

**Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in
Rajkot District During Pandemic**

***Sunil Mashru, **Dr. Aarti Joshi, ***Dr. Niharika S Bajaja**

*Assistant Professor, Faculty of Management Studies, Marwadi University, Rajkot-INDIA

**Dean, School of Management, RK University, Rajkot-INDIA

*** Assistant Professor, Faculty of Management Studies, Marwadi University, Rajkot-INDIA

ABSTRACT

As Customers are more presented to various sorts of Restaurant settings, they fostered a mind-boggling set of properties for choosing an eatery for their incredible feasting experience. The primary rivalry, Customers' changing ways of life and developing longings are highlights that shape eatery commercial centre. Consequently, eatery directors ought to be ready to address these difficulties. One methodology in acquiring upper hands and guaranteeing maintainable business execution is to zero in on assistance quality during this difficult stretch of pandemic. During pandemic Customers become more exact and cantered with uncommon reference to support quality.

The fundamental reason for this examination is to observationally research administration quality in Rajkot Locale Restaurant settings. The fundamental objectives are to survey Restaurant Customers' assumptions and insights and to recognize primary elements of saw and expected area eatery administration quality.

The information was gathered utilizing self-managed survey. The poll was planned as per Stevens et al. (1995) and Andaleeb and Conway's (2006) research. It contained seven parts of eatery administration, to be specific effects, dependability, responsiveness, affirmation, sympathy, cost and fulfilment. The observational examination was directed in February and Walk of 2021. Polls were appropriated in 50 eatery settings in area of Rajkot District. To meet examination objectives, elucidating, bivariate (t-test) and multivariate (exploratory factor investigation and unwavering quality investigation) measurable examinations were led.

The example contained both homegrown and global eatery Customers. The discoveries infer that for most of administration credits Customers' assumptions scores are higher than their discernments scores. The investigation likewise distinguished five factors that best clarified expected help quality and eight factors that best clarified apparent assistance quality in the city Restaurants during pandemic.

Keywords: Restaurant service quality, Service quality dimensions, SERVQUAL, DINESERV, Pandemic

INTRODUCTION

Advancements in Restaurant industry and an intricate arrangement of elements that Customer use for choosing an eatery have expanded intensity among Restaurant settings during pandemic. Offering excellent types of assistance and keeping up with Customers' fulfilment are significant components prompting the business accomplishment after first rush of Coronavirus. Along these lines, understanding eatery Customers and hurling as a primary concern the significance of administration credits are significant models for acquiring upper hands in Restaurant Industry of Rajkot Area.

The centre mark of this investigation are measurements that best clarify expected and saw Restaurant administration quality during pandemic. The paper gives a survey of the writing in regards to Restaurant administration quality measurements and incorporates aftereffects of the experimental exploration did on the example of city Restaurants in Rajkot Locale.

1.LITERATURE REVIEW

The idea of administration quality is generally characterized based on disconfirmation hypothesis (Churchill and Surprenant 1982; Parasuraman et al. 1985). As per this hypothesis, Customers assess administration quality by contrasting their assumptions about specific assistance and really conveyed one. Essentially, administration quality means meeting or surpassing Customer's assumptions (Parasuraman et al. 1985). Customers become more careful about their wellbeing during pandemic so they accurately anticipate exclusive expectation of administrations from eatery.

When inspecting administration quality, various measurements (e.g., administration angles) ought to be thought of. Parasuraman et al. (1988) uncovered that dependability was the most significant and compassion the most un-significant measurement across wide cluster of administration types. The significance of unwavering quality measurement expressed in various investigation settings Zeithaml and Bitner (2000), Juwaheer and Ross (2003), just as Jonsson Kvist and Klefsjö (2006). In any case, Chowdhary and Prakash (2007) presumed that physical assets are more significant for administrations with more unmistakable viewpoints (e.g., eateries), while unwavering quality may be esteemed more with immaterial nature of administrations. Further, administrations focused on at the nearby correspondence with the Customer require more affirmation and sympathy when contrasted with others.

Obviously, there is no agreement in regards to the number and the idea of administration quality measurements. Notwithstanding, creators concur that the idea is multidimensional and that significance of specific measurement fluctuates across various help types during pandemic.

