

Service Quality: An Assessment of Gaps at Restaurant of Bagalkot City

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Abstract

The aim of this study is to assess the service quality gaps lies in the restaurants of Bilaspur city with respect to expectation and experience of the customers'. SERVQUAL scale is adopted and modified to suit the requirement of the study and survey in four well-known restaurants offering variety of cuisines was done. Mean score analysis was performed to identify the persists gaps with respect to expectation and experience of the customers' this study reveals that service quality provided in restaurant does not match the customer expectation. The analysis of service quality gap also shows the overall negative result (-0.112) which indicates lower level of services quality. When tested there is no relation between age and frequency of visit and no relation between income and frequency of visit. Findings of this study helps the owners of restaurants to understand the gaps and take corrective actions for improving satisfaction of the customers', thereby intending them for revisiting the restaurants and recommending the restaurants to others based on their positive experience.

Introduction

Service quality is the outcome of an evaluation of expectation with the perception. In other words, it is the degree to which the attributes of service meets or exceeds the expectation of customers. The restaurant industry is a oriented sector which stresses the provision of high quality of service and continuous quality improvement with respect to expectation and perception of the customers.

Service quality is an inevitable attribute for the success and growth of an organization. The same principle is applicable on the restaurant industry. The delivery of good food has become a major indicator of better service quality. Despite the best efforts of restaurants, there is always a gap which lies between the customers' expectations and perceptions.

Accounting to Lovelock (2011), restaurant business falls under a category of 50% product and 50% services. For instances, if a restaurant provides very tasty and verity of food items but did not focuses on the services given to the consumer than consumer rejects such restaurant and vice versa. Hence maintaining quality in every aspect is much for business operating in food segment.

The provision of high level of quality service becomes the essential strategy for the survival and growth of an establishment. Moreover, developments in the food and beverage sector coupled with complex set of factors which that customer use for patronizing a restaurant have increased competitiveness among restaurant settings. Hence maintaining quality in every aspect is must for businesses operating in food segment.

Objectives of the Study:-

1. To assess the service quality with respect to customer expectation and experience at restaurant of Bagalkot
2. To find the impact of different dimensions of services quality offered by restaurant over consumer satisfaction.

RESEARCH METHDOLOGY

Research Design:

A research design is purely and simply the frame work of plan for study that guides the collection and analysis of data. To achieve the stated objective a survey was conducted at Bagalkot regarding “SERVICE QUALITY: AN ASSESSMENT OF GAPS AT RESTAURANT OF BAGALKOT CITY”.

Method of sampling:

The data collected from the respondents by stratified sampling method in Bagalkot district.

Sample size:

Sample size for the study is 100.

Data Interpretation and Analysis

Demographic Profile of the Respondents

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
below 20	1	1.0	1.0	1.0
21-30	54	54.0	54.0	55.0
31-41	16	16.0	16.0	71.0
41-51	28	28.0	28.0	99.0
above 51	1	1.0	1.0	100.0
Total	100	100.0	100.0	
Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	58	58.0	58.0	58.0
Female	42	42.0	42.0	100.0
Total	100	100.0	100.0	
Marital status				
	Frequency	Percent	Valid Percent	Cumulative Percent
unmarried	62	62.0	62.0	62.0

married	38	38.0	38.0	100.0
Total	100	100.0	100.0	
Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
student	45	45.0	45.0	45.0
self employed	12	12.0	12.0	57.0
private sector	20	20.0	20.0	77.0
public sector	6	6.0	6.0	83.0
other	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
below 2.5 lakh	47	47.0	47.0	47.0
2.5-5 lakh	18	18.0	18.0	65.0
5-7 lakh	8	8.0	8.0	73.0
7-10 lakh	11	11.0	11.0	84.0
above 10 lakh	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Interpretation:

The respondents of age of 21-31 visit the restaurant more than other age groups.
 The Majority of the customers are male (58%).
 The 45% of respondents are students which show that restaurant is more popular among students.
 The 62% of respondents are unmarried and 38% of respondents are married.
 The majority of the customers who have income less than 2.5 lakh visit the restaurant more.

