



A Study on the Impact of Service Quality on Customer Satisfaction in Selective Restaurants with Special Reference to Coimbatore City.

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ABSTRACT

This study investigates the impact of service quality on customer satisfaction in selective fine dine restaurant in Coimbatore city. It examines the relationship between service quality factors like tangibility, reliability, responsiveness, assurance and empathy to Customer satisfaction. The study is based on the descriptive research design. The study has used both primary data and secondary data for analysis. Primary data collected through questionnaire and secondary data collected through various journals, articles and from Internet. A sample of 120 participants was chosen at random to participate in the study, and they completed a survey form to collect data on their switching and non-switching intentions.

KEYWORDS: Service quality, Restaurant, Customer, Satisfaction, Fine dining restaurant.

INTRODUCTION

Customer satisfaction has been critical for several previous years in the services sector, it is well recognized that good service quality and customer satisfaction are central to the companies' performance, particularly in the restaurants and hotel industries. The importance of service quality provision in the food industry has found significant attention from researchers and operators. Conventionally, service quality is an important factor in consumer loyalty, increased profits and market share. This research aims to establish the impact on customer satisfaction of service quality factors that are tangible and are tangible in five dimensions. Therefore, to understand the factors that impact consumers' satisfaction and their loyalty, they must determine the service quality indicators in this industry and the relationship with the client's loyalty.

STATEMENT OF THE PROBLEM

The critical challenge for foodservice is a competitive market where all the restaurants in India struggle to maintain and sustain their services in the market. The competitive market influenced by the changes in customer preferences which are inevitable. Customers have their right and choice to fulfil their demand and intent to have a new experience of the services provided in the restaurant. To this point, a customer looking forward to the high service quality that can make them feel satisfied and willing to be a loyal customer. The elements that used in study are service quality and customer satisfaction. However, most of the relevance of the findings are related to the practice in other countries such as the United States and China compared to practice among local restaurants in India.

SCOPE OF THE STUDY

The study focusses on identifying the service quality provided by restaurants and also to explore the relationship between service quality and customer satisfaction in a particular type of restaurant like fine dining restaurant, fast food restaurant, etc. This would allow for a more focused analysis of the impact analysis of the impact of service quality on customer satisfaction in high-end restaurants, which typically offer a different experience than fast food or casual dining establishment. The study includes survey of customers who had visited the restaurant, asking them to rate their level of satisfaction by providing questionnaires individually, such as the speed of service, the accuracy of orders, and the friendliness of the staff.

OBJECTIVES

1. To identify the factors that customer consider to be important for service quality in restaurants
2. To analyze the relationship between service quality and customer satisfaction in restaurants

3. To suggest selective restaurants in Coimbatore to boost customer satisfaction by strengthening their food service.

RESEARCH METHODOLOGY

Research Design – Quantitative and Descriptive research design.

Source of Data - Primary data & Secondary data.

Sampling Technique – Convenient sampling technique.

Sampling Size - 120 respondents.

Area of the Study - Coimbatore city.

Tools used for Analysis

- Simple percentage analysis.
- Likert scale analysis.

LIMITATION OF THE STUDY

- The study was conducted in a specific geographic region, which may limit the generalizability of the findings to other regions or cultures.
- The study is conducted only in limited restaurants due to time constraints.

REVIEW OF LITERATURE

Md. Arifur Rahman et al. (2012)¹, to understand the influence of service quality and price on customer satisfaction on restaurant in Khulna division. The purpose of the study was to identify the key drivers of customer satisfaction on restaurant services. The research was based on empirical study. The primary data was collected from 450 customers and chi square test has been applied for testing hypotheses by using SPSS software. The researchers find out that customers of restaurant have negative impression about product and service quality fairness, price fairness, staff's service, environment of the restaurant, image of the restaurant and loyalty of the restaurant.

Chabsyal'Riezalmutaqien And Sri Palupiprabandari (2013)², the article studies the influence of service quality, restaurant image, and customer perceived value on customer satisfaction and customer loyalty in restaurant industry. The study was explanatory research conducted through hypothesis testing. The data collection method by distributing questionnaire. The sampling technique used was purposive sampling and the research instruments were tested using the validity test, reliability test, and classical assumption test and path analysis. The result of this study indicates that service quality, restaurant image, customer perceived value, and customer satisfaction significantly affect the customer loyalty.

Ivyanno U. Canny (2013)³, identifies the role of food quality, service quality and physical environment on customer satisfaction and future behavioural intention in casual dining restaurant. The study was empirically investigating customers' perception of dining experiences (food quality, service quality and physical environment) and its influences on customer satisfaction and future behavioural intentions in casual dining restaurant in Jakarta. The primary data was collected from 213 customers of two well-known casual dining restaurant in Jakarta using multiple analysis. The results suggested that food quality, service quality and physical environment has positively influence on customer satisfaction.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

¹ Md. Arifur Rahman, Abdul Kalam, Md. Moshir Rahman, Md. Abdullah(2012), "The Influence of Service Quality and Price on Customer Satisfaction: An Empirical Study on Restaurant Services in Khulna Division", Research Journal of Finance and Accounting, Volume 3, Issue-5, August 2012, ISSN 2222-2847, pp.no. 1-6

