



A Study on Service Quality and Customer Gratification of Aroma Food Court in Skacas

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ABSTRACT:

The project work is entitled a " A STUDY ON SERVICE QUALITY AND CUSTOMER GRATIFICATION OF AROMA FOOD COURT IN SKACAS" with special reference to skacas food court. The primary objective of this study is to measure the service quality and customer gratification of aroma to the college students.

1.1. INTRODUCTION

A food court is generally an indoor plaza or common area within a facility that is contiguous with variety of food items and provides a common area for self-serve.

Food courts in collages are located at the proximity of different blocks to cater to the refreshment needs of both students and staff inside the sprawling campus.

R. Ponnuswamy, Chairman & Managing director of the Aroma. Aroma was launched as the flagship brand of Sri Mahalakshmi Dairy Private Limited, giving us the space to come up with their own products.

Aroma was established in the year of 2000 in Coimbatore Central, Coimbatore is a top player in the category of Bakeries in the Coimbatore.

In 2014, Aroma Food Court started in SKACAS and it was renovated in the year 2017, successfully runs 9 years. There are 60 branch's runs by the "Founder of Ponnuswamy".

Food court in Sri Krishna Adithya College of Arts and Science, Coimbatore, is Aroma Food Court which is selling wide varieties of baked goods, a wide variety of snacks and range of cakes in SKACAS, Coimbatore to its customers keeping satisfaction, quality, empathy, kind support and patience in mind which makes Aroma food court act as a one stop relaxation and refreshment point.

Aroma Food Court in SKACAS Offers a wide range of Cakes, Pastries, Baked Food, Snacks, Cold Drinks, Baked Samosa, Customizable Cakes, Birthday Cakes, Party Items, etc. Staff here are very prompt, kind and courteous in attending and providing customer assistance.

1.2. OBJECTIVES OF THE STUDY

- To study the customers perception towards the Aroma Food Court in SKACAS.
- To ascertain the satisfaction level of customers of Aroma Food Court in SKACAS.
- To understand the factors which influence customers to visit Aroma Food Court in SKACAS.
- To study the effectiveness of service by Aroma Food Court in SKACAS.

SCOPE OF THE STUDY

The scope of study is to understand the current customer gratification on Aroma Food Court. Understand the needs of the customer and to improve the quality of service provided by Aroma Food Court, by providing suggestions and improvement points through identifying the factors involved in improving Customer satisfaction and preferences on Aroma Food Court in SKACAS, Coimbatore. The research approach Used in this is a quantitative method in the form of a questionnaire to customers.

STATEMENT OF THE PROBLEMS

The problem of study is considered to understand the customer perception, preferences and expectation on Aroma Food Court in SKACAS, Coimbatore. Also, to identify the factor that has direct positive impact on the customer satisfaction level on Aroma Food Court and supporting the factors to increase the number of consumers through various promotional offers from Aroma Food Court. Thus, being I am one of visitor of the Aroma Food Court; I need to know the people's expectation and their needs. This gives the idea for the innovation to the STUDY ON SERVICE QUALITY AND CUSTOMER GARTIFICATION OF AROMA FOOD COURT IN SKACAS.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. In the present study, an extensive use of both primary and secondary data was made.

RESEARCH DESIGN

Research design is a broad framework that states the total pattern of conducting research project. The methodology of study includes the analysis methods, data collection, sample size and statistical tools.

RESEARCH METHOD

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

SAMPLING SIZE

The sample size of the study consists 110 respondents.

SAMPLING DESIGN

Primary and secondary data were used in the study for analysis purpose. For collecting primary data, field survey technique was employed in Coimbatore district. A well framed questionnaire was also used to collect the primary data.

METHODS OF DATA COLLECTION

The data has been used which is collected through questionnaire. The data for this study are of two types:

- PRIMARY DATA
- SECONDARY DATA

PRIMARY DATA

Primary data is the data is collected from the respondents through questionnaire, it is related to the personal profile of the respondents, satisfaction level. The main areas of survey were students and as well as peoples, by issuing questionnaire and gets filled up them.

SECONDARY DATA

Secondary data is used to collect the necessary data by different website, books, magazines, and etc.

