Assessing the customer satisfaction level of the restaurant at Regina's Place using SERVQUAL

An Internship Report for

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Submitted in partial fulfilment of Master's Degree

MBA in Marketing

By

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2128

Under the Supervision of

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Goa Business School

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GOA UNIVERSITY

Date: 27 April 2023

Examined by:

Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "**Assessing the customer satisfaction level of the restaurant at Regina's place using SERVQUAL**"is based on the results of investigations carried out by me in the Masters of Business Administration at the Goa Business School, Goa University under the Mentorship of Dr. Priyanka U. Naik and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Date: 27-4-2023

Place: Goa University

Hemang

2128

Management Studies

Goa Business School

COMPLETION CERTIFICATE

This is to certify that the internship report **"Assessing the customer satisfaction level of the restaurant at Regina's place using SERVQUAL"** is a bonafide work carried out by **Mr. Hemang** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline Masters of Business Administration at the Goa Business School, Goa University.

Date: 27-4-2023

Dr. Priyanka U. Naik

Discipline of Management Studies

Prof. Jyoti Pawar
Dean,
Goa Business School
Date: 27 04 2023
Place: Goa University

School Stamp

Regina's Place

Ashvem Waddo Ashvem Beach - Post Office Mandrem Pernem North Goa - 403527

To Whomsoever it May Concern

This is to certify that Mr. Hemang, Student of the Goa Business School, undergoing Masters of Business Administration has successfully completed Internship between 1st March 2023 to 26th April 2023 at Reginas Place. He actively participated in the activities during the period of internship and did various activities such as Front Office Activities, Marketing & Sales Activities, and conducted a customer satisfaction survey on our Restaurant.

Mr. Kishan Halder
Manager
Regina's Place.

Regina's Place
Ashvem Waddo,Ashvem Beach
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ACKNOWLEDGEMENT

I would like to extend my deep and sincere gratitude to all those who helped me in making my internship project successful and with all gratefulness I would like to thank the following people from Regina's place for supporting me and guiding me to learn different things in organization which is needed for my project.

A special thanks to the Manager of the Resort Mr. Kishan Kumar for allowing me to do internship in the Resort and guiding me.

I would also like to thanks my guides in the Resort Mr. Basant Solanki Restaurant Manager.

I would also like to thanks my mentor Dr. Priyanka U Naik for guiding me throughout the Internship Program.

Table of Contents

1   Profile of the Company

Regina's has built itself upon the idea of our customers having a tranquil and authentic yet comfortable Goan experience on every visit. Turning every customer into a life long patron returning to enjoy their slice of life in Goa. Our multi-cuisine menu and our bar tender will spoil you for choice. Each dish you try will be better than the last is our constant goal. The best of foods with the best of drinks while the ocean calls for you.

Regina's Place is a Beachfront Resort to the world popular Ashwem Beach. The resort reflects a unique Portuguese and Mediterranean architecture and offers a perfect location to unwind. The proximity to night life, local markets, nightclubs and restaurants makes Regina's Place an ideal favourite in North Goa. Allow us to pamper you in one of our luxurious cottages. Experience the comfort and luxury on offer while enjoying homely and personalized service.

Coffee Lounge Cum Bar

Our Coffee Lounge cum Bar is a nice refreshing way to begin your day or to relax after a great day on the beach. Our Coffee Lounge cum Bar offers you a variety of coffees to choose from, including Expresso and Cappuccino.

The Coffee Lounge cum Bar is Open from 7am to 11 pm Everyday

1.1 SWOT Analysis of Regina's Place

Strengths

- **Presence across segments:** Regina's Place has something to offer to customers with any budget. Thus by catering to all income types, the hotel has ensured a huge customer base.

- **Guest interaction:** The core business philosophy of Resort is that guests are always made to feel welcome. Some of the features offered include lucrative loyalty programs, exclusive guest executives, and online check-in. All contact points right from the registration to check out is monitored and continual improvement is targeted in each.

- **Loyalty Programs:** Resort is known to have one of the best loyalty programs in the business. Their frequent guests have access to a number of privileges such as free nights in collecting 2000 points, complimentary candle lights dinners, and birthday celebrations.

Weakness

- **Discrepancies among staff:** That's what I have noticed that there is some unhealthy professional jealousy among them. Which is effecting the Hotels performance over all I think there's a bit less team work among employees.