The Restaurant administration quality is hard to assess, in light of the fact that the evaluations are made on both the assistance result and on the cycle of administration conveyance. Past investigates proposed that food quality, actual climate and administration are the significant parts of in general Restaurant administration quality (Dulen 1999; Susskind and Chan 2000; Ryu and Han 2010). Among these traits, food quality is the main element of the eatery experience (Sulek and Hensley 2004). In spite of the fact that there is no agreement on the individual credits that comprise food quality, the specialists center around show, solid alternatives, taste, newness and temperature (Namkung and Jang 2008). Additionally, Wu and Liang (2009) expressed that help experience in Restaurant settings comprises of

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District During Pandemic

three primary components: ecological components (e.g., plan, music, lighting), workers (e.g., proficient abilities, unwavering quality) and Customers (e.g., collaboration with different Customers).

When inspecting key help measurements in eatery industry, creators report to some degree various outcomes. Andaleeb and Conway (2006) announced a four-factor arrangement, deciphered as responsiveness, food quality, actual plan and cost. Kim et al. (2009) distinguished five elements, named as food quality, administration quality, cost and worth, air and accommodation. Marković et al. (2010) uncovered seven measurements for expected assistance quality (tidiness and presence of offices and staff, affirmation, singular consideration, fulfillment and unwaveringness, essential requests, responsiveness and dependability) and two measurements for saw administration quality (generally feasting experience and Restaurant vibe).

Thinking about the significance of inspected measurements in Restaurant industry, Zopiatis and Pribic (2007) expressed – unwavering quality, responsiveness, effects, confirmation and compassion. Then again, in the examination directed by Lee and Hing (1995), affirmation and unwavering quality were the two most significant assumptions measurements of eatery Customers, while effects were the most un-significant assumptions measurement.

2. STUDY METHODOLOGY

2.1 Research questions, objectives and hypotheses

The principle reason for this examination is to observationally research administration quality in Rajkot Locale eatery during pandemic. Hence, the investigation looks at the degree of insights and assumptions about Restaurant administration and was led in two primary stages. In the primary stage, a subjective survey of past research discoveries with respect to measurements of Restaurant administration quality was performed. These outcomes are given in writing audit segment. In the subsequent stage, the quantitative methodology was taken to respond to the examination questions.

In particular, the examination proposed to address the accompanying exploration questions:

1. What is the level of Customers' assumptions about locale eatery administration quality during pandemic?
2. What is the level of Customers' insights with respect to region eatery administration quality?
3. What are the contrasts among seen and expected help quality in Rajkot area Restaurants during pandemic?
4. What are the critical components of administration quality assumptions in area Restaurant settings?
5. What are the critical components of administration quality insights in area eatery settings?

In view of the characterized research questions, the investigation plans to evaluate region Restaurant Customers' assumptions and discernments and to recognize fundamental elements of saw and expected assistance quality in locale Restaurants during pandemic.

To meet the examination's destinations and answer research questions, following theories were proposed:

H1: Dependability is the main expected help quality measurement in the area eateries.

H2: Dependability is the main seen administration quality measurement in the locale Restaurants.

H3: There is a critical distinction among expected and saw administration quality in region Restaurants.

2.2 Questionnaire design

A poll overview was utilized to gather the information. The instrument utilized for this examination was nearby and self-regulated survey. It was planned in a few stages. To begin with, the SERVQUAL approach was thought about. Despite the fact that SERVQUAL addresses general estimation instrument for administration ventures, it ought to be adjusted to the particular highlights of each assistance for which the exploration is directed. Hence, by checking on past examinations in setting of looking at eatery administration quality, the survey utilized in this investigation depends on Stevens et al. (1995) and Andaleeb and Conway's (2006) research.

Then, the Restaurant administration ascribes were chosen and the poll was planned. The survey comprised of three sections. Initial two sections inspected respondents' assumptions and impression of area eatery administration quality during pandemic. The third part comprised of segment questions.

Customers' assumptions and impression of Region Restaurant administration quality were estimated based on 7 eatery ascribes. These ascribes address five measurements: physical assets, unwavering quality, responsiveness, affirmation and sympathy. The excess 2 credits were chosen from Andaleeb and Conway's (2006) investigate and address two measurements, in particular, cost and fulfillment (Appendix 1). The segment questions included factors like nation of home, age, sex, level of schooling, and recurrence of visiting a specific Restaurant.

A 7-point Likert-type scale was received to survey respondents' appraisals of the help quality. Things tending to assumptions and discernments were appraised from 1 = "emphatically deviate" to 7 = "firmly concur".

