

SERVICE QUALITY GAP ANALYSIS: A STUDY OF EATERIES IN BENGALURU

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ABSTRACT

The purpose of this research is aimed to identify the gaps or discrepancies between the hotel managers and the customer's perspectives of service importance and service performance satisfaction through the analysis of Service Quality Gap Model. The theory suggests that 5 gaps of service quality; the knowledge gap, the standards gap, the delivery gap, the communication gap and the service gap, should be identified to investigate the service inefficiency. The effort to close these gaps will enhance customer satisfaction and business profitability. However, in this research the first three gaps are mentioned and as they are knowledge gap and the delivery gap as they are seen basics for analysis of service quality which in turn increase the customer satisfaction. The result shows that a number of gaps occur between management and staff and between staff and customers while the gap between managers and customers are slightly found.

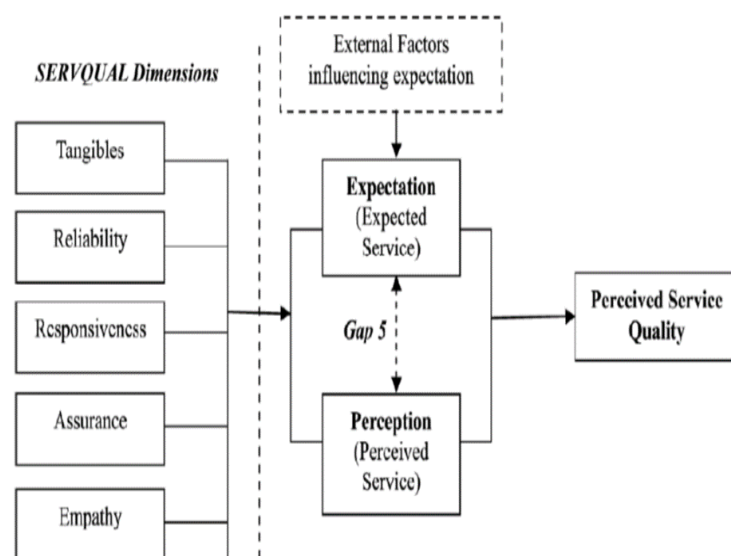
Keywords - Gap analysis, Gap Model of Service Quality, Hotel, Service, and Service Quality.

I. INTRODUCTION

Customers do not buy goods or services, they buy the benefits goods and services provided them with. They buy offerings consisting of goods, services, information personal attention and other components. Customers are lifeblood of any organization, and without them, a firm has no revenues, no profits, and therefore no market value.

Service Quality Determinants and the SERVQUAL Instrument

In the mid-1980s, Berry and his partners, Parasuraman (1985) and Zeithaml (1985) started to contemplate administration quality determinants and how client assesses the nature of administrations dependent on the Apparent Assistance Quality idea. The 10 determinants were found to describe clients' view of the administration. One of the determinants, capability, is plainly identified with the specialized nature of the result, and another, respectability, is firmly associated with the picture part of apparent quality. Be that as it may, it is intriguing to see that the remainder of the determinants are pretty much identified with the procedure measurement of saw quality.



II. REVIEW OF LITERATURE

Rhoades et al (2000) in their research paper have addressed efforts in bringing up quantitative index of factors & characteristics which comprises quality in airport operations & facilities from varied customer's perspective. It has shown and identified 12 broad factors that, in customer view affect the quality of operations at airport. The important factors are ground transportation, parking, shopping and restaurant services, capacity as well as the waiting area. Similar study may be undertaken for hotels and other accommodations.

Kandapally. J. et al (2001) have expressed that normal administrations go past the basic administrations required for the organization to remain in business and such administrations should be offered to stay serious. Throughout the year, expected administrations increments and visitor turns out to be all the more requesting, requiring specialist organization to move past what is typical.

Farner et al (2001) have examined empirically the popular concept of internal customer service. Even if there is significant descriptive literature on internal service is available, till date there has been hardly any empirical assessment service quality. The concept of assuming co-workers as customers' needs intuitive sense but there is still a difference in opinion among industry and Institutes as to the true value of internal customer service on the external service quality. This study has used data of a large food and grocery wholesaler and examined the impact of internal customer service on external customer service. Farner et al finds that internal customer service seems to have a mixed and complex relation with external customer service.

