CUSTOMERS' SATISFACTION TOWARDS RESTAURANT SERVICES IN NAVI MUMBAI

Dr. Sandeep Ponde, Associate Professo
NCRD's Sterling Institute of Management Studies, Navi Mumbai
sandeepponde@yahoo.com

Dr. Arjita Jain, Professor & HoD (MMS Program)
NCRD's Sterling Institute of Management Studies, Navi Mumbai
arjitajain@yahoo.com

Dr. Prashant Gundawar, Director
NCRD's Sterling Institute of Management Studies, Navi Mumbai
gundawar@gmail.com

ABSTRACT
One of the most important cornerstones of the Indian economy is the service industry. The performance of this sector is a result of the performance of other industries. A restaurant revolt is now taking place in India. The restaurant industry in India is predicted to expand at a rate of 7-8% annually, with organised restaurants' market share likely to triple by 2015. In this competitive market, where there is a wide range of catering venues from fast food, chain brands, specialised or themed, to high-class Michelin star restaurants, many new enterprises fail during the first few years of operation. Those that are successful must make sure they identify strategies for elevating and satisfying the overall client experience. rising numbers of nuclear families, and demographic More Indians will try eating at restaurants as a result of changes in per capita income and shifting dietary preferences. Indian cuisine in the modern day uses a variety of distinct culinary techniques that are influenced by many different traditions and cultures. Every state has its own cuisine, and the majority of them have unique dishes. Being customer-focused is the key to any firm succeeding in gaining and keeping clients on this globalised platform. Businesses designed to provide an outstanding product or services and experiences from the minute a consumer decides to enter the building until they leave, and to some extent beyond that, to ensure they leave wanting more. A restaurant or other service-based business might succeed or fail depending on the customer. The owners and management of these businesses must learn to take the full customer experience into account. The focus of the current study is to use factor analysis to investigate the factors influencing restaurant patron satisfaction in Navi Mumbai. To examine the effects of factors on demographic variables, additional regression analysis is conducted.
Keywords: Restaurants, Customer Satisfaction, Eating Habits, Servqual

Introduction

People's dietary patterns are evolving. The adaptable and flexible Indian culture blends with different cultures like salt in cuisine. Indian cuisine is an intersection of numerous cooking styles from various traditions and cultures at the "Vasudev Kutumbakam" platform. Since the time of the Aryans, different cultures have existed in India. Every state, including its towns, villages, and even suburbs, has its own distinct regional cuisine. Indian cuisine offers a vast variety of delectable dishes from many different cuisines. The ingredients and cooking method used boost Indian food's all-around popularity. Indian cuisine is influenced by several different contributions and special recipes that reflect the wealth and ages of its and has an impact. Indian cuisine has undergone a great deal of change from its inception and the notion of food assurance assumption until the present. Individuals began adopting cooking styles and eating habits based on their faith. Religion significantly influenced the development of the eating behaviour, which is now inextricably linked to religious ideals.

Across the entire Indian subcontinent, Navi Mumbai's cuisine has the best flavour, taste, garnishing, and variety.

Literature Review

The customer satisfaction level is an integrated assessment answer that sums up consumers' subjective responses to numerous product qualities. Integrated Product Satisfaction Level has evolved into a metric for gauging customer happiness (Czepiel 1974). The idea that evaluating a product's overall, integrated satisfaction level would be the best way to gauge customer satisfaction is disagreed with, and it was believed that using this type of evaluation method to ask customers to provide a quick response while they are dealing with complex situations would result in the loss of pertinent information. Hence, the amount of consumer happiness can be measured. on each product feature, in addition to the overall level of satisfaction (Handy, Pfaff, 1975). The emotional pleasure of customers in the hotel sector can be raised by offering them distinctive services. Because

each person is unique, the services supplied to a customer must fulfil those needs in order to be satisfactory (Jacoby, Chestnut, 1978).

The Servqual model, a theory of customer satisfaction, there are five criteria used to assess the quality of customer service: dependability, responsiveness, empathy, and assurance. The tangibles include the outward appearance of the buildings, the tools used, the staff, and the materials used to interact with clients. Overall client satisfaction, which was a key objective, was significantly impacted by transaction-specific satisfaction. Customers are likely to consider price, food quality (reliability), and overall satisfaction with the dining experience when deciding whether to make a purchase, as well as specific transactional details like product features (such as food quality and restaurant ambience) and service features (such as the server's responsiveness). Depending on the situation, the meanings of civility and knowledge components can vary. In the context of the restaurant business, empathy might not be necessary (Parasuraman, 1991).

