



## A SCIENTIFIC APPROACH TO STUDYING THE ROLE OF QUALITY IN SERVICE RETENTION IN THE HOSPITALITY INDUSTRY

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### ABSTRACT

The purpose of this study is to determine the relationship between service quality, food quality, customer satisfaction, and customer retention in restaurants in Delhi. Eighty customers were served at five-star restaurants near Delhi's universities and a questionnaire was distributed. The study's practical consequences include an increased awareness of the crucial necessity of service and food quality in satisfying customers as a prerequisite for customer retention at limited service restaurants in the university region. This is a unique study in that it examines the relationship between service and meal quality, as well as customer happiness and retention, in a specific type of Delhi restaurant.

**KEYWORDS:** Food quality, hotel, service quality, retention, customer.

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### INTRODUCTION

Food quality makes a significant impacts on consumer and their behaviours. According to [1] one of the most effective marketing tactics is to keep existing clients happy. Restaurant owners should give significant consideration to shifting their marketing strategy away from gaining new customers and toward retaining existing consumers because the menus at the eateries are nearly identical. The ability to provide superior products and services while maintaining loyal clients is essential for survival in a competitive market. Qu, Ma, et al. (2014)

discovered three primary reasons why a restaurant can see an increase in sales from repeat customers. For starters, loyal consumers are less price sensitive than new customers, thus a small change in prices may not be noticed. This category of clients will not be impacted. This is especially crucial at a hotel restaurant when the food is prepared on the premises. The restaurant is aiming to attract a business and corporate crowd. Second, repeat consumers spend more money. Frequently and with an open mind when it comes to new menu and service possibilities. Third, they have

a higher proclivity to spread positive information. Word-of-mouth marketing, which results in new consumers for the restaurant as a result of the promotion.

Additionally, when opposed to gaining new consumers, the effort put forward to retain existing customers results in a cost benefit. “Wills (2009)” defines formalised euphemism as the needs of customers had pushed the restaurant business into a state of intense rivalry (“Majid, Alias, Samsudin, and Chik, 2016”). Following the competitive market, it is critical to understand the variables that contribute to customer loyalty [3] and provide economic advantage in order to get an advantage over the competition. Understanding the aspects that influence customer loyalty can help restaurants meet their customers' expectations, resulting in increased income for the establishment. “Lewis (1981)” discovered that the quality of the cuisine, the diversity of the menu, the atmosphere, the convenience, and the pricing are all essential aspects related with the dining experience. Interestingly, the importance of these criteria appeared to vary depending on the sort of restaurant visited. Although there are other aspects to consider, providing excellent service in the business operation is considered to be one of the most essential considerations in retaining loyal clients. Customer loyalty is influenced by a variety of factors, including the quality of the cuisine, which is particularly important in the restaurant industry. In addition, the image of the restaurant is considered to be a significant attribute for hotel restaurants. Furthermore, because it is directly linked with the hotel's operations, the restaurant represents the hotel's image. As a result, the factors influencing customer loyalty in a hotel restaurant are examined in this study. The elements examined are service quality, food quality, and image.

Hotel administrative and administrators should pay extraordinary regard for improve the service standard of the hotels

and give training to their staff individuals and persuade them to increase the standard of the service at the hour of serving customers. Finally, this exploration shows that every single fivefold element of service quality have less effect on consumer loyalty than on food quality. Food quality has a reliable connection with consumer loyalty. The impact of food quality on consumer loyalty has 61%, and service quality effect on consumer loyalty has only 42%. Furthermore, the study indicates that food and service quality is one of the critical factors which influence customer's choice with regard to specific outlet.

Service quality and customer retention According to “(1994)”, service quality can be determined by contrasting consumers' expectations with their perceptions of their actual service experience. This is noteworthy because it indicates the feasibility of quantifying both client expectations and perceptions of their actual service experience. That is, the gap between customer expectations and perceived service quality has an effect on service quality (“Naik, Gantasala, and Prabhakar, 2010; Yeşilada and Direktör, 2010”). “Izogo and Ogba (2015)” assert that a multitude of factors contribute to increased consumer satisfaction and loyalty. They continued by claiming that SERVQUAL is one of the most precise known service quality metrics.

