

Analysis of Customer Satisfaction Level w.r.t to Service Quality Provided by Food & Beverage Outlets in Delhi

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Abstract

For development and seriousness in any service area, it is important that help quality and consumer loyalty ought to be given sufficient consideration. In the present cutthroat climate, the key for a supportable upper hand is conveying high quality service. The point of this essential examination was to apply a model in the setting of administration quality in the Food and Beverage (F&B) industry to depict how clients see administration quality what's more, regardless of whether they are happy with administrations offered by Hotel Ashok, Le Meridien and The Oberoi Maidens (three versatile F&B players). An organized poll was created and was arbitrarily disseminated to the clients of the three F&B outlets to decide their fulfillment with service quality conveyance in the Delhi's Food and Beverage outlets. From the information examination, it was discovered that the general service quality saw by the clients was simply acceptable and that client assumptions were fulfilled.

Keywords: Service quality, Food & Beverage, Outlets, Delhi.

Introduction

India is one of the quickest developing economies with a gigantic populace of 1.2 billion. In this the food and refreshment (barring cocktails) industry is relied upon to develop \$300 billion by 2015 [1]. In general F&B utilization is required to develop at the rate between 6–11 percent for the following not many years. The food preparing industry is witnessing a yearly development of 20%. There are in excess of 500 million upper-and-working class shoppers of handled and bundled food. In the situation, the food handling industry has been agreed need status by the new government [2]. The given beneath items and areas are relied upon to have the most elevated potential for development: (1) Processed food (2) Milk and dairy (3) Beverages, including wine (4) Sea Foods.

Consumer loyalty is perhaps the main perspectives for F&B area in India. F&B corporate store in India like McDonalds, KFC, Pizza cottage and so forth, offer pretty much similar items; the solitary thing that has an effect is their nature of administration [3, 4]. Consumer loyalty is one of

the significant parts of buyer conduct. In this cutthroat climate conveying excellent help is the primary goal to support in the psyche of the client in any case client will switch his inclinations. A fulfilled client resembles a business power for an organization who will speak decidedly about the assistance brand to other people [5]. As indicated by certain specialists, the fulfilled clients share their encounters to 5-6 individuals locally and henceforth go about as advertiser's for the brand while a disappointed client share their involvement in at any rate at least 10 individuals making terrible verbal exchange for the brand. Informal assumes a major part in this industry as administration industry is for the most part dependent on the verbal/client's input. These days organizations are understanding the need of administration quality. Conveying and overseeing top caliber of administration will prompt consumer loyalty [6]. To satisfy the examination on estimating and assessing consumer loyalty towards client assistance given at three F&B store in Delhi, a generalized model for estimating the general fulfillment was picked. This estimation model is utilized on the grounds that their utilization is fitting and relates to the examination study issue.

Literature Review

Client is the lord of business. In administrations, client assumes a significant part. Consumer loyalty is significant for both item and administration industry. In service industry consumer loyalty is the central point [7]. On the off chance that the client isn't fulfilled he switches the assistance quick. This happens due to low separation in administrations offered just as low brand unwaveringness included. From the bulletin of Singapore Management University, it has been discovered that Food, Beverage and Tourism organizations need not to over-convey for consumer loyalty. Concerning this, it says that consumer loyalty in Food and Beverage area stayed unaltered though in the travel industry there is a critical drop in consumer loyalty. Exploration by wisegeek.org shows that areas comfort a significant job in picking a F & B outlet. The significant elements that form consumer loyalty are:

- Price
- Quickness of administration
- Ambience of Outlet

An unremarkable food with exorbitant cost makes the client profoundly disappointed. For aged client quick assistance is one of the main considerations for consumer loyalty as they can't sit tight for long time [8-10]. There are numerous elements that are there to customer while visiting any spot. Non-likelihood examining method utilizing convenience sampling was utilized for gathering data. The overview technique was utilized for get-together data from the clients of Hotel Ashok, Le Meridien and The Oberoi Maidens in Delhi region

Research Methodology

The point of this research was to apply the research model with regards to support quality in the F&B business in request to portray how clients see administration quality and whether they are

happy with administrations offered by F&B retail outlets. An organized survey was created and was haphazardly disseminated to the clients of the three F&B retail administrators to decide their fulfillment with administration quality conveyance in the Food also, drink market..

