Study of Food and Beverage Service Quality and Customer Satisfaction, A literature-based survey of five-star hotel restaurants

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Abstract

Purpose: The goal of this study is to look into the relationship between food service quality and customer happiness, as well as how guests view the food and service quality of any Five-star hotel restaurant. In this regard, it is critical to comprehend the customer's needs and expectations in order to satisfy them.

Design/methodology/approach: This work aims to investigate all research tools, scales, and methods. This article focuses on the food quality service in "five-star hotel restaurants." Because the goal of this study is to compile a list of the numerous components and characteristics of service quality in five-star restaurants. Published research articles on service quality were examined through online databases and publications.

Findings: One factor that has little to do with service at a five-star hotel restaurant is food quality. But that's only one factor; other considerations should be given as well. The SERVQUAL model of the serving staff's traits like "Assurance," "Trustworthiness," "Responsiveness," and "Empathy" should be emphasised when evaluating service quality. Food, price, ambiance, convenience, and staff level services are all critical variables.

Originality/value: This study contributes to a better understanding of customers' expectations and the key restaurant attributes that influence customer satisfaction by filling a gap in the literature on food service quality and its relationship with customer satisfaction in the food and beverage industry in five-star hotels.

Keywords: Food Quality, Service Quality, customer satisfaction, SERVQUAL..

I. INTRODUCTION

Research on service quality has long been a topic of interest to academics and researchers. Why? Because customer satisfaction is directly related to service quality. According to research, a high degree of customer satisfaction leads to an increase in revenue. (Kumar, Kee, and Manshor (2009). There is an increase in customer loyalty. Every marketing campaign's primary goal should be to make customers happy. This is according to Naeem & Safi (2009; Oliver, 1980). However, restaurants, especially those that offer a wide range of items and services, are more likely to have an impact on service quality than product quality. As a result, the quality of a service is defined as the expectations of a customer and the degree to which those expectations are met.

Food quality is one of the most significant things that clients examine while visiting a restaurant.

According to Ramanathan et al. (2016), the most important factor determining consumer happiness is food, which is followed by price, ambience, and service. Furthermore, in restaurants, food quality has a beneficial link with both consumer patronage and willingness-to-pay (Njite et al., 2015). (Njite et al., 2015). Food quality is determined by a number of sophisticated elements, including physical, compositional, and microbiological properties, technological or storage-induced modifications, nutritional value, and safety

In a 2015 study by Trimigno et al. It is possible to analyse foodservice and customer satisfaction by looking at variables such as cleanliness (Fanelli & Di Nocera 2018), service quality (Taylor & Baker 1994), and the atmosphere (Yüksel & Yüksel, 2003). Customer satisfaction can be gauged during the course of a meal at a restaurant, including not only the food but also the service (Alhelalat, Habiballah, & Twaissi, 2017; Kaya, 2018). According to (Twaissi and Alhelalat 2017; Alhelalat & Habiballah Twaissi 2018). Service quality affects customer satisfaction and likelihood of return visits (Lke, Kovács and Bacsi 2018). (Eren, 2019). (Eren, 2019; Eren, 2019) According to Mattila (2001), service, food quality, and atmosphere all play a role in a customer's dining experience. Well-managed food service can improve the restaurant's image of service quality and have a positive effect on customer satisfaction and purchasing intentions (Choe & Kim, 2018; Ryu & Han, 2010). For example, (Choe & Kim, 2018; Ryu & Han, 2010).