SERVQUAL is a tool that “(1988)” introduce in their paper SERVQUAL. “Santouridis and Trivellas (2010)” described service quality as the difference between client expectations and perceptions, and it consists of five dimensions: tangibles, dependability, responsiveness, assurance, and empathy. It is worth noting that not all research that make use of this instrument do so with identical dimensions (“Dedeolu & Demirer, 2015”). According to “Hui and Zheng (2010)”, SERVQUAL is one of the most effective and dependable

methods currently available for assessing service quality.

Restaurant service quality research focuses on three key service quality factors: food quality, physical environment (ambience), and human service (“Kim, 2014; Ryu et al. 2012; Ryu, Lee, et al. 2012”). The SERVQUAL measure was utilised in this study to assess both the physical environment and employee service. The importance of food quality as a criterion of customer satisfaction in the restaurant industry, according to “Ryu et al. (2012)”, cannot be understated. Five food quality characteristics were chosen based on “Ryu et al. (2012)” findings: freshness of food, delectability of food, nutritional value of food, menu diversity, and an aroma of food that appeals to the taste sensations. “Qin and Prybutok (2009)” examined possible service quality characteristics in fast-food restaurants, as well as the links between service quality, food quality, perceived value, customer satisfaction, and behavioural intentions. They discovered that perceived value has a direct and positive effect on customer happiness, as does food quality.

## LITERATURE REVIEW

According to “Kotler. Al. ( 2003)” the service sector 's emphasis is to satisfy visitors who use hospitality services and can be defined as a system in which ethics and attitude play an important role in providing quality service to visitors. Pricing was the key constituent in choosing different services provided by hospitality organizations. As per their budget, customer intended to attain the best available services. The current day's hotel segment has changed from conventional approach to offering guests only bed and breakfast; they concentrate on providing modern facilities along with a good service experience to please their guests. In recent years, the food and beverage industry has proven to be one of international

hospitality's critical markets. In developing countries like India, it was a big source of jobs and income for hospitality professionals. Therefore, the food and beverage service industry needs to consider its customers ' perceptions and preferences and analyses the factors that help attract visitors. Service industry has undergone significant shifts in the organization's technologies, new technology, sales management and hierarchy. The food and beverage industry has changed and grown to meet customer's never-ending demands. New technical developments and improved and revolutionary aspects of gastronomy have emerged due to cross-cultural influence and guest habits (“Chand-Kapoor, 2010”).

According to “Mascio's, (2007)” Service industry has become more lucrative in terms of job generation, GDP, and socio-economic growth for developing and developed nations. Tourism industry is one of the largest job- creating sectors, affecting more than 118 million people directly in this industry. This constitutes 3.8 percent of total employment generated globally, and it is anticipated to rise by 2.4 percent in 2018 and further by 2.2 percent per year to 150,139,000 jobs (4.2 percent of total employment) by 2028, while indirectly contributing to one in every ten jobs globally. According to “NRAI Indian Food Industry Study (2016)”, the food service sector created 5.56 million jobs by 2016 and this number is projected to grow to 8.5-9 million jobs by 2021. The amount of tax received from the service industry also increased, the chain and standalone restaurants together contributed to Rs. 22,000-22,400 crore tax income in 2016, and this figure is expected to grow to Rs 42,000-45,000 by 2021.

The increased trend of dining out, tough competition, and awareness of food forced the restaurant industry to upgrade its services. In order to attract and keep new clients, the service industry faces a new challenge every day. The complexity of this

industry makes it useful for research and exploration. Thus there appears the need to discuss and understand the different food and beverage activities being practiced in the food service sector of Delhi NCR.

