

A STUDY ON THE SERVICE QUALITY OF RESTAURANTS IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

NITHISH KUMAR.S

(39740160)



**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
AICETE**

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES
BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NITHISH KUMAR.S (39740160)** who has done the Project work entitled **A STUDY ON THE SERVICE QUALITY OF RESTAURANTS IN CHENNAI** under my supervision from December 2021 to February 2022.

Dr.M.LAVANYA

Internal Guide

External Guide

Dr. BHUVANESWARI G.

Dean, School of Management Studies

Submitted for Viva voce examination held on _____

Internal Examiner

External Examiner

DECLARATION

I am **NITHISH KUMAR.S (39740160)** hereby declare that the Project Report entitled "**A STUDY ON THE SERVICE QUALITY OF RESTAURANTS IN CHENNAI**" done by me under the guidance of **Mrs.Dr.M.LAVANYA MBA, M.COM, M.Phil., Ph.D., Assistant Professor** is submitted in Partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE :

PLACE : CHENNAI

NITHISH KUMAR S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** or their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. BHUVANESWARI, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. PALANI, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project guide **Dr.M.LAVANYA, MBA, M.COM, M.Phil., Ph.D., Assistant Professor** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Management Studies who were helpful in many ways for the completion of the training.

NITHISH KUMAR.S

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	1
	1.1 Statement Of The Problem	2
	1.2 Need For The Study	3
	1.3 Scope Of The Study	3
	1.4 Objectives Of The Study	3
	1.5 Limitations Of The Study	3
2	REVIEW OF LITERATURE	4
3	RESEARCH METHODOLOGY	11
	3.1 Research Design	11
	3.2 Sources Of Data	11
	3.3 Structure Of Questionnaire	12
	3.4 Sample Size	12
	3.5 Sample Design	13
	3.6 Period Of The Study	13
	3.7 Analytical Tools	13
4	DATA ANALYSIS AND INTERPRETATION	14
	4.1 Age Of Respondents	14
	4.2 Gender Profile	15
	4.3 Frequently Dine In Restaurants	16
	4.4 Which Type Of Restaurant Do You Visit The Most	17
	4.5 Restaurants Offers A Variety Of Menu Items	18
	4.6 Food Served Is Tasty	19
	4.7 Presentation Of Serving Food	20
	4.8 Menu Is Attractive And Reflects Image Of The Fine Dining Restaurant	21

	4.9 Food Price Is Charged By The Restaurant Is Reasonable	22
	4.10 Preference Of Restaurants According To Price	23
	4.11 Reason For Choosing Restaurant	24
	4.12 Restaurant Gives Customer Individual Attention	25
	4.13 According To Your Suggestion How A Service Provider Should Be	26
	4.14 Restaurant Provides A Good Parking Facility	27
	4.15 Include Any Other Features In Restaurant	28
	4.16 Hypothesis	29
	4.17 Chi-square Test	29
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	31
	5.2 Suggestions	32
	5.3 Conclusion	32
	REFERENCES	34
	APPENDIX (QUESTINNAIRE)	39

ABSTRACT

The restaurant business has changed due to a new trend of customer preferences and demand. As an entrepreneur, being flexible and adaptability to the changes needed to ensure they can serve and fulfill customer demand. Maintaining the service quality is the main strategies to tackle the customer to remain satisfied and loyalty with the restaurant service. Fail to maintain good service, and the restaurant may lose the customer and struggle to survive in the market and industry. Hence, the purpose of this paper is to investigate the underlying key dimensions of service quality in selected local restaurants influence customer satisfaction. The fundamental of the SERVQUAL model of reliability, responsiveness, empathy, price, tangibility and assurance has applied to this study. A survey conducted among local restaurants located in Bukit Jelutong and there were 140 customers have participated. Data further analysed using Partial Least Square (PLS), and the finding revealed only responsiveness and tangibility were not supported while assurance, empathy, price and reliability were significant to this study. The finding implies to further into the service quality factors as perceived by the customer in having a local restaurant in Chennai. Besides, this the finding implies to managers to consider the strategies to sustain and maintain customer satisfaction.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Age Of Respondents	14
4.2	Gender Profile	15
4.3	Frequently Dine In Restaurants	16
4.4	Which Type Of Restaurant Do You Visit The Most	17
4.5	Restaurants Offers A Variety Of Menu Items	18
4.6	Food Served Is Tasty	19
4.7	Presentation Of Serving Food	20
4.8	Menu Is Attractive And Reflects Image Of The Fine Dining Restaurant	21
4.9	Food Price Is Charged By The Restaurant Is Reasonable	22
4.10	Preference Of Restaurants According To Price	23
4.11	Reason For Choosing The Restaurant	24
4.12	Restaurant Gives Customer Individual Attention	25
4.13	According To Your Suggestion How A Service Provider Should Be	26
4.14	Restaurant Provides A Good Parking Facility	27
4.15	Include Any Other Features In Restaurant	28
4.17	Chi-square Test	29

LIST OF FIGURES

FIGURE NO	PARTICULARS	PAGE NO
4.1	Age Of Respondents	14
4.2	Gender Profile	15
4.3	Frequently Dine In Restaurants	16
4.4	Which Type Of Restaurant Do You Visit The Most	17
4.5	Restaurants Offers A Variety Of Menu Items	18
4.6	Food Served Is Tasty	19
4.7	Presentation Of Serving Food	20
4.8	Menu Is Attractive And Reflects Image Of The Fine Dining Restaurant	21
4.9	Food Price Is Charged By The Restaurant Is Reasonable	22
4.10	Preference Of Restaurants According To Price	23
4.11	Reason For Choosing The Restaurant	24
4.12	Restaurant Gives Customer Individual Attention	25
4.13	According To Your Suggestion How A Service Provider Should Be	26
4.14	Restaurant Provides A Good Parking Facility	27
4.15	Include Any Other Features In Restaurant	28
4.17	Formula For Chi-square Test	29

CHAPTER-1

INTRODUCTION

With changing market trends, customers are now becoming more sophisticated and demanding. Businesses are spending all their resources and efforts to understand their customers better and provide them with the best possible services. The more the satisfied customer, the more benefits it creates for the image of restaurant. This study focuses on that how with the help of price, food quality, service quality and ambiance a restaurant can create. Nepalese restaurants are as compared to other restaurants are in minority, and so are their customer base. It is very important for them to keep their customer satisfied as it will lead to customer retention as well. For restaurant, it is very essential to know and understand the concept of customer satisfaction and how they can improve themselves and meet the requirement of the customers (Angelova & Zekiri, 2011, There are many other factors which are responsible for customer satisfaction such as courteous and humble employees, friendly and polite staffs and skillful management.

Location and environment also plays a major role in facilitating customer satisfaction. There are now more choices and flexibilities for customers, especially in food sector where the rate of switching is more. Nepalese restaurants in Finland have a set target audience, though they attract all ethnicities but their specialties remain Nepalese food. They have stiff competition with one another and it is very vital for them to retain their customer and maintain their consumer base.

The main aim of this research is to identify that how the factors such as price, service quality, ambiance and food quality affects the customer satisfaction in Nepalese restaurants in Finland.

Why this research is important because, for these restaurants, who are of minority and have a specific target market, it is very important for them to keep track on to what extent their customers are satisfied with them and where is the loop hole which is causing hindrance in the customer satisfaction. Customer satisfaction is a very important aspect because it then leads to customer loyalty which in turns

creates customer retention as a satisfied customer will visit again and again to the restaurant. Not only they themselves will visit the restaurant, but they will also bring other customer to these restaurants regardless of their ethnicities and culture. This study will give an insight to these restaurants to effectively utilize these factors and gain customer loyalty and satisfaction. The research is quantitative type of research which focused on primary as well secondary data collection by surveying with customers and examining reviews from Trip Advisor. The research is targeted to Nepalese restaurants in Finland; the restaurants which are targeted in this research are Bhanchhaghar in Salo, Satkar in Helsinki and Himalayan in Karina.