Purpose of visit

Purpose visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Enroot	14	14.0	14.0	14.0
Local eatable place	86	86.0	86.0	100.0
Total	100	100.0	100.0	

Interpretation: From the above graph we can see that 86% of respondents visit the restaurant for the purpose of local eatable place which show that restaurant is popular among local people.

Frequency of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid first time	7	7.0	7.0	7.0
sometime	73	73.0	73.0	80.0
very often	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Interpretation: From the above graph we can that 73% of respondents are sometimes visitors.

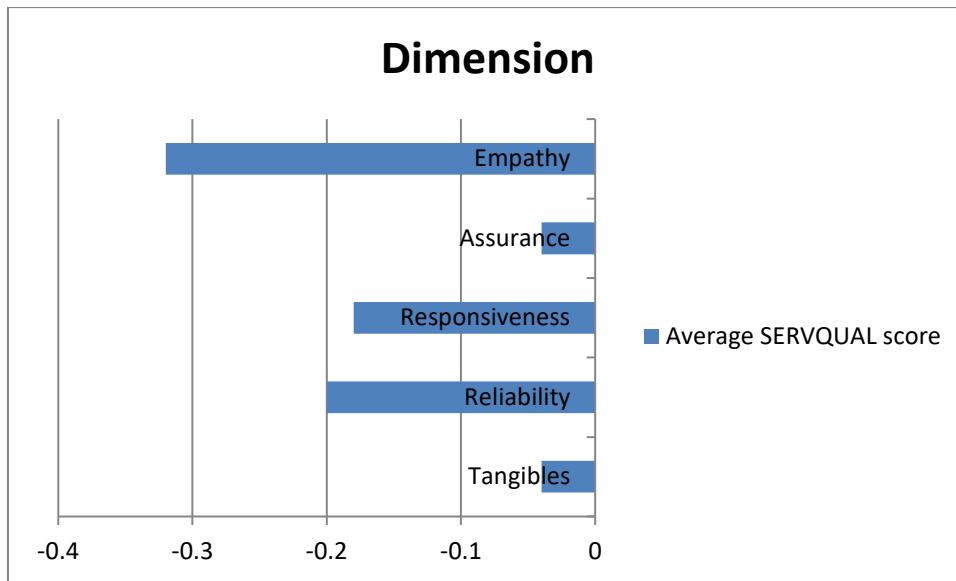
Service GAP Analysis at Restaurant

Sr. no	Statement	Mean		Service Quality GAP
		Expectation	Perception	
1	Pakwann restaurant visual appearance.	3.9700	4.1700	0.2
2	The Parking facility at the Pakwann restaurant.	3.7200	3.1300	-0.59
3	The Cleanliness in the Pakwann restaurant.	4.0200	4.1400	0.12
4	The Decor and lighting of the Pakwann restaurant are appealing.	3.8900	4.1500	0.26
5	The Furniture and fixture of the Pakwann restaurant comfortable.	4.1300	3.8900	-0.24
6	The Sitting area of the Pakwann restaurant in terms of air condition.	3.8900	3.1600	-0.73
7	The Promotional material like brochures and menu are visually appealing in the Pakwann restaurant.	3.5600	3.6700	0.11
8	The Employees dresses in terms of profession.	3.9500	3.9600	0.11
9	The Variety of items in the menu of Pakwann restaurant.	3.9800	4.2800	0.3
10	The Presentation of the food in Pakwann restaurant.	3.9600	4.1600	0.2
11	The cleanliness of public area like washroom in restaurant.	3.8200	3.5800	-0.24
12	The billing system in the restaurant.	3.9000	3.8700	-0.03
13	The consumers are well informed in advance about the order delivery time.	3.7200	3.2800	-0.44
14	The Pakwann restaurant fulfills service delivery on time.	3.8700	3.4100	-0.46

