

# CONSUMER EXPECTATIONS IN RESTAURANT SERVICES: A STUDY WITH RESPECT TO CUSTOMER SATISFACTION

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## Abstract:

*The goal of this study is to explore the critical factors of quality of service, food quality and image that help generate customer loyalty in the restaurant industry. Service providers must consider their customers and develop their services in such a way that the consumer enjoys the highest satisfaction possible. This research used the basic random sampling approach to pick the variance of 100 respondents and measures of confidence are used to assess sample size. Customer loyalty is the main factor of maintaining every company in the present competitive period. The aim of this study is to measure in restaurant customer satisfaction. The level of satisfaction varies with each attribute, thereby making it clear that customer rate their satisfaction with each single attribute differently. Finally, customer satisfaction at the restaurant has been confirmed.*

**Key words:** Restaurant, Customer satisfaction, Services.

## INTRODUCTION:

When we talk about restaurant business, we mean the place of commerce where food is served to customers. Restaurant plays a crucial role in people's social lives and in expanding many businesses. People use their friends and family members to go out to the restaurant. Much of the corporate meetings often take place at restaurants. Restaurant Company is a constant sector. The fast food (fast food) has made this industry more competitive and attractive to investors because there is the day-to-day similarity between customers of these types of food products. Services are an intangible character that can't be measured until we encounter them.

Customer satisfaction has become an important performance metric for the hospitality industry / business, as it shows the quality of customer-service relationship. With the increase in consumers' lifestyles, there has been a major shift in consumers' demands and aspirations. The hospitality industry has shown tremendous growth in its development and diversification over a number of years. The direct contact between the customer and the service provider is very prevalent as the hospitality industry is a service field. The marketing philosophy is to know and understand the client so well that the product or service blends in with him and sells itself.

A consumer takes the center stage in the management agenda for the effective operation of the company. Against this backdrop, the optimal solution to customer retention is to ensure a high degree of customer

satisfaction for which customer loyalty is associated (Kotler and Armstrong, 2009). The restaurant environment is a globally competitive marketplace that drives food and drink outlets into delivering quality goods or services, retaining profitability and efficiency, and ensuring customer loyalty to remain in existence and continue to grow.

In addition, the need to build and maintain customer loyalty was also recognized as the most significant prerequisite in this competitive environment for organizational success. Loyal consumers not only regularly buy the goods or services but also demand that others visit and buy the same or similar items (Liu et al, 2011). Tamil Nadu people used to eat their own cuisine instead of fast food. Most people in their homes used to cook and don't want to dine at the restaurants. But nowadays there are some shifts in market patterns that increase the popularity of eating outside, and hence fast- food restaurants are increasingly rising.

## REVIEW OF LITERATURE:

According to **McCarthy and Perrault, (2002)** have been established before obtaining the goods or services. The degree to which a business meets the needs and wishes of a customer in relation to its expectations.

Customer expectation is thus the difference between consumer expectations before receiving the services and consumer perceptions after receiving the services. Consumer satisfaction depends primarily on building up the perceived value of a good or service to which the consumers have (**Kotler and Armstrong, 2004; 2009**).

**Zeithaml et al, (1996); Liu et al, (2011); Ali, (2018)** investigated that an organization's productivity and its relation to continued growth were primarily determined by the quality of service. Numerous studies have shown clear ties between the standard of service of the company and the satisfaction, readiness and Intention of the consumer to purchase again, as well as their verbalization and continuous loyalty to a specific organization.

The interest or perceived value of a customer not only has a significant effect on a decision to buy a specific product but also on a consumer's word of mouth (**Casalo, et al, 2008; FandosRoig et al, 2009; Markovic, 2015**).

In their report, **Kasambu and Sritharan (2018)** suggested that the client enjoys the variables and overall hotel satisfaction and also affects the aspect of customer satisfaction. One of the key considerations is Customer Satisfaction, which plays a significant role in deciding whether or not to do a business with the hotel in question.

The consumer interest works to ensure a regular readiness to buy specific goods or services, according to Pura's (2005) study.

The customer value is characterized as the ' usefulness that originates from the anticipated performance and perceived quality of a product or service that affects consumer loyalty immediately and directly ' (**Wang et al, 2004**).

**Kasambu, &Sritharan, (2018)** was investigated that consumer satisfaction requires meeting the needs of the customers. Since departmental stores offer homogeneous goods and services to their customers, there must be unique features that do not only suit, but yet meet, and fulfill, the consumer's needs and expectations.