The reason for selection on these restaurants is that they are one of the top most Nepalese restaurants in the country and have very good reviews in Trip Advisor. The level of customer satisfaction is of course not same for every restaurant, but because we cannot take all the Nepalese restaurants in account so we took these to generalize it on the Nepalese restaurant industry. Also, factors such as loyalty, income, moods, emotions etc. were not taken into account because these were the factors from customer's side, whereas, this research is focusing only on restaurant's side offering. Following is the information about the restaurants and their Social media Reviews.

1.1 STATEMENT OF THE PROBLEM

In the restaurant business, customer satisfaction can be linked directly to restaurant sales; thus, it is important to identify which perceived quality factors more strongly affect customer satisfaction or dissatisfaction. The service quality is multidimensional concept which contains a set of diverse attributes grouped in several dimensions. This paper researches the quality of service in restaurants in Chennai. The findings show that overall service quality has a positive influence on customer satisfaction, which in turn leads to customer loyalty and customer happiness.

1.2 NEED FOR THE STUDY

Providing high quality services and maintaining customers' satisfaction are important factors leading to the business success. Thus, understanding restaurant customers and heaving in mind the importance of service attributes are important Criteria for gaining competitive advantages in restaurant marketplace.

1.3 SCOPE OF THE STUDY

1. By understanding Service quality it helps to explain and justify behavioral objectives related to future and the desired effects on the financial results and consequences of company.
2. To get knowledge about service quality as how it leads to profitability.
3. To determine the customers preference towards service quality by customer satisfaction.

1.4 OBJECTIVES OF THE STUDY

1. To find the satisfaction level of the customers according to price and food quality.
2. To find the expectations of the customers towards the service provider.
3. To find on what basis customers are choosing restaurant.
4. To know, still what kind of facility they need from the restaurant.
5. To find in what way restaurant attracts the customer.

1.5 LIMITATIONS OF THE STUDY

- The study was restricted to 100 respondents in urban areas of Chennai city.
- The data was obtained through questionnaire and it has its own limitations.
- The result would be varying according to the individuals as well as time.

CHAPTER-2

REVIEW OF LITERATURE

Ha and Jang (2010) concluded the results that when customers perceive a restaurant to be of high quality, they are tending to be more satisfied by their service and have more chances of revisiting the place. Furthermore, when the physical environment of the restaurant was not up to the mark, customers weren't satisfied with the place and there were less chances of their next visit.

Lim (2010) the ambiances inside a restaurant have a direct connection with the way a customer perceives a restaurant. The perception can either be positive or negative considering the atmosphere and can therefore shape the level of customer satisfaction.

Barber & Scarcelli 2009, 312 the restaurant industry requires to pay particular attention to the cleanliness of a restaurant. As this factor determines the quality of the dining place and form a perception in the minds of customers

Liu et al 2009, 339 the restaurant industry requires to pay particular attention to the cleanliness of a restaurant. As this factor determines the quality of the dining place and form a perception in the minds of customers

Hui and Zheng (2010, 306), is what the perceived quality results in the form of an evaluative judgment of a transaction. Sellers directly come to know the customers' needs through customer satisfaction which is very significant because business strengths and weaknesses can be evaluated through it. Moreover, it helps in improving the performance of goods and services to both customers and employees. It not only gives knowledge on business strengths and weaknesses but also attempts to urge competition

based on those strengths and weaknesses. Likewise, it causes to translate more vision into frustrating sources and areas where progress is needed. Finally, for informing management of situations or issues in need of actual promotion, customer satisfaction assists in accommodating a relevant system.

Deng et al (2009, 289), is very important part of the business setup because business generates much revenue from the industry when the customer is satisfied by the services being provided. Customer satisfaction refers to the customer buying behavior and the utility he obtained using the product. Customer satisfaction functions in a single manner whereby a customer compares your product with those of competitors to reach a decision. Therefore, customer's evaluation of products and services is what customer satisfaction defines in that whether their services are meeting consumer needs or not.

Through customer satisfaction, customer's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation.

MacDougall, Brierley, and Hill; 2003 Regarding quality, an organization presents more features from their core brand to make a decision of post- purchase including the judgment for current purchase. Consumer satisfaction is a relative concept rather than an absolute one), that is, whenever a consumer need is met, or the feeling of pleasure is obtained by support from the organizations, they will show brand attachment and satisfaction if the quality of services is adequately sufficient.

Qin and Prybutok (2009, 74) identified the relationships between behavioral intentions, customer satisfaction, perceived value, food quality and service quality in fast-food restaurants and demonstrated that there is a direct and positive impact of food quality on consumer satisfaction. The most critical part of the entire restaurant environment is food.

Ryu et al. (2012, 222), has been highlighted as a measure of consumer satisfaction within restaurant market as a consequence of which adopted five dimensions of food quality, namely: the smell of the food is enticing, there is a variety of menu items, the food is nutritious, the food is delicious, and the food is fresh.

KO and Su (2015) who identified two classes of dimensions as associated with customers and products. The goods category contributes of safety, hygiene, culinary arts and product character. The consumer category contained service quality, marketing and promotion and environment.

Lee & Kim (2012, 202), they have found out that customer perceived values are indicated by food quality and that these perceived values depend on food performance. The two variables stand in direct relation to each other.

Horng, Chou, Liu, & Tsai (2013, 17). The concept behind opening a restaurant is to provide quality food and a variety to its customers. However, with the drastic change in the eating out trend customers look for more than the quality of food in a restaurant. They expect restaurants to provide them with the ambiance of comfort, quality and high standard.

Xu 2007, 42 the increasing demand of restaurants have led restaurant owners to believe that the environment and ambiance of their restaurant have to be compelling enough in order to retain customers for more visits.

Lin (2010) if the atmosphere of the restaurant does not comfort the customers and they do not return for another dining experience, the staff has not created a service that satisfies the emotional, psychological and cognitive needs of the customers.

Harrington et al., (2011, 433). Perceived restaurant quality is always inter-related to customer satisfaction. When dining in the fast-food restaurant,

consumers expect to get better-perceived restaurant quality. If consumers achieve good experience, they are inclined to get highly satisfied with perceived restaurant quality as well as the restaurant management that exceeds or meets their want.

(Kotler 2012) customer's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation.

Amour (2009), youngster today is more prone to bolder and exotic tastes from variety of cultures and they are revolutionizing the ethnic cuisines. However, older age group people prefer sticking to their own choice and tastes rather than experimenting.

Seo (2012), Culture plays a huge role in determining food preferences. People living abroad tend to prefer cuisine of his/her home land. A study was conducted on Japanese, Americans and Chinese to know their food preferences and it was suggested and cultural differences have an impact on customer satisfaction as they see the hotel's offering according to their own culture. So, they vary from region to region.

Hussain, (2013, 58), whenever a consumer need is met, or the feeling of pleasure is obtained by support from the organizations, they will show brand attachment and satisfaction if the quality of services is adequately sufficient. To retain good and long-run customer relations, the conception of customer satisfaction comes to help businesses because customers are likely to switch to other brands in the same market when they are unsatisfied.

Angelova & Zekiri, (2011, 2) this study focuses on that how with the help of price, food quality, service quality and ambiance a restaurant can create. Nepalese restaurants as compared to other restaurants are in minority, and so are their customer base. It is very important for them to keep their customer satisfied as it will lead to customer retention as well. For

restaurant, it is very essential to know and understand the concept of customer satisfaction and how they can improve themselves and meet the requirement of the customers.

Khan 2011, It is not easy to decide pricing for a product or service because the core values of the available goods are used to evaluate price which is crucial for consumer satisfaction because the price is the most prominent factor to help customer estimate the good or service value. Price also determines, for a customer, to decide on a purchase or not.

Armstrong (2012, 76). The degree to which clients can be accommodated by providers includes responsiveness and timely service. The desire to offer quick service and to assist clients is what is called responsiveness and good quality service.

Andaleeb and Conway (2006, 7), the style of the restaurant also impacts the cost or price associated with the restaurant. Service Excellency and merchandise quality helps customers enough to know price associated with the restaurant.