15	The employees in solving the problems of consumers in terms of sincere.	3.7400	3.5900	-0.15
16	The quality of the food in terms of fresh and right temperature in restaurant.	4.0200	4.2000	0.18
17	The employees are willing to help the consumers.	4.0300	3.8200	-0.21
18	The service of the restaurant in terms of prompt and efficient.	4.2800	3.8100	-0.47
19	The restaurant has the effective complaint handling mechanism.	3.6500	3.3500	-0.3
20	The Pakwann restaurant is accessible.	4.2600	4.4100	0.15
21	The location of the Pakwann restaurant.	4.3800	4.4200	0.04
22	The employees in terms of knowledge.	3.8700	3.6800	-0.19
23	The employees have skills to perform the service.	3.9800	3.5200	-0.46
24	The portion size of the food served.	3.9900	4.0600	0.07
25	The availability of accompaniments such as utensils and napkins.	3.9300	3.7800	-0.15
26	The taste of food in the Pakwann restaurant.	4.0300	4.1000	0.07
27	The quality of food served in the Pakwann restaurant.	4.0200	4.4300	0.41
28	The delivery of food service in terms of safety.	3.9200	3.9100	-0.01
29	The employees in terms of the courteous and polite.	3.8700	3.5700	-0.3
30	The employee understanding the specific needs of the consumers.	3.9500	3.5900	-0.36
31	The employee gives personal attention to the consumers.	3.8300	3.5200	-0.31
32	The employees in the restaurant are competent.	3.9200	3.7300	-0.19
	Overall mean			-0.112

Average SERVQUAL score various Dimensions

Dimension	Number of attributes	Average SERVQUAL score
1. Tangibles	15	-0.04
2. Reliability	5	-0.20
3. Responsiveness	3	-0.18
4. Assurance	6	-0.04
5. Empathy	3	-0.32

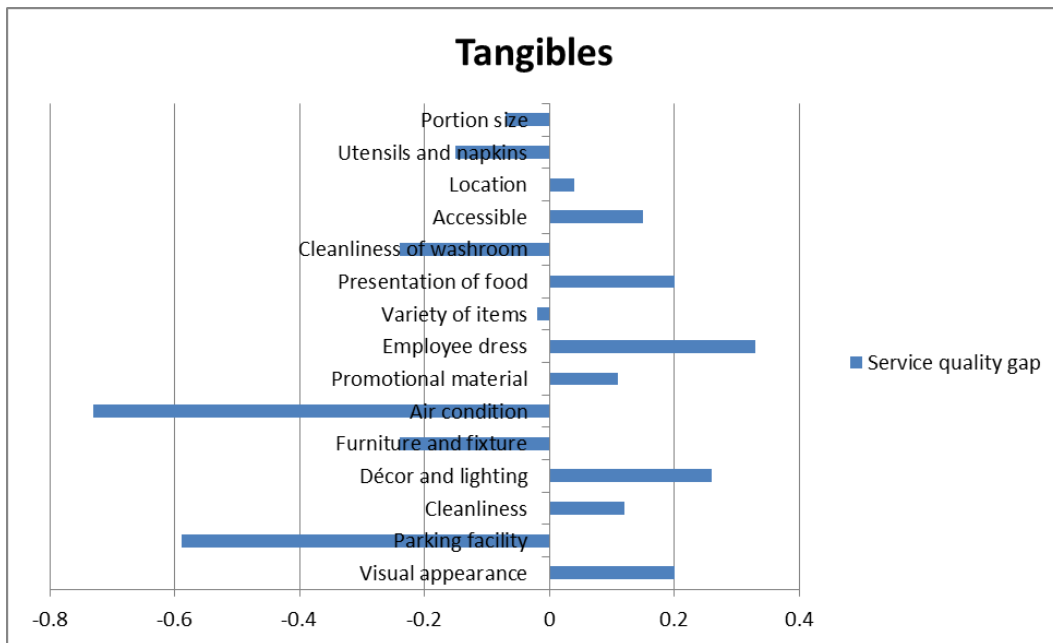


Analysis: From the above table we can see that -0.04 is the average SERVQUAL score of tangibles, -0.20 is the average SERVQUAL score of reliability, -0.18 is the average SERVQUAL scores of responsiveness, -0.04 is the average SERVQUAL score of assurance and -0.32 is the average SERVQUAL score of empathy.

Interpretation: From the above graph we can see that empathy is having the more gap among all the dimension of service quality is the restaurant need to improve to meet customer expectation.

