

## Determination of Customer Satisfaction of Hyderabad Restaurants

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### ABSTRACT

This research paper is about customer satisfaction in Hyderabad Restaurants and find out different variables which are affected on customer satisfaction, this paper identified 16 factors from that 3 factors are most relevant price, quality and service. This research is quantitative based research; data was collected from 4 restaurants BAR-B-Q Tonight, Lamosh, Rotal Taj and Mirchi 360 through questionnaires designed where sample size is 80 using random sampling method taking 20 samples from each restaurants. The data was analyzed through correlation, ANAVO, and R square interpretation.

**Keywords:** Quality, Price, Customer Satisfaction, Environment.

### 1. INTRODUCTION

This article is about the customer satisfaction of Hyderabad restaurants. Restaurants is a service business and it is a place where people are come and pay for sitting and eating meal, and Customer satisfaction is a term which gives you the indication of customer again purchase intention, and customer expectations . Satisfaction is very important tool of any business which company should keep in their mind; business cannot run until and unless they will satisfy their customers (Gerson 1993).In restaurants customer satisfaction can be created through the quality, price, service ,waiter's behavior, infrastructure, environment, dining's etc, According to Hyderabad Directory there are 45 restaurants in Hyderabad City.

Satisfaction rely on these factors food quality, service quality, food service timing, waiter staff behavior, (Bateson & Hoffman 2000.) Satisfaction will comes when the customers gets more from their expectations (Gronroos 2000, 67), Satisfaction retain their old customer and also make long term customers (Lin & Wu, 2011)

#### *Research Aim*

The aim of research is to find out the different factors which will influence on the customer satisfaction in restaurants like as; promotion, price, quality/clarity of food, ordering time delivery infrastructure and waiter service (Khan & all.2012) these are some elements which will boost up the level of customer satisfaction.

#### *Statement of the problem*

In Hyderabad there are so many restaurants researcher wants to determine that which factors will affects on the customer satisfaction in terms of price, promotion, delivery of services etc.

#### *Research Objectives*

- To identify the customer ratio comparatively in Hyderabad restaurants.
- To identify the factors which affect to customer satisfaction
- To examine more occurring factors which influence on the customer satisfaction

## 2. LITERATURE REVIEW

The restaurant business is quickly boost upping and growing fast nowadays mainly two factions are involved one is customer that means buyer and other is seller. Customers focused on service, quality, price and so many other factors while seller only wants to earn money. In restaurants Satisfaction represents the expectations of the customers which is concerning about the meal, which you offers in restaurants. Now a days restaurant business producing a lot with very little waste and various type of appropriate catering and restaurant services includes celebration of every event or a party. Even if it is a birthday party celebration, farewell parties for universities and colleges ,happy new -year party, social and culture related parties , traditional, wedding catering related to big business or political event - quality and delicious food serving is a must to complete the event.

Customer satisfaction rely on the price, quality, service, environment, and other many factors that can be arise in service quality (Bateson and Hoffman 2000).Customers are king of market and satisfaction is title that means how customers treat towards product how they consumes /use the product and after the handle of a particular product and how they figure out the worth, amount, or quality of your product and touch with the rival products. Satisfaction in food service industries is become most vital part in the restaurant businesses why for that because when your customer is happy because of a need that was met or a goal that was reached then it will provide the money-making business to the industry. (Deng et al., 2009). Satisfaction is the condensed psychological and cognitive state resulting when the emotion environs disconfirmed expectations is concerned with the consumer's preceding perception and feelings about the consumption experience" Oliver (1981) . Satisfaction is the current attainment and reliability of the product or services which are offering it on a particular time even or on time period when customers wants. (Gustafson et al. 2005).

Actually customer's satisfaction is figuring out the worth, amount, or quality of products that are bought and sold but when we talk about services that whether it is likely to be the meet the customer's expectations means their needs and wants or it refers also customers are not satisfying with the product services or the not satisfying with the product performance and may not be according to expectancy of customers and periodically customers more made happy by meeting a need or reaching a goal, if the performance of the product or, operations of services is accompanying with their expectations. (Kotler Phillip. &., 2012) Customer satisfaction is very main thing to develop the strong brand for the coon's age likewise develop the brand image of the any company with in short period of time. It can be long term and tough process to make cheerful by meeting a need or reaching a goal the customer but if the companies gets it then it will be providing very long term relationship among customers and corporation /company brand as well as offers more a money-making state. (Eshghi, Haughton and Topi, 2007) Some studies are managed and did to diagnose the customers' propensity in selection of restaurant ,in terms of Price, promotional deals, menu, quick service and lady waitresses. Majority of other factors likewise quality of food, convincing services given, packaging style, variety of foods, late night offerings, friends gathering, freshness of food, surrounding conditions of restaurant, delivery/serving timings, brand image, cooperation of staff and location of restaurant also been identified in previous different studies. In these divergent studies numbers of factors are diagnosed which produces/makes happen the customer choice about restaurant selection. One of the