Toosi and Kohonali (2011, 175), should make efforts to evaluate the situation from consumer's perspective to obtain a clear understanding of what's going on. Assurance shows the politeness, proficiency, and ability to inspire certainty and trust of service providers. In restaurants, assurance implies very friendly, knowledgeable, and well-mannered employees and also feel protected while making financial transactions with consumers. Materials.

Safwan et al (2010, 107), providing service as promised in the restaurants characterizes the element of reliability, including fair charges for food and on-schedule food delivery. Especially in the fast-food industry, it is exceptionally crucial to have services which are reliable.

Narangajavana and Hu (2008, 38) Materials, physical facilities, well-dressed workers, and modern-looking equipment are apparently eye-

catching, involved in fast- food restaurants' tangibility. To achieve improvement in service performance, suggest that there is a need to emphasize on intangible and tangible assets. In reliability, we know the degree to which guaranteed service functions precisely and reliably.

John P. Sciacca (1998) the purpose of this study was to assess the impact of prohibiting smoking in restaurants on total restaurant sales in Flagstaff, Arizona. Flagstaff restaurant and retail sales data were collected for periods approximately 3.5 years prior to enactment of a no- smoking-in- restaurants ordinance and 1.5 years after enactment of the ordinance. Data were compared with six comparison areas utilizing four methods of analyses. The city of Flagstaff Arizona was the community in this study that prohibited smoking in restaurants. Flagstaff restaurant and retail sales were compared to sales in two similar Arizona cities, three counties, and the entire state of Arizona. A city ordinance that prohibited smoking in all Flagstaff, Arizona, restaurants. Taxable restaurant sales were collected from Flagstaff and all comparison areas. Retail sales data were also collected to determine if changes occurred in the ratio of restaurant to retail sales. All analyses resulted in the same conclusions: prohibiting smoking in restaurants did not affect restaurant sales. Study findings indicate that prohibiting smoking in Flagstaff, Arizona, restaurants has had no effect on restaurant sales.

Yogesh Upadhyay (2007) Consumer decision making process has always been a subject of interest for marketers. The present study examines the decision making process in respect of restaurant services in India. Restaurant sector is vibrant due to changing life style of people and composition of Indian families. The study aims to augment the understanding about preferences of selected cross-sections of consumers regarding restaurants and differences within the selected Cross-section. This exploratory study attempts to investigate the impact of demographic and 'reason to visit' variables on restaurant's preferences. In order to assess the relative importance of various aspects of restaurant selection, customers were asked to rate selected attributes like location, less time in serving, convenient operating time, safety, parking facility etc. The study utilized a self-administered questionnaire to a convenience sample of 300 respondents. The findings of the study suggest how consumers from selected cross-sections

evaluate intrinsic and extrinsic cues while evaluating a restaurant. It finally presents the implications for researchers and managers of Indian restaurants.

Keith Goldman((1993) To launch a new restaurant or concept in a specific area you must support your intuition for success with at least a secondary-data analysis, which will help quantify and define your area's potential and indicate the scale of operation you should consider. Next you should conduct a primary study to determine the condition of the market, including the consumers and the competition. You must also anticipate the future by assessing life-cycle categories and trends in your area, for example, the age-group sizes and what direction they are moving. Define the dominant consumer segments in the area (demographic analysis) and analyze the profiles of those segments before selecting the concept that best fits that target. Define your concept decisively. If your concept is preselected, determine what market segment you will compete in and plan the restaurant's menu, price points, atmosphere, size, and financial goals. Once the concept is well-defined, search (as described above) for those locations that likely will support the concept.

Noushi Rahman (2009) Restaurants have seldom been the subject of theory-driven empirical research. Moreover, extant literature has generally focused on food and service quality issues, ignoring décor as a key influencing factor in restaurant performance. Hence, we have much data on restaurants but limited useful understanding of restaurant décor. This study addresses the gap by examining décor of restaurants from an evolutionary theoretic and classical economics perspective. Age and competitive intensity are introduced as the predictor variables affecting the décor of restaurants. OLS regression analysis of 243 Italian restaurants in Manhattan finds that age and competitive intensity are negatively associated with décor, and competitive intensity exacerbates. The extant negative association between age and decor.

CHAPTER-3

RESEARCH METHODOLOGY

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word “Methodology”, it is the way of teaching or solving the research problem.

3.1 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This study is intended to the service quality of the restaurants in Chennai.

3.2 SOURCES OF DATA

The task of data collection begins after a research problem has been defined and research design chalked out. The data collected through.

- Primary data
- Secondary data

3.2.1 Primary Data

Data collected by the investigator directly for the purpose of investigation is known as primary data. Primary data are collected through descriptive research. The primary data collected by the well-structured questionnaire. For this research both youngsters and elders were selected.

3.2.2 Secondary Data

The researcher may make the use of data collected by others for the purpose of investigation. This is known as secondary data. The main source of secondary data was from published and unpublished sources.

The secondary data to prepare this project was obtained from:

- Internet
- Journals
- Magazines
- Published records

To meet up with the objective of study 100 customers were selected as sample unit. So, the questionnaire was filled by 100 respondents which were structured with question of demographic profile, satisfaction level and dimensions which derive satisfaction to the customers. The questionnaires were distributed among ladies randomly in all age group.

3.3 STRUCTURE OF QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.4 SAMPLE SIZE

A Sample of 140 respondents was taken from both the youngsters and the elders. This present study was carried out in Chennai city.

3.5 SAMPLE DESIGN

The sample design used in convenience sampling. When the population elements are selected for the inclusion in the sample based on the ease of access, it is called convenience sampling. The method is also known as accidental sampling because the respondents whom the researcher meets accidentally are included in the sample.

3.6 PERIOD OF THE STUDY

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 140 participants in the 3 days' time period.

3.7 ANALYTICAL TOOLS

After the collection of data from the customer each sample question was classified and tabulated and subjected to analysis. The data obtained were analysed through the following ways:

a) Percentage (%)

Percentages are obtained for each option and the percentage of customers coming under the same category was found out as it helped to know the response customers more clearly.

b) Diagrams

Diagrams were used for graphical representation of data. Diagrams used were line, column and bar diagram.

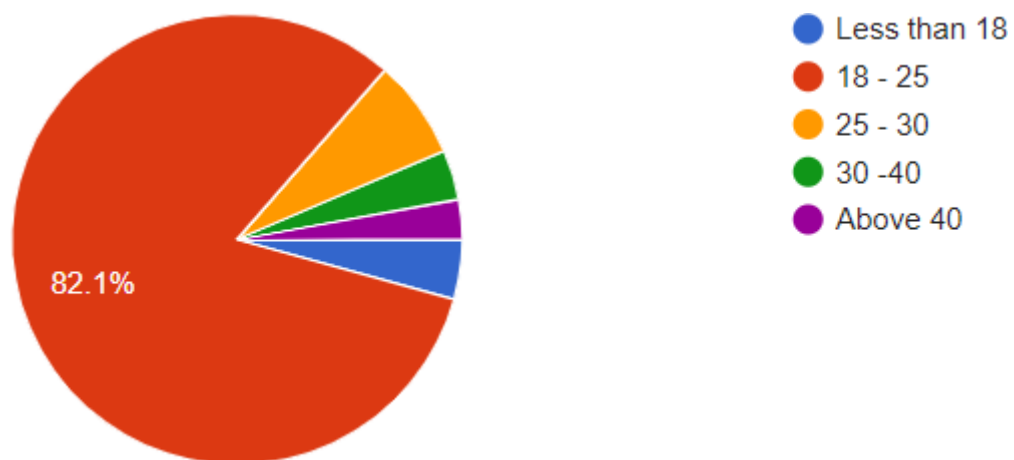
CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1
AGE OF RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
LESS THAN 18	6	4%
18 - 25	115	82%
25 - 30	10	7%
30 - 40	5	4%
ABOVE 40	4	3%

