Measuring Food and Service Quality, Guest loyalty with Food Outlets - A Study on National Highway of Punjab

Amrik Singh, Sanjeev Kumar, Rashidur Rahman

Abstract: In India various travelers are travels on national highways as a part of tourism activity and leisure. This research study conducted on the route from Jalandhar to Amritsar highway focusing on food outlets across the highways. Present report is based on field research which proposes measurement of the food and quality of service offered by the food outlets.In this study new models identify for measuring the standard service and food quality for the evolution of service and food quality. For any food outlet customers are important and a satisfied customer converts in to a loyal customer and revisits the same outlet again and recommend to their friends and relatives. Every customer have different expectation from the food outlet, so it the prime responsibilities of the food outlet to fulfill the basic requirement of the customer, so that they fully satisfied with the services provided by the food outlets. Partial Least Square (PLS) technique applied to assess the hypothesized model. Data was analyzed through SmartPLS software. Data was analyzed using SPSS software with 21 versions. The respondents are from the various regions that are travelling form jalandhar to Amritsar national highway. Total respondent targeted were around 250 and responses received from 200 only.The 5 points Likers scale was applied in order to measure all the factors. The results of the study inferred that the food quality and quality of service improves the satisfaction level of the customer which will help to convert the customer loyal toward the food outlets. Every customer have different perception towards the food and quality of servicebut this study prove that if food outlets maintained the food quality and quality of serviceit fulfill all the expectations of the customer which lead profitability and long term relationship with customers.

Index Terms: Food Quality, Quality of service, Food Loyalty and Customer Satisfaction.

I. INTRODUCTION

According to [16], customers have high expectations for quality of service; hotel always ready to fulfill the demand of the customers. According to [12]in 2000-01 the hotels provided 24,905 rooms, in 2014-15 it was reached around 1,12,284, and it will across 1, 46,485 in 2019 20. In the year 2014-15 FDI and Indian Government campaign "Make in India" increased a large number of visitors from different states and International hotel chain took initiative to invest money under this scheme in next five year. According to [15]F & B outlets must focus on the image to upgrades and improve the interior decorations, ambiance to attract more number of customers and it should be different from the competitors. Food outlets have play an important role in hospitality industry for increasing the revenue of the hotels. The survey says that the restaurant sales and economic was 11.9 million in 2004; 13.3 million in 2014 and it will reach 14.8 in 2024. Food & beverage service bridge between the customers and menu that offered by the establishment. According to [11]in hospitality service, industry challenges found in functional areas of marketing, operations, financial, human resource, and technology. In hospitality different issues and challenges faced in terms of standardization, land prices, social media and online technologies. Technologies are also some time become major challenge for hospitality sectors people are not motivated to adopt IT- based innovations. [04]suggested on the major issues faced by the human resource department are attraction and retention of employees for a longer time. According to (Canada Statistical, 2012) shows that labor demand is increasing in Canada and it will reach 33% by end of 2030; more than 600,000 jobs are available in hospitality industries.

II. LITERATURE REVIEW

Quality of service: Service qualities have direct impact on customer satisfaction. [12]Proposed that hotel guest gives focus on quality of food and service offered and these two areas builds strong and healthy association with guest. **Q**uality of service was ranked 2nd among other factors in hotel industry which facilitate customers to take decision in restaurant selection**.** [5]Quality of service and guest satisfaction is the major determinant for any organizational success. Customer can become loyalty toward the organization. Quality of service is one of the substantial factors for today competition environment. This is also refers as evaluation and in the evolution; system customer has some expectations about the service. Many studies conducted on this model **SERVQUAL** for measuring the quality of servicefor customer satisfaction, one more model used for quality of servicewhich shows effective results i.e. **SERVPERF** model.

Food Quality:

Research scholars have conducted various research studies including component of food like taste, texture, colour, presentation, appearance, accompaniment and garnishes. Effective menu will act as a selling tool for the restaurant. [13]Suggested that quality of service is something different from other, which directly and indirectly related to customer satisfaction. [13] It is further

Revised Manuscript Received on May15, 2019.