To ensure that only the highest calibre services are provided to the clients, it is crucial to provide training and seminars for the staff members who interact directly with them (Reichheld, 1993). In order to ensure that all clients are satisfied, a study done to clarify the function of hospitality workers advised that staff members should not demonstrate any bias, prejudice, or discrimination against some customers (Restall ,Gordon, 1993). Emotional contentment solidifies people's allegiance to a firm or organisation because emotions are now a crucial part of loyalty and satisfaction (Dick , Kunal, 1994). The workers must be involved in gathering consumer feedback on the services they receive. A corporation uses the database it has created to analyse the collected data, identify any issues, and suggest adjustments that would improve customer satisfaction (Bloemer, Kasper, 1995).

Due to the great feelings they had while using the services, the consumers who are supplied custom services that are tailored specifically for their wants and requirements exhibit a strong desire to pay higher costs in the future (Bagozzi, 1999). The five categories employed to analyse the components of consumer satisfaction were first and last impressions, service excellence, atmosphere excellence, culinary excellence, feeling at ease while dining there, reservations, and parking (Kivela, 2000). According to research conducted in Hong Kong, factors such as competitive location, pricing, food quality, and customer services affect people's decisions to use restaurant services. Another study found that among the key factors influencing people's decisions to use restaurant services were the location's competitiveness, costs, the quality of the cuisine, and the customer service. (Pun, Ho, 2001)

Offering exceptional food and service is not sufficient to draw and keep customers, according to research conducted in Spain that looked at the primary determinants. Restaurants must provide meals that are affordable and served in a pleasant environment to gain a competitive edge in the market of today (Soriano, 2002). Because of the poor treatment, dissatisfied customers will seek services from another company or organisation. The reputation of the business suffers tremendously when customers voice their complaints to co-workers, acquaintances, or family. The expectations of the public are influenced by the industry's progress in providing services. customers. The requirement for adaptable and dynamic hospitality employees to match the demand for improved services (Cochran, 2003).

In the hospitality sector, word-of-mouth advertising that is motivated by favourable feelings is effective (Gitman, Carl, 2005). According to a study based on the Servqual model, several aspects of eating experiences in China, such as dish quality and cost, did not fall into the categories that evolved in terms of patron pleasure in those establishments (Bartlett & Han, 2007).

Objective
- Exploring the factors that affect restaurant patron satisfaction in Navi Mumbai is our main goal.
- To research how age affects restaurant patron satisfaction in Navi Mumbai.
- To research how Navi Mumbai city eateries' income affects patron pleasure.

Hypothesis
To evaluate the study's goal, the following null hypotheses were established.
Ho: At restaurants in the Navi Mumbai city, age has little bearing on patron happiness.
Ho: In restaurants in the Navi Mumbai city, wealth has little bearing on patron happiness.

Research Methodology
The empirical aspect of the study sought to identify the variables that affect restaurant patron satisfaction as well as the effects of age and wealth on patron satisfaction in Navi Mumbai.

Data
The primary data has to be recovered for the study. To gather the information, a structured, open-ended questionnaire was created.

Sample Size
There were 105 respondents drawn from Navi Mumbai.

Sampling Technique
The data were gathered via Easy Judgmental Sampling.

Tools for Analysis
The goal was to uncover variables that affect patron satisfaction at eateries in Navi Mumbai. The characteristics affecting restaurant patron satisfaction were found by factor analysis. SPSS 17 was used to analyse the data acquired for the investigation. Regression analysis was utilized to determine the effect of age and income on customer satisfaction.

Analysis and Interpretation
The study focused on 54% men and 46% women. The respondents' demographics are as follows. According to the respondents' qualifications, 12% were qualified up to 12.31% had undergraduate degrees, and 57% had graduate degrees. Also, 70% of respondents were between the ages of 18 and 30, while 30% of respondents were beyond the age of 30. 40% of those surveyed reported monthly incomes of at least 20,000 rupees. whereas 60% of respondents fell into the lower income bracket.
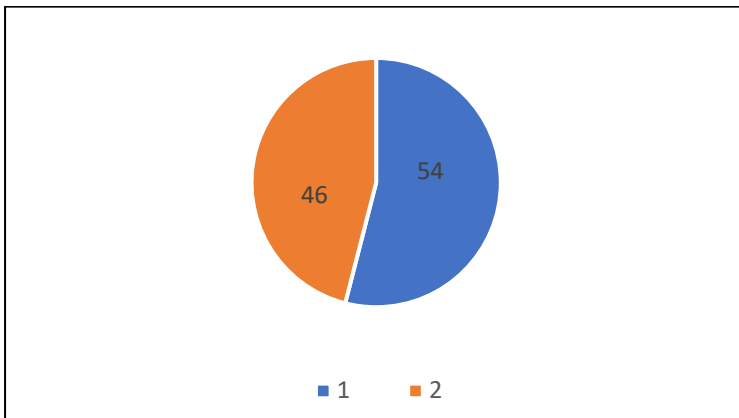