FIGURE 4.1



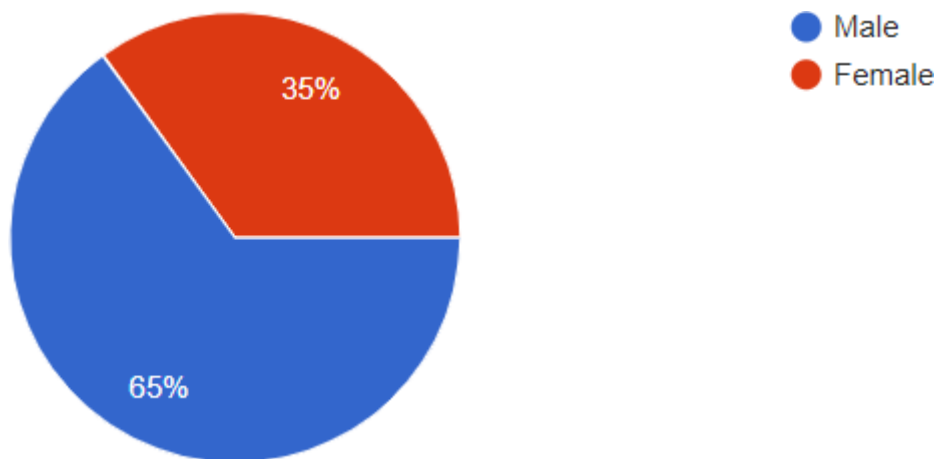
INTERPRETATION

In this chart we can observe that 82% respondents are between ages 18 to 25 years. 7% of the respondents are between 25 to 30 years, 4% of respondents are between 30 to 40, 4% of the respondents are less than 18 years, Therefore most of the Respondents age group are between from 18 to 25 years.

TABLE 4.2
GENDER PROFILE

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	91	65%
FEMALE	49	35%

FIGURE 4.2



INTERPRETATION

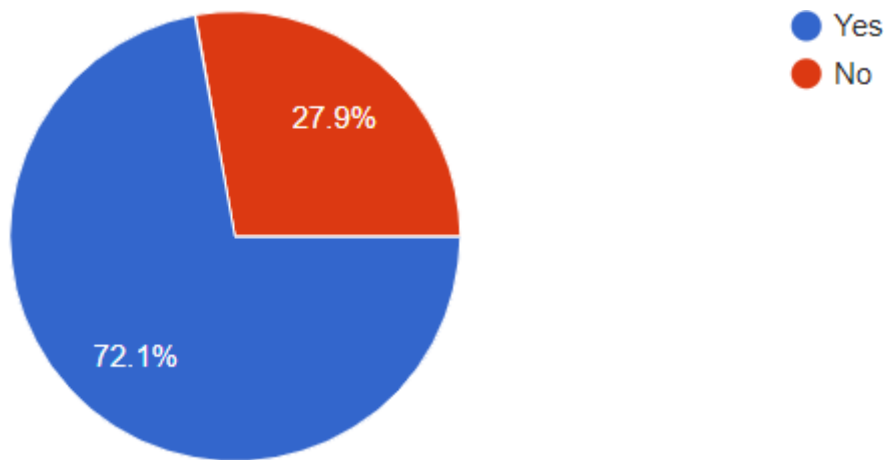
From this chart we can observe that 65% are the male respondents and 35% are female respondents.

TABLE 4.3

DO YOU FREQUENTLY DINE IN RESTAURANT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	101	72%
NO	39	28%

FIGURE 4.3



INTERPRETATION

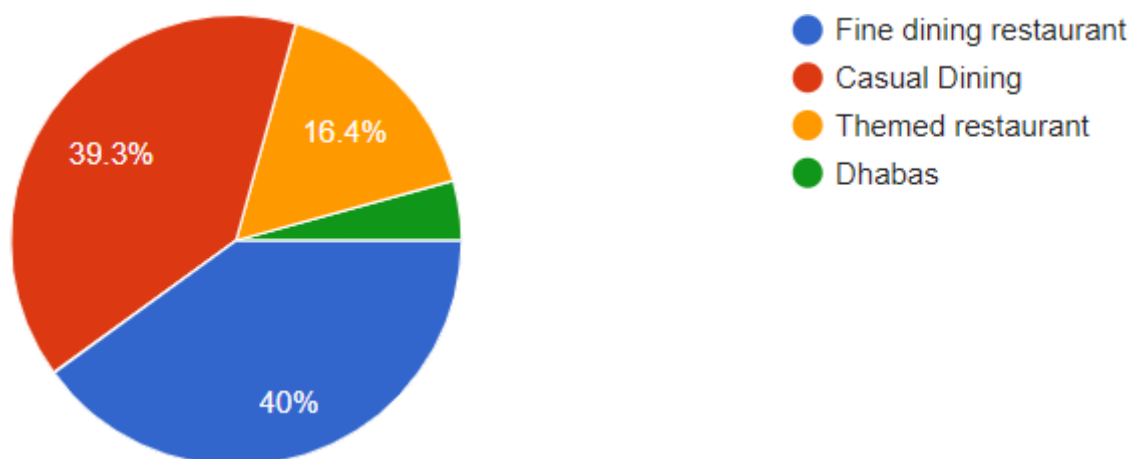
From this chart we can observe that 72% of respondents are do frequently dine in restaurants and 28% of the respondents are doesn't frequently dine in restaurants.

TABLE 4.4

WHICH TYPE OF RESTAURANT DO YOU VISIT THE MOST

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
FINE DINING RESTAURANT	55	40%
CASUAL DINING RESTAURANT	56	39%
THEMED RESTAURANT	23	16%
DHABAS	6	4%

FIGURE 4.4



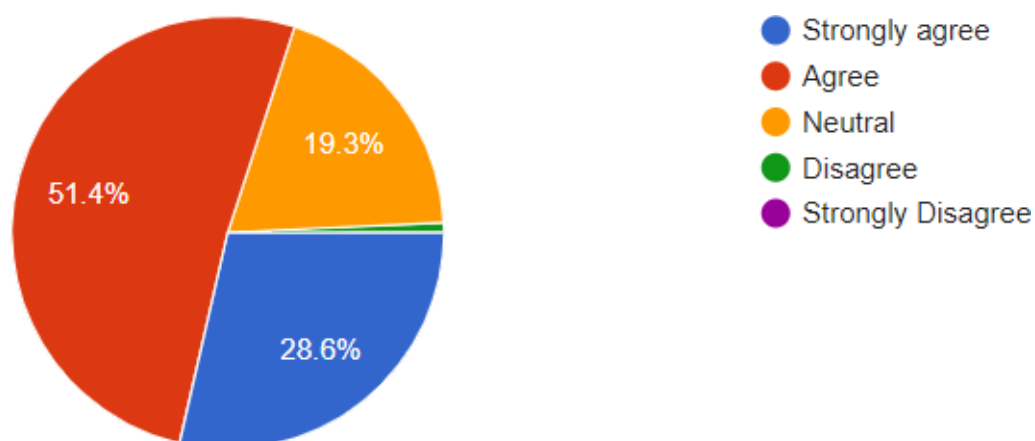
INTERPRETATION

From this chart we observe that 40% of the respondents are interested in fine dining restaurant, 39% of the respondents are interested in casual dining restaurant, 16% of the respondents are interested in themed restaurant and 4% of the respondents are in dhabas.