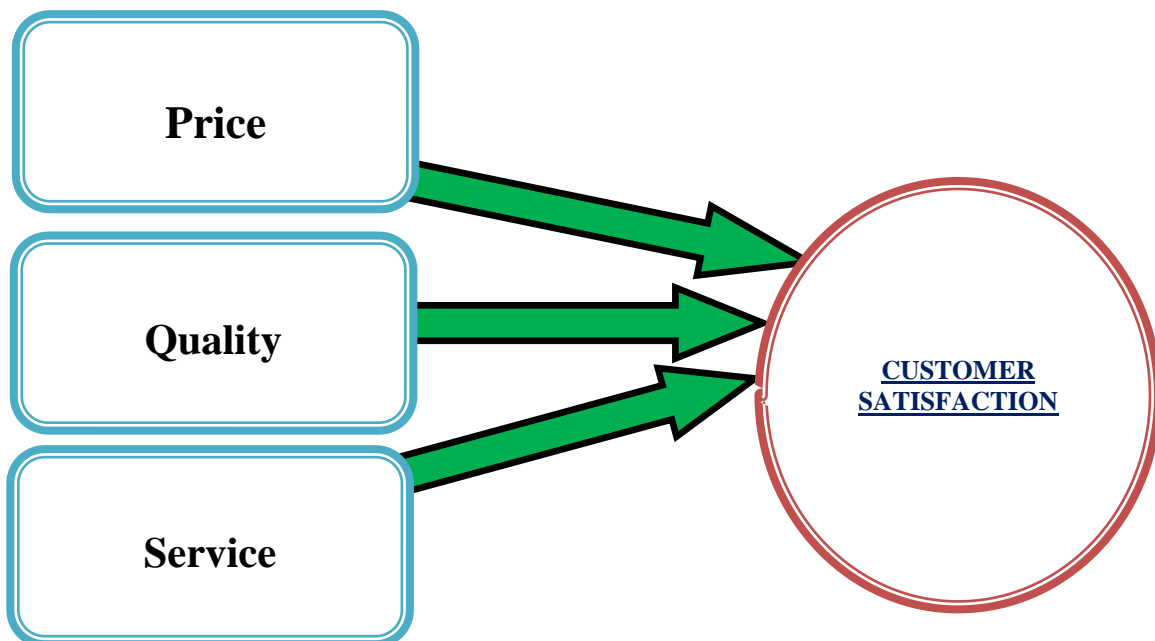
judgments of this study is to pinpoint the highly powerful factors that influence the customer's selection of restaurant. For this direction all the factors sooner now been distinguish by different researchers which are taken into account and to disclose other factors also, which are still disclosed, that also effects the customer's selection. (Lundberg, 2001), Almost many variables are consequence on the satisfaction directly or in directly mainly are.

- Price
- Quality
- Service

### ***PRICE***

Price is very important factor in the customer satisfaction in hotel industry because in Pakistan lot of the customers considering the price of the product then further purchase it. According to the many other research price of several product can be frame and can be down the image of the brand. (Turel et al. 2006). Price carries a very important role in the customer satisfaction because the allegation of the product / service are directly touch the customer, so if it is lower-price then ultimately customers will satisfy from that and inclined to buy the product frequently in future. (Gustafsson et al. 2005).

### **3. CONCEPTUAL FRAMEWORK**



### ***QUALITY***

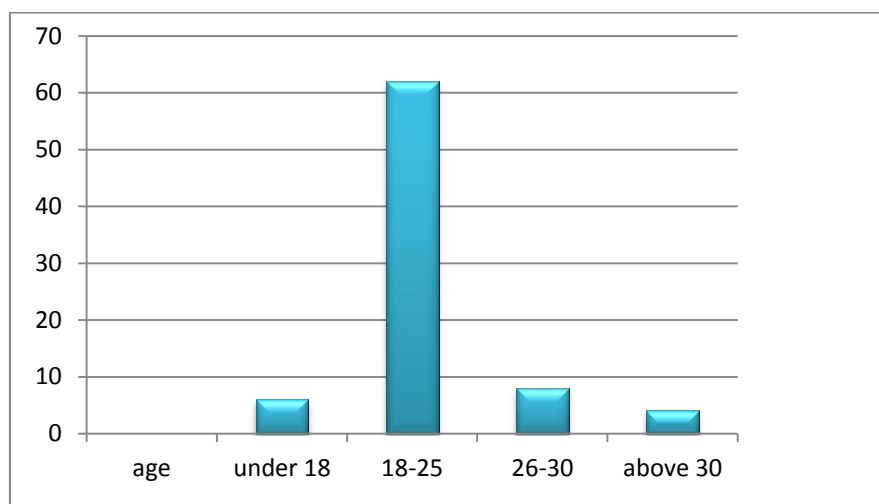
Many researchers and most of studies finds that quality is powerful key element of customer intention to back again towards the restaurant (Oh, 2000; Qu, 1997; Pettijohn, Pettijohn, & Luke, 1997). As well as so many other variables too which are directly affects to the customer satisfaction like as the taste of menu that is biggest matter towards customer satisfaction because due to taste of menu customers take the choice of the clearly particular restaurant and able to come for further purchase.