2.3 Sampling procedure

The overview was completed during February and Walk of 2021. The example was taken from the eatery Customers in the region of Rajkot. To make the example more delegate it included various sorts of feasting foundations, e.g., high end Restaurants, drive-through joints, pizza shops. Before the information assortment began, eatery supervisors were reached for consent to partake in the examination. In this way, the polls were directed distinctly in those eateries where supervisors consented to take part. At long last, the example comprised of 50 eateries situated in region of Rajkot. An aggregate of 250 polls were disseminated.

2.4 DATA ANALYSIS

The gathered information were dissected utilizing measurable bundle SPSS for Windows 10.0. Information examination included engaging insights, combined examples t-test, exploratory factor investigation and unwavering quality examination.

Enlightening insights was utilized to inspect segment profiles of the respondents and to assess administration quality assumptions and impression of eatery Customers during pandemic. At this stage,

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District During Pandemic

initial two theories were tried. The combined examples t-test was performed to decide the meaning of contrasts among apparent and anticipated scores of administration quality during pandemic and to test third speculation. Exploratory factor investigation was utilized to get factors from eatery administration credits for assumption and discernment scale. This strategy was utilized to answer fourth and fifth examination question. To test the dependability of the scales and to evaluate the inward consistency of each extricated factor, the unwavering quality investigation was directed.

This examination embraced head part investigation with varimax revolution as the strategy for distinguishing administration quality measurements in the locale eateries administrations during pandemic. To sufficiently apply this procedure, a few conditions ought to be regarded. In the first place, Kaiser-Meyer-Olkin's action (KMO) ought to be more noteworthy than 0.7, and is lacking in the event that it is under 0.5 (Stewart 1981). Further, Bartlett's sphericity test ought to be critical (i.e., an importance worth ought to be under 0.05) (Parasite et al. 2005). At long last, things with eigenvalues equivalent or more noteworthy than 1, factor loadings above 0.4, and factors, which contain somewhere around three things, were held (Hair et al. 2006).

To test the unwavering quality, Cronbach's alpha coefficients were determined. Coefficients higher than 0.6 were considered satisfactory, showing sensible inside consistency and dependability (Hair et al. 2006).

3. STUDY RESULTS

After eliminating unusable responses among the completed questionnaires, 250 responses were coded for data analysis. The results are presented in following sections.

3.1 Respondents Characteristics

A demographic analysis is presented in Table 1.

Table 1: Demographic characteristics of respondents (N=250)

Items	Percentage	Items	Percentage
Gender		Age	
Male	53.4	16-25	24.7
Female	47.6	26-35	23.6
		36-45	19.7
Level of education		46-55	20.7
Primary school	0.0	56-and above	11.3
Secondary school	48.8		
College and University	46.0		
PhD	5.2		
Country of residence		Number of previous visits to the restaurant	
Vankaner	3.6	Never	14.8
Rajkot City	65.6	Once	28.8
Gondal	11.2	Twice or more	56.4

Jasdan	4.4
Jetpur	15.2

It tends to be seen that male respondent (53.4 percent) marginally dwarfed female Restaurant Customers. As far as age circulation, more than 47% of the respondents were somewhere in the range of 16 and 35 years of age. In normal, respondents were 39 years old. A greater part of the respondents (more than 65%) were city guests. The greater part of the eatery Customers in the example had finished an optional school and 46 percent of the respondents revealed they had school and college training. Finally, most of the respondents visited the specific Restaurant at least multiple times, demonstrating a level of steadfastness.

3.2 Differences between expected and perceived city restaurant service quality

Table 2 reports the outcomes for the respondents' assumptions and impression of region Restaurant administration quality, just as meaning of contrast in the mean scores.

As noticed, the least assumption thing was "costly food things" (mean=3.99). This infers that Customers didn't anticipate exorbitant costs. Then again, the best standards were with respect to "spotless, slick and suitably dressed staff", "clean rest rooms" and "exact bill" (mean=6.67). The general mean score for administration quality assumption things was 5.88. This score shows rather exclusive standards of eatery Customers in regards to the assistance quality.

The most reduced discernment thing was "paying more than arranged" (mean=3.44) which demonstrates that eatery Customers didn't pay more than they intended to. Customers' most elevated insights were in regards to "exact bill" (mean=6.42). The general mean score for administration quality discernments things was 5.86. This score shows rather high impression of Restaurant Customers with respect to support quality.

