Factors Affecting Customer Satisfaction towards Restaurant Services–A Study on Northern Part of Bangladesh

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Abstract

The aims of the study is to explore the components influencing customer satisfaction in the restaurant services in Bangladesh. The method of the study is both quantitative and qualitative based on primary and secondary data. Primary data and secondary data of 520 participants has gathered using questionnaire survey from the consumers of various restaurants placed in Northern part of Bangladesh and the books, articles and government publications respectively. Collected data will be analyzed and interpreted by applying the SPSS software followed by the research objectives. The main findings of the study are that the standard service, delicious food, numerous item, payment of money, lengthy service, availability, pure quality, neatness, surroundings, furnishing design and decor, Staff's behavior, look of the staff, employee's awareness and place of the restaurants are immensely associated on pleasure of customers on restaurant services. Among them delay in serving for the food, neatness of the restaurant, supply of food, furnishing design and decor, look of the staff and place of the restaurant affect remarkably on customer satisfaction. 3.66 is the average mean value of the elements. Price occupies the bellow mean value of 2.88 and place has the top most mean value which is 4.18 which shows the satisfaction and disappointment of customers regarding foods. So, the study recommends some ways for service marketers to enhance the customer's satisfaction by formulating adequate policy and strategy by considering the satisfaction and dissatisfaction criteria and also concludes that the study provides some tactics to take better decision of

marketing.

Keywords: Customer Satisfaction, Restaurant services, Strategy, Bangladesh

1. Introduction

Bangladesh is a densely populated country. So, Food is the fundamental need for every human being. But in urban areas, food is not only bound to the basic need for livelihood. It becomes an artistic and luxurious part of our culture. For this reason, the demand of restaurant is increasing day by day. We know that in recent years, Restaurant is not only a place of eating foods but also a place of celebrating, gathering with friends, dealing business meetings and so on. If we talking about the food quality and quality in restaurant services people are more careful to choose the healthy food and also require the better environment (Sabir et al. 2014). In the recent times, the lifestyle of Bangladeshi people is altering and the number of restaurant goers has been also increased day by day especially in urban areas. On the other hand, the numbers of working women are also increasing. So they got less time to prepare varieties meals and would like to spend their off day in eating outside. People also like to taste different dishes now days like- Chinese, Italian, Mexican, Indian foods which are available in restaurants. A large portion of the population visit the restaurant to enjoy & celebrate their special occasion by consuming the Chinese items. But all the restaurants do not supply the consistent and expected level of services. Some provides excellent services, some provides poor services. Restaurant business should inform and realize the perception of consumer as it wants to fulfil the want of customer by accelerating its service quality. (Angelova & Zekiri, 2011). Mainly, Service quality, food quality, variety of food menu, price, availability of food items, hygienic situation, cleanliness, environment of the restaurants, Interior design and decoration of the restaurants, knowledge of chefs about the menu, service of waiters, appearance of staffs, management system, and location of the restaurants affect people's satisfaction to consume foods more and more from restaurants in our country. Food security is very much important in restaurant services. It survives on that time where all of the persons have accessibility to safety and healthy food item which provides the basic diet and ensures the balanced life. (Rajput, 2017). The demand of the restaurant services is enhancing todays but very few research conducted on different session on knowing the positive feelings towards the Bangladeshi food and service restaurant. The changing demand and tastes of the customers compelling the restaurant service more challenging in the country. This study will help to find out the persuading quality of restaurant services in the northern part and investigating the impacts of various factors towards customer satisfaction in restaurant services in Bangladesh.

1.1 Background of the Study

In the recent times, the service industry influencing most of the country's economic situation. It is observed that service sector covers the highest part of business on most of the emerging nations. So restaurant business, a portion of service industry is becoming immensely familiar section in Bangladesh if it continues its effort to ensure the satisfaction level of consumers (Essays UK, 2013). It has been observed that satisfied customers have huge possibility to take service from the restaurant as a loyal consumer and recommend others for visiting the

restaurants. Nowadays customer attraction and retention is the biggest challenge for restaurant servers as competition rises. In consequently, service marketers of restaurant business need to perceive the customer which will be helpful to survive the market. So, this study will be beneficial to all of the service marketers to make proper identification of consumer's basic requirement, right positioning, promotions and overall policy formulation of marketing that work as the tools of customer satisfaction.