- **Lack of Internee's:** They are not interested in for internships they usually prefer full time workers .when I was doing internship at that time I was the only internee in the whole hotel. Their performance can improve by giving more opportunities to internees.

Opportunities

- **Growth in Emerging Economies:** There is a huge scope for hospitality business in emerging economies in India and Goa and there is a surge in tourists to these destinations. The growth of business in these regions have also resulted in the surge in the number of business travellers and tourists travellers.

Threats

- **Competition:** there are a large number of hotels in our Resort area so the competition is high.

2 Introduction to the topic:

Service quality is a crucial aspect of any restaurant business, as it directly impacts customer satisfaction and loyalty. To assess and improve service quality, many restaurants use a popular tool called SERVQUAL, which is a customer-focused approach that measures the gap between customers' expectations and perceptions of service quality. This study aims to use the SERVQUAL model to evaluate the service quality of a restaurant, identify any gaps that exist between customer expectations and perceptions, and make recommendations to improve service quality. By analyzing the five dimensions of service quality - Tangibles, Reliability, Responsiveness, Assurance and Empathy - this study will provide valuable insights into how the restaurant can better meet the needs and expectations of its customers. The findings of this study will be beneficial not only to the restaurant but also to other food service businesses that strive to enhance their service quality to increase customer satisfaction and loyalty.

2.1 Need for the study:

A service quality study using SERVQUAL could be beneficial for a restaurant for several reasons. First, customer satisfaction is crucial for any business, but especially for restaurants, where positive word-of-mouth and repeat business can make a significant difference in success. By understanding the dimensions of service quality that are most important to customers, the restaurant can improve its service and increase customer satisfaction, leading to increased loyalty and positive reviews.

Second, the restaurant industry is highly competitive, and consumers have many options when choosing where to dine. By conducting a SERVQUAL study, the restaurant can gain a competitive advantage by identifying areas for improvement that will set it apart from competitors.

Third, a SERVQUAL study can help the restaurant identify strengths and weaknesses in its service delivery process. By measuring customer perceptions and expectations across five dimensions of service quality Tangibles, Reliability, Responsiveness, Assurance and Empathy the restaurant can pinpoint specific areas where it is excelling and areas where it needs to improve.

Overall, a service quality study using SERVQUAL could provide valuable insights for a restaurant looking to improve customer satisfaction, gain a competitive advantage, and optimize its service delivery process

3   Literature review

In a study by (Rosen, 1994) where it was found that the clients of the café feel it is vital to encounter some level of customized consideration despite the fact that their assumptions were fairly low around here. The café in this study fared well on the grounds that the quality hole (insights assumptions) was least for "knowing the client", which ended up being the main element of generally quality. Both types of analysis are absolutely necessary because of this. The restaurant did better on "knowing the customer" than it did on "reliability" and "assurance." The quality gaps were rather large, primarily as a result of high expectations. Customers are more likely to be dissatisfied with a service if they have high expectations. Companies in the hospitality sector must conduct this kind of analysis to learn about how customers evaluate products and services and to try to control their expectations and perceptions. Customers should be better instructed about the assistance so they will have reasonable assumptions. Through some kind of total quality management (TQM) program, the restaurant might try to increase its assurance and dependability. Dependability could be worked on through changes in the activities region, while affirmation can be worked on through inside showcasing and preparing. Employees need to be taught by management what is expected of them and how they should respond in different situations.

In another study by (Hing, 1995) discusses the implications of two restaurants' quantitative service quality evaluations. The study found that the SERVQUAL instrument is an easy and inexpensive way to measure service quality in labour-intensive establishments like restaurants. Monitoring the effects of service quality programs and the evolution of customer expectations over time can be made easier with regular assessments. Identifying customer expectations and perceptions of service quality, prioritizing and improving areas of weakness, and refining promotional messages to ensure that expectations are realistic are all things restaurateurs can benefit from. Management can tailor their promotional message to maximize competitive advantage by comparing the service quality of businesses in the same industry sector. The review has likely advantages for eatery supporters, for example, upgrading the feasting experience and aiding their decision of food outlets. The results of the study are limited, and more research on restaurant service quality is needed to reach definitive conclusions. However, this study contributes to the objective of improving restaurant service quality.