Tangible

Tangible	Service quality gap
Visual appearance	0.2
Parking facility	-0.59
Cleanliness	0.12
Décor and lighting	0.26
Furniture and fixture	-0.24
Air condition	-0.73
Promotional material	0.11
Employee dress	0.33
Variety of items	-0.02
Presentation of food	0.2
Cleanliness of washroom	-0.24
Accessible	0.15
Location	0.04
Utensils and napkins	-0.15
Portion size	-0.07
Mean	-0.04

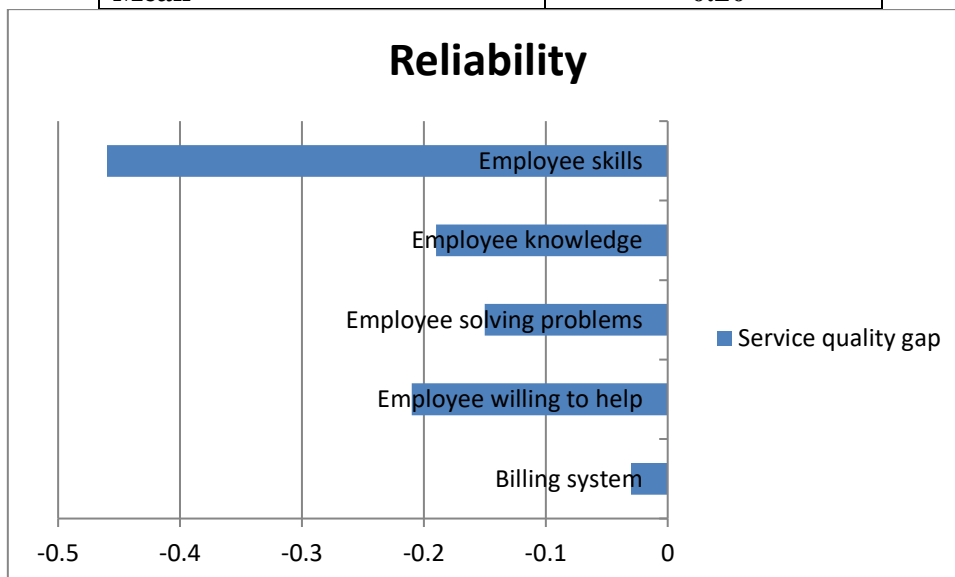


Analysis: From the above table we can see that in tangible there is some negative and positive services quality.

Interpretation: From the above graph we can see that in tangibles the air condition is having more service quality gap -0.73 so the restaurant meets to improve that to meet customer expectation.

Reliability

Reliability	Service quality gap
Billing system	-0.03
Employee willing to help	-0.21
Employee solving problems	-0.15
Employee knowledge	-0.19
Employee skills	-0.46
Mean	-0.20

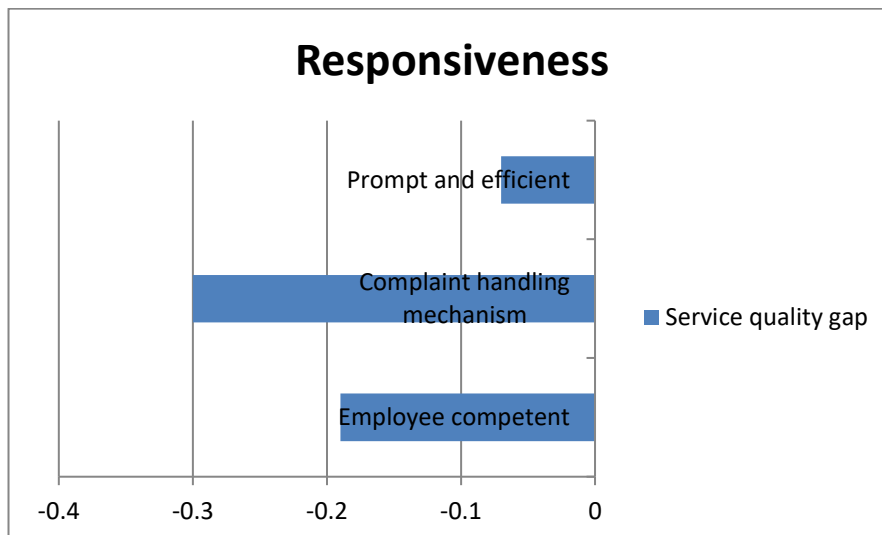


Analysis: From the above table we can see that in reliability billing system is having -0.03 service quality gap, employee willing to help is having -0.21 service quality gap, employee solving problems is having -0.15 service quality gap, employee knowledge is having -0.19 service quality gap and employee skills is having -0.46 service quality gap.