STATISTICAL TOOLS

The following statistical tools are used in the study.

- Simple Percentage Analysis
- Chi-square Test
- Ranking Analysis

AREA OF THE STUDY

The area of the study in Sri Krishna Adithya College of Arts and Science.

1.6. LIMITATIONS OF THE STUDY

- This study was conducted only in SKACAS (Sri Krishna Adithya College of Arts and Science).
- The preference of customers may change after some time.

- Opinion may vary according to different age group.
- The sample size is restricted to 110 respondents only due to the time constrains.

2. REVIEW OF LITERATURE:

GN Joko Adinegara, Sherandy PuspitaTurker (2016) Level of service is a significant precedent of loyalty for customers. The objective of this study is to define the position of quality of service in order to satisfy customers and to decide the quality service indicators which encourage the customer to be comfortable and unhappy. The outcome has demonstrated that the level of service offered by the customer making purchases with the business is quite pleased to customers. The findings of this analysis are helpful to monitor the business policy and promotion campaigns and to improve them.

AkcelKaleel, DileepaWedage, Nithya Parameswara (2018) The research analyzes the relationship between the standard of service and the happiness of customers in the bakery-cafe sector in Colombo Region. Data were collected from the six main bakery-cafes in the town of Colombo, and 214 were collected. The results of the analysis found that only four dimensions (independent variables) had a substantial positive association with consumer loyalty among the six consistency dimensions.

RazafimanjaryMaminaiaina Aimee (2019) The primary criteria for all businesses consumer loyalty is now a permanent focus of their operating strategies and a core factor for improving their image and an integral reference to clear business processes for assessing their interaction with the customers. This document also benefits teachers, administrators and even all people who are willing to access the document so as to have a closer view of the happiness of consumers. We can see certain concepts of customer satisfaction, customer satisfaction indicators and even customer satisfaction metrics.

3. COMPANY PROFILE

3.1 COMPANY PROFILE

Sri Mahalakshmi Dairy Private Limited is one of the leading dairy companies in South India, located in Coimbatore. Their Products are Marketed under the brand name "Aroma" Their successful journey with dairy began in 1972 with a simple goal to serve the poor and economically weaker dairy farmers of Coimbatore and its nearby districts. Since its inception, Sri Mahalakshmi Dairy Private Limited has helped serve the farmer community with dedication and affection. As a result, the farmers have developed an increasing loyalty to Their organization, all of which is reflected in Their yearly growth. To retain Their agricultural heritage, as well as to protect the socio-economic status at the village level, we are committed to long-term growth and sustainability.

HISTORY

Their connection with food started back in the year 1972 with the formation of Sri Mahalakshmi group by their beloved founder Mr. R. Ponnuswamy, Chairman & Managing director of the now Aroma.

Aroma was launched as the flagship brand of Sri Mahalakshmi Dairy Private Limited, giving us the space to come up with their own dairy products. The dairy was started with the prime goal of serving the poor & the economically week dairy farmers in the districts of Coimbatore, Tirupur and nearby districts. Through time we have expanded largely & have gained the trust of farmers, making us the pioneers in the dairy industry.

Aroma for Consumers:

Aroma's main objective is Farmers' Prosperity through Customer Satisfaction. So they implemented various programmes for welfare of customers also. Different types of quality management systems are being implemented in MRCMPU Ltd to ensure that customer requirements are given due importance and customer satisfaction is enhanced on a continuous basis. These include:

1. ISO 9001:2008:

ISO 9001:2008 is a quality management standard by which an organization ensures that customer requirements are met and customer satisfaction is enhanced continuously. Dairies and chilling plants under the Union have been ISO 9001:2008 certified by the international certifying agency. M/S Det Norske Veritas B. V of the Netherlands

ISO is an effective system for integrating the quality development, quality maintenance and quality improvement efforts of the various groups in an organization so as to enable the various departments of the Union to achieve full customer satisfaction at minimum cost. ISO ensures that systems, machinery and devices work safely and satisfactorily. The international standard also provides a common framework for the customer and suppliers worldwide for smooth interchange of goods and services.