“Nick and Ray (2002)” explored various studies to clarify the relationship between consumer and food service operations. They extensively analyzed and claimed that there were some loopholes in the studies related to consumer behaviour in the food service industry, and proposed that more study in this field would help unlock the unexplored segments in the food and beverage service industry. “Kevin et.al., 2000” examined tourist satisfaction and perception and, in his study, revealed a marked difference between the three groups of travellers in terms of number of food products, food service level, value for money, food presentation, service speed and food quality. They proposed food quality, value for money, selection of food items being served, fun ambience and food displays were the key factors affecting a diner's overall food service experience.

### OBJECTIVES OF THE RESEARCH

- To find out the relationship between food quality and customer satisfaction

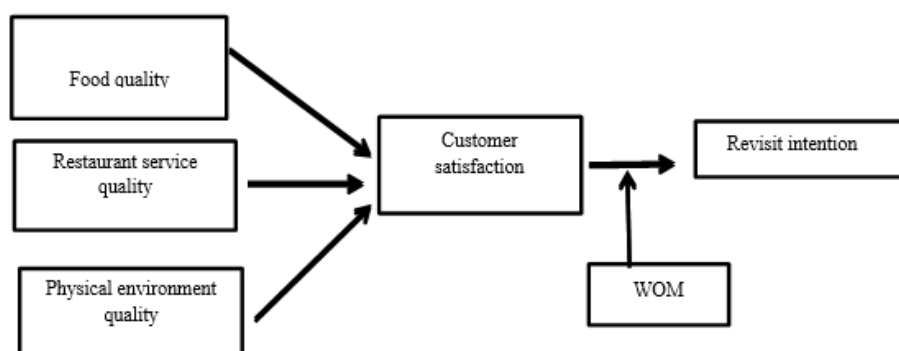


FIGURE 1. Conceptual Model

### RESEARCH APPROACH

This study is undertaken with the assistance of current data; as a result, the deductive research approach is increasingly adopted.

- To understand the importance of food and service quality in enhancing the loyalty of customers.

### RESEARCH METHODOLOGY

The conceptual framework of the study is based on customer satisfaction and retention in relation to service quality: it investigates the effect of service quality on customer satisfaction and retention, as well as the effect of customer satisfaction on customer retention; and it investigates the effect of service quality on customer satisfaction and retention. The conceptual framework assumes that links exist between the independent constructs of service quality (SQ) and food quality (FQ), as well as between the mediating construct of customer satisfaction (CS) and the dependent variable of customer retention (CR). The following are the five characteristics of high-quality service as defined by: tangibles, dependability, responsiveness, assurance, and empathy. The following are the five criteria for high-quality cuisine: the food is fresh, tasty, and nutritious; the menu items are diversified; and the food has an appealing aroma. Self-reporting, customer mood, satisfaction surveys, and the length of time spent waiting for service are all used to calculate consumer pleasure.

Additionally, it is found that a deductive research approach can be critical in sustaining the data collection and analysis processes for this research. A deductive

research approach helps research to justify this factor. Deductive research approaches can maintain all theories of this research. Development of hypotheses is controlled with the involvement of this research approach.

## DATA COLLECTION

Accuracy of research is maintained with the help of proper and effective data collection and data analysis process. Mind-set and experience of researchers are indeed with the help of this process. To increase potentiality of research it is important for researchers to collect useful and applicable information about food and beverage outlets, success of research depends on quality of information (Primary and secondary data are implemented in research; however, this research is conducted with the help of secondary data. Primary data collected from few direct sources such as interviews, surveys, online communities, and other raw data collection processes. Along with this, a web survey chart is used to collect primary data. On the other hand secondary data collected from published articles on given research topic, journal, books, website, newspaper and others. Secondary data collection is less expensive and easier

than primary data. Nature, scope, an area can play a crucial role in selection of primary data and secondary data.