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observed that quality of food is important for guest satisfaction on priority case**.** [8]Food quality is one of the most important attribute influence factor for customer satisfaction. Every customer expects quality food or healthy food in present health awareness era.

Guest loyalty: Loyalty is a long-term commitment to do the business successful andsmooth; there are two dimensions of loyalty ie behavioral and attitudinal. Behavioralrefer to repurchase of product which indicate the particular brand and attitudinalrefer to emotional and psychological attachment. **G**uest satisfaction andguest loyalty dominant factors in F & B for success [2]. **L**oyalty depends on the attitudetoward a brand, this creates loyal behavior. The author has identified new dimension of loyalty i.e. commitment and trust.Guest loyalty happen when a customer happy and recommend to other friendwithout any benefits.The primary purpose of the guest loyalty is to build up long relationship that turn into long – term loyal customers [10]. Food qualityshows positive impact on loyalty in term of different types of menu offeredto the customer [3].
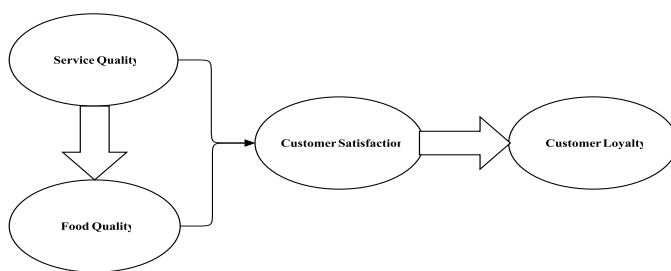
The Conceptual model of the study:

Fig.01 Conceptual model

III.   RESEARCH MODEL

H1- Guest loyalty is associated positively with Food quality.

H2- Food quality associated positively with customer satisfaction.

H3- Guest satisfaction associated positively with quality of service.

IV.   QUESTIONS

(1) What are the different relations between food and quality of service with guest loyalty.

(2) What are the expectation of the customer and their perception towards the food and quality of service

(3) How guest satisfaction affects guest loyalty to a food outlets.

V.   RESEARCH METHODOLOGY

Present study proposed to identify and explore the research to find the loyalty level of customer who travelling on the national highway. Present research study is qualitative in nature which explain shows present scenario of food quality and service. The purpose of using correlation and multiple regressions in survey research to find out the objective of the study and test the hypothesis in this study. The design examines the relationship among with customer

socio demographic variables, customer perception about food quality, quality of service and guest loyalty

Survey Instrument

Primary data will collect using self- structured questionnaires. The questionnaires will comprise of both closed ended and open-ended questions and distributed to 250 customers who had visited in particular F & B outlets in Jalandhar- Amritsar National Highway Punjab. The questionnaire has been divided in three parts.

In section **A** respondents were asked to rate the food quality (seven variables) such as food quality, food palatable, appropriate temperature, food fresh, menu verities, portions and value for money. Multiple-choice question asked rating scale, which is five-point Liker scale. In Section **B** explores about the rating on quality of service were asked from the respondents. (Five variables) related to the quality of service such as "Willingness, hygiene standard, attitude and behavior, quality of service" and delivery of food. In section **C**, respondents were asked to rate the loyalty (five variables) related to loyalty such as visit again, would recommend food outlets, more visits in future, satisfaction rate and recommended to their friends. In the section **D** have three questions will ask from the customers‟ perceptions about F & B outlets which includes satisfaction level toward the food outlets, overall experience, and complaints handling skill of the customer.

Data Analysis:

The Structural Equation Modeling (SEM) technique was used to analyze the data.Partial Least Square (PLS) based software Smart PLS 2.0 was used for this purpose. The two model assessed by using this technique were Measurement Model and Structural Model.