4. ANALYSIS AND INTERPRETATION

TABLE SHOWING THE RELATIONSHIP OF QUALIFICATION AND SERVICE OF AROMA FOOD COURT

TABLE 4.2.1

QUALIFICATION OF THE RESPONDENT	HOW DOES THE RESPONDENTS FEEL ABOUT THE SERVICE OF THE AROMA FOOD COURT					TOTAL
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Art (UG)	17	15	22	1	-	55
Arts (PG)	7	9	3	1	-	20
Engineering (UG)	7	2	16	1	1	27
Engineering (PG)	2	-	1	-	-	3
Polytechnic	-	4	1	-	-	5
Total	33	30	43	3	1	110

CHI SQUARE VALUE (X^2) = (Observed Value – Expected Value)² / Expected Value.

Degree of freedom= (No. Of. Rows - 1) x (No. Of. Columns - 1)

$$= (5 - 1) \times (5 - 1)$$

$$= 4 \times 4$$

Degree of freedom = 16.

Calculated Value of X^2 = 151.2301

Total Value= 26.296

Hypothesis: There is significant relationship between the qualification and satisfaction level of customers about service in Aroma food court

INTERPRETATION

In the above is chi square test on qualification and satisfaction level of customers about service in aroma food court. Thus, the above table shows that the calculated value is higher than the table value therefore null hypothesis is rejected. There is a significance between the qualification and satisfaction level of customers about service in Aroma food court.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 SIMPLE PERCENTAGE ANALYSIS

- Hence, Majority of 58% of the Respondents are Female.
- Hence, Majority of 73% of the Respondents are Urban □ Hence, Majority of 85% of the Respondents are Unmarried.
- Hence, Majority of 50% of the Respondents are Arts (UG).
- Hence, Majority of 81% of the Respondents are Student.
- Hence, Majority of 85% of the respondents are 19 - 25 age group.
- Hence, Majority of 57% of the respondents are None of the Above.
- Hence, Majority of 92% of the Respondents are Satisfied the Needs.
- Hence, Majority of 36% of the respondents are taste.
- Hence, Majority of 94% of the Respondents are Properly Sanitized.
- Hence, Majority of 53% of the respondents are prefer South Indian Food.
- Hence, Majority of 34% of the respondents are prefer Cakes.
- Hence, Majority of 94% of the Respondents feels that aroma food court is Eco Friendly.
- Hence, Majority of 75% of the Respondents are feels that foods in Affordable Price.
- Hence, Majority of 50% of the respondents are Both.

- Hence, Majority of 95% of the Respondents are Fresh Food.
- Hence, Majority of 59% of the respondents of Beverages are Soft Drinks.
- Hence, Majority of 92% of the Respondents are feels that Spacious to have a meal.

5.1.2 CHI-SQUARE ANALYSIS

There is a significant relationship between qualification and satisfaction level of customers about service in Aroma food court

5.1.3 RANKING ANALYSIS

- Hence, the ranking of Aroma Food Court Food Products that the Highest rank towards Baked Items, Second rank towards Spicy Food. Third rank towards Chat Items, Fourth towards Drinks.

5.2 SUGGESTIONS

- Need more food variety to eat.
- Give an attention to the customers.
- Quantity and quality of the food must be improved.
- There is no drinking water facility.
- Lack of staff in a food court leads to delay of food and creates time management problems among the students.
- Availability of food and stock maintenance must be monitored accordingly to avoid no stock problems.

5.3 CONCLUSION

The outcome of the test case in the aroma food court is a taste indicator for the quality of service. These are regarded to be priorities for improvement in Quadrant A of IPA. Both indicators should take care of the aroma food court. The recipe can be enhanced by using better quality ingredients to render the preferred taste. Employees with experience and know-how should be motivated to deliver better service to customers in order to provide customer support.

The constraint of this study explains only the state of indicators and cannot provide advice on how to approach all indicators in order to improve the management objective. Both metrics are processed at the same weight. The additional analysis shall be indicated by the Theoretical Hierarchy System. Consequently, each measure has its own weight, and the strategy would lead the company to customer satisfaction. In addition, the future PLS-SEM study to assess the effects of measures used in this research should also be taken into account.

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