TABLE 4.5
RESTAURANTS OFFERS A VARIETY OF MENU ITEMS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	40	29%
AGREE	72	51%
NEUTRAL	27	19%
DISAGREE	1	0.7%
STRONGLY DISAGREE	0	0%

FIGURE 4.5



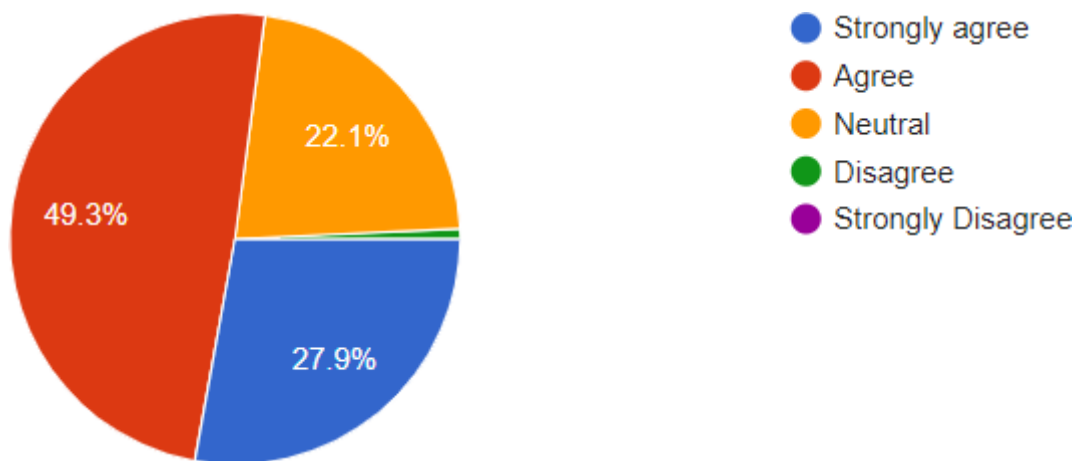
INTERPRETATION

From this chart we observe that 51% of the respondents are agreed, 29% of the respondents are strongly agreed, 19% of the respondents are neutral and 0.7% of the respondents are disagreed.

TABLE 4.6
THE FOOD SERVED IS TASTY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	39	28%
AGREE	69	49%
NEUTRAL	31	22%
DISAGREE	1	0.7%
STRONGLY DISAGREE	0	0%

FIGURE 4.6



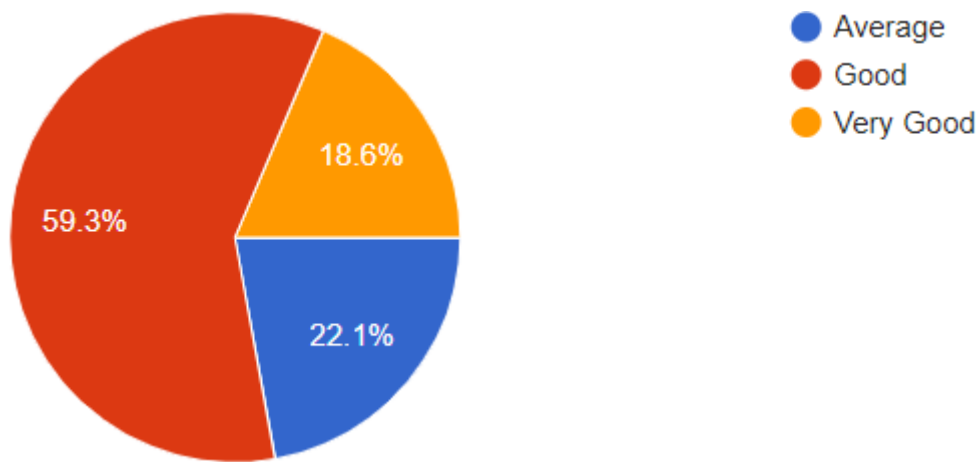
INTERPRETATION

From this chart we observe that 49% of the respondents are agreed, 28% of the respondents are strongly agreed, 22% of the respondents are neutral and 0.7% of the respondents are disagreed.

TABLE 4.7
PRESENTATION OF SERVING FOOD

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
AVERAGE	31	22%
GOOD	83	59%
VERY GOOD	26	19%

FIGURE 4.7



INTERPRETATION

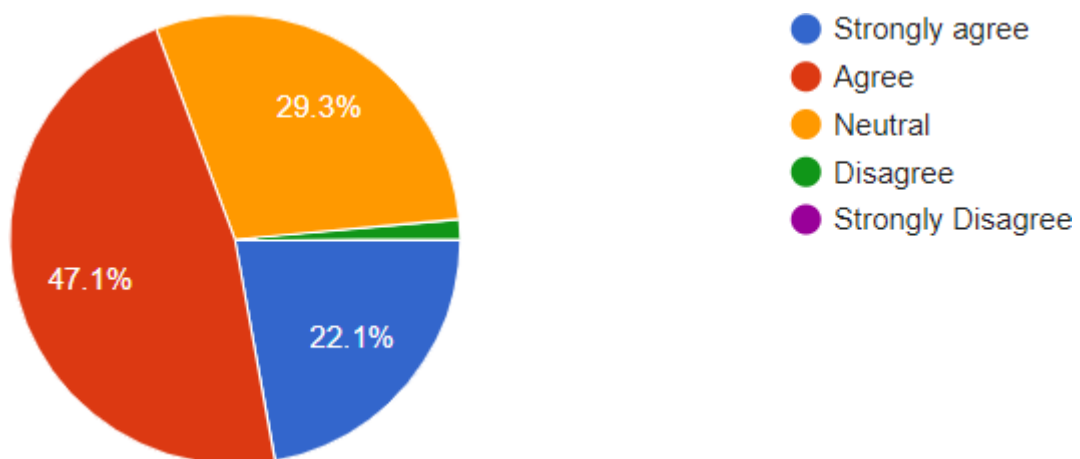
From this chart we observe that 59% of the respondents are reviewed that the serving food is good, 22% of the respondents are reviewed that the serving food is average and 19% of the respondents are reviewed that the serving food is very good.

TABLE 4.8

MENU IS ATTRACTIVE AND REFLECTS IMAGE OF THE FINE DINING RESTAURANT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	31	22%
AGREE	66	47%
NEUTRAL	41	29%
DISAGREE	2	1.4%
STRONGLY DISAGREE	0	0%

FIGURE 4.8



INTERPRETATION

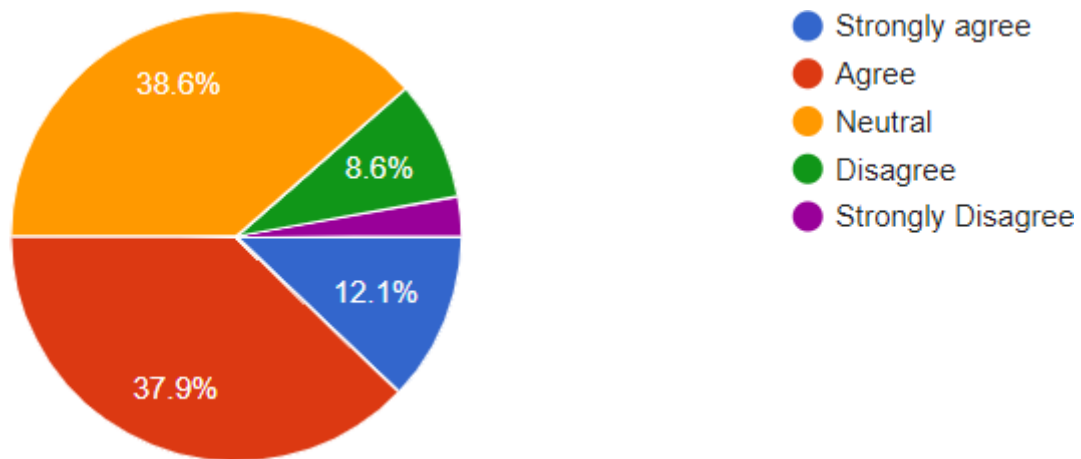
From this chart we observe that 47% of the respondents are agreed, 29% of the respondents are neutral, 22% of the respondents are strongly agreed and 1.4% of the respondents are disagreed.