Interpretation: From the above graph we can see that in reliability employee skills is having highest service quality gap which is -0.46. The restaurant needs to improve this gap.

Responsiveness

Responsiveness	Service quality gap
Employee competent	-0.19
Complaint handling mechanism	-0.3
Prompt and efficient	-0.07
Mean	-0.18

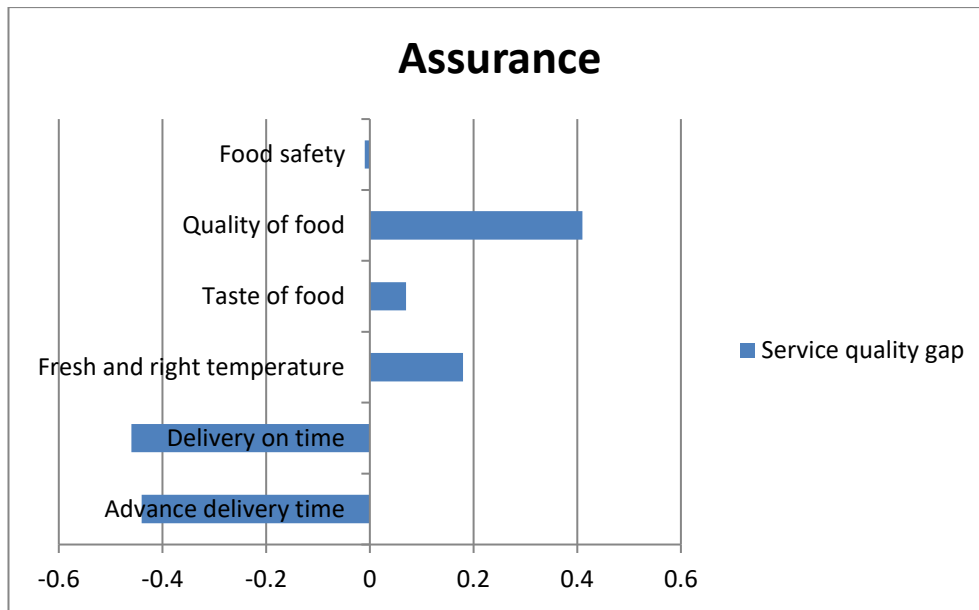


Analysis: From the above table we can see that in responsiveness employee competent is having service quality gap of -0.19, complaint handling mechanism is having -0.3 service quality gap and prompt and efficient service is having -0.07 service quality gap.

Interpretation: From the above graph we can see that in responsiveness complaint handling mechanism is having highest service quality gap -0.3.

Assurance

Assurance	Service quality gap
Advance delivery time	-0.44
Delivery on time	-0.46
Fresh and right temperature	0.18
Taste of food	0.07
Quality of food	0.41
Food safety	-0.01
Mean	-0.04