In an another study by (Chang, 2011) "Responsiveness" was found to be the most important of the five dimensions in this study. This basically means that businesses should respond immediately to customer needs by making necessary process adjustments. Instead of "meeting customer needs," service-oriented businesses create the needs of their customers to shape their lives and situations by creating mental and physical experiences to pique their interest and

compel them to alter their consumption habits. In addition to the high relative importance of "responsiveness," the structure of the service quality model must also take into account the other four dimensions.

4 Research questions:

- What are the expectations of customers regarding service quality in a restaurant?
- To what extent does the restaurant meet these expectations?

5 Project objectives of the study:

1. To assess the customers' perceptions of the quality of service provided by the restaurant.

2. To identify the gaps between customers' expectations and perception their actual experiences of the service quality provided by the restaurant.

6 Project Methodology:

Survey method – Through questionnaire using Google forms.

This study aims to evaluate the service quality at Regina's Place restaurant by utilizing the SERVQUAL model. The model identifies five internal gaps, namely positioning gap, specification gap, delivery gap, communication gap, and perception gap, which determine the size and direction of the service quality. To adapt these dimensions into the restaurant's services, we will consider tangible aspects, reliability, responsiveness, assurance, and empathy.

To measure the quality of services, we will use equation (1), where Q (quality of service) is equal to the perceived service (P) minus the expected service (E). By applying this equation to each dimension's elements, we will calculate the service quality gap and identify the dimension with the largest and shortest average gap score as the most critical dimension.

A positive gap score indicates that the service quality has exceeded expectations, while a negative gap score indicates that the service quality is unsatisfactory and has not met the customers' expectations.

Measuring scale – Using 5 point LIKERT SCALE:

Strongly disagree (1), Disagree (2), Neutral (3), Agree Strongly (4), & Agree (5).

6.1 Developing the SERVQUAL questionnaire:

SERVQUAL is a widely used tool for measuring service quality. The questionnaire will include questions that assess the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy.

Sampling Frame – Customers who have eaten or eating at the restaurant

Sampling size – 133 customers

Sampling Technique - Convenience Sampling, This technique involves selecting participants who are easily accessible and willing to participate. In this case, the researcher will randomly select customers who are dining at the restaurant and ask them to complete a survey or participate in an interview about their experience.

Another option is to distribute surveys to customers as they enter or leave the restaurant. This technique is easy to implement and can provide valuable insights into the service quality of the restaurant.

7 Data analysis & discussion:

Once the data is collected through google forms than it will be uploaded either on Excel or SPSS for analysis, and once the data is analysed a conclusion will be drawn and the analysis will be presented in the form of table and charts.

Dimensions	Expectations	Perceptions	Gap Score
Tangibles	3.08	3.11	0.03
Reliability	3.11	3.13	0.02
Responsiveness	3.06	3.13	0.08
Assurance	3.14	3.13	-0.01
Empathy	3.12	3.14	0.02

The data provided in the table shows the expectations and perceptions of customers for each of the five dimensions of service quality, along with the resulting gap score. Overall, the data indicates that customers are mostly satisfied with the service quality provided, as the gap scores are mostly positive, except for the Assurance dimension, which has a slightly negative gap score.

In detail, the Tangibles dimension has a positive gap score of 0.03, which indicates that customers' perceptions of the physical facilities, equipment, and appearance of the service provider are slightly higher than their expectations. The Reliability dimension also has a positive gap score of 0.02, indicating that customers' perceptions of the service provider's ability to provide reliable and accurate service are slightly higher than their expectations.

The Responsiveness dimension has the highest positive gap score of 0.08, indicating that customers are highly satisfied with the service provider's willingness to help and provide prompt service. The Empathy dimension has a positive gap score of 0.02, indicating that customers perceive the service provider to be caring, attentive, and understanding.

However, the Assurance dimension has a slightly negative gap score of -0.01, suggesting that customers' perceptions of the service provider's knowledge, expertise, and ability to inspire trust and confidence are slightly lower than their expectations.

Overall, the analysis of the provided data suggests that customers are mostly satisfied with the service quality provided by the service provider, with only a minor area for improvement in the Assurance dimension. The service provider should focus on improving their knowledge, expertise, and ability to inspire trust and confidence in their customers to increase customer satisfaction in this dimension.