TABLE 4.9

**FOOD PRICE IS CHARGED BY THE RESTAURANT IS
REASONABLE**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	17	12%
AGREE	53	38%
NEUTRAL	54	39%
DISAGREE	12	9%
STRONGLY DISAGREE	4	3%

FIGURE 4.9

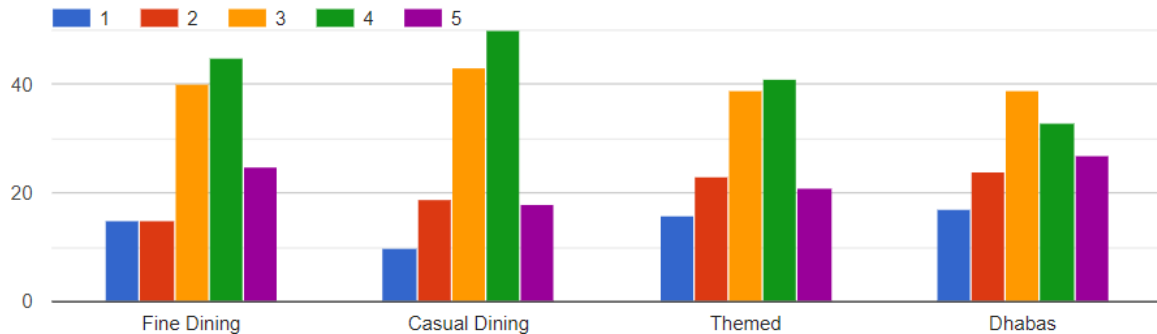


INTERPRETATION

From this chart we observe that 39% of the respondents are neutral, 38% of the respondents are agreed, 12% of the respondents are strongly agreed, 9% of the respondents are disagreed and 3% of the respondents are strongly disagreed.

TABLE 4.10**PREFERENCE OF RESTAURANTS ACCORDING TO PRICE**

PARTICULARS	NO OF RESPONDENTS	1	2	3	4	5
FINE DINING RESTAURANT	140	15	15	40	45	25
CASUAL DINING RESTAURANT	140	10	19	43	50	18
THEMED RESTAURANT	140	16	23	39	41	21
DHABAS	140	17	24	39	33	27

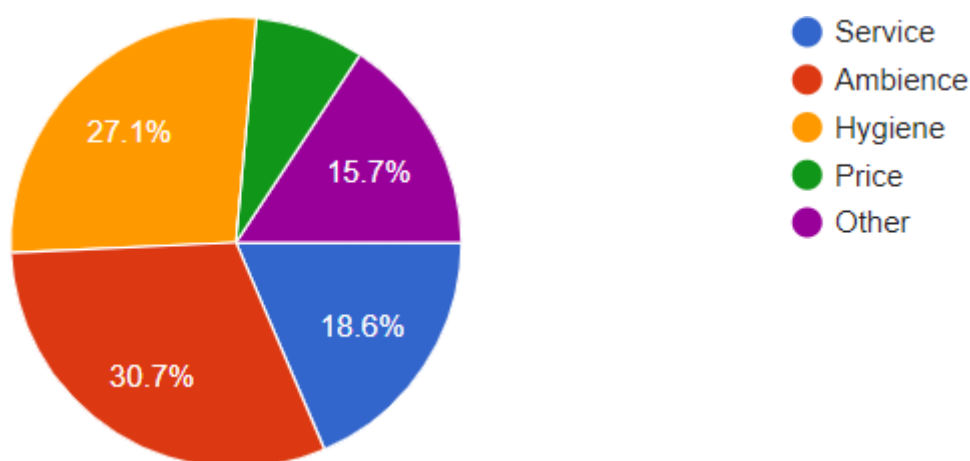
FIGURE 4.10**INTERPRETATION**

From this bar diagram we can able to analyze why people prefer restaurants according to price.

TABLE 4.11
REASON FOR CHOOSING RESTAURANT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
SERVICE	26	19%
AMBIENCE	43	31%
HYGIENE	38	27%
PRICE	11	8%
OTHER	22	16%

FIGURE 4.11



INTERPRETATION

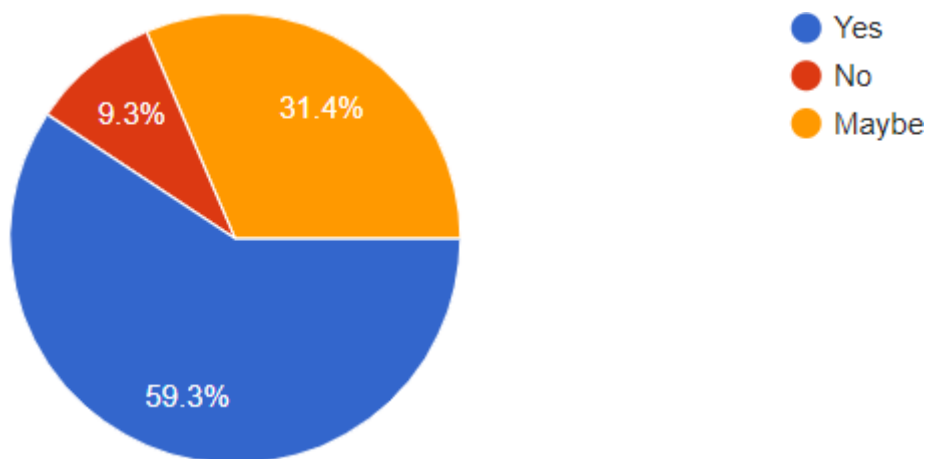
From this chart we observe that 31% of the respondents are choosing restaurant for ambience, 27% of the respondents are choosing restaurant for hygiene, 19% of the respondents are choosing restaurant for service, 16% of the respondents are choosing restaurant for other reasons and 8% of the respondents are choosing restaurant for price.

TABLE 4.12

RESTAURANT GIVES CUSTOMER INDIVIDUAL ATTENTION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	83	59%
NO	13	9%
MAYBE	44	31%

FIGURE 4.12



INTERPRETATION

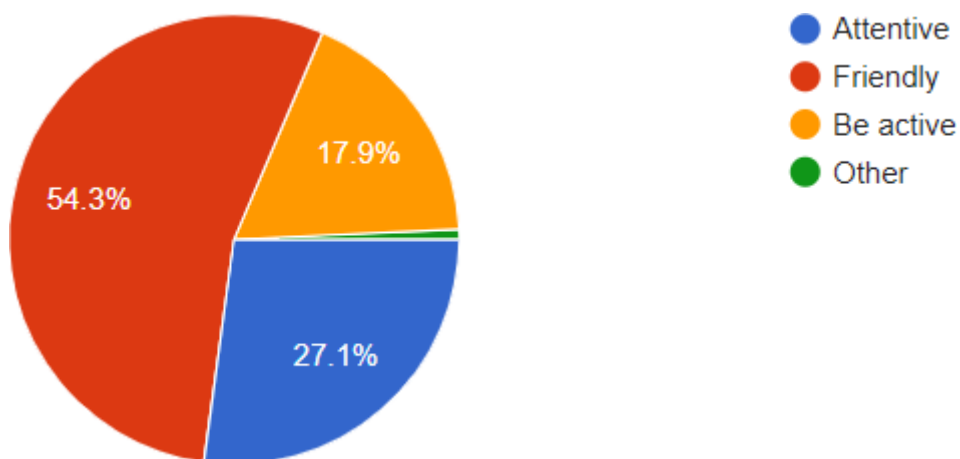
From this chart we observe that 59% of the respondents are chosen yes, 9% of the respondents are chosen no and 31% of the respondents are chosen maybe.

