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Service Quality Measurement through Customer Satisfaction" towards "REL- Food E-catering-IRCTC"

Dr. Subbaiah Borugada

Assistant Professor

Department of Commerce and Management studies

Andhra University, Visakhapatnam

Dr. Anil Kumar Gorantla

Associate Professor, Department of Business Administration,
Tirumala Engineering
College,Narasaraopet

Dr. SATTIBABU KORAPU.

Assistant Professor, Department of Business Administration,

Prasad V Potluri Siddhartha Institute of Technology, Vijayawada-AP

Gmail:ksbvsm@gmail.com   Phone: 9491444832

ABSTRACT

Online food delivery services have dramatically expanded in recent years. Recently, the majority of businesses have started providing REL-passengers with wholesome meals. Before, there was no other choice for train travelers. REL-food was one of the cutting-edge applications that offered food services to train travelers in the most recent year. The study's main goal is to determine customer satisfaction with the online meal service provided by REL-food and to offer recommendations for improving customer service.

KEY WORDS: Service quality, E-catering, Rel-food, Customer satisfaction

1. INTRODUCTION

A study on REL food patron satisfaction that was formally co-conducted with the IRCTC the catering platform REL FOOD is where they deliver food to the train passengers. In this study, conducted a survey to see how satisfied passengers were with both the REL-food service and their meal. Customer satisfaction determines whether your firm succeeds or fails. You must maintain high levels of customer satisfaction throughout the client journey if you want your business to succeed, especially in these uncertain times. Everything you need to start putting your customers first is included in this handbook. It makes no difference if you're a Fortune 500 corporation or a little local business. Customers can contrast the client expertise and support offered by your company with that of the biggest and finest rivals. You need to deliver like Amazon with all the beauty of Testy if you want to keep your customers pleased and

compete with major sellers. A startling finding from our client experience trends report for 2021 was that 50% of respondents said they'd switch to a rival after just one negative client experience.

2. Review of Literature:

The concept of service has been defined since the 1980s by **Churchill and Surprenant** (1982) together with **Asubonteng et al. (1996),** who popularized the customer satisfaction theory through measuring the firm's actual service delivery in conformity with the expectations of customers, as defined by the attainment of perceived quality, and that is meeting the customers' wants and needs beyond their aspirations. With this premise, **Armstrong et al. (1997**) later expanded the concept of service into the five dimensions of service quality that comprised tangibles, reliability, responsiveness, assurance, and empathy. Extant literature on service delivery focuses on the traditional emphasis on the contact between the customer and service provider (Mechinda and Patterson, 2011; Han et al., 2021).

Doucet (2004) explained that the quality in these traditional settings depends on the design of the location and the behavior of the service provider. More recently, the proliferation of the internet has led to the emergence of the online service centres. In these cases, communication both in-person and online plays a critical role in the quality of service rendered. It follows that service quality in hybrid settings depends on quality of communications on social media as well as the behavioral interactions between the customer and the service provider (**Doucet, 2004; Palese and Usai, 2018**). These factors require subjective assessments by the concerned parties, which means that different persons will have varied assessments of the quality of service received.

Customer satisfaction refers to the level of fulfilment expressed by the customer after the service delivery process. This is a subjective assessment of the service based on the five dimensions of service quality. Customer satisfaction is important due to its direct impact on customer retention (**Hansemark and Albinsson, 2004; Cao et al., 2018; Zhou et al., 2019**), level of spending (**Fornell et al., 2010**), and long-term competitiveness of the organization (**Suchánek and Králová, 2019**).

Susskind et al. (2003) describes that service quality has a direct impact on customer satisfaction. For this reason, this research considers that five dimensions of service quality are the important antecedents of customer satisfaction.

Dhadurya Naik, M., Varma, K. K. K., & Madhuri, U. (2022). study also focused on consumers located outside of major metropolitan areas, who represent the future market potential for online retailers. A total of 78 samples were collected from the cities that are classified as tier-III. The information was gleaned from respondents to research questionnaires, and then subjected to a range of statistical procedures for further examination. It has been established that consumers' purchasing decisions are highly influenced by psychological variables, in addition to some demographic criteria.