VI.   RESULTS AND DISCUSSIONS

MODEL OF MEASUREMENT

Table 1 represents the result of measurement model based on PLS algorithm. The results obtained from the model were used to assess the convergent validity, and internal consistency. Convergent validity was evaluated by using Average Variance Extracted (AVE) while the internal consistency was evaluated by using Composite Reliability (CR). A value of AVE less than 0.5 is not acceptable as it cannot proposed more than 50 % of the variance by its items or variables (Henseler, Ringle, & Sinkovics, 2009). Hence few items from the constructs were deleted to gain the AVE value of 0.5. Two items deleted from the Food quality construct was F1 and F2.

Fornell & Larcker (1981) recommended that the value of CR must be equal to or greater than 0.7 to achieve the internal consistency.

Table 1: Model of Measurement

Construct	Item	Loading	AVE	CR
Food-Quality	(FQ3) Food was served at appropriate temperature	0.8258	0.6875	0.9166
	(FQ4) Food was fresh	0.8501		
	(FQ5) The menu was having ample variety.	0.8515		
	(FQ6) Size of portion was appropriate.	0.787		
	(FQ7) Value for your money	0.8297		
Service-Quality	(SQ1) Willingness to help guests	0.9104	0.7483	0.9369
	(SQ2) Standard of hygiene	0.8653		
	(SQ3) Attitude and behavior	0.8572		
	(SQ4) Quality of service and efficiency of staff	0.8167		
	(SQ5) Fooddelivered on time	0.8732		
Guest loyalty	(CL1) You would like to visit again	0.9149	0.8472	0.9433
	(CL2) Would you recommend the brand to other	0.9205		
	(CL3) In the near future do you wish to us F & B outlets more often	0.9259		
Customer Satisfaction	(CS1) Rate your satisfaction food beverage outlets	0.9276	0.8649	0.9276
	(CL2) How satisfied are you with F & B outlets.	0.9324		

From the table 1, it can be seen that all construct have AVE value more than 0.5 and CR value more than 0.8 which meets the criteria of convergent validity and internal consistency. Therefore measurement model demonstrates satisfactory level of convergent validity and internal consistency.

Discriminate validity was performed to check the dissimilarity between different construct. Fornell & Larcker (1981) suggested that if inter-construct correlations are less than the square root of AVE, then discriminate validity is achieved. It is shown in table 2.

**Table 3: Structural Model Analysis**

Table 2: Discriminate Validity

	CL	FQ	CS	SQ
Guest loyalty(CL)	**0.9204**			
Food Quality (FQ)	0.7656	**0.8292**		
Guest satisfaction (CS)	0.7916	0.7735	**0.93**	
Quality of service (SQ))	0.8139	0.8198	0.7977	**0.8650**

It is clear from the table 2 that square root of AVE is greater than the inter-construct correlations. Hence the measurement model represents the discriminate validity.

VII. STRUCTURAL MODEL

The structural model is given in figure 2. The path coefficients generated by Smart PLS along with their t-value were given in table 3. The t-values were provided by the software by using the bootstrapping procedure. The hypotheses developed in the study were tested and their results are given in table 3.

Figure 2: Structural Model Results
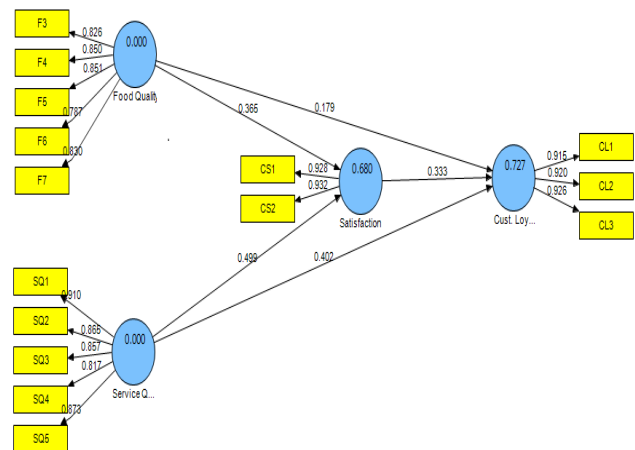
The first hypothesis (H1) examined the influence of food quality on guest loyaltywhereas the second hypothesis (H2) examined the influence of food quality on customer satisfaction. The third hypothesis (H3) examined the influence of guest satisfaction on guest loyalty. Fourth (H4) hypothesis examined the influence of quality of service on guest loyaltyand fifth (H5) hypothesis examined the influence of quality of serviceon customer satisfaction. Results from the table 3 support both the hypotheses.