1.2 Objectives of the Study

➢ To know the factors that influences on customer's satisfaction of restaurant services.

➢ To observe the affecting factors of customer satisfaction towards restaurant business.

➢ To provide some recommendations to increase the customer satisfaction towards restaurant services.

2. Review of Relevant Literature

2.1 Restaurant

Merriam Webster (2018) defined a setting of business in which the enjoyment and foods are provided in return of values. Everybody can take food and beverage against money. According to Food & Beverage service (2017), Restaurant comes from the word of "Rest and Rent" and if we combine those words "Rest & Rent" the word 'Restaurant' will consist.

2.2 Types of Restaurant

According to Deven Bhagwandin (2017) there are five types of restaurant- Fast food, Fast causal, Café/ Bistro, Casual/Family Style and Fine Dining. Again Lorri Mealey (2018) classified restaurant in eight types. They are very occasional, family size, Nice Dining, Café/Bistro, Chinese's, Restaurant Buffet, vegetation Trucks and Pop up Restaurant. From the Taste Canowindra (2015), it is known that there are five categories of restaurants. They are quick service providers, occasional setter, large restaurants, fast casual restaurants and excellent dining restaurants.

2.3 Characteristic of Restaurants

In Uk Essays (2016) the characteristics of good restaurants are described largely. It is mentioned that a good restaurant should provide good services, quality foods, and different types of facilities for customers. It is also stated some characteristics of good restaurants. They are cleanness, good level of services and reasonable prices. Bryan Keythman illustrates in this blog that standard item provider, better enjoyment and innovations help to make a good restaurant. Calia Robert also states that there are six characteristics of a good restaurant. They are- Atmosphere, good service, experienced staffs, cleanliness, good food and balanced price.

2.4 Customer Satisfaction

A tools of describing quality nowadays dictate the way of consumer positive feelings. If customers show on the most positivity towards an item that serves as a basis for company's

future sustainability (Duy & Hoang, 2017).

Kotler (2006), revealed about customer satisfaction that when product performance matches the expectations what customers wants. Bernazzani S. (2017) Stated that **"**Customer satisfaction serves as a benchmark to identify whether the customer feels satisfied towards an items or service. Malik and Ghaffor (2012) defined customer satisfaction as a term of fulfilling the customers wants that associated with satisfaction.

2.5 Factors that Affect Happiness of Consumers in Restaurant Industry

Standard service assumed to be an important and scorching topic in the present competitive business world. Service quality is the effective influential aspect of customer positivity (Sabir et al. 2014). The organizations are trying to achieve customer satisfaction and customer loyalty through improved service quality.

The satisfaction of customer depends on standard food item, improved service, and tangible elements of stores, freshness and cleanliness (Kumar & Bhatnagar, 2017). Human resource also responsible to provide the good behavior and quality food item (Andaleeb & Conway, 2006). From the study of Hwang & Zhao (2010) it is found that the tools of recognizing trait (reasonable price, delicious dishes, and manpower perception on catalogue books) strongly touches the pleasure or displeasure of receivers.

Almohaimmeed (2017), observed, food stores in Arabic countries need to concentrate on various dimensions regarding the service rank to keep up the consistency of service.

Rahman et al. (2012) explored consumers are concern about the comparison on service quality, values, manpower service, tangibility and identity of stores.

Sabir et al. (2014), said that Price, quality of service and environment of restaurants impacts the positivity of consumers. Azim et al. (2014) examined standard item, taste, hygienity, sighseeing, employee coordination largely influences the food chosen. According to Kukanja, Omerze &Bukovec (2017), Quality of a restaurant is significantly affected by the quality of staff of the restaurant. In Restaurant quick service of staffs, scenic beauty, entertainment of sound touches the customer touch point. (UK Essays, 2015). Mhlanga &Tichaawa stated that (2016) better amenity, standard food, positive word of mouth communication affects hugely on preferring the sight. (Soriano, 2002) narrated that quality acts as a basic mechanism surrounded on price, location and fascination of food stores. Customization, front line employees are crucial factors in the success of the industry. (Eiland, 2015)

Olise, Okoli and Ekeke (2015) informed that Service Quality, Atmospheric Quality, assumption, physical setting, and clients profile impacted the behavior of service takers towards patronizing drive-in restaurants.

A study done by Shah et al. (2017) informed that the major factors are service are Food, Price, Atmosphere, Convenience and Employee Level Services are important aspects of service quality.

