

**TO ASSESS THE RELATIONSHIP BETWEEN FOOD & BEVERAGE QUALITY
AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO HOTEL
INDUSTRY**

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ABSTRACT

The characteristic of the food that the customer finds satisfactory is referred to as its quality. Several variables are considered when determining the quality of food: the overall quality of the food and beverage, the flavour, the degree of novelty, the nutritional perspective, and the size of the market segment. To enhance the quality of their cuisine, the hotel must employ a number of modern food and beverage service methods. In order to accommodate contemporary and creative delivery models, the sector must adapt its traditional approaches to food and beverage service. Whether or not a customer will return to a business is strongly influenced by the quality of the food and beverages offered. The food and beverage market is undergoing fast transformation, and corporate leaders are under increasing pressure to keep up with the altering styles. The meal's qualities are influenced by consumer feedback and recommendations. In this research, we have assessed the food & beverage quality provided by the hotels and how much customers are satisfied with it. For this, we have collected data from Delhi hotels and analyzed the relationship between food & beverage quality and customer satisfaction.

Keywords: *Hotel industry, food & beverages, service quality, customer satisfaction.*

1. INTRODUCTION

In recent decades, the hospitality industry has risen exponentially across the globe. In recent years, the hotel industry has witnessed a rapid transformation due to the advent of innovation in areas such as consumer demand, the quality of cuisine, and the shifting preferences of customers. In addition to other services and products, hospitality services are characterised by the supply of space and food in a restaurant, and the hotel industry has traditionally played a crucial role in the development of India's service sector. The major objectives of the hospitality industry are to provide consumers with a welcoming atmosphere, a range of alcoholic and nonalcoholic beverages, and sleeping accommodations. The food and beverage department is one of the hotel industry's most important revenue generators. The food and beverage service industry in India is one of the country's most active industries, having enjoyed tremendous growth in recent years and continuing to expand at a rapid rate (KPMG, 2016).

The interaction between the consumer and the menu is substantially strengthened by the food and beverage service. The service assumes responsibility for offering clients high-quality meals and beverages. There are numerous types of menus available, and each one is accompanied by a distinct service. This is illustrated by the "à la carte" menu, which offers meals with waiter service. Service mindsets and a loyal client base are important to the success of any business. To acquire the loyalty of customers, it is necessary to recognise and anticipate their needs and be able to meet them. The success of hotel businesses relies on ensuring that customers are satisfied with their stays, as this develops brand loyalty and positive interactions with guests (Ryu, K., et al., 2012).

The quality of the food has a positive effect on customer loyalty; in fact, the quality of the food has a far greater effect on customer loyalty than the quality of the service, which will help to retain consumers in the future. In his article, he makes it very obvious that the major components of perceived value are service quality, food quality, nourishment quality, entertainment quality, and physical condition quality. Nasrin Koshki, H. E. (2014), directed a study on a combination of good taste, menu variety, dietary benefit, engaging quality of introduction, newness, and type of food, with the objective of ensuring that each food outlet satisfies the basic needs of the client and increases the client's likelihood of returning. Newness and meal kind were also included in the research's scope. In any case, a thoroughly

happy atmosphere and exceptional service have a substantial effect on how prospective customers view a restaurant.

Food and beverage (F&B) service is one of the most important aspects of the hospitality sector, as well as a vital aspect of the non-residential catering industry. These industries have an ongoing demand for personnel with proper training in order to provide the necessary services to satisfy their customers. Hotel management schools across the globe are committed to equipping their students with the skills essential to becoming valued hospitality industry employees. There is a clear relationship between the quality of the product and the level of client happiness. If the product is of higher quality, the buyer will express greater overall satisfaction (Oliver, 1980; Yuksel & Rimmington, 1998; Hallak et al., 2018).

The concept of service quality is highly broad, and various individuals have vastly divergent viewpoints on the subject. The most common definition is that it is the study of differences between an individual's expectations and their actual impression of a product or service (Zeithaml et al., 1988; Gronroos, 1982; Yuksel & Yuksel, 2008). This is the predominant definition. In the huge hospitality business, which includes the food and beverage industry, the quality of the food and the quality of the food service are significant aspects in determining the overall satisfaction of the consumer. These two elements are complementary. To be successful in this industry, one must have a comprehensive understanding of their clientele (Kandampully et al., 2018). A business must maintain regular monitoring and quality control to assure client satisfaction in order to exist. Satisfaction has traditionally been and will continue to be of the utmost significance in terms of food provision. It has been suggested that the overall quality of the meal, particularly its taste and presentation, is the most important component in determining a customer's degree of satisfaction and his behavioural expectations (Namkung & Jang, 2007).