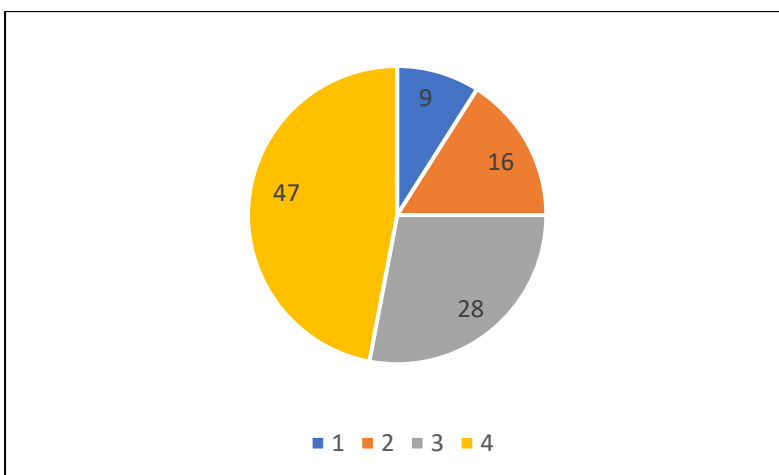Figure 1: % of Respondents on the Basis of Gender

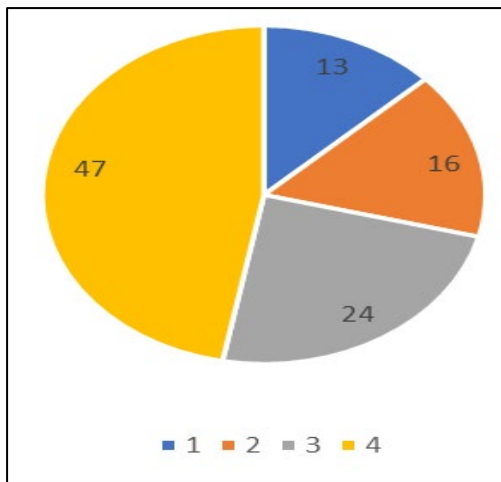Figure 2: % of Respondents on the Basic of Qualification
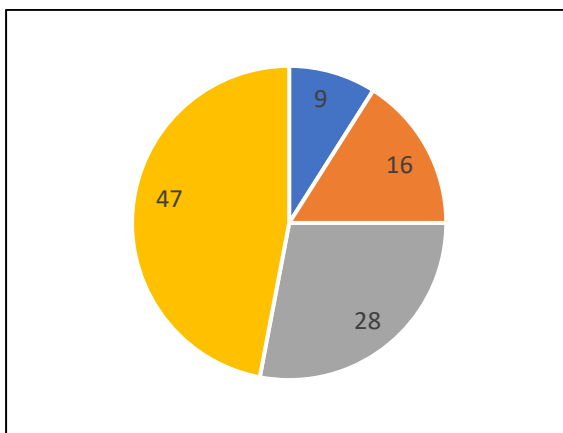
Figure 3: % of Respondents on the Basic of Income

Figure 4: % of Respondents on the Basic of Age

Reliability & Validity

Kaiser – Meyer Olkin Measure of Sampling Adequacy		0.761
Bartlett's Test of Sphericity	Approx Chi-square	797.405
	Dof	153
	Sig.	.000

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test was used to determine whether the data was reliable. The KMO and Bartlett value of 0.761 indicates that the data are trustworthy. Just the first five elements should be used, according to the Kaiser Criteria, as subsequent Eigenvalues are less than one.

Factor Analysis
The association between an original variable and its factor is represented by a factor loading.