a high level of customer satisfaction However, a restaurant's ability to distinguish its service delivery style on a dimension other than quality is also a key in influencing customer contentment when it comes to how guests or customers react to the activities of their waiters (Giebelhausen et al., 2016) (Giebelhausen and colleagues, 2016) Customer satisfaction is influenced by both positive and negative emotions linked to the perceived quality of the service provided by the provider (Ladhari et al., 2008). There are a number of people working on this project, including Ladhari and (2008) In the food and beverage sector, customers' pleasure and loyalty have been the subject of numerous studies. (Back & Parks, 2003; W. Kim, Ok, & Canter, 2010; Pizam & Ellis, 1999; Yüksel & Yüksel, 2003). According to a research by Line

and Runyan (2012: 478-479), 8.8 percent of all marketing-related articles published between 2008 and 2010 in peer-reviewed journals examined satisfaction. Satisfaction was the most researched issue throughout this time period for the studies stated above. The subject of loyalty, on the other hand, was studied in 3.6 percent of all research. Restaurants are the second most examined subject field after hotels, accounting for 31.7 percent of the total 278 studies in the tourism business. Another significant conclusion in Line & Runyan's study is that restaurants are mentioned in 88 percent of the satisfaction articles.

2 Objective & Methodology

The goal of this essay is to review the literature on the quality of meal service in five-star hotels in Delhi-NCR. As a result, it's much easier to see the correlation between good service and happy customers in restaurants. The following search phrases were used in the title, keywords, or abstracts to identify relevant material on Service Quality scale development, Customer satisfaction, and Customer loyalty: "Service quality measurements" "service quality scale restaurants" "tools of service quality in restaurants" "service quality measurement in restaurants." Research in the field of tourism was conducted using Web of Science and Scopus, two of the most major electronic databases. Afterwards, the publications were analysed for inclusion and exclusion criteria following a literature review.

3 Literature review-based explanations and dimension of Service quality:

☐ Customer satisfaction is an assessment of a purchase decision made after it has been made (Day, 1984)

☐ The motivational component of a volitional behaviour is behavioural intention, which is strongly linked to the behaviour itself (Jang and Feng, 2007).

☐ Perceived price fairness refers to the amount a client must pay for a benefit that is reasonable, acceptable, and justifiable (Bolton et al., 2003).

☐ A measure of customer satisfaction is the degree to which a client's expectations match their experiences with the service they receive, according to Gronross (1984), Parasuraman, Zeithaml and Berry (1985) and Johnston (1995).

☐ Quality of service is generally measured in terms of how well a company's offerings suit the needs of its customers (Parasuraman et al., 1985, 1988; Munhurrun et al., 2009).

☐ In order to be successful, a company's customer service must be excellent (Avcikurt et al., 2011; Saez et al., 2007).

☐ When it comes to quality, a product or service must be able to meet a certain need at a given time and in the right place. What Juran (1989) defines as "fitness for use" is quality. It's a sign that the product is perfect and meets the needs of the customer.

☐ Eleven elements of service quality proposed by Parasuraman Zeithaml and Berry (1985) can be applied to any form of service. You should think about tangibles such as reassurances of trustworthiness and responsiveness as well as competence, ease of access and courtesy as well as effective means of communication.

☐ The three elements of service quality established by Gronroos (1991) are the "technical quality of the outcome," the "functional quality of the encounter," and the "business corporate image."

4 Instruments for assessing the quality of service:

Parasuraman, Zeithaml, and Berry (1988) established the SERVQUAL technique, which is widely used to evaluate service quality (2011). In the SERVQUAL paradigm, expectations and perceptions of performance are misaligned among consumers. Parasuraman and his colleagues created the SERVQUAL instrument (1985). Customers' expectations and perceptions are measured with this technique, which is based on Oliver's (1980) expectancy confirmation theory, resulting in enhanced customer satisfaction and loyalty.

High service quality was associated with a low or nonexistent gap between customer expectations and performance perceptions (Barringer, 2008; Parasuraman et al., 1985). When it comes to service quality, there were originally 10 criteria that were reduced to five by Parasuraman et al. (1985). tangibles (reliability; responsiveness; assurance; and empathy) (Barringer, 2008; Parasuraman & al., 1988).

☐ Reliability: to provide the customer with the promised service in a timely and accurate manner

☐ Assurance: the ability to inspire client confidence and trust.

☐ Responsiveness: the willingness to respond to and solve difficulties for customers

☐ Empathy: the ability to comprehend and empathize with customers.