Table 2: Comparison of restaurant customers' expectations and perceptions

	Mean ^a	Rank	SD	Mean ^b	Rank	SD	value
V-1	5.86	30	1.41	5.09	33	1.65	-0.77 6.357
V-2	6.17	21	1.07	5.79	28	1.20	-0.38 4.211
V-3	6.67	1	0.74	6.25	6	0.95	-0.42 6.758
V-4	6.23	17	1.14	6.18	9	1.06	-0.05 0.469
V-5	6.43	7	0.95	6.10	12	1.08	-0.33 3.896
V-6	6.21	18	1.08	5.89	25	1.25	-0.32 3.258
V-7	6.41	8	0.95	5.97	19	1.19	-0.44 5.189
V-8	6.67	2	0.71	5.97	20	1.25	-0.70 8.054
V-9	6.58	4	0.80	6.06	15	1.06	-0.52 6.741
V-10	6.28	15	1.08	5.58	30	1.47	-0.70 6.627
Mean TAN	6.35	2		5.88	4		-0.47
V-11	6.15	23	1.13	6.00	17	1.04	-0.15 1.679
V-12	6.36	12	0.92	6.15	10	0.96	-0.21 2.977
V-13	6.45	6	0.92	6.20	8	0.79	-0.25 3.863
V-14	6.67	3	0.74	6.42	1	0.88	-0.25 3.775
V-15	6.50	5	0.86	6.36	4	0.86	-0.14 2.227
Mean REL	6.43	1		6.23	2		-0.20
V-16	6.09	26	1.32	5.58	31	1.40	-0.51 4.257
V-17	6.28	16	1.03	6.08	14	0.99	-0.29 2.113

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District
During Pandemic

V-18	5.91	28	1.36	5.96	21	1.01	0.05	-0.579
Mean RES	6.09	4		5.87	5			-0.22
V-19	6.18	20	1.15	5.95	22	1.02	-0.23	2.892
V-20	6.39	10	0.89	6.10	13	0.87	-0.29	3.981
V-21	6.33	13	0.97	6.06	16	1.08	-0.27	3.201
V-22	6.19	19	1.16	5.88	26	1.24	-0.31	3.421
V-23	6.41	9	0.92	6.15	11	0.88	-0.26	3.322

	Mean ^a	Rank	SD	Mean ^b	Rank	SD	value	
V-24	6.37	11	0.95	5.94	23	0.96	-0.43	5.350
Mean ASS	6.31	3		6.01	3			-0.30
V-25	5.94	27	1.36	5.91	24	1.09	-0.03	0.238
V-26	5.78	32	1.44	5.81	27	1.16	0.03	-0.296
V-27	5.31	33	1.83	5.54	32	1.34	0.23	-1.920
V-28	5.81	31	1.57	5.73	29	1.18	-0.08	0.842
V-29	6.30	14	1.12	6.00	18	1.14	-0.30	3.267
Mean EMP	5.83	6		5.79	6			-0.04
V-30	3.99	35	2.04	3.59	34	2.08	-0.40	2.707
V-31	4.12	34	2.08	3.44	35	2.17	-0.68	4.371
Mean PRI	4.05	7		3.52	7			-0.53
V-32	5.91	29	1.17	6.23	7	0.92	0.32	-3.721
V-33	6.14	25	0.99	6.36	5	0.89	0.22	-2.947
V-34	6.17	22	0.99	6.40	2	0.82	0.23	-3.285
V-35	6.15	24	1.06	6.39	3	0.76	0.24	-3.413
Mean SAT	6.09	5		6.35	1			0.26
Overall mean (35 attributes)	5.88			5.86				-0.02

Note: a Expectations mean ranges from 1 to 7; b Perceptions mean ranges from 1 to 7; SD – standard deviation; t-values in boldface are significant at 0,05; TAN – Tangibles; REL – Reliability; RES – Responsiveness; ASS – Assurance; EMP – Empathy; PRI – Price; SAT – Satisfaction.
p < 0.05

Table 2 shows the measurements' mean scores, also. The main assumptions measurement gives off an impression of being unwavering quality, trailed by effects, affirmation, responsiveness, fulfilment, sympathy and cost. Then again, the most noteworthy mean score for discernments measurements was given to measurement fulfilment, trailed by unwavering quality, confirmation, physical assets, responsiveness, sympathy and cost.

The investigation of distinction among assumption and insight scores for everything demonstrates greater part of negative holes. The general hole is additionally negative (- 0.02), inferring that for the

vast majority of the Restaurant ascribes Customers' assumptions are higher than their impression of conveyed administration.