Factor No	Labels	Factor Name	Statement	Factor Loading
F1	R1		The food is hot.	0.741
	R2		The Food is served fresh	0.582
	R5		Employee (Waiter) Speaks clearly	0.565
	R9	Food attributes	The Menu was readable	0.733
	R10		The Food is tasty	0.813
	R16		Timely Billing	0.514
F2	R6		Employees are respectful	0.754
	R12	Employee	The service is first-rate.	0.805

	R11		Assistance to order was taken correctly	0.803
	R15		Parking Facility	0.702
F3	R7	Value for Money	While serving the meals, there were no errors.	0.555
	R13		receiving value for our money	0.737
	R14		Ambience	0.770
F4	R3	Options	The food on the menu is varied.	0.627
	R4		The cuisine is of exceptional quality.	0.731
	R17		Special discounts given to customers	0.779
F5	R8	Offers Value	Employees take orders with patience	0.713
	R18		Special day offers	0.769

Table 2: Factor Analysis

Factor 1: Food Characteristics (Factor Loading: 3,948)
First is the quality of the food. It is the most important aspect and includes expressions like: The staff speaks well (0.741), the menu was easy to read (0.733), the meal is presented fresh (0.813), and prompt billing is offered. Meals are provided hot (0.582). (0.514). These factors suggest that the most satisfied patrons will frequent restaurants that serve hot, fresh meals.

Factor 2: Support from employees 3.064 is the factor loading
The second component is personnel assistance. Four things make up this second crucial factor: "Service is outstanding (0.803), "Employees are nice (0.805), "Order was taken correctly (0.754), "Parking facilities (0.702)," and "Service is excellent." These four claims imply that giving diners the best service possible might increase consumer happiness.

Factor 3: Value for the Money 2.062 is the Factor Loading
The third factor is the monetary value. This grade is based on the ambience (0.770), price/value (0.737), and the consistency of the meal service (0.737). (0.555). The key concern is getting the most for our money. This implies that the customer would be content after getting a refund equal to the amount of the down payment.

Factor 4: Options is the Factor Loading: 2.037
Options are the fourth factor. This factor has three variables placed into it. The statements, significant discounts offered to customers (0.779), the menu's wide range of products (0.627), and the great quality of the food (0.631), suggested that a restaurant's selection of high-quality food could readily meet customers' demands.

Factor 5: Offers Value id the Factor Loading: 0.056
Offers value is the fifth factor. Employees are patient when taking orders, which makes up two assertions in this factor (0.713); special day offers (-0.769). We can infer that clients frequented eateries because of alluring deals.

Regression Analysis

1	r18,r14,r11,r7,r1,r9,r16,r4,r6,r10, r13,r5,r8,r15,r2,r17,r12		Enter

Table 3: Variables Entered/Removed

Taking Income as Dependent Variable
There is a moderate association between the examined values, as indicated by the moderate correlation (R) value of 484, between the observed and predicted variables. This demonstrates that there is no discernible relationship between restaurant revenue and patron happiness in Navi Mumbai. In contrast, the F statistic value is more than 0.05, indicating that income does not adequately explain the differences in the dependent variables. The model fit data has a minimal dependency on independent variables, and the dependent variable does not strongly depend, as shown by the R Square value of 0.234.

a. Predictors: (Constant), r18, r14, r3, rll, r7, rl. 19, r16, r4, ró, r10, r13, r5, r8, r15, r2, r17, r12
b. Dependent Variable: Age

Model	Change Statistics					
	R Square	F Change	Df1	Df2	Sig.F Change	Durbin-Watson
1	0.253	1.622	18	86	0.072	1.850

Table 4: Model Summary

b. Dependent Variable: Age

Model				
	R	R square	Adjusted R Square	Std. Error of the Estimate
1	0.503	0.253	0.097	0.439

Table 5: Model Summary

ANOVA

a. Predictors: (Constant), r18, 114, 13.11,17.1.9. r16, 14, 16, r10, r13, 15, 18, r15, r2, r17, r12

R stands for correlation, and a value of 0.503 indicates a moderate relationship between the evaluated values and the variables that were observed and predicted. Age has no effect on customer satisfaction at restaurants in Navi Mumbai, according to research. As the F state value is more than 0.05, however, the F value is significant, indicating that age does not adequately explain changes in the dependent variables. The model fit data has a minimal dependency on independent variables, and the dependent variable does not strongly depend, as shown by the R Square value of 0.253.