Ryu et al. (2008), stated that food stores likeness – standard item, diversity of items, hygine,

value, internal decoration, employee excellence, place and intermission to get a food affect customer satisfaction.

2.6 Research Questions

- What factors influence customer satisfaction in the restaurant services?

- What are the impacts in the determinant factors on customer satisfaction in restaurant industry?

3. Methodology of the Research

The research represents both quantitative and qualitative aspects supported by primary and secondary data. Primary data has gathered through a series of questions. The respondents were interviewed personally. Besides personal interview, Electronic Interview is also used. In this regard, the questionnaire sent to the respondents to their email, and messenger. Each question of the study asked, recorded and analyzed properly. Previous studies, websites and other such sources work as a basis for secondary source of data. The extensive review of the literature helped the researcher to explore the elements which impacts the client's positive feelings of food services. An understanding has provided the foundation to prepare an extended model. Moreover, the researcher has also used intuition, theoretical knowledge and practical experience to find out the factors for preparing this study.

3.1 Scaling Techniques

Non-comparative scaling technique supports the research and Likert scale applied for quantifying data. Each item will be measured of Five scaling point (Strongly disagree 1 to strongly agree 5). If the respondent did not feel too strongly about the statement, they chose a number in the middle which is neutral and marked as 3.

3.2 Sample Size

520 respondents used as the sample size of Rangpur and Bogura city of Bangladesh. Among them 385 respondents were collected from Rangpur city and 135 respondents were collected from Bogura city.

3.3 Sampling Techniques

Probability sampling technique on which simple random sampling method is used for this purpose.

3.4 Data Gathering

Data was collected through a developed questionnaire. The questions were developed based on the research objectives. The questions elicited the information about the factors affect customer satisfaction in restaurant services. The questions had two parts. Part A and Part B. Part A focuses on collecting data on demographic sectors. Part B developed for eliciting information relating to the factors affecting customer's satisfaction in restaurant services. The

open-ended as well as close-ended questions are set for the supportiveness of the customers. Questionnaire sent to the 580 respondents but among them 544 respondents response to this survey. Only 520 respondents properly filled the questionnaire. Total 520 respondents have interviewed from the Rangpur and Bogura city, Bangladesh who have experience of getting restaurant services.

3.5 Plan of Data Analysis

Quantitative data has been analyzed mainly with the help of SPSS 16.0 software and also used descriptive statistics (frequencies, percentages) for demographic information and the multiple regression models for determining the factors affecting the customer satisfaction in restaurant services.

The multiple regression analysis used for determining the perceived factors affecting customer satisfaction in Restaurant Services. Actually, to define the value the following formula is used

$$Y=a+\beta_1 X_1+\beta_2 X_2+\beta_3 X_3+\beta_4 X_4+\beta_5 X_5+\beta_6 X_6+\beta_7 X_7+\beta_8 X_8+\beta_9 X_9++\beta_{10} X_{10}+\beta_{11} X_{11}+\beta_{12} X_{12}+\beta_{13} X_{13}+\beta_{14} X_{14}+\alpha$$

Where, Y = Customer Satisfaction in the restaurant Services, X_1 = Service Quality, X_2 = Food Quality, X_3 = Variety of food Items, X_4 = Price of the foods, X_5= Delay in serving, X_6= Availability, X_7 = Healthful Quality, X_8 = Neatness, X_9 = Environment of the restaurants, X_{10} = Furnishing Design and Décor, X_{11} = Staff's Behavior, X_{12} = Staffs look, X_{13} = Employee's awareness, X_{14} = Place of the Restaurants.

4. Analysis and Presentation

Correlation and regression are used in this study for analyzing the relationship of dependent and independent variables as well as showed the positive and negative relations between variables. Descriptive statistics like frequency table and charts are displayed the demographic factors.

4.1 Demographic Information of the Respondents

The demographic information about the respondents shows that among 520 respondents, female are 52.5% and male are 47.5%. The majority 90.8% respondents are 19-30 years old. 7.5% are 31- 45 years old and only 1.7% are below 18 years old. Most of the respondents is graduation level and it is 48.3% and 39.2% respondents are in post-graduation level. Only 12.5% are in higher secondary level, 69.2% respondents are students. The next higher respondents are service holder and it is about 20.8%. The percentage of Businessman is 6.7% and 3.3% people are involved in other occupation. The income level of most of the people is below 10000/ and it is 65.8%. 22.5% respondents have income between 10000-20000 tk. The income level for both 21000-30000 tk and above 30000 tk are 5.8%.