TABLE 4.13

ACCORDING TO YOUR SUGGESTION HOW A SERVICE PROVIDER SHOULD BE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
ATTENTIVE	38	27%
FRIENDLY	76	54%
BE ACTIVE	25	18%
OTHER	1	1%

FIGURE 4.13



INTERPRETATION

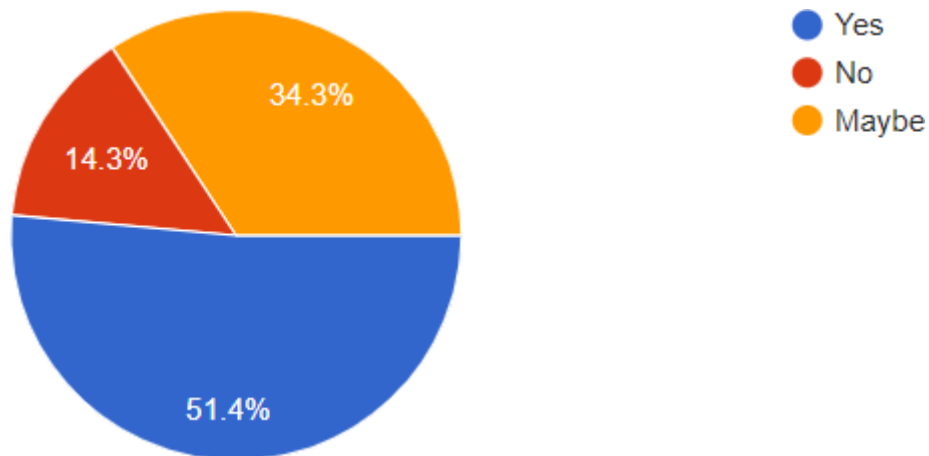
From this chart we observe that 54% of the respondents are suggested friendly, 27% of the respondents are suggested attentive, 18% of the respondents are suggested be active and 1% of the respondent are suggested other.

TABLE 4.14

RESTAURANT PROVIDES A GOOD PARKING FACILITY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	72	51%
NO	20	14%
MAYBE	48	34%

FIGURE 4.14



INTERPRETATION

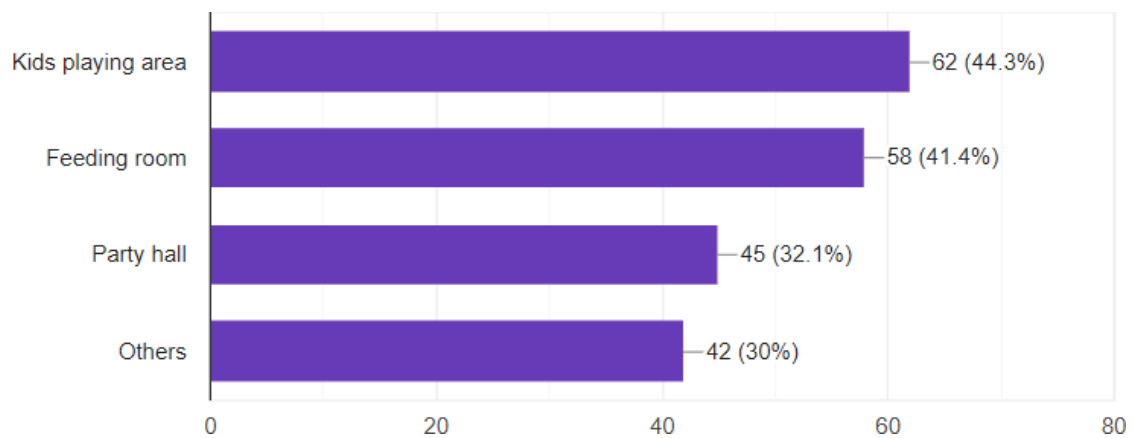
From this chart we observe that 51% of the respondents are chosen yes, 14% of the respondents are chosen no and 34% of the respondents are chosen maybe.

TABLE 4.15

INCLUDE ANYOTHER FEATURES IN RESTAURANT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
KIDS PLAYING AREA	62	44%
FEEDING ROOM	58	41%
PARTY HALL	45	32%
OTHERS	42	30%

FIGURE 4.15



INTERPRETATION

Out of 140 respondents 44% of the respondents are want to include kids playing area in restaurant, 41% of the respondents are want to include feed room in restaurant, 32% of the respondents are want to include party hall in restaurant and 30% of the respondents are want to include other features.

4.16 HYPOTHESIS

H (0): There is no significant relation between gender and the frequency of dine in preference.

H (1): There is a significant relation between gender and the frequency of dine in preference.

4.17 CHI - SQUARE TEST

A chi-squared test is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

χ^2 = chi squared
 O_i = observed value
 E_i = expected value

Fig. 4.17 Formula for chi-square

TABLE 4.17

GENDER / FREQUENCY OF DINE IN PREFERENCE	YES	NO	ROW TOTAL
MALE	68	22	90
FEMALE	33	17	50
COLUMN TOTAL	101	39	140

Significance level = 0.05

INTERPRETATION:

The chi-squared value is 1.35 and the chi-squared distribution at .05 is 3.84. Since, the calculated value is lesser than the tabulated value, we can state that there is no significant relation between gender and the frequency of dine in preference. H_0

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 FINDINGS

- It is observed that majority of the respondents are male which is 62%
- It is observed that majority of the respondents are in the age group of 18-25 which is 83%
- As per the study, 98% of the respondents have visited the restaurant.
- As per the survey, 60% of the respondents are visited a Chinese restaurant
- As per the researcher, 52% of the respondents are agreed that the restaurant provides a variety of menu items.
- It is clearly observed that 61% of the respondents are agreed that the food served in the restaurant is tasty.
- As per the survey, 53% of the respondents are agreed that the restaurant gives good food presentation.
- As per the study, 46% of the respondents are agreed that the restaurant gives attractive menus and reflects the image of the fine dining restaurant.
- As per researcher, 37% of the respondents are in a neutral state for the price of the food in the restaurant is reasonable.
- As per the study, most of the respondents are agreed with the cost seems in the restaurant is appropriate for what they get
- It is clearly observed that the customers are agreed with price afford by a Chinese restaurant, Indian restaurant, Theme based restaurant, Family restaurant.
- It is clearly understood that the majority of the customers prefer restaurants for hygiene.
- It is revealed that majority of the customers feel that the restaurant gives individual customer attention.
- As per the study, 53% of the customers suggests that the service provider should be friendly.
- As per the survey, 45% of the customers are agreed that the

restaurant gives good parking facilities.

- It is clearly understood that 45% of the customers are agreed that the service provider understood the specific needs of the customers.
- As per the survey, 43% of the customers are wanted to include kids playing area in the restaurant.

5.2 SUGGESTIONS

- The chosen restaurants for this research are already established and renowned they have their stability in the market and are top ranked. Though being stable, they still have to maintain their position and retain their customers and gain loyalty by making them as satisfied as possible. If customers are satisfied with the restaurant, they will be loyal to it and would come again and with positive word of mouth, refer to other people as well.
- Most of the customers suggest to have a kid playing area in the restaurant and they need a friendly service provider.
- Majority of the customers are preferring hygiene in the restaurant so the researcher suggests other type of restaurant to focus on the hygiene in the work as well as serving area.

5.3 CONCLUSION

Above analysis shows that the four main factors, i.e., price, ambiance, service quality and food quality impacts customer satisfaction

1. There is a positive impact of Food quality on customer satisfaction
2. There is a positive relationship between price and customer satisfaction
3. There is a positive effect of ambiance on customer satisfaction
4. There is a positive impact of service quality on customer satisfaction

Price, food quality, service quality and ambiance are the most important factor which some restaurants offers and ultimately affects the overall customer satisfaction and dining experience.

A restaurant is not just composed of the food or menu it is offering, it is a combination of many factors which in turns paves a way for satisfaction of the customers who visit these restaurants. if even of the factor is not adequately met, or poorly implemented, the customers would visit once, but will not refer it to others and themselves will not visit again.

Though research highlighted many factors which are responsible for customer satisfaction, however, many other factors can be considered while creating customer loyalty and customersatisfaction.

REFERENCES

1. **Ha, J., & Jang, S. 2010.** Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520–529.
2. **Lim, H. 2010.** Understanding American customer perceptions on Japanese food and services in the U.S. Unpublished master's thesis, University of Nevada, LasVegas.
3. **Barber & Scarcelli 2009, 312** clean restrooms: How important are they to restaurant consumers? *Journal of Foodservice*, 20(6), 309-320.
4. **Liu et al 2009, 339.** Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28, 338-348.
5. **Hui and Zheng (2010, 306),** Measuring Customer Satisfaction of FM Service in Housing Sector: A Structural Equation Model Approach. *Facilities*, 28(5), 306-320.
6. **Deng et al (2009, 289),** "Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China", *International Journal of Information Management*, Vol.30, pages 289–300.10.1016/j.ijinfomgt.2009.10.001
7. **MacDougall, Brierley, and Hill; 2003** How to measure Customer satisfaction. 2nd ed., Hampshire, England, Gower Publishing Limited.