Implications

To investigate customer satisfaction more thoroughly, it is essential to emphasise additional elements and look for better construct metrics. Food quality is the only component that hasn't fully accounted for complicated and diverse structures. Finding the reason why clients frequent restaurants is another crucial consideration. Other than for meals, going to restaurants is mostly done for business purposes and to enjoy the company of loved ones. Customer satisfaction factors are therefore influenced by several circumstances. Depending on the situation, they change. Findings from this methodology cannot be generalised because the sampling region's needs for restaurants may differ. (2006) Andaleeb and Conway As a result, the present owners ought to go through the review procedure and set up the necessary requirements. To serve an ever-growing consumer base, the entrepreneur entering the restaurant industry should focus on the aforementioned characteristics.

Conclusion

Determining the customer's level of satisfaction is essential for good service delivery. The knowledge a hospitality manager could have comes from successfully implementing client satisfaction levels through product innovation, higher customer retention, and favourable word-of-mouth advertising. The data clearly shows that the majority of customers have eaten at several restaurants at various periods. So, restaurant operators must take action to keep patrons and turn them into lifelong consumers. The purpose of the study, which builds on a prior one in the service industry in the United States, was to identify the variables that explain why customers are satisfied in restaurants. It was found that three factors—service quality (responsiveness), price, and food quality (reliability)—should be the focus of restaurants (Andaleeb & Conway, 2006). thus quality. Tastes, services, and location are the respondents' top three considerations when choosing a restaurant, thus business owners should never skimp on any of these elements. Consumers today are pickier and more demanding. Consumers are constantly looking to try new things. It has become difficult to maintain their loyalty to a certain cause because they constantly seek out new endeavours and experiences. eat-out. Customers who are willing to explore and whose loyalties are quickly shifting look for diversity rather than having any particular preferences. The Indian restaurant sector has matured by expanding its services, attempting to satisfy Indian tastes, and remaining competitive with global juggernauts in order to offer clients better services.

References

Aigbedo H. , Parameswaran R. (2004). Importance-Performance Analysis for Improving Quality of Campus Food Service. International Journal of Quality & Reliability Management, 21, 876-896.

Andaleeb, Syed S. & Conway C (2006). Customer Satisfaction in the Restaurant Industry: An Examination of the Transaction-Specific Model. Journal of Service Marketing, 20(1), 3-11.

Bagozzi R. (1999) The role of emotions in marketing, Journal of the Academy of Marketing Science, 27(2); 184-206 Bartlett, J.E., and Han, F. (2007). Analysis of Service Quality in Restaurants in China: An Eastern Perspective. ABR & TLC Conference Proceedings

Bloemer. M. , Kasper P. (1995). The Complex Relationship between Consumer Satisfaction and Brand loyalty. Journal of Economic Psychology. 16.311-29 Cochran, C. (2003). Customer Satisfaction; Tools, Techniques and Formulas for Success. Paton Press

Czepiel, Rosenberg & Adebayo A. (1974). Perspectives on Consumer Satisfaction in AMA educator proceedings.

Dick A. , Kunal B. (1994) Customer Loyalty: Toward an Integrated Conceptual Framework; Journal of the Academy of Marketing Science, 22(2). 99-113)

Gitman L. , Carl M. (2005). The Future of Business The Essentials. Mason, Ohio; South Western.

Handy C. , Pfaff M. (1975). Consumer Satisfaction with food product and marketing service. Journal of Business Research 15(11):49-61.

Jacoby J. , Chestnut W. (1978), Brand loyalty: Measurement Management. John Wiley and Sons, New York Kivela, J. Reece, J. and Inbakaran, R., (1999). Consumer Research in the Restaurant Environment. International Journal of Contemporary) Hospitality Management, 11, 269-286.

Pun K. , Ho, K. (2001). Identification of Service Quality Attributes For Restaurant Operations: A Hong Kong Case. Journal of

Reichheld. F. (1993), Managing Service Quality, 11, 233-240.. Loyalty-based Management. Harvard Business Review, 71(2), p64-73

Restall , Gorden W. (1993). Brands; the missing link, understanding the emotional Relationship Marketing and Research Today, May, pp 59-67

Soriano D. (2002). Customers' Expectations Factors in Restaurants: The Situation in Spain. International Journal of Quality & Reliability Management, 19.1055-67.

Zeithaml P., Berry L. (1991). Perceived Service Quality as a Customer Based Performance Measure: An Empirical Examination of Organizational Barriers Using an Extended Service Quality Model. Human Resource Management, 30. 335-364.