Service quality refers to the ability of the service to address the needs of the customers (Atef, 2011). Customers have their own perception of quality before interacting with the organization. The expectancy-confirmation paradigm holds that customers compare their perception with the actual experience to determine their level of satisfaction from the interaction (Teas, 1993). These assessments are based on the five independent factors that influence quality. Consequently, this research considers service quality as an independent variable.

2. Objective of the study:

The major objectives are as follows:

1. To study the level of service quality provided by IRCTC and customer satisfaction.

2. To assess customer opinion on quality for the company products REL-food e-catering service.

3 To understand various problems faced by customers of REL-food e-catering.

3. Methodology of the Study:

The study is based on extensive use of primary data collected through structured questionnaires. The secondary data is also used. The source of secondary data includes books, journals, newspapers and other publications. For the purpose of the study, 104 samples distributors are selected randomly from Krishna district of Andhra Pradesh State Only train passengers were used for this investigation. In order to quantify the information collected, tools such as percentage, and anova test are used.

Genesis of IRCTC

Under the Ministry of Railways, Government of India, Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Central Public Sector Enterprise classified as a "Mini Ratna

(Category-I)". On September 27, 1999, IRCTC was established as an extension of the Indian Railways with the goal of modernizing, professionalizing, and overseeing the hospitality and catering services provided at stations, aboard trains, and in other locations. It also aims to promote domestic and international travel by developing low-cost hotels, unique tour packages, commercial and informational publicity, and worldwide reservation systems. The company has 160 crores of paid-up capital and 250 crores of permitted capital. Its corporate office is located in New Delhi, and it is registered.

The following are the Company's primary activities:

- Catering & Hospitality
- Internet Ticketing
- Travel &Tourism
- Packaged Drinking Water (Rail Neer)

About Relfood

India's rail passengers are served by e -Food, a meal delivery business. With the development of technology, ordering meals online has become popular. One such website that makes it simple for rail passengers to order food online and have it delivered straight to their seats is RelFood. The primary aim of RelFood is to supply passengers on trains with fresh and hygienic food. The service offers a large selection of cuisines and is accessible on several Indian train routes. RelFood has you covered whether you're craving hot South Indian food or delicious North Indian fare.

Passengers can track their orders in real-time when utilizing RelFood, which is a major advantage. This function is particularly helpful for tracking the delivery status and projected time of arrival on lengthy train rides. The food is wrapped to maintain its freshness and flavor during the travels. The way food is supplied on trains in India has been completely transformed by RelFood, an inventive meal delivery business. It makes it convenient for travelers to buy meals online and have it delivered straight to their seats. RelFood is quickly taking over as the preferred platform for rail passengers who like to eat delicious, hygienic, and fresh food while travelling thanks to its top-notch service.

4. Data Analysis and Outcomes

The sample distributors are classified on the basis of their age, gender, educational qualification, occupation. marital status and income levels . The impact of these on nature of Participation is studied.

Table 1 : Profile of the respondents

Responses	Gender	Age	Education Qualification	Marital status	Occupation n	Income Levels
Valid	104	104	104	104	104	104
Missing	0	0	0	0	0	0

From the above table we have taken the 104 samples and the table shows the all thedemographic factors samples.

Table 2: Frequency table of type of food purchased

Type of food Purchased	Frequency	Percent
Break Fast	34	32.7
Rice	16	15.4
Bread Items	16	15.4
Ala Carte	11	10.6
Thali	8	7.7
Combo	13	12.5
Special items	6	5.8
Total	104	100.0

The table shows the responses of the **type of food purchased**. Out of 104 responses 32.7 percent people purchased break fast items.15.4 percent of people purchased both rice and bread items.12.5 percent of people are purchased combo items.10.6 percent of people are purchased ala carte items.7.7 percent of people are purchased thali items.5.8 percent of people purchased special items items. It concludes that most of the people purchased breakfast items.