☐ Tangibles: the physical look of the staff, equipment, and facilities

4.1 Scales Used in Five-Star Hotel Restaurants to Assess Service Quality

| Parasuraman et al. (1985, 1988, 1991)	→	SERVQUAL	→	22 items on expectation, 22 items on perception
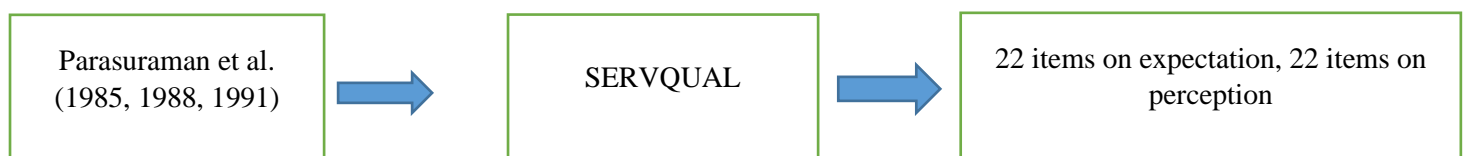
Dimensions: Service quality is measured on the SERVQUAL scale in five areas: tangibles (reliability), responsiveness (assurance), assurance (empathy), and trustworthiness (trust) (trust) (trust).

There have been a flood of new service quality measurement models developed since the SERVQUAL model was initially launched (Callan, 1998; Cronin and Taylor, 1992; Getty and Getty, 2003; Knutson et al., 1990; Mei et al.,

1999; Nadiri and Hussain, 2005; Parasuraman et al., 1985; Stevens et al., 1995). (Callan, 1998; Cronin and Taylor, 1992; Getty and Getty, 2003; Knutson et al., 1990; Mei et al., 1999; Nadiri and Hussain, 2005; Parasuraman et al., 1985; Stevens et al., 1995). (Callan, 1998; Cronin and Taylor, 1992; Getty and Getty, 2003; Knutson et al., 1990; Mei et al., 1999; Nadiri and Hussain, 2005; Parasuraman et al., 1985; Stevens et al., 1995). As with SERVQUAL, SERVPERF functions as a statistic for measuring the grade

of customer service (Cronin and Taylor, 1992). (Cronin and Taylor, 1992). (Cronin and Taylor, 1992). LODGSERV is a hotel service quality ranking system (Knutson et al., 1990). (Knutson et al., 1990). (Knutson et al., 1990). The trustworthiness of DINESERV, which was built particularly for the restaurant company, has been established in many investigations. (Bougoure and Neu, 2010, Kim et al. 2003, Stevens et al. 1995; Tang and Bougoure, 2011).

| Cronin & Taylor, (1992, 1994) | → | SERVPERF | → | 22 items on perception |
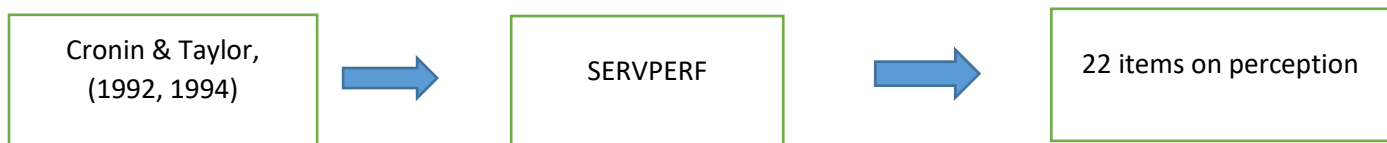
Dimensions: Intangibles, reactivity, assurance, and empathy make up the five components of trustworthiness. Use the SERVQUAL Scale to measure how customers perceive your service. A potential alternative to SERVQUAL has developed.

The SERVQUAL instrument's expectations component was eliminated in favour of "performance-only measurements" in the creation of a new scale termed "SERVPERF" for this study. Rather than the gap between customer expectations and service provider perceptions, the service provider's ability to meet or surpass customer expectations is employed as a gauge of service quality (Seth, Deshmukh, & Vrat, 2005). The SERVPERF instrument was also employed in a wide range of enterprises, including fast-food restaurants, by Cronin and Taylor (1992).