Notwithstanding, it ought to be noticed that there are eight positive holes among discernments and assumptions for eatery administration quality. These holes are distinguished in after things: V18 (additional exertion for taking care of uncommon solicitations), V26 (unique inclination), V27 (expectation of Customers' individual necessities and needs), V32 (by and large fulfilment with feasting experience), V33 (getting back to the eatery), V34 (prescribing the Restaurant to other people) and V35 (amazing nature of administration). These Restaurant credits were surveyed over Customers' assumptions.

Further, holes among expected and saw scores for all things are inspected. The aftereffects of matched examples t-test (Table 2) show that in 27 out of 35 Restaurant ascribes huge contrasts were found between Customers' insights and their assumptions for administration quality. The eight Restaurant credits that showed no distinction included "eatery's stylistic theme ordinary to its picture and value range", "administration at the guaranteed time", "additional exertion for taking care of unique solicitations", "representatives give singular consideration", "uncommon inclination", "expectation of Customers' individual necessities and needs", "thoughtful and consoling workers" and "by and large fulfilment with feasting experience".

3.3 City restaurant service quality dimensions

An exploratory factor examination was directed to distinguish the principle measurements of Restaurant administration quality, utilizing the central segment technique with varimax turn. The investigation was performed on assumption and insight scale.

To start with, the outcomes for assumptions scale are introduced. KMO esteem is high and scores 0.903, showing adequate things for each removed factor. Bartlett's Test is critical ($\chi^2=4934.355$, $df=595$, $Sig.=0.000$) implying that there are solid connections between the things in each factor. Subsequently, it is legitimized to lead exploratory factor investigation.

Table 3: Factor and reliability analyses of city restaurant customers' expectations (N=250)

Items (n = 35)	Factors						
	F1	F2	F3	F4	F5	F6	F7
V-19	0.75						
	6						
V-18	0.74						
	3						
V-26	0.72						
	5						
V-22	0.65						
	2						
V-28	0.61						
	7						
V-27	0.59						

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District
During Pandemic

	9						
V-21	0.48						
	0						
V-12	0.45						
	1						
V-8		0.781					
V-15		0.645					
V-9		0.624					
V-13		0.587					
V-7		0.567					
V-14		0.548					
V-20		0.513					
V-17		0.499					
V-3			0.70				
			2				
V-5			0.68				
			2				
V-6			0.53				
			7				
V-2			0.51				
			4				
V-10			0.48				
			0				
V-11			0.41				
			7				

Items (n = 35)	F1	F2	F3	F4	F5	F6	F7
V-4			0.413				
V-33				0.88			
				2			
V-34				0.83			
				9			
V-35				0.71			
				7			
V-32				0.64			
V-24				4	0.66		
					1		
V-25					0.65		
					0		
V-23					0.47		
					9		
V-29					0.47		
V-30					8	0.92	
						1	

V-31						0.91	
V-16						1	0.75
							9
V-1							0.62
							8
Eigenvalue	4.713	4.236	3.928	3.01	2.42	2.09	1.92
				6	9	9	2
(overall=22.343)							
% of Variance	13.46	12.10	11.22	8.61	6.94	5.99	5.49
	6	4	2	7	1	6	1
(overall=63.837)							
Cronbach alpha	0.870	0.861	0.837	0.84	0.70	-	-
				4	9		
(overall=0.939)							
Number of items	8	8	7	4	4	2	2

The investigation for assumptions scale extricated seven factors that clarified 63.8 percent of the absolute change in the information. A large portion of the factor loadings were more prominent than 0.6, implying that relationship of the things with the variables on which they were stacked is sensibly high. In addition, Cronbach's alpha coefficients of the removed components differed somewhere in the range of 0.709 and 0.870. These qualities propose great interior consistency of the elements. Cronbach's alpha incentive for the general assumptions scale is 0.939 and shows its high unwavering quality.