Table3: Descriptive and ANOVA Statistics customers satisfaction regarding to the type of employment and app interface towards RIL

Variables	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	41	2.78	1.275	.199	2.38	3.18	1	5
Government Employee	23	2.78	1.242	.259	2.25	3.32	1	5
Private Employee	21	2.81	1.401	.306	2.17	3.45	1	5
Others	19	2.53	1.219	.280	1.94	3.11	1	5
Total	104	2.74	1.269	.124	2.49	2.99	1	5
Anova		Sum of Squares	df	Mean Square	F			Sig.
Between Groups		1.078	3	.359	.218			.044

Table shows the customers satisfaction regarding to the type of employment and app interface. The average satisfaction of the respondents is 2.74 and private employees are highly satisfied when compare to other types of employees. The calculated f value is .214 at 0.044 level of significance. From the analysis of the day it can concludes that, there is a significant relation between employment and app interface. Hence, accept the null hypothesis.

Table 4: shows the customers satisfaction regarding to age and delivery of food RIL

Descriptive	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15-30	18	3.67	1.237	.291	3.05	4.28	1	5
30-40	36	2.47	1.521	.254	1.96	2.99	1	5
40 above	47	2.74	1.242	.181	2.38	3.11	1	5
Total	104	2.81	1.380	.135	2.54	3.08	1	5
15-30	18	2.78	1.166	.275	2.20	3.36	1	5

30-40	36	2.53	1.502	.250	2.02	3.04	1	5
40 above	47	2.81	1.279	.187	2.43	3.18	1	5
Total	104	2.70	1.321	.130	2.45	2.96	1	5
Anova	Sum of Squares	df	Mean Square	F	Sig.			
Between Groups	17.579	3	5.860	3.281	.024			
Between Groups	1.733	3	.578	.324	.808			

Table shows the customers satisfaction regarding to age and delivery of food RIL. The average satisfaction of the respondents is 2.81 and 30-40 above are highly satisfied when compare to other aged people. The calculated f value is 3.281 at .024 level of significance. From the analysis of the day it can concludes that, there is a significant relation between age and delivery of the food. Hence, accept the null hypothesis

Table5: shows the customers satisfaction regarding to gender and offerings of the deserts

Descriptive	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
male	55	1.27	.449	.061	1.15	1.39	1	2
female	49	1.24	.434	.062	1.12	1.37	1	2
Total	104	1.26	.441	.043	1.17	1.35	1	2
male	55	1.13	.336	.045	1.04	1.22	1	2
female	49	1.18	.391	.056	1.07	1.30	1	2
Total	104	1.15	.363	.036	1.08	1.22	1	2
male	55	1.27	.449	.061	1.15	1.39	1	2
female	49	1.22	.422	.060	1.10	1.35	1	2
Total	104	1.25	.435	.043	1.17	1.33	1	2
Anova	Sum of Squares	df	Mean Square	F	Sig.			
Between Groups	.020	1	.020	.103	.749			
Between Groups	.082	1	.082	.625	.431			
Between Groups	.060	1	.060	.316	.575			

The above table shows the customers satisfaction regarding to gender and offerings of the deserts of food company during the study period. The average satisfaction of the respondents is 1.26 and male are highly satisfied when compare to other genders. The calculated f value is .103 at .749 level of significance. From the analysis of the day it can concludes that, there no significant relation between gender and offerings of the deserts of food. Hence, reject the null hypothesis

Table6 : Income levels with app interface

VARIBALE	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 5 lakhs	20	2.90	1.447	.324	2.22	3.58	1	5
5 lakhs-10 lakhs	33	2.85	1.326	.231	2.38	3.32	1	5
10lakhs-15 lakhs	30	2.97	1.245	.227	2.50	3.43	1	5
15 lakhs above	21	2.10	.831	.181	1.72	2.47	1	4
Total	104	2.74	1.269	.124	2.49	2.99	1	5
ANOVA	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**			
Between Groups	11.172	3	3.724	2.405	.072			

Table shows the customers satisfaction regarding to income levels and app interface of food company The average satisfaction of the respondents is 2.74 and 5 lakhs- 10 lakhs income levels highly satisfied when compare to other income levels. The calculated f value is 2.405 at .072 level of significance. From the analysis of the day, it can conclude that, there is no significant relation between income levels and app interface of the food. Hence, reject the null hypothesis.