## **SERVICE OF RESTAURANTS**

The final variable that is effect on the customer satisfaction is the service of the restaurant. It is one of service provider business than it also possess in typical form because the customer pays additional money for such type of services (Kim, Park and Jeong, 2004). In Pakistan there is developing the concept of branded and well-furnished restaurants due to the growing literacy rate and betterment in the economy. If we talk about service of restaurants than their dimensions are creditability, responsiveness, reliability and empathy. It also includes atmosphere of the restaurant such like music, setting arrangement, decoration these are things which enhance the good image of the restaurant in the mind of customers. Lim (2010)

### **4. RESEARCH METHODOLOGIES**

The purpose is to see the customer satisfaction of Hyderabad Restaurants and see the different factors which affects on the customer satisfaction. Researcher use quantitative methods for the data collection. Researcher used quantitative method and data collected through primary sources because quantitative data gives more accurate results as compare to qualitative. Questionnaires composed of 22 close-ended questions that designed for the general customers of Hyderabad Restaurants. Likert Scale used for the questionnaires respondents tick any option regarding the different factors according to their choice. Questionnaires are in English language, easy and simple easily understand by all customers. Data were collected in between 29-03-2018 and 3-05-2018 from various customers of Lamosh, Bar-B-Q Tonight, Royal Taj and Mirchi 360. Random Sampling Method is used for sample selection and select 20 samples from each restaurants. Total 80 questionnaires are handed to customers majority target group are students, and regular customers. After the data collection it will go for analysis Researcher used SPSS and MS.EXCEL software's for getting accurate results.



**Figure 1**

### **5. RESULTS AND DISCUSSIONS**

#### **Research Analysis**

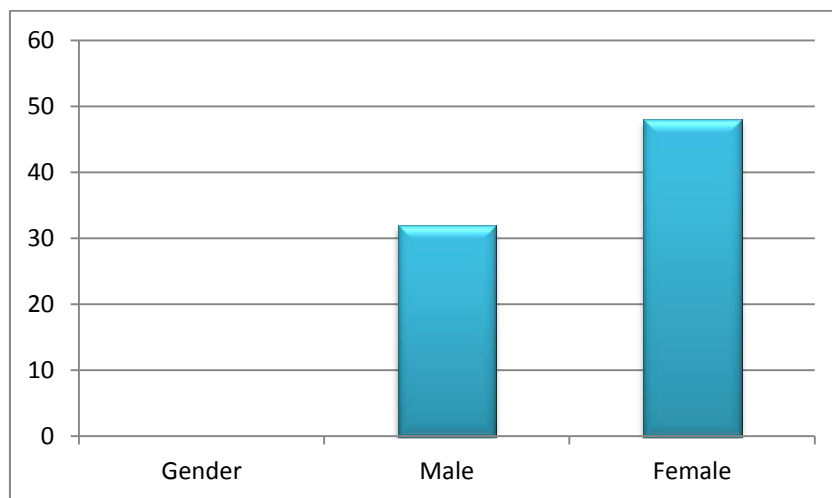
In this chapter researcher goes to analyze the data and present their findings regards data which obtained from different customers Above Researcher finds most accruing factors of Customer Satisfaction in Hyderabad

restaurant are Price, Quality and Service. For the data analysis researcher use descriptive statistics, Bar charts for analysis .like as, customer ratio, gender, age factors, also use Correlation, Regression Analysis that tells the relationship between independent variables and dependent variables initially researcher presented satisfaction factors through bar charts.

**Age of Respondents**

According to survey above graph is showing that highest ratio of respondents are between 18-25, (77.5%) and the lowest ratio of respondents are Above 30 age (5%), as well as moderate ratio are respondents are under 18 (7.5%) and 26-30 (10%) mostly younger’s visit for restaurants of Hyderabad City. (Fig 1)

**Gender of Respondents**



**Figure 2**

According to findings and study it shows that majority of respondents in sample were female 60% (48) and minority ratio of respondents are male 40% (32). Mostly female visit the restaurants.