In any case, two variables (F6 and F7) contain just 2 things and can't be considered as elements. Along these lines, the last arrangement held five factors that address primary elements of expected help quality in region Restaurants. Subsequent to looking at the thing portrayals, the excess five variables for assumptions scale were deciphered as follows:

- Factor 1, "affirmation and sympathy", shows representatives' preparation to address questions, to put forth additional attempt for taking care of uncommon solicitations, just as the security of the Customers and giving individual consideration.
- Factor 2, "neatness and dependability", accumulated things reflecting clean offices, precise charging, just as reliable, brief and blunder free help.
- Factor 3, "appearance of offices and staff", included things alluding to agreeable and alluring eating region, effectively coherent and appealing menu, engaging representatives.
- Factor 4, "fulfillment and faithfulness", alludes to Customers' aim to get back to the eatery and to prescribe it to other people, just as to Customers' general fulfillment with the eating experience.
- Factor 5, "staff quality", demonstrates skilled workers who are upheld by the Restaurant and have Customers' wellbeing on a basic level.

Then, the consequences of factor and unwavering quality investigations of Customers' insights are given. KMO esteem is high and scores 0.898, showing adequate things for each removed factor. Bartlett's Test is critical ($\chi^2=4734.884$, $df=595$, $Sig.=0.000$) implying that there are solid connections between's the things in each factor. It is defended to direct exploratory factor examination.

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District
During Pandemic

The examination for discernments scale extricated nine factors that clarified 69.1 percent of the complete difference in the information. Factor loadings show that relationship of the things with the elements on which they were stacked is sensibly high. Besides, Cronbach's alpha coefficients of the separated variables changed somewhere in the range of 0.634 and 0.874 and infer great inner consistency of the elements. Cronbach's alpha incentive for the general insights scale is 0.937 and demonstrates its high dependability.

Table 4: Factor and reliability analyses of city restaurant customers' perceptions (N=250)

Items (n=35)	Factor s								
	F1	F2	F3	F4	F5	F6	F7	F8	F9
V-33	0.82								
	8								
V-34	0.76								
	1								
V-32	0.74								
	9								
V-35	0.69								
	9								
V-4		0.77							
		1							
V-6		0.71							
		9							
V-5		0.70							
		6							
V-3		0.67							
		1							
V-10		0.49							
		7							
V-27			0.85						
			1						
V-26			0.71						
			6						
V-28			0.70						
			3						
V-25			0.53						
			2						
V-14				0.65					
				4					
V-19				0.65					
				1					
V-15				0.63					
				0					

V-22	0.56	
	2	
V-21	0.55	
	0	
V-20	0.43	
	6	
V-9	0.722	
V-8	0.720	
V-7	0.660	
V-2	0.569	
V-13		0.70
		5
V-12		0.68
		1
V-11		0.56
		9
V-29		0.46
		8

Items (n=35)	Factor s								
	F1	F2	F3	F4	F5	F6	F7	F8	F9
V-16							0.73		
							3		
V-17							0.72		
							6		
V-18							0.46		
							3		
V-31								0.87	
								4	
V-30								0.86	
								5	
V-24									0.68
									1
V-23									0.56
									8
V-1									0.45
									0
Eigenvalue	3.396	3.35	2.98	2.95	2.925	2.33	2.10	2.09	2.02
		5	0	6		0	7	6	9
% of Variance	9.703	9.58	8.51	8.44	8.358	6.65	6.02	5.98	5.79
		5	4	7		8	1	9	6
Cronbach alpha	0.874	0.83	0.82	0.81	0.828	0.76	0.65	-	0.63
		0	1	1		3	7		4
(overall=0.937)									

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District During Pandemic

Number of items 4 5 4 6 4 4 3 2 3

One factor (F8) contains just 2 things and can't be considered as factor. Along these lines, the last arrangement held eight factors that address principle measurements of saw administration quality in city Restaurants. Subsequent to analyzing the thing portrayals, the leftover eight variables for discernments scale were deciphered as follows:

- Factor 1, "fulfillment and reliability", alludes to Customers' general fulfillment with the feasting experience, their aim to get back to the Restaurant and to prescribe it to other people, just as to magnificent help quality.
- Factor 2, "appearance of staff and Restaurant inside", included things alluding to engaging representatives, fitting stylistic theme, effectively meaningful and alluring menu.
- Factor 3, "singular consideration", included customized treatment of Customers.
- Factor 4, "certainty", demonstrates workers' preparation to address questions and give data, just as the security of the Customers, precise charging and giving mistake free help.

- Factor 5, "appearance of feasting region and rest rooms", alludes to neatness, solace and allure.
- Factor 6, "solid help", assembled things reflecting speedy revision of wrong assistance, reliable and predictable Restaurant, offering support at the guaranteed time, just as having Customers' wellbeing on a fundamental level.
- Factor 7, "brief help", alludes to idealness of offered support.
- Factor 9, "staff quality and alluring outsides", shows skilled workers who are upheld by the eatery, just as appealing Restaurant outsides.