Evidently, the significance of hotel restaurant has risen, it has not paid much attention in research. Past customer loyalty research including fine dining (Ma et al., 2014), café (Moorthy et al., 2017), fast-casual (Ryu, Han & Kim, 2008), chain restaurant (Polyorat & Sophonsiri, 2010), and authentic restaurant (Ryu, Lee & Kim, 2012).

To ensure that their customers continue to be happy, the hospitality manager must ensure that customers feel accepted, courteously and efficiently served in a healthy, comfortable and secure atmosphere with the highest quality goods delivered at a fair price (Jones and Newton, 1997).

Service quality and customer loyalty are crucial factors for any company to succeed (Gronoos, 1990; Parasuraman et al., 1988).

### OBJECTIVE OF THE STUDY:

1. To research customer satisfaction rates with respect to hotel restaurant industry.
2. To recommend different approaches to service providers to improve customer support.

### RESEARCH METHODOLOGY:

Using a controlled questionnaire, primary data was collected for conducting the study to collect customer responses on the basis of various service attributes offered. For the survey the analysis uses simple random technique. 150 questionnaires were distributed among the customers making use of the hotel facilities for the study and 100 responses were found to be useful for the analysis.

### ANALYSIS AND DISCUSSION:

**Table:1 Demographic profile of the Respondents**

Variables		Respondents (%)
<b>Gender</b>	Male	55%
	Female	45%
<b>Marital Status</b>	Married	73%
	Unmarried	27%
<b>Family Income</b>	Below 25,000	28%
	25,000 – 35,000	32%
	Above 35,000	40%
<b>Length of Stay</b>	Below 10 days	16%
	10 – 15 days	38%
	Above 15 days	46%

**Inference:**

The table above indicates that 55% of respondents are males and 45% are female, respectively. 73% of respondent are married while 27% are unmarried. 28% of respondents are in the income group (below 25,000), 32% are in the income group (25,000 – 35,000), and 40% are in the income group (over 35,000). The period of stay for 16% of respondents (less than 10 days), 38% (10-15 days) and 46% over 15% days.

**Table: 2 Opinion about service provided (expressed in percentages)**

Description	Highly Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied
Cleanliness and Comfort	26	47	12	11	4
Safety and Security	45	22	10	13	10
Staff Performance	24	48	16	5	7
Prompt Services Provided	29	16	24	13	18
Staff Knowledge	17	43	16	10	14
Price charged by the Restaurant	20	45	20	8	7
Ambience and interior decoration of the restaurant	19	52	12	11	6
Parking facility provided by the restaurant	14	49	21	13	5
Quality of the food provided	33	23	16	21	7
Products and services	23	35	17	14	11
Location of the restaurant	19	26	15	21	19

**INTERPRETATION:**

The above table indicates that 47% of customers are pleased with the restaurant's cleanliness and comfort in the results available in the first chapter. 22 % of respondents was pleased with the restaurant's level of safety and protection. 48 per cent of customers are pleased with the restaurant's staff efficiency. 29 % of the overall customers are happy with the restaurant's timely services. 43% of customers are satisfied with the restaurant's staff awareness. 45% of customers are satisfied with the restaurant's quality. 35% of customers are pleased with the restaurant's goods and services and 26 per cent are pleased with the restaurant's location.

**FINDINGS:**

This research has shed light on why customers go to a specific restaurant; ideally this will result in customer satisfaction if the customer has a good restaurant experience, is treated politely, and is provided with good food and a professional service. Therefore, it is important to help restaurant organizations and enable them to enhance their service quality, represent a better picture of the brand and provide great service to their customers.

**SUGGESTION:**

Therefore, service providers need to increase their offerings so that they fulfil consumer needs at the desired rate. Occasionally, the service providers need to develop their offerings to suit the changing global scenario. The managers should provide personalized services that should be customer-centered and concentrate on the handling of concerns and resolving customer grievances. This point must not be ignored by the accommodation service providers and they must provide the services when required to increase the reputation in the eyes of customers and gain loyalty. Service providers should also make company more customer-centric in order to potentially reach full customer satisfaction.

**CONCLUSION:**

The present study was taken in order to assess customer satisfaction in the restaurant and the analysis was specifically evaluated on the basis of the objectives with correct methodology. The study is an effort to render the restaurant industry even more competitive towards customer satisfaction. Based on data analysis, it is shown that the level of customer satisfaction with the hotel industry is strong, but some attempts should be made by managers to make the services more effective and sustainable in the longer term. Restaurant management should make the most of this knowledge to find ways to maintain current and loyal clients and recruit new ones.

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