Number of Respondents from both Rangpur and Bogura city: Among 520 respondents 385 are from Rangpur city and the rest 135 respondents are from Bogura city of Bangladesh. So 71% respondents are from the Rangpur city and 29% are from Bogura City of Bangladesh.

4.1.1 The name of Favorite Restaurants of the Respondents

In Rangpur city, most of the respondents prefer Cicily restaurants, then most preferable is the restaurants of Hotel North view, then Caspia, Ryans, Dhaka fast food, Dhaka Biriani house, Rangdhunu fast food, Boishakhi, Burger club, Coffee house, Ali baba, Suprima, Khanagana, Mithu hotel and restaurants, Sharma kitchen, Nasta la vista, kazi farms, Castle black, Ahar restaurant are also favorable to the respondents of the Rangpur city. Total 22 names of restaurants are found as favorable to the respondents of Rangpur city.

4.1.2 Favorable Restaurants in Bogura City

In Bogura city, Midas restaurant is most preferable. Among 135 respondents from the Bogura city, respondents marked it as 1st favorable. The 2nd most favorable restaurants are Shokh Signature Café and B-B-Q Restaurants. Café-07, Red chilies are next highest and then Restaurant of Naz garden, Bhoj Bari, Eat and Meet, Hungry Hook, M - foods are mentioned as favorite Restaurants. Besides these Look@Me, Salt and pepper, Food fantasy and Akboria is also preferable in Bogura City.

4.2 Reliability Test

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.920	26

The above table shows that the alpha value based on standardized items is .920, indicating excellent internal consistency. So the high association means that the results is reliable.

4.3 Regression Analysis

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.754	.569	.511	.60653	.569	9.896	14	105	.000

In the model summary multiple Regression R=.754. It means that the dependent and independent variables are strongly associated with each other. Furthermore, the positive sign of R implies that there are positive relations. Since, the R 2 value is .569, it represents that the dependent variable (Satisfaction level with the service of the restaurants) is 56.9% explained by the independent variables. The adjusted R 2 = .511 which tells us that 51.1% of the variation in determining the factors affecting customer satisfaction in Restaurant services in Rangpur and Bogura city in Bangladesh.

4.4 Analysis of Variance (ANOVA)

Table 3. ANOVA

Model	Sum of Squares	Df	Mean Square	F	P-value
Regression	50.965	14	3.640	9.896	**.000**
Residual	38.627	105	.368		
Total	89.592	119			

According to multiple comparison F-test statistic p-value is 0.000 (from ANOVA table) the result would be statistically significant.

4.5 Coefficients

Table 4. Coefficient of Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	P Value
	B	Std. Error	Beta	
a. (Constant)	.677	.461		.145
Service Quality	.086	.100	.066	.391
Food Quality	.019	.109	.018	.863
Variety of Food Items	.078	.075	.087	.299
Price of food	.090	.069	.105	.199
Delay in Serving	-.170	.084	-.143	.047
Availability	.146	.060	.195	.017
Healthful Quality	.123	.106	.131	.250
Neatness	.177	.090	.209	.052
Environment of the restaurants	.027	.076	.031	.727
Furnishing design and Décor	.200	.108	.175	.058
Staff's Behavior	.123	.101	.121	.227
The staffs look	.274	.082	.339	.001
Employees awareness	.079	.097	.079	.417
Place of the restaurant	.168	.090	.150	.053

In this study, the multiple regression analysis is used to determine the perceived factors that affects customer satisfaction in Restaurant Services. Actually, to define the value the following formula is used,

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \beta_{14} X_{14} + \alpha$$

Here, Y = Customer Satisfaction in the restaurant Services , X_1 = Service Quality, X_2 = Food Quality, X_3 = Variety of food Items, X_4 = Price of the foods, X_5 = Delay in serving, X_6 = Availability, X_7 = Healthful Quality, X_8 = Neatness, X_9 = Environment of the restaurants, X_{10} = Furnishing Design and Décor, X_{11} = Staff's Behavior, X_{12} = Staff's Look, X_{13} = Employee's Awareness, X_{14} = Place of the Restaurants.