4. CONCLUSIONS

This examination researched assumptions and view of Customers in locale Restaurants to decide principle administration quality measurements in feasting industry. Through factual investigation, assumptions and insights levels, just as contrasts between these scores were recognized. Measurements of Customers' assumptions and discernments in regards to city eatery administration quality was likewise experimentally inspected. In this manner, all exploration questions were replied, targets accomplished and speculations tried.

The aftereffects of elucidating examination proposed that the main assumptions things were "spotless, perfect and suitably dressed staff", "clean rest rooms" and "precise bill", which fall under the measurement's effects and unwavering quality. Based on this discoveries, theory H1 can be acknowledged, on the grounds that thing "exact bill" is important for the unwavering quality measurement.

Further, the main insights thing was "precise bill" from the unwavering quality measurement, consequently theory H2 is additionally acknowledged.

The discoveries of t-test investigation show huge contrasts among assumptions and impression of Customers for most of the Restaurant ascribes, affirming the speculation H3. The majority of the holes were negative, including the general hole (- 0.02), inferring that the general Restaurant administration quality fell beneath Customers' assumptions and that there is space

for administration quality improvement in the locale eatery industry in Rajkot during pandemic.

The exploratory factor examination for assumptions scale removed after five elements: "affirmation and compassion", "neatness and dependability", "appearance of offices and staff", "fulfillment and steadfastness" and "staff quality". The exploratory factor investigation for discernments scale uncovered that the fundamental elements of saw administration quality in locale Restaurant settings are "fulfillment and steadfastness", "appearance of staff and eatery inside", "singular consideration", "certainty", "appearance of eating region and rest rooms", "dependable help", "brief assistance" and "staff quality and alluring outsides".

The examination results affirm that help quality assessments contain both substantial and theoretical parts of offered support and that eatery directors ought to be more dedicated to execution improvement. They ought to think about spotless and alluring eatery offices, idealness of administration, workers' compassion and ability, customized treatment of Customers, precise charging, mistake free assistance, and consumer loyalty when attempting to comprehend Customers' assumptions. Also, locale eatery Customers survey nature of administration dependent fair and square of fulfillment with actual climate (inward and outer), and cycle of administration conveyance.

5. REFERENCES

- Andaleeb, S. S. and Conway C. (2006). "Customer satisfaction in the restaurant industry: an examination of the transaction-specific model", *Journal of Services Marketing*, Vol. 20, No. 1, pp. 3-11.
- Chowdhary, N. and Prakash, M. (2007), "Prioritizing service quality dimensions", *Managing Service Quality*, Vol. 17, No. 5, pp. 493-509.
- Churchill, G.A. and Surprenant, C. (1982), "An Investigation into the Determinants of Customer Satisfaction", *Journal of Marketing Research*, Vol. 19, pp. 491-504.
- Dulen, J. (1999), "Quality control", *Restaurant & Institutions*, Vol. 109, No. 5, pp. 38-52.
- Grönroos, C. (1984), "A service quality model and its marketing implications", *European Journal of Marketing*, Vol. 18, No. 4, pp. 36-44.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. and Tatham, R.L. (2006), *Multivariate Data Analysis*, 6th Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey.
- Johnsson Kvist, A. and Klefsjö, B. (2006), "Which service quality dimensions are important in inbound tourism?", *Managing Service Quality*, Vol. 16, No. 5, pp. 520-537.
- Juwaheer, T.D. and Ross, D.L. (2003), "A study of hotel guest perceptions in Mauritius", *International Journal of Contemporary Hospitality Management*, Vol. 15, No. 2, pp. 105-115.
- Kim, W. G. K., Ng, C. Y. N. and Kim, Y. (2009), "Influence of institutional DINESERV on customer satisfaction, return intention and word-of-mouth", *International Journal of Hospitality Management*, Vol. 28, pp.10-17.
- Lee, Y. L and Hing, N. (1995), "Measuring quality in restaurant operations: an application of the SERVQUAL instrument", *International Journal of Hospitality Management*, Vol. 14, No. 3-4, pp. 293-310.
- Leech, N. L., Barrett, K. C. and Morgan, G. A. (2005), *SPSS for Intermediate Statistics: Use and Interpretation*, 2nd Edition, Lawrence Erlbaum Associates Publishers, New Jersey.
- Lehtinen, U. and Lehtinen, J. (1982). *Service Quality – A Study of Quality Dimensions*. Service Management Institute, Helsingfors.