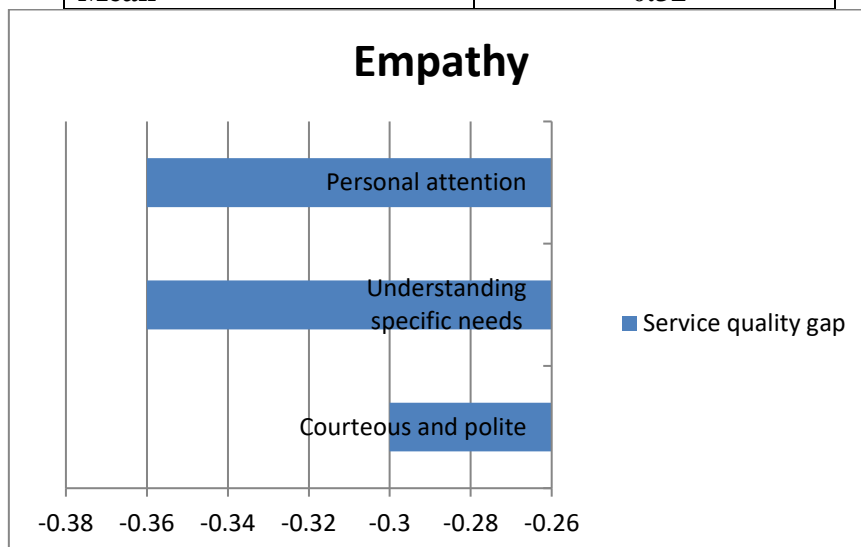


Analysis: From the above table we can see that in assurance well informed advance delivery time is having -0.44 service quality gap, delivery on is having -0.46 service quality gap, fresh and right temperature is having 0.18 services quality, taste of food is having 0.07 service quality, quality of food is having 0.41 service quality and food safety is having -0.01 service quality gap.

Interpretation: From the above graph we can see that in assurance delivery on time is having the highest services quality gap -0.46 and quality of food is having highest services quality 0.41.

Empathy

Empathy	Service quality gap
Courteous and polite	-0.3
Understanding specific needs	-0.36
Personal attention	-0.36
Mean	-0.32



Analysis: From the above table we can see that in empathy courteous and polite is having -0.3 services quality gap, understanding specific needs is having -0.36 services quality gap and personal attention is having -0.36 services quality gap.

Interpretation: From the above graph we can see that in empathy understanding specific needs and personal attention is having highest service quality gap -0.36. The restaurant needs to improve this gap to meet customer expectation.

Findings

- 54% of respondents are of the age 21-31, which shows this age group visits the restaurant more.
- 58% of respondents are belonging to male category.
- 45% of respondents are students which show that restaurant is more popular among students.
- 86% of respondents visit the restaurant for the purpose of local eatable place which show that restaurant is popular among local people.
- 73% of respondents are sometimes visitors to the restaurant.
- 62% of respondents are unmarried which show that the restaurant is popular among unmarried people.
- The customers having income less than 2.5 lakh visit the restaurant more.
- 43% of respondents strongly agree to the visual appearance the restaurant exceeds the expectation of the customers.
- The restaurant needs to improve the parking facility to meet the expectation of the customers.
- 43% of respondents agree for the cleanliness the restaurant exceeds the expectation of customers.
- 40% of respondents agree for the décor and lighting the restaurant meets the expectation of customers.
- With 2% difference the restaurant is not meeting the expectation of customer in terms of comfort of furniture and fixture and there is a gap between customers and restaurant.
- With 24% differences the restaurant is not meeting the expectation of customers in terms of air condition and there is a gap between the customers and restaurant.
- With 42% of respondents agree to the promotional material the restaurant exceeds the expectation of customers and there is no gap between customers and restaurant.
- With 19% difference the restaurant is not meeting the expectation of customers in terms of employee dress as professional and there is a gap between customers and restaurant.
- 54% of respondents say strongly agree for the variety of items in menu the restaurant is exceeding the expectation the customer and there is no gap between customer and restaurant.
- 44% of respondents say strongly agree for the presentation of food the restaurant exceeds the expectation of customers and there is no gap between customers and restaurant.
- 44% of respondents say agree for the cleanliness of washroom the restaurant exceeds the expectation of customers and there is no gap between customers and restaurant.

Conclusion:

The main objective of this study was to identify the gap persists regarding various service quality dimension in restaurants of Bagalkot city with respect to expectation and experience of the customers'. The current study used a modified SERVQUAL instrument to investigate customers' perceptions of restaurant service quality and their experience.

A study on service quality gap analysis at restaurant Bagalkot. Service quality is an inevitable attribute for the success and growth of an organization. The same principle is applicable on the restaurant industry.

The result shows that service quality provided in restaurant does not match the customer expectation. The analysis of service quality gap also shows the overall negative result (-0.112) which indicates lower level of services quality. When tested there is no relation between age and frequency of visit and no relation between income and frequency of visit. Some key suggestion to improve the service quality is the restaurant needs to work on the air condition to enhance dining experience and customers are concern about the price so work on that.

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