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)	Result
Food Quality -> Guest loyalty	0.1786	0.1796	0.0635	0.0635	2.813	Supported
Food Quality -> Satisfaction	0.3646	0.3672	0.0679	0.0679	5.3675	Supported
Satisfaction -Guest loyalty	0.3326	0.3324	0.0798	0.0798	4.1705	Supported
Quality of service-> Guest loyalty	0.4022	0.4012	0.0685	0.0685	5.875	Supported
Quality of service-> Customer Satisfaction	0.4987	0.495	0.0668	0.0668	7.4707	Supported

The above table prove that food quality bring the level of customer satisfaction, the result supported that if the food outlets focus on the food quality then customer satisfiedtowards the food outlets and convert to a loyal customer. The services offered by the food outlets also supported in this model, it prove that quality of servicealso help to bring the loyalty in the customer and a satisfied customer recommend to their friends and relative to visit the same food outlets that show the loyalty level towards the food outlets.

VIII. DISCUSSIONS

The study concludes that the variable food quality significantly correlated with guest loyalty and the result shows that there is strong relationship with each other. The food is first choice of the customers, which they respond and recommend to their friends and relative to visit the food outlets. The study concludes that an experienced customer and satisfied with food quality will continuously spread good and positive words towards the outlets to their friend and relative to revisit in the outlets. Indeed, research studies indicate that quality of service has positively relationship with guest loyalty. In the present research conducted on quality of service have significant impact on guest loyalty. The hotel staffs show the professionalism and friendliness behavior toward the customer, which make a positive sign for them. Hence, it can conclude that quality of service found significant relationship with guest loyalty. The study finding proved that the quality of service provided by the food outlets staff was extraordinary. The findings quality of service could greatly affect on customers" loyalty. Food outlets are always focus on measurement of quality of service by using of various tools and evaluate their services based on feedback given by the customers to become happy and increase their visit in future. Food outlets also bring some new changes in the menu and do innovation in the day to day operations, so that to attract more number of customers especially in weekend days and festival session. These contributions must reach to the guest satisfaction and customer revisit in the restaurant.

IX. LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

Limitations always facilitate for future research in order to learn and find out the new solution to improve the quality of research. The survey questionnaire was send to the food outlets on national highway. But some of the customers may not have taken seriously when they filled out the survey and some of them may not have time to fill the questionnaire properly due to time or other constrains. The present study has few limitations as under:

1. Previous research work in this field is very less.
2. The sample size decided by considering the resources.
3. The study is limited to the boundaries of the Punjab only.
4. Lot of time consume for taking the permission from higher authorities to enter in the Hotels.
5. Some of the hotels not permit to provide information as their internal issues.

It is also recommend that the entire variables, which used in the study, can allow future research to have better understanding with today's customers. Therefore, future researchers conduct on similar research should be considering all these variables to obtain more accurate and reliable results. The study shows the direction to examine the relationship between guest satisfaction and loyalty. The future research can also be focus on commitment of organization and guest satisfaction as direct or indirect influence on food and quality of service. The future investigations will be potential for hotel and focus on improving the food and quality of service, which make organization more professional and profitable. In addition, considering the results and findings of the present study the following recommendations can draw:

1. The food outlets must develop effective operation practices and maintain the SOP"S of the restaurant.
2. Management should use effective tools, CRM techniques, policies and set basic standard, which can focus on improving the quality of service, and maintain strong relationship with customer.
3. Chef should design innovative menu, which help to increase the sale of food outlet, and customer do revisit in the food outlet to show the loyalty.
4. Proper layout of the restaurant makes customer feel constricted have

direct effect on customer. Proper cover layout and table setting should be an important element of atmosphere of food outlet

5. By creating strong word of mouth referrals, food outlet can create a powerful business and profit through a brand of loyal followers.

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