In a restaurant setting, Pedraja Iglesias and Jesus Yagüe Guillén (2004) discovered that perceived pricing had no impact on consumer satisfaction. Nonetheless, according to Rothenberger (2015), the perceived fairness of prices has a direct effect on customer happiness.

2. LITERATURE REVIEW

The supply of food and drink is now universally recognised as an integral aspect of the global hospitality industry. The tourism and hospitality industry is responsible for a considerable

number of job openings in India's numerous hotels, resorts, and other food and beverage service firms. Chain hotels and resorts play a significant role in the development of the hotel industry in India, contributing to its continued expansion. However, the majority of chain hotel and resort operators face a range of obstacles when it comes to running their businesses. This study analyses and evaluates the effectiveness of the organisation of food and beverage services at a number of chain hotels and resorts. Two hundred managers of food and beverage departments from businesses of comparable nature were surveyed for this study. Four of the most significant states in northern India provided the data: Himachal Pradesh, Punjab, New Delhi, and Jammu and Kashmir. According to the study's findings, there is a strong relationship between food and beverage service practises and the overall success of the business (Kapoor, B., 2014).

According to Dr. Yashwant Singh Rawal (2017), the hospitality industry in India is an integral part of the tourism industry. This industry includes establishments such as hotels, restaurants, taverns and clubs, guesthouses, and self-catering enterprises, among others. The hotel industry comprises the majority of India's hospitality sector. Food and beverage service is recognised as one of the primary departments responsible for generating considerable profits and ensuring customer satisfaction. Improvements in the quality of food service operations are beneficial not just to the industry as a whole but also to individual businesses. Due to the fact that the majority of tourists spend more than 25 percent of their money on food and beverages, the hotel industry is reliant on offering good service in these areas. It is crucial that we not only provide travellers with good food and drinks but also service them in a more professional manner.

When it comes to quality, a product or service must be able to meet specific criteria at the right time and in the right place. Quality, according to Juran (1989), is the concept of "fitness for use." It is proof that the product is flawless and entirely meets the client's needs. The extent to which a company's products and services meet the needs of its customers is often seen as a reliable indicator of the services' quality (Parasuraman et al., 1985, 1988). High service quality was found to be connected with a minimal or nonexistent gap between customer expectations and performance perceptions (Parasuraman et al., 1985). In terms of service quality, Parasuraman et al. reduced the number of criteria from ten to five. Initially, ten criteria existed (1985). Consideration should be given to dependability, responsiveness, confidence, and empathy (Parasuraman et al., 1988).

The food and beverage service department, along with its auxiliary departments such as restaurants, bars, and pubs, and room service, generates 25 percent of total revenue for luxury hotels. Banquet sales make up 57%, 59%, and 58% of F&B revenue in luxury, upper-upscale, and upscale hotels, respectively. The performance of the uninterrupted food and beverage service is continuously increasing, and with the aid of social media, they are making qualitative gains. Because social media creates an open world, the hotel industry is dependent on providing consistently high-quality food and beverage service. As they are the representatives of the hotel's food and beverage service, the food and beverage employees must always be cautious regarding both the food and service portions of their duties. It has been observed that customers do not seek traditional service; rather, they seek experimentation and amusement from food and beverage service, which should also provide them with a sense and experience of service. Therefore, the supply of food and drink affords both consumers and employees the opportunity to become acquainted (Chourishi, S., and Waghchoure, K., 2019).

Svetlana Rodgers (2010) emphasised the feasibility of food production using any natural technical expertise and management approach. He proposed a structure that would cover the following areas of study: technology improvement, process layout (including industrial delicacies), product enhancement (including molecular gastronomy, business gastronomy, and functional meals), and risk management. Molecular Gastronomy Business Gastronomy Functional Meal (including quantitative hazard assessment and predictive microbiology) It is possible to combine studies in operations management, consumer psychology, cognitive psychology, sociology, and economics with developing developments in food technology and engineering. Due to the interrelated nature of various areas, this is conceivable.

According to Schiffman and Kanuk (2010), customer satisfaction may be described as a customer's evaluation of a product or service's performance and is related to consumer expectations. If the restaurant's goods and services go above and beyond what the guests expect, they are thrilled; if they don't, they are unhappy (Bowden and Dagger, 2011).

