification group/ occupational group/income group

Sr. No.	Factor	Independent Variable	Sig. value
1	Value Added Service	AGE	.627
2	Service delivery		.790
3	Availability of Service offering		.535
4	Core Service Product		.753

Significance Value: 0.05

Sr. No.	Factor	Independent Variable	Sig. value
1	Value Added Service	Qualification	.901
2	Service delivery		.424
3	Availability of Service offering		.919
4	Core Service Product		.308

Sr. No.	Factor	Independent Variable	Sig. value
1	Value Added Service	Occupation	.3
2	Service delivery		.171
3	Availability of Service offering		.537
4	Core Service Product		.159

Sr. No.	Factor	Independent Variable	Sig. value
1	Value Added Service	Monthly Income	.271
2	Service delivery		.538
3	Availability of Service offering		.589
4	Core Service Product		.414

Age/qualification/occupation/Income: As significant value is less than the level of significance we can say that there is no significant difference in the customer's perception towards the perceived service quality in Multi cuisine Restaurant among the people of different age group/education qualification group/ occupational group/income group .

CONCLUSION

The key driver of customer satisfaction (assurance) that results in customer purchase intentions towards MCRs' services was identified in this research.

Based on the survey, we found four different factors of measuring Service Quality at the multi cuisine Restaurant.

1. Value Added Service.
2. Service Delivery.
3. Availability of Service Offerings.
4. Core Service Product.

Each of these Factors plays a major role in measuring different aspects of service quality.

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