

Demand on Restaurant Service Quality

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ABSTRACT: *This study used questionnaire surveys to take restaurant R as the research subject and used Importance-Performance Analysis (IPA) to understand the customers' perception of the importance and satisfaction of each service attribute. The analysis results were provided to restaurant R as the recommendations for improvement on service quality. The research results showed that the items in the area of Concentrate Here included: (1) Clear signs for internal facilities, movement lines, and directions; (2) The ability to quickly provide the required services. The improvement measures for these two items include: (1) The signs for internal facilities, movement lines, and directions should be more detailed and eye-catching; (2) Strengthen and improve staff training to train staff to promptly provide the required services.*

KEYWORDS: *IPA; service quality; business strategy*

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I. INTRODUCTION

When the catering market is gradually reaching saturation and competition is becoming increasingly fierce, the industry needs to have its own characteristics and understand customer needs, as only the quality of service that makes customers satisfied can attract more customers to consume and gain better revenue. In this study, Importance-Performance Analysis (IPA) method was used to analyze and understand the difference between the customer's perception of importance and satisfaction in the service quality items. Through the research results, the service items that need to be improved can be analyzed and improved to assist restaurant R in finding the strategies and priorities for quality improvement and provide suggestions for the industry on the strategies to improve service quality.

II. LITERATURE REVIEW

2.1 Service quality

Etzel, Walker, and Stanton (2001) considered that service quality is the very important key to the success of enterprises when the service industry is in marketing, and service quality is measured by customers. Juran (1974) divided service quality into five parts of internal quality, hardware quality, software quality, real-time response, and psychological quality. Parasuraman et al. (1988) mentioned that service quality includes five major aspects, including (1) reliability; (2) responsiveness; (3) assurance; (4) empathy; and (5) tangibles. Based on the scale proposed by Parasuraman et al. (1988), this study divided service quality into five major aspects. The measurement items were modified based on the characteristic of restaurant operations by referring to Antony et al. (2004), and Chung and Chen (2015).

2.2 IPA mode

Importance-Performance Analysis (IPA method for short) is an analysis method proposed by Martilla and James (1977), which is used to examine the performance of the automotive industry. Myers (2001) suggested that the IPA analysis method is the analysis technology that confirms the company's business improvement opportunities and guides the company's strategic direction. The analysis method of IPA is to first calculate the average value of the importance value and performance value in the service quality items and divide the plane into four quadrants, including the area of Keep Up the Good Work, the area of Possible Overkill, the area of Low Priority, and the area of Concentrate Here.

III. RESEARCH METHOD

According to the scale proposed by Parasuraman et al. (1988), this study divided the measurement dimensions of service quality into five dimensions. The first part of the questionnaire is about satisfaction with service quality, and mainly includes the five dimensions of (1) responsiveness; (2) tangibles; (3) reliability; (4) empathy; and (5) assurance. Part 2 is about attention to service quality. The questionnaires for this study were

distributed from March to April 2021, the respondents were restaurant customers, and 46 questionnaires were effectively returned. This study used the IPA analysis method as the data analysis method. The Likert 5-point scale method was adopted for scoring.

3.1 Method of Variable Measurement

The measurement of the variables of service quality was classified into five dimensions: responsiveness, tangibles, reliability, empathy, and assurance. The items included:

(1) Responsiveness: The content includes: (a) They can respond quickly to my needs and problems (item 1); (b) They can quickly provide the services I need (item 2); (c) They can respond immediately to customer needs (item 3).

(2) Tangibles: The content includes: (a) Bright and clean facilities and appearance (item 4); (b) Service personnel can maintain clean clothing and appearance (item 5); (c) Comfortable seating design and spacious vision (item 6); (d) The interior decoration is comfortable (item 7); (e) The signs for internal facilities, movement lines, and directions are clear (item 8).

(3) Reliability: The content includes: (a) The bill amount after the purchase is accurate (item 9); (b) The service staff can correctly provide the meal required by the customer (item 10); (c) The service provided can be completed in a timely manner (item 11); (d) They will take the initiative to provide individual care and service to customers (item 12).

(4) Empathy: The content includes: (a) Service personnel can try their best to help solve customers' problems (item 13); (b) Service personnel can understand customer needs (item 14); (c) They will prioritize customer interests (item 15); (d) Service personnel will kindly solve customers' problems (item 16).

(5) Assurance: The content includes: (a) Service personnel can provide conscientious service (item 17); (b) They have sufficient professional knowledge to respond to customers' questions (item 18); (c) They provide a variety of services or products with consistent quality (item 19); (d) Service personnel can maintain a certain service quality (item 20).

IV. RESEARCH RESULTS

This questionnaire was developed based on the literature review with reference to the theories and related literature proposed by scholars, so it is in line with content validity. Nunnally (1978) indicated that in exploratory study, reliability reaching 0.7 is acceptable. Reliability of variables in this study are higher than 0.7 (Table1).

Table 1: Reliability of variables

Questionnaire Dimensions	item	Cronbach's α	
		Importance	Satisfaction
Responsiveness	1,2,3	0.731	0.786
Tangibles	4,5,6,7,8	0.756	0.761
Reliability	9,10,11,12	0.793	0.832
Empathy	13,14,15,16	0.819	0.798
Assurance	17,18,19,20	0.838	0.833

According to the research results (Table2), the items falling into the area of Concentrate Here were: clear signs for internal facilities, movement lines and directions, and the ability to quickly provide the required services. It means that the importance perceived by customers in these two items was higher than that of other service items. However, the quality of the service provided has not reached the level of customer satisfaction. This was the focus of immediate improvement. For these two items, the directions and signs should be designed in more detail and eye-catching, and staff training needs to be improved to train staff to quickly provide customers with the service needed.

Table 2: Categories of two-dimensional quality elements of Matzler and Hinterhuber

		Importance	Satisfaction
Dimensions	item	Average	Average
Responsiveness	1	4.109	3.826
	2	4.217	3.804
	3	4.130	3.848
Tangibles	4	4.087	3.891
	5	4.217	3.913
	6	4.239	3.978
	7	4.196	3.804
	8	4.239	3.826
Reliability	9	4.435	3.957
	10	4.413	3.913
	11	4.196	3.870
	12	4.174	3.978
Empathy	13	4.152	3.913
	14	4.065	3.935
	15	4.435	3.913
	16	4.152	3.913
Assurance	17	4.087	3.957
	18	4.261	3.913
	19	4.130	3.826
	20	4.174	3.891
		4.205	3.893

V. CONCLUSION AND SUGGESTIONS

This study took the restaurant as the research subject with questionnaires for investigation and used IPA to understand the importance and satisfaction of each service attribute perceived by customers. According to the research results, the conclusions are as follows: According to the research results, the items falling into the area of Concentrate Here were: clear signs for internal facilities, movement lines and directions, and the ability to quickly provide the required services. For these two items, the directions and signs should be designed in more detail and eye-catching, and staff training needs to be improved to train staff to quickly provide customers with the service needed.

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