Tool Used: SPSS and MS excel is utilized to dissect information to discover significant outcomes.

Sample Unit: The testing units comprised of individuals who are the clients of Hotel Ashok, Le Meridien and The Oberoi Maidens (three versatile F&B players) visiting F&B corporate store in Delhi.

Sample Size: Complete sample size of 100 clients comprising of 50 male and 50 female were picked.

Data Analysis

Out of the 100 respondents chose for the investigation, 50% of the respondents were females and 50% were guys. This implies that inclination of visiting F & B outlets among the two guys and females is pretty much comparable. Out of these 100 respondents, 80 respondents were between the ages of 18-25 years followed by the following age gathering of 25-40 years. This shows that the information gathered is in synchronization with the objective portion of the F & B Outlets. The designated age bunch of the greater part of the F & B Outlet is between the ages of 18-25 years. On examination it was tracked down that 76% of the respondents had occupation as understudies and were in the age gathering of 18-25 years. The leftover 17% were the working experts, 2% were business people and 5% were respondents in other kind of occupations.

Table 1, displayed beneath gives the recurrence appropriation and the level of the reactions to the survey in light of by and large consumer loyalty, by applying the 5-point Likert scale beginning with 1-Very disappointed, 2- disappointed, 3-unbiased, 4-Satisfied, and 5-Very Satisfied.

Table 1. Customers Satisfaction level w.r.t to service delivery of F & B Outlets

Response	No of Respondents	Percentage
Very disappointed	5	5
disappointed	10	10
unbiased	10	10
Satisfied	28	28
Very Satisfied	47	47
Total	100	100

Table 2, displayed beneath gives the frequency distribution and the percentage of respondents to the poll in view of by and large consumer loyalty, utilizing the 5-point Likert scale beginning with 1-Much Worse, 2-Worse than assumption, 3-unbiased, 4-Equal to assumption and 5-Better than assumption.

Table 2. Customers Satisfaction level w.r.t to service delivery of F & B Outlets

Response	No of Respondents	Percentage
Much Worse	10	10
Worse than assumption	12	12
unbiased	4	4
Equal to assumption	29	29
Better than assumption.	45	45
Total	100	100

Cronbach's alpha: The Cronbach's Alpha is used for comparing the internal reliability of items both in assumption and perception of service quality in F&B outlets was used. Table 3, shows the Cronbach's Alpha based on standardized items.

Table 3. Cronbach's Alpha Measurement

Cronbach Alpha	Cronbach's Alpha based on standardized items	Number of items
0.891	0.892	2

According to Table 3, Cronbach's Alpha results of 0.891 for the two items are above the suggested threshold of .70. The results show internal consistency between variables taken for the study. Respondents had to answer the two questions that deal with Overall Customer Satisfaction (OCS) and Assumption Disconfirmations (AD).

Q1. Concerning Overall Customer Satisfaction (OCS) respondents had to answer the research question: What is your overall satisfaction with your F&B service delivery?

Q2. Concerning Assumption Disconfirmations (AD) respondents had to answer the research question: To what extent has the service met your assumption in F&B outlets?

Conclusion & Recommendations

From Table 1, it can be concluded that majority of the people were in the bracket of satisfied to very satisfied level. From Table 2, it can be concluded that majority of the people expectations were met with the services provided by the F & B outlets. Food assortment is a central point as far as consumer loyalty. More food assortment draws in more clients also, serves the assumptions for some clients. Food quality is another significant factor. Poor food quality outcomes in awful client input and loosing of client base. Food quality matters a ton with regards to handled food. So it should be handled very carefully by the F & B outlets.

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