Lawrence & McCullough (2001) have mentioned that lessons of quality management apply to services as well as products. Awareness also has been increasing that services, like products may be guaranteed as tools of implementing a total quality management orientation in the organization. The nature of service and company's interaction with customer has been changed profoundly due to invention of technology; however on other hand it has some down side well.

Bitner (2001) in his paper elaborates on the opportunities that technology offers to develop new services manufacturing firms. Research undertaken by Behara & Gunderson (2001) addresses this limitation by specifically studying quality management in service organizations. Through a survey of 170 US service firms; this study empirically developed and validated constructs for on comparing traditional marketing models to service marketing models.

Groonroos (2001) has stated that the most important characteristic of services is the fact that services are processes and goods since a service firm has no products, but only an interactive process. Consumption of goods may be described as "consumption of outcome", the consumption of services may be defined as "process consumption".

Siu & Cheung (2001) by using Retail Service Quality Scale to study the service quality delivery of a department store chain and its impact on consumption behaviour, it is found that the impact of physical appearance and the policy are prominent on the overall perceived service quality and the future shopping behaviour. Out of all service dimensions, physical appearance and policy have the major impact on the overall service quality and on future consumption respectively by delivering service to customers on time.

Selvakumar (2015) have examined the impact of service quality on customer satisfaction in public sector and private sector banks in Coimbatore and the relative differences attached with the various determinants of service quality using the SERVQUAL model. The results suggested the considerable influence of the various dimensions of service quality on customer satisfaction- Assurance being the most impactful and responsiveness the least.

Qing Qing Tan et. al. (2014) observationally inspected the administration quality and consumer loyalty in Chinese cheap food part and found that all the elements of administration quality have positive impact on consumer loyalty with the exception of dependability.

Reena & Maithili (2017) explored the idea of Administrations and clients' desires and observations with respect to support quality and insisted that expressed that each help is not the same as one another and desires for the clients additionally shift from client to client and culture to culture. Also, the two whole models conceptualized by Parasuraman and Lovelock were talked about.

III. STATEMENT OF THE PROBLEM

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that “the customer is always right” because happy customers will continue to buy goods and services, therefore it is very important tantalyze the type of service quality is being provided by different eateries in Bangalore and in parallel to find out the service gap present in those eateries.

IV. NEED OF THE STUDY

Proposed research explores the opportunities, challenges, risks and rewards of creating a holistic, end-to-end approaches to service quality management with reference to eateries in Bangalore city. The study is undertaken to understand the dimensions of SQM and components of quality. It also explores the opportunity of measuring service quality and finding any scope for further improvements in the established procedures.

Customer service increases brand awareness since happy customers are much more likely to spread positive feedback and reviews to others, bringing in referrals with no additional cost for customer acquisition. When the organization provides an outstanding service quality, people start spreading a good word about the organization. Numerous studies demonstrate that the good services rather than a good price play a key role in e in customer purchasing decisions. Today customers tend to remain loyal to companies they really trust. The competition in the market is high and it is important to build the trust and keep the customers. Providing the best services to the customers will help the company to build its image and market. On the other side, if the company react instantly on the customers complaints and provide professional solutions to their problems, the customers will remain satisfied and feel that their voice are being heard which will help the company to grow further. Modern customers does not want just to be a number, he wants to be treated as a person. He wants to know that his opinion matters and is taken in to consideration. Considering above all the points, there is need and relevance to study the service quality.

V. SCOPE OF THE STUDY

The present study aims to determine the service quality gap amongst the selected eateries located in Bangalore city. The study focus on service quality dimensions and quality of service offered to its customers. The eateries were selected on the basis of location, size and offerings. The study makes an effort to understand the gap between the perceived quality and the actual amongst the different eateries located in the selected areas of Bangalore city.

VI. OBJECTIVES OF THE STUDY

- To study the quality of services provided by small eateries located in Bengaluru city
- To examine the service quality using SERQUAL model.