- 8. Qin, H., & Prybutok, V. R. 2009.** Service Quality, Customer Satisfaction, and Behavioral Intentions in Fast-Food Restaurants. *International Journal of Quality and Service Sciences*, 1(1), 78-95.
- 9. Ryu, K., Lee, H. K., & Woo, G. (2012).** The Influence of the Quality of the Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- 10. Ko, W., Su, L. 2015,** Foodservice quality: Identifying perception indicators of foodservice quality for hospitality students. *Food and Nutrition Sciences*, 5, 132- 137.
- 11. Lee & Kim. (2012).** the Influence of the Quality of the Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-202.
- 12. Horng, J.-S., Chou, S.-F., Liu, C.-H., & Tsai, C.-Y. 2013.** Creativity, aesthetics and Eco friendliness: A physical dining environment design synthetic assessment model of innovative restaurants. *Tourism Management*, 36, 15- 25.
- 13. Xu, Y. (2007).** Impact of store environment on adult Generation Y consumers' impulse buying. *Journal of Shopping Center Research*, 14(1), 39-56.
- 14. Lin (2010)** Understanding American customer perceptions on Japanese food and services in the U.S. Unpublished master's thesis, University of Nevada, Las Vegas.

- 15. Harrington, R. J., Ottenbacher, M. C., Staggs, A., & Powell, F. A. 2011.** Generation Y consumers: Key restaurant attributes affecting positive and negative experiences. *Journal of Hospitality & Tourism Research*, 36(4), 431-449.

- 16. Kottler, P., & Armstrong, G. 2012.** *Principles of Marketing* 14th ed, New Jersey:Prentice Hall.

- 17. Amour (2009),** Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing* 20(1), 3-11

- 18. Seo (2010).** The relationship between Price and Loyalty in Services Industry, ISSN 1392–2785 *Inzinerine Economical Engineering Economics Commerce of engineering decisions*, p. 3.

- 19. HUSSAIN, S. M., Khan, S., and Yaqoob, F. 2013.** Determinants of Customer Satisfaction in Fast Food Industry A Study of Fast Food Restaurants Peshawar Pakistan. [online]. *Studia commercialia Bratislavensia*, 6 [1337-7493], 56-65. Available at:

- 20. Angelova.B. 2011.** Measuring customer satisfaction with service quality using American customer satisfaction model (ACSI Model *International Journal of Academic Research in Business and Social Sciences* October 2011, Vol. 1, No. 3 pp- 1-15

- 21. KHAN, N. A. 2011.** A study of brands in the food and beverages industry of Pakistan. *International Journal of Business and Social Science*, 2 (13)

- 22. Armstrong, G. 2012.** Principles of Marketing 14th ed, New Jersey: Prentice Hall.
- 23. Andaleeb, S. S., & Conway, C. 2006.** Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing* 20(1), 3-11
- 24. Toosi, N. & Kohanali, R. 2011.** The study of Airline Service Quality in the Qeshm free Zone by Fuzzy Logic. *Journal of Mathematics and Computer Science*, 2(1), 171-183.
- 25. Safwan, A., Rehman, N., Afzal, K., & Ali, I. 2010.** Determinants of consumer retention in telecommunication industry: Case of Saudi Arabia, *International Journal of Business and Management*, 5(5), 104-120.
- 26. Narangajavana, Y., & Hu, B. 2008.** The relationship between the hotel rating system, service quality improvement, and hotel performance changes: A canonical analysis of hotels in Thailand. *Journal of quality assurance in hospitality & tourism*, 9(1), 34-56.
- 27. John P. Sciacca. Et.al.(1998)** Prohibiting Smoking in Restaurants: Effects on Restaurant Sales, *American Journal of Health Promotion*, vol. 12, 3: pp. 176-184. , First Published Jan 1, 1998.
- 28. Yogesh Upadhyay. Et.al.(2007)** Do People Differ in their Preferences regarding Restaurants? — An Exploratory Study, *Vision*, vol. 11, 2: pp. 7-22. , First Published Apr1, 2007.

29. Keith Goldman (1993) Concept Selection for Independent Restaurants, Cornell Hotel and Restaurant Administration Quarterly, vol. 34, 6: pp. 59-72. , First Published Dec 1, 1993.

30. Noushi Rahman (2009) Toward a Theory of Restaurant Décor: An Empirical Examination of Italian Restaurants in Manhattan, Journal of Hospitality & Tourism Research, vol. 34, 3: pp. 330- 340. , First Published October 21, 2009.

WEBSITES

http://www.academicjournals.org/article/article1380787868_Ali%20et%20al.pdf

http://www.tandfonline.com/doi/abs/10.1300/J369v05n02_08

<http://www.personal.psu.edu/jwo3/Hotel%20Pricing%20and%20Occupancy%20Article.pdf>

<http://isiarticles.com/bundles/Article/pre/pdf/2389.pdf>

APPENDIX

QUESTIONNAIRE

1. NAME OF RESPONDENTS
2. GENDER
 - a) MALE
 - b) FEMALE
3. AGE
 - a) LESS THAN 18
 - b) 18 - 25
 - c) 25 - 30
 - d) 30 - 40
 - e) ABOVE 40
4. DO YOU FREQUENTLY DINE IN RESTAURANTS
 - a) YES
 - b) NO
5. WHICH TYPE OF RESTAURANT DO YOU VISIT THE MOST
 - a) FINE DINING RESTAURANT
 - b) CASUAL DINING RESTAURANT
 - c) THEME RESTAURANT
 - d) DHABAS
6. DO RESTAURANTS OFFERS A VARIETY OF MENU ITEMS
 - a) STRONGLY AGREE
 - b) AGREE
 - c) NEUTRAL
 - d) DISAGREE
 - e) STRONGLY DISAGREE

7. THE FOOD SERVED IS TASTY

- a) STRONGLY AGREE
- b) AGREE
- c) NEUTRAL
- d) DISAGREE
- e) STRONGLY DISAGREE

8. HOW IS THE PRESENTATION OF SERVING FOOD

- a) AVERAGE
- b) GOOD
- c) VERY GOOD

9. MENU IS ATTRACTIVE AND REFLECTS IMAGE OF THE
FINE DINNING RESTAURANT

- a) STRONGLY AGREED
- b) AGREED
- c) NEUTRAL
- d) DISAGREED
- e) STRONGLY DISAGREED

10. THE FOOD PRICE IS CHARGED BY THE RESTAURANT IS
REASONABLE

- a) STRONGLY AGREED
- b) AGREED
- c) NEUTRAL
- d) DISAGREED
- e) STRONGLY DISAGREED

11. YOUR PREFERENCE OF RESTAURANTS ACCORDING TO PRICE

1 2 3 4 5

FINE DINING RESTAURANT

CASUAL DINING RESTAURANT

THEMED RESTAURANT

DHABAS

12. THE REASON FOR CHOOSING THE RESTAURANT

- a) SERVICE
- b) AMBIENCE
- c) HYGIENE
- d) PRICE
- e) OTHER

13. DO YOU FEEL THAT RESTAURANT GIVES CUSTOMER
INDIVIDUAL ATTENTION

- a) YES
- b) NO
- c) MAYBE

14. ACCORDING TO YOUR SUGGESTION HOW A SERVICE
PROVIDER SHOULD BE

- a) ATTENTIVE
- b) FRIENDLY
- c) BE ACTIVE
- d) OTHER

15. DO YOU THINK THAT RESTAURANT PROVIDES A GOOD
PAARKING FACILITY

- a) YES
- b) NO
- c) MAYBE

16. DO YOU WANT TO INCLUDE ANY OTHER FEATURES IN
RESTAURANT

- a) KIDS PLAYING AREA
- b) FEEDING ROOM
- c) PARTY HALL
- d) OTHERS