Service Quality & Customer Satisfaction: A Case Study on Fine Dine Restaurants in Rajkot District During Pandemic

- Marković, S., Raspor, S. and Šegarić, K. (2010), “Does restaurant performance meet customers’ expectations? An assessment of restaurant service quality using a modified DINESERV approach”, *Tourism and Hospitality Management*, Vol. 16, No. 2, pp. 181-195.
- Namkung, Y. and Jang, S. (2008), “Are highly satisfied restaurant customers really different? A quality perception perspective”, *International Journal of Contemporary Hospitality Management*, Vol. 20, No. 2, pp. 142-155.
- Parasuraman, A., Berry, L.L. and Zeithaml, V.A. (1985), “A conceptual model of service quality and its implications for future research“, *Journal of Marketing*, Vol. 49, pp. 41-50.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), “SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality“, *Journal of Retailing*, Vol. 64, No. 1, pp. 14-40.
- Ryu, K. and Han, H. (2010), “Influence of the quality of food, service and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: moderating role of perceived price”, *Jouranal of Hospitality & Tourism Research*, Vol. 34, No. 3, pp. 310-329.
- Stevens, P., Knutson, B. and Patton, M. (1995), “DINESERV: A Tool for Measuring Service Quality in Restaurants”, *The Cornell Hotel and Restaurant Administration Quarterly*, Vol. 36, No. 2, pp. 56- 60.
- Stewart, D. W. (1981), „The Application and Misapplication of Factor Analysis in Marketing Research “, *Journal of Marketing Research*, Vol. 18, No. 1, pp. 51-62.
- Sulek, J. M. and Hensley, R. L. (2004). “The relative importance of food, atmosphere and fairness of wait”, *The Cornell Hotel and Restaurant Administration Quarterly*, Vol. 45, No. 3, pp. 235-247.
- Susskind, A. M. and Chan, E. K. (2000), “How restaurant features affect check averages: a study of the Toronto restaurant market”, *The Cornell Hotel and Restaurant Administration Quarterly*, Vol. 41, No. 6, pp. 56.63.
- Wu, C. H. and Liang, R. (2009), “Effect of experiential value on customer satisfaction with service encounters in luxury-hotels restaurants”, *International Journal of Hospitality Management*, Vol. 28, pp. 586-593.
- Zeithaml, V.A. and Bitner, M. (2000), *Services Marketing: Integrating Customer Focus across the Firm*, McGraw-Hill, New York.
- Zopiatis, A. and Pribic, J. (2007), “College students’ dining expectations in Cyprus”, *British Food Journal*, Vol.109, No. 10, pp. 765-776.

Appendix 1: Restaurant attributes with original dimensions

Original dimensions	Restaurant attributes
TANGIBLES	V1 - Visually attractive parking areas and building exteriors V2 - Visually attractive dining area V3 - Clean, neat and appropriately dressed staff V4 - Restaurant’s decor typical to its image and price range V5 - Easily readable menu V6 - Visually attractive menu

RELIABILITY	<p>V7 - Comfortable dining area V8 - Clean rest rooms V9 - Clean dining areas V10 - Comfortable seats in the dining room V11 - Service at the promised time V12 - Quick correction of wrong service V13 - Dependable and consistent restaurant V14 - Accurate bill V15 - Error-free served order (food)</p>
RESPONSIVENESS	<p>V16 - Maintaining speed and quality of service during busy times V17 - Provision of prompt service V18 - Extra effort for handling special requests</p>
ASSURANCE	<p>V19 - Employees can answer questions completely V20 - Comfortable and confident feeling V21 – Staff provide information about menu items, their ingredients, and method of preparation V22 - Feeling safe V23 - Well-trained, competent and experienced staff V24 - Restaurant supports the employees</p>
EMPATHY	<p>V25 - Employees provide individual attention V26 - Special feeling V27 - Anticipation of customers' individual needs and wants V28 - Sympathetic and reassuring employees V29 - Customers' best interests at heart</p>
PRICE	<p>V30 - Expensive food items V31 - Paying more than planned</p>
SATISFACTION	<p>V32 - Overall satisfaction with dining experience V33 - Returning to the restaurant V34 - Recommending the restaurant to others V35 - Excellent quality of service</p>