VII. RESULTS AND DISCUSSIONS

Analysing service quality gap using SERQUAL model

Service quality attributes	Expectation (E)	Perception (P)	Gap (P - E)
Tangibility			
The eatery has visually attractive parking areas and building	5	2.56	-2.44

exteriors.			
The eatery has visually dining area.	5	2.70	-2.30
The eatery has appropriate, decent and neatly dressed employees.	5	2.93	-2.07
The eatery has a menu that is easily readable.	5	2.56	-2.44
Dining space is spacious and comfortable.	5	2.75	-2.25
The eatery looks clean and neat.	5	2.91	-2.09
Reliability			
The eatery provides the service on time.	5	3.33	-1.67
The eatery quickly corrects everything that is wrong.	5	2.62	-2.38
The eatery offers an accurate calculation of the guests.	5	2.76	-2.24
The eatery serves the food exactly as you have ordered it.	5	2.93	-2.07
Quality			
The food has a nice taste.	5	3.12	-1.88
Food is served at an appropriate temperature.	5	2.89	-2.11
Food is fresh.	5	2.78	-2.22
The choice of food is different.	5	2.91	-2.09
Food is served in good portions.	5	2.89	-2.11
Responsiveness			
During the busy hours, the eatery Provides the service at the promised time.	5	2.61	-2.39
The eatery provides quick service.	5	2.78	-2.22
The eatery gives extra effort to handle your special requests.	5	2.51	-2.49
Assurance			
Employees should always be ready to help.	5	2.97	-2.03
Staff should be loyal and honest.	5	2.81	-2.19
Staff should be polite.	5	2.79	-2.21
The eatery has staff who are both able and willing to give you information about menu items, their ingredients, and methods of preparation.	5	2.80	-2.20
The eatery has staff that looks educated, competent and experienced.	5	2.62	-2.38
Empathy			
The eatery has employees who have time for your individual wishes.	5	2.46	-2.54
The eatery makes you feel special.	5	2.62	-2.38
The eatery provides your individual needs and requirements.	5	2.58	-2.42
The eatery has employees who are sympathetic and calm when something is wrong.	5	2.60	-2.40
The eatery seems to have the customers' best interests at heart.	5	3.05	-1.95
Total	140	77.84	-62.16

Comparing the results of customers' expectations and perceptions of small eateries in Bangalore city, it is clear that service quality doesn't match customers' expectations as overall mean of customers' expectations (140) exceed the overall mean of customers' perception (77.84)

VIII. FINDINGS OF THE STUDY

- Customer is the age group of between 20-30 are more in number which implies, younger population prefer to eat/dine at small eateries as compared to other age groups.
- Male customers prefer more to visit eateries as compared to female.
- Students prefer small eateries more compared to others eateries of customers.
- Bachelors are the most preferred category of customers to small eateries in Bangalore city.
- On an average people visit income of 10000-20000 and less prefer to eat from small eateries.
- Majority of the people visit once is a week to the small eateries.
- People prefer to have food from small eateries as they offer tasty food.
- People agree to the fact that eateries should provide sample parking space.
- Employees at the eateries are neatly dresses and decent enough to provide good services.
- Small eateries provide menu cards which are easily readable and understandable.
- Dining space at eateries is spacious and comfortable.
- The small eateries appear clean and tidy.
- The small eateries provide service on time.
- Eateries respond to the customer's request very quickly.
- There will be number mismatch on the ordered food and delivered food at eateries.
- The quality of food is very good at small eateries.
- The food is served hot and fresh.
- Eateries offer wide variety of food to customer.
- Staff at eateries an very honest and polite.
- Eateries are competent and experienced enough to provide better service.
- From the SERQUAL model, it can be interred that the customer expectation exceeds customer perception. Hence the eateries have not fully successful in delivering the quality service to the customers.

IX. CONCLUSION

Hotel industry in India has a long history; the industry has transformed by many folds in the recent years. Globalization, eateries of MNC's and growing population, Migration from villages' education and job hunting have induced the growth of eateries in many metro Cities. The present study made an effort to determine what factor motivates the people to visit eateries and how much are they satisfied with the services offered by these eateries. The study clearly demonstrates the need of fulfilling the customer's expectation as customers are considered as the king of any business. Bangalore city is blessed with ample numbers of eateries which provides wide variety of quality food at reasonable prices. Customers are happy about the services quality but yet there are certain areas where the eateries can focus to improve the quality as well as satisfaction. Overall the eateries need to bridge the gap between the expectation and perception about the services quality.

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