The data collection method aids researchers in developing their decision-making abilities. With the use of secondary data collection methods, time and expense are conserved. With the help of authentic information researchers can maintain the purpose and objective of research. Involvement of authentic data collection process can be left impact on performance and outcome of research. Rahi (2017) stated that, all effective activities of research are controlled with the help of secondary data analysis processes. To conduct this research qualitative and quantitative data analysis processes are implemented, which can increase potentiality of this research. Data collection and analysis processes can maintain skill, experience and techniques of researchers. To increase the effectiveness of data collection methods it is important to implement useful tools and techniques (Cox and Tam 2018).

## DATA ANALYSIS AND INTERPRETATION

The demographic Sample of the research was created

Table 1. Demographic variables

Variables	Frequency	Percentage	Mean	SD
<b>Gender</b>				
Male	54	67.5	40	19.8
Female	26	32.5		
<b>Age</b>				
Below 18 years age	12	15	26.6	27.15
18-40	58	72.5		
Above 40	10	12.5		
<b>Income</b>				
< 25,000	13	16.25	26.6	12.09

25,000-50,000	36	45		
>50,000	31	38.75		

This table explores the respondents who visited to restaurants. Total 83.75% respondents were having salary more than

INR 25,000 and 85% respondents were above 18 age groups.

TABLE 2. Results of Customer Satisfaction

	Question	No. of Respondents were Satisfied	Probability
1.	Overall quality of the meals provided	65/80	0.8125
2.	The quality of the breakfasts	70/80	0.8750
3.	The quality of the lunches	72/80	0.9000
4.	The quality of the evening meals	68/80	0.8500
5.	The quality of the snacks served between meals	78/80	0.9750
6.	The variety of food provided	75/80	0.9375
7.	The amount of food provided	65/80	0.8125
8.	The quality of information given in the menus	62/80	0.7750
9.	The suitability of the food provided	63/80	0.7875
10.	The food's presentation (i.e. how much effort is made to ensure that the food looks nice)	71/80	0.8875
11.	The meal's temperature, i.e. is hot food always served hot	73/80	0.9125
12.	The availability of drinks	50/80	0.6250
13.	The quality of the dining room facilities	57/80	0.7125
14.	The dining room's ambiance, i.e., is it a comfortable location to sit and enjoy your meals	58/80	0.7250
15.	The serving staff at mealtimes	54/80	0.6750
16.	Helpful staff	65/80	0.8125
17.	The efforts made to meet your specific requirements (including any religious and cultural requirements)	70/80	0.8750
18.	The overall rating of food and catering services available	52/80	0.6500

From the table, it was found out that 97.5% were more satisfied with the snacks offered in the restaurants. While 62.5%

respondents were satisfied with the drinks offered.

## CONCLUSION

All kinds of ethical considerations are maintained by this research, which directly has an impact on reliability of this research. Descriptive research design can identify all effective issues of this research, as well as helps researchers to solve these problems. The study concludes that the effective attributes of food and beverages outlets help people in selecting F&B outlets in Delhi. The different perception of the guest evaluates the functions that are dependent on addressing client satisfaction, which ensures a sense of loyalty and strong interactions with clients. Service characteristics and consumer loyalty are critical components for the success of any organization. To achieve consumer loyalty, it is critical to identify and anticipate customer demands, as well as to have the ability to meet them. A completely satisfied customer is more likely to advocate the use of services to others. The second most important factor impacting consumer decision was service quality. Food and beverage companies are investing heavily in improving service quality in order to maintain long-term relationships with their customers.

The quality of services is playing an important role in order to maintain the competitive advantages and confidence of the consumer. The quality such as food and drinks, food and beverage, has a vital impact on the loyalty and the service quality. The different factors are also discussed in this study which affects the quality and service of food and beverages. The food and beverage market is rapidly evolving, and business leaders are under increasing pressure to keep up with the shifting trends. The expectations of consumer on the quality of food evaluate the concept in order to determine the least by enhancing the outcomes. The practices of food and beverage service will demonstrate the customers perception based on the attributes of the selection. The conclusion of the study provides customer

service standards can be checked externally as part of quality service management through continual planning and organizational growth.

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