**Correlation Analysis**

**Correlations**

		Price	Quality	Service
Price	Pearson Correlation	1	.213	.111
	Sig. (2-tailed)		.058	.328
	N	80	80	80
Quality	Pearson Correlation	.213	1	.313**
	Sig. (2-tailed)	.058		.005
	N	80	80	80
Service	Pearson Correlation	.111	.313**	1
	Sig. (2-tailed)	.328	.005	
	N	80	80	80

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 1**

Correlation Analysis tells about the direction and stoutness of the linear and straightway relationship mid in two interval or ratio-scale variables negative values shows the reverse relationship and positive values shows the direct relationship, also tells how these variables correlate with each other the value of correlation must be lies on -1 to +1, here the value of price with quality relationship is “0.213” and price with service is ‘0.111” they both values shows weak positive relationship on the other hand relationship between the quality and service has”0.313” shows moderate positive relationship. It shows average relationship.

***R Square Interpretation***

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.405	.382	.828

**TABLE 2**

- a. Predictors: (Constant), Service, Price, Quality
- b. Dependent Variable: Customer Satisfaction

R square represents how data fitted with regression line and its just combination with residual plots and their values must be lies between 0% to 100% here the value of r square is 40.5% , in the table and it shows moderate relationships where dependent variable is satisfaction and affected by 40.5% by independent variables, Service, Price and Quality are responsible for customer satisfaction researcher also use ANOVA for further analysis and test the overall model significant.

***ANOVA ANALYSIS***

***ANOVA***

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	35.482	3	11.827	17.264	.000 <sup>a</sup>
Residual	52.068	76	.685		
Total	87.550	79			

**TABLE 3**

- a. Predictors: (Constant), Service, Price, Quality
- b. Dependent Variable: Customer Satisfaction

ANOVA shows significance of dependent variable corresponding with independent variables. From this table it is very much clear that all the factors price, quality and service are related to satisfaction and they all are significant.

## 6. CONCLUSION

It is very big issue for all business organizations to satisfy their customers and getting reliable and valid feedback from customers, , restaurant business in Hyderabad region plays very vital role in business field the customer come, spend their time along with their friends and families, “mostly you will find the restaurants in Latifabad Autobhan Road” because big outlets of companies are available there and customers ratio is high over there for shopping so that’s why they need place for rest and for fast food. Mostly customers are agree from the price of menu, quality of menu, service, infrastructure, waiter’s behavior, people often visit restaurants once a month mostly younger’s are involve at restaurants. Waiters also motivates customers to purchase beverages, coffee and tea when they ordered for burger and club sandwiches, Employees don’t have techniques that how to motivate customers for purchasing food, beverages etc, how to offer the menu to customers, how to deal with them, how to greet with customers. Customer give lower priority to Lamosh their price factor is high they are not give a good service one strong point is that they offers cinema and movie theater for entertain their customers. Royal Taj and Mirchi 360 staff members are very good co-operative in nature there is a lot of rush over Mirchi 360, multinational restaurants like MCDonalds, KFC, Pizza hut also available customers also giving preferences when they wants hamburger and pizza. The questionnaires are composed of likert scale questions and categorized into background information that they are preference restaurants food /not? And Opinions regards customer satisfaction, highest ratio of age respondents are between 18-25, mostly female are customers of restaurants.

## 7. SUGGESTIONS AND RECOMMODATIONS

Customers become more loyal when they will happy from the service food quality price and value added services like wifi movie theaters etc .Restaurant must offers the Sauces, mayonees and Ketchup and tissue papers when customers ordered for food and beverages. Restaurants must offer discount package for students. Prices must be affordable by all customers; Sometime Managers also links with customers for take suggestions and feedback with respect to customers. There is lack of Marketing of Hyderabad restaurants they should marketed their products and deals just use on Face book and social media they for marketing they should prepare some advertising campaigns offers some new deals which will afford by all, they must conduct survey /customer feedback cards to take more closer to customer expectations Seesha is most common nowadays normally preferred almost 60% youngsters in Hyderabad market, if Lamosh offers this offer so it must have availability of different flavors banana, strawberry, chocolate and much more. During research it is to be listened that restaurants food are junk , unhealthy because health conscious people are prefer to go outside for food researcher can’t prove this, as well as next researcher should be compare local Hyderabad Restaurants with Multinational restaurants.

### *Limitations:*

We were not go for all restaurants of Hyderabad due to shortage of time we have specifically gathered data only from four restaurants which are listed below: Royal Taj Restaurant, La Moosh Restaurant, Mirchi 360 Restaurant, BAR-B-Q Tonight Restaurant.



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