5 Service standards in the Five-star hotel restaurant:

Service standards facilitate relationships between customers and the businesses they frequent. Customers demand promptness, friendliness, and great service to their needs in a restaurant that matches their expectations for how they want to be served.

5.1 Here are some basics to consider:

☐ The best way to greet visitors is to smile and have a positive attitude.

☐ Get guests to their seats as quickly and as comfortably as possible.

☐ Water, menus, and any freebies like bread rolls or chips should be available when guests are seated.

☐ Make yourself available and allow customers to examine the menu at their own pace.

☐ Take orders as soon as possible and get them to the kitchen where they may be prepared as quickly as possible.

6 Restaurant service:

In the hotel restaurant sector, Avelini-Holjevac provided an intriguing definition of service quality: "Quality is defined as the achievement of predetermined criteria and the continuous maintenance of those standards, i.e. a continuous process. High-end hotels provide the best quality products and services, as well as the most broad range of pricey hotel services. Economy hotels provide lower-quality products and services, as well as a limited range of less expensive services." "Holjevac-velini (2002).

Food quality has been shown to be a critical dimension in the fast-food industry, however SERVQUAL, SERVPREF, and DINESERV have limitations because they do not include food quality in conjunction with the product itself (2011). Based on the Stevents et al. (1995) DINESERV model, an Institutional DINESERV

was proposed by Ng (2005) that incorporates a new variable, food quality.

The Institutional DINESERV Model evaluates a restaurant's food, ambiance, and service. These aspects have an effect on customer satisfaction in the fast food industry, according to Ng (2005).

7 Conclusion:

Food quality has always been an essential feature in research aimed at measuring service quality in restaurant businesses. The ability to understand clients and their shifting expectations, as well as the ability to serve them, is critical to the long-term sustainability of restaurant businesses. To achieve a competitive advantage in the food and beverage market, restaurants must improve their quality. It is possible to improve quality to the extent that it is measured. The necessity of measuring service quality in restaurant establishments has become an irrefutable fact.

Customers have high expectations of food service, particularly in restaurants, because they anticipate higher quality services in order to be satisfied and to increase their likelihood of returning. This example provides a better knowledge of the restaurant quality qualities offered by five-star hotel restaurants. The primary goal of a Five-star Hotel restaurant is to provide client satisfaction while also making a profit. As a result, service providers must place a larger emphasis on the quality of their services. The most appropriate measures for mapping service quality in five-star restaurants are DINESERV and Institutional DINESERV. These models can also be used to determine customer satisfaction in restaurants. For these reasons, the level of service provided by all of these elements is critical to overall customer satisfaction. The aforementioned factors must be included in any evaluation of a restaurant's service quality.

The key to Five-star Hotels success is to build Food and Beverage Outlets in accordance with consumers' people's expectations of their social and physical surroundings which will encourage them to return. It should be noted, however, that repeated behaviour is not always motivated by satisfaction. Customers that are dissatisfied may return. As a result, consumer happiness leads to enhanced customer loyalty. Increased customer loyalty leads to increased sales, employee happiness, cost savings, and customer integration into marketing and manufacturing operations.

Theoretical Implications:

There are mediating elements between satisfaction and loyalty, and expectancy disconfirmation and satisfaction have a high link. Disconfirmation, on the other hand, acts as a buffer between satisfaction and allegiance. Satisfaction has been demonstrated to influence a person's behaviour, with switching costs acting as a buffer between satisfaction and revisit.

Managerial Implications:

The current study's contribution to experts will be secured by the formulation of suggestions regarding the aspects that restaurant managers should examine in order to enhance client loyalty and satisfaction. Managers and experts in the restaurant industry should take note of the new study's findings, which are in line with previous research.

Future Scope:

Future research could lead to the development of other service quality tools for Five-Star restaurants. Changes in the hospitality industry and enterprises appear to be the most fundamental driver of increased need.

The restaurant industry is becoming more and more digitalized. Changes in hotel service content, as well as issues like pandemic diseases, could be examined in future studies (Covid-19, SARS, MERS, and so on).

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