Table 7 : shows customers satisfaction regarding to income levels with quality of the food of RIL

Descriptive	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 5 lakhs	20	2.95	1.605	.359	2.20	3.70	1	5
5 lakhs-10 lakhs	33	2.97	1.380	.240	2.48	3.46	1	5
10lakhs-15 lakhs	30	3.00	1.365	.249	2.49	3.51	1	5
15 lakhs above	21	2.19	1.030	.225	1.72	2.66	1	4
Total	104	2.82	1.378	.135	2.55	3.09	1	5
< 5 lakhs	20	2.95	1.605	.359	2.20	3.70	1	5
5 lakhs-10 lakhs	33	2.97	1.380	.240	2.48	3.46	1	5
10lakhs-15 lakhs	30	3.00	1.365	.249	2.49	3.51	1	5
15 lakhs above	21	2.19	1.030	.225	1.72	2.66	1	4
Total	104	2.82	1.378	.135	2.55	3.09	1	5
Anova	Sum of Squares	df	Mean Square	F	Sig.			
Between Groups	10.371	3	3.457	1.867	.140			
Between Groups	10.371	3	3.457	1.867	.140			

Table shows the customers satisfaction regarding to income levels and offers of food . The average satisfaction of the respondents is 2.82 and 5 lakhs-10 lakhs income levels highly satisfied when compare to other income levels. The calculated f value is 1.867 at .140 level of significance. From the analysis of the day, it can conclude that, there is no significant relation between income levels and offers of the food. Hence, reject the null hypothesis.

Table7: Service quality on Customer satisfaction   Rating of REL-food

Star Rating	Frequency	Percent	Valid Percent	Cumulative Percent
5	16	15.4	15.4	15.4
4	43	41.3	41.3	56.7
3	18	17.3	17.3	74.0
2	14	13.5	13.5	87.5
1	13	12.5	12.5	100.0
Total	104	100.0	100.0	

The table shows the responses of rating of the REL food app.41.3 percent of people gave 4-star rating.17.3 percent of people gave 3-star rating.15.4 percent of people gave 5-star rating.13.5 percent of people gave 2-star rating. 12.5 percent of people gave 1-star rating.it concludes most ofthe people gave the 4-star rating of REL food.

Findings

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- Demographic factors of age and genders are satisfied with REL food's offers.
- Demographic factors of ages and income levels are satisfied with the quality of the food.
- Demographic factors of ages and genders are satisfied with the company's delivery process.
- Age, employment, and educational background are the demographic factors satisfied withthe app's interface.
- The average satisfaction of the respondents is 2.78 and 5 lakhs-10 lakhs income levels highly satisfied when compare to other income levels

Suggestions:

- The service providers of e-catering services should prioritize price in order to attract more customers, and add new value add items so that the client will have a wider selection to choose from when purchasing.
- It should put more effort into improving product quality to increase customers andto increase orders.

- The company needs to improve on its packaging because most members are neither in agreement nor disagreement when questioned whether the company's packaging is up to par and also make its order processes easier for customers so that customers feel more convenient.

- The customer problem should be solved on time as that would add more value to their assets. The service providers should also provide the detailed information about the product on the packaging as most customers mentioned this while doing the survey and   concentrate on its promotional efforts, such as advertising.

Conclusion:

Customers rely heavily on quality, and if they are not given good quality, they may switch to another company. Additionally, reasonable prices have an impact on Indian customers' purchasing decisions because they want good quality at a reasonable price, and REL-food service has achieved enviable success. Even though REL Foods' packaging is ordinary, the majority of customers were still satisfied since they received high-quality products at competitive prices with discounts or other incentives, and their problems were quickly resolved. The majority of consumers were also conflicted about recommending the business's goods to others since they did not want to help their rival. Customer happiness is greatlyinfluenced by the services that are provided to them.

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