² Chabsyal'Riezalmutaqien, Sri PalupiPrabandari,(2013), "The Influence Of Service Quality, Restaurant Image, And Customer Perceived Value Oncustomer Satisfaction And Customer Loyalty In Restaurant Industry" PSU research review, Volume-6, Issue-2, April 2013, ISSN: 2399-1747, pp.no. 105-119

³ Ivyanno U. Canny(2013), "The Role Of Food Quality, Service Quality, And Physical Environment On Customer Satisfaction And Future Behavioral Intentions In Casual Dining Restaurant", SSRN Electronic Journal, Volume 2, Issue-1, June 2013, ISSN: 2086-0390, pp.no. 89-96

TABLE NO 1

TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Male	67	55.83
2	Female	53	44.17
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

The table 4.1.1 describes that 55.83% are Male respondents and 44.17% are Female respondents. **Majority 55.83% of the respondents are Male.**

TABLE NO 2

TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Below 20 years	10	8.33
2	20 to 30 years	66	55.00
3	31 to 45 years	33	27.50
4	Above 45 years	11	9.17
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

The table 4.1.2 describes that 8.33% of the respondents are less than 20 years of age, 55% of the respondents belongs to the age group of 20 years - 30 years, 27.50% of the respondents belongs to the age group of 31 years –45 years, 9.17% of the respondents are above 45 years of age. **Majority 55% of the respondents belongs to the age group of 20 years - 30 years.**

TABLE NO 3

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Married	58	48.33
2	Unmarried	62	51.67
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

The table 4.1.3 describes that 48.33% of the respondents are married and 51.67% of the respondents are unmarried. **Majority 51.67% of the respondents are unmarried.**

LIKERT SCALE ANALYSIS

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the Likert scale

TABLE NO 4

TABLE SHOWING THE LEVEL OF CUSTOMER SATISFACTION WITH THE SERVICE PROVIDED IN THE RESTAURANT

S.NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Highly satisfied	24	5	120
2	Satisfied	45	4	180
3	Neutral	38	3	114
4	Dissatisfied	13	2	26
5	Highly dissatisfied	0	1	0
TOTAL		120		440

(Source: Primary Data)

INFERENCE:

Likert Scale value 3.67 is more than the middle value (3), so the respondents are satisfied with the level of service provided in the restaurant.

TABLE NO 5**TABLE SHOWING THE LEVEL OF SATISFACTION OF PAYING FOR THE SERVICES PROVIDED IN THE RESTAURANT**

S.NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Highly satisfied	2	5	10
2	Satisfied	31	4	124
3	Neutral	50	3	150
4	Dissatisfied	30	2	60
5	Highly dissatisfied	7	1	7
TOTAL		120		351

(Source: Primary Data)

INFERENCE:

Likert Scale value 2.92 is lesser than the middle value(3), so the respondents are dissatisfied with the level of payment for the services provided in the restaurant.

TABLE NO 6**TABLE SHOWING THE LEVEL OF COMFORTABLENESS WITH THE SPACE OF THE RESTAURANT**

S.NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Highly satisfied	12	5	60
2	Satisfied	58	4	232
3	Neutral	33	3	99
4	Dissatisfied	13	2	26
5	Highly dissatisfied	4	1	4
TOTAL		120		430

(Source: Primary Data)

INFERENCE:

Likert Scale value 3.51 is more than the middle value(3), so the respondents are satisfied with the level of comfortableness with the space of the restaurant.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS****PERCENTAGE ANALYSIS:**

- 55.83% of the respondents are Male.
- 55% of the respondents belongs to the age group of 20 years - 30 years.
- 51.67% of the respondents are the unmarried.
- 36.67% of the respondents are Students.
- 30.83% of the respondents' monthly income is less than Rs.5,000.

LIKERT SCALE ANALYSIS

- The respondents are satisfied with the level of service provided in the restaurant.
- The respondents are dissatisfied with the level of payment for the services provided in the restaurant.
- The respondents are satisfied with the level of comfortableness with the space of the restaurant.
- The respondents are dissatisfied with level of capacity of the restaurant.
- The respondents are satisfied with the level of reliability when the restaurant promises to do something, they do so.
- The respondents are neutral with the level of reliability when the customers have problems, the restaurant is sympathetic.
- The respondents are neutral with the level of reliability when they provide services at the time they promise to do so.
- The respondents are neutral with the level of responsiveness while the restaurant tells customers exactly when the service will be performed.
- The respondents are neutral with the level of responsiveness where the employees of the restaurant are not too busy to respond to customer's request promptly.
- The respondents are neutral with the level of assurance where the customers can trust the service provider in the restaurant.
- The respondents are neutral with the level of empathy when the employees of the restaurant give personal attention to the customers.
- The respondents are dissatisfied on the level of empathy when employees of the restaurant know what the customers' needs are.

SUGGESTION

- The restaurant can have their employees to train more on customer interactions.
- Restaurants can increase the capacity of dining.
- The implementation of technology can be in such a way that the customers should feel comfort and ease.
- The restaurant may still reduce the price for the service they provide.

CONCLUSION

The study concentrated on the factors influencing on service quality towards customer satisfaction. It is the responsibility of every organisation to provide hygiene environment and ensure that the customer is contained and satisfied, because a happy customer will visit the restaurant repeatedly and could give word of mouth to others. The restaurants giving importance to these factors will enjoy high revenue and profits to the restaurant. It is necessary for restaurants to improve the image of their staff and strive to provide facilities with reliable technological equipment to their customers.

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