So the, estimated regression equation is,

Y (Customer Satisfaction) =.677+.086X_1+.019X_2+.078X_3+ .090X_4+ -.170 X_5+ 0.146 X_6+ .123X_7+0.177X_8 + 0.027X_9+ 0.200 X_{10}+ 0.123 X_{11}+ 0.274 X_{12}+ 0.079 X_{13}+0.168 X_{14} + ε

The coefficients of ε intercept an all $β_1$ to $β_{14}$ are multiple regression co efficient. Regression analysis output is automatically produced by the SPSS program.

The table 4 indicates the coefficient of multiple regressions. Here, .677 indicates the satisfaction level of the restaurant services. The satisfaction of the restaurant services has positively associated with the quality of service that means if the quality of service is increased the satisfaction of the customer will be increased .086 units. On customer satisfaction the effect of Food quality is .019 which means the increasing food quality increases the customer satisfaction of the restaurant service. Variety of food items .078 that is positively correlated with the customer satisfaction of the restaurant services. The price of the food (.090) is positively related with satisfaction. On the contrary, delay in serving (-.170) is correlated with the customer satisfaction negatively. If customers wait 1 minute the satisfaction will decrease .170. Availability of food item increases customer satisfaction .146. Healthful quality and neatness increase customer satisfaction .123 and .177 respectively. There are also positive correlation between environment of the restaurants and customer satisfaction. If environment improve one-unit customer satisfaction will increase .027 units. Furnishing design and décor .200 is also positively correlated with customer satisfaction. If furnishing design and decoration of the restaurants increases, the satisfaction will increase at .200. Staff's behavior .123 and staff's look of the .274 largely affect customer satisfaction positively. Employee's awareness about the menu as well as service positively impact customer satisfaction .079. The place of the restaurants also positively affects customer satisfaction. If the place of the restaurants will find easily and situated in the main town, the customer satisfaction will increase .168.

From this table it is found that the delay in serving for a meal (p=.047), availability of food (p=.017), neatness of the restaurants (p=.052), furnishing design and décor (p=.058), staff's look (.001) and place of the restaurants (p=.053) are statistically more significant at 5% level of significance for affecting the customer satisfaction in restaurant services.

5. Findings of the Study

From the above discussion, it is found that there is a strong relationship among the (independent variable) service quality, food quality, variety of food items, price of the food, delay in serving for a meal, food availability, healthful quality, neatness, fresh environment of the restaurants, furnishing design and décor, staff's behavior, staff's look, employee's awareness) and customer satisfaction (dependent variable). But the delay in serving for a

meal, availability of food, neatness of the restaurants, furnishing design and décor, staff's look and place of the restaurants are statistically more significant for affecting the customer satisfaction. All the independent variables influence positively on customer satisfaction except delay in serving for a meal. It means when delay in serving for a meal increases, customer satisfaction will be decreased. The average mean value for the all variables is 3.66 which means respondents are close to agree that all the independent variable affects customer satisfaction. Price bearing the lowest mean value that is 2.88. Again, Place bearing the highest mean value which is 4.18. It defines that most of the people are satisfied with the place of the restaurant and dissatisfied with the price of the foods.

6. Recommendations

Here some suggestions are provided for improving the customer satisfaction in restaurant services. About 49.2% respondents disagree with the statement that price is comparatively cheaper. So, the restaurant manager should consider this before setting price for the food. Delay in serving food should be reduced. Make the food item available which is showed in the food menu in that restaurant. Space doesn't matter if it can be decorated properly. So furnishing design and décor should be well organized. Customers love to eat it in clean atmosphere so neatness should be considered. A dress code can be given for the staff of the restaurants and it must be neat and clean. A restaurant should be situated in a place that is easy to find by the customers and to communication.

7. Conclusion

It is figured out that the quality of food and service, variation of food items, food price, delay in serving food, food availability, healthful quality, neatness, fresh environment of the restaurants, furnishing design and décor, staff's behavior, staff's look, employees' awareness and place of the restaurants affect customer satisfaction in restaurant services both in Rangpur as well as Bogura city of Bangladesh. But the delay in serving food, staff's look, neatness of the restaurant, food availability, furnishing design and décor and place of the restaurants have significant effects on customer satisfaction of restaurant services. For improving the services in the restaurant industry, the specified factors should be noted by the marketer. This research will support to take decisions and give an insight to make a further study.

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