3. OBJECTIVES OF RESEARCH

In this paper, we have following objectives:

- To find out the Food and Beverage quality offers in Hotel Industry for customer satisfaction
- To assess the relationship between food & beverage quality and customer satisfaction

4. RESEARCH METHODOLOGY

We have collected data using questionnaires to judge the service quality for customer satisfaction in terms of Food and Beverage quality. Thereafter we have assessed the relationships between food & beverage quality and customer satisfaction. For this research, we have collected data from 60 respondents visited to Delhi hotels.

5. DATA ANALYSIS AND INTERPRETATION

Demographic Variables

We have taken the respondents of different age, gender, marital status, education and business category.

Variables	Frequency	Percentage (%)	M	SD
Age:				
<30	15	25	20	4.54
31-40	19	31.67		
40>	26	43.33		
Gender:				
Male	41	68.33		
Female	15	25	20	15.51
Other	4	6.67		
Educational Qualification:				
<HSC	1	1.67		
UG-PG	35	58.33	20	14.16
Others	24	40		
Marital Status:				

Married	38	63.33	30	8
Unmarried	22	36.67		
Occupation:				
Govt. Employee	6	10		
Private Employee	28	46.67		
Self-Employed	9	15		
Student	3	5	10	8.266
Housewife	8	13.33		
Retired	6	10		
Monthly Income:				
<25,000	7	11.666		
25,000-50,000	28	46.666	20	9.27
>50,000	25	41.666		

Table 1: Demographic Variables

From the table 1, it can be analysed that the respondents visit to the selected hotels having more than 88% people income more than 25,000 per month. 68.33% respondents were Male. Most of the respondents (46.67%) belong to private employees. Out of survey, 98.33% respondents were highly educated.

Service Quality for Food and Beverages – Results

Items	No. of respondents (agreed/totally agreed)	Mean	SD
Visually Appealing Dining area	41	1.5029	1.0042
Air-conditioned environment	35	1.5471	1.0223
Attractive menus, dishes and reasonable price	45	1.7880	1.9801
Fresh foods and drinks available in hotel	49	1.8992	1.2211

Service quality with proper aroma and effective artistic manner	42	1.5079	1.0130
Quality of Food provided by hotels to all guests	52	1.8790	1.3201
Quality of Housekeeping provided by hotels' staff	49	1.8521	1.5437
Food and beverage can be maintained with good and effective service quality by hotels' staff	44	1.3921	1.1567

Table 2: Service Quality for food and beverages – Results

The goal of this study was to look into the current level of service quality for food and beverages in hotels that satisfy the customer as have been shown in table 2. Table 2 shows the level of service quality for all subjects that responded to the questions. From the table 2, it was found that food and beverages services and quality provided from the hotels were most significant and in quality way.

Customer Satisfaction with Food and Beverages' Service Quality

Predicators	t-value	p-value
Food Quality	0.061	0.005
Price	0.787	0.081
Restaurants' Environment	2.890	0.0003
Behavioral Intentions of Hotel Staffs	0.358	0.0080

Table 3: Predicators of Customer Satisfaction with Food and Beverages' Service Quality

The predictors of Food and Beverages' Service Quality are listed in Table 3, along with their level of significance in connection to customer satisfaction. From the table 3, it is found that services provided by the hotels' staff were significantly good because their foods and beverages services were highly significant ($p \leq 0.005$). In addition, they provided highly

assured services, which allowed customers to visit hotels with the assurance that they would be satisfied with the services they received, resulting in customer loyalty for the hotel industry. The importance of the hotels' sense of responsibility cannot be overstated; it indicates the hotels' commitment to addressing the needs of their customers.

6. CONCLUSION

The availability of a variety of foods and beverages within the confines of the establishment helps to increase customer satisfaction with the quality of the food and beverage service. The extent to which respondents believed their demands were addressed by firms is another crucial aspect of this research. The study's conclusions provide an analysis of the function of food and drink in the hotel industry. The evaluation of food and beverages comprises remarks regarding their preparation, production, and delivery to customers. The results of the study indicate that individuals in Delhi have a stronger ability to select food and beverage in hotels due to the efficient characteristics of the hotels. When analysing customer-requirement-dependent functions, the guest's unique perspective is taken into account. This, in turn, contributes to the development of brand loyalty and strong consumer relationships.

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