7.1   Gap Analysis of Service Quality Aspects in All Dimensions

Dimensions	Items/Aspects	Expectation (E)	Perception (P)	Gap Score (P-E)
Tangible	**Q1.** An excellent restaurant will have modern-looking equipment, eg: dining facility, bar facility, crockery, cutlery, etc.	3.05	3.11	0.06
	Q2. The physical facilities, eg: buildings, signs, dining room decor, lighting, carpet, etc, at an excellent restaurant will be visually appealing.	3.06	3.13	0.07
	Q3. Staff at an excellent restaurant will appear neat, eg: uniform, grooming, etc.	3.08	3.1	0.02
	Q4. Materials associated with the service, eg: pamphlets, statements, table line, serviettes, menu and wine list will be visually appealing in an excellent restaurant.	3.14	3.11	-0.03
Reliability	**Q5.** When an excellent restaurant promises to do something by a certain time, they will do so, eg: patrons request to have meals finished by a certain time.	3.17	3.14	-0.03
	Q6. When patrons have a problem, an excellent restaurant will show a genuine interest in solving it, eg: error in the bill presentation, the food is too salty, allergic to food additive.	3.05	3.16	0.11
	Q7. An excellent restaurant will perform the service right the first time, eg: drink or food order correctly taken and served first time.	3.13	3.12	-0.01
	Q8. An excellent restaurant will provide its service at the time it promises to do so, eg: drink or food served at the time promised.	3.08	3.13	0.05
	Q9. An excellent restaurant will insist on error-free service, eg: drinks and food given correctly, no mistakes appear on patron's bill.	3.11	3.11	0.00
Responsiveness	**Q10.** Staff of an excellent restaurant will tell patrons exactly when services will be performed, eg: when food order will be taken or when meals will be served.	3.14	3.15	0.01
	Q11. Staff of an excellent restaurant will give prompt service to the patrons, eg: patrons are greeted promptly on arrival and shown to designated tables, drinks are served less than 10 minutes after they have been ordered.	3.03	3.14	0.11
	Q12. Staff of an excellent restaurant will always be willing to help patrons, eg: willing to hang up their coats, to phone them a taxi or help take photographs.	3.03	3.11	0.08
	Q13. Staff of an excellent restaurant will never be too busy to respond to patrons' requests, eg: request staff to explain menu items or to get a glass of water.	3.02	3.12	0.10
	Q14. The behaviour of staff of an excellent restaurant will instil confidence in patrons, eg: staff professionally and capably handle a	3.10	3.09	-0.01

Assurance	complaint, ability to perform with finesse even under tremendous work pressure.			
	Q15. Patrons of an excellent restaurant will feel safe in their transactions, eg: staff suggestions of drinks or food can be relied upon. Drinks are the ones ordered-such as no changing of brands in mixed drinks.	3.17	3.13	-0.04
	Q16. Staff of an excellent restaurant will be consistently courteous with patrons, eg: staff are polite, patient and exhibit proper service etiquette at all times even when facing difficult and demanding patrons.	3.13	3.14	0.01
	Q17. Staff of an excellent restaurant will have the knowledge to answer patrons' questions, eg: staff demonstrate good knowledge of wine and food (Including preparation methods).	3.14	3.14	0.00
Empathy	**Q18.** An excellent restaurant will give patrons individual attention, eg: willing to cater for the special needs of patrons in food and drink, such as gluten or salt free meals.	3.06	3.14	0.08
	Q19. An excellent restaurant will have operating hours convenient to all their patrons, eg: trade at least 6 days and most public holidays for lunch and dinner.	3.14	3.14	0.00
	Q20. An excellent restaurant will have staff who give its patrons personal attention, eg: asking patrons how their meals are within a short period after being served, or topping up their drinks or asking patrons about refilling of beverages.	3.14	3.11	-0.03
	Q21. An excellent restaurant will have the patrons' best interests at heart, eg: sufficient portions given, prices are reasonable, customers are asked about their comfort and staff are not too pushy with their suggestive selling.	3.09	3.16	0.07
	Q22. The staff of an excellent restaurant will understand the specific needs of their patrons, eg: staff will attempt to provide a special setting for patrons on special occasions or the willingness of staff to cater for what the patrons have requested.	3.15	3.14	-0.01

7.2 Overall the Aspects that are performing the best and keeping the customers most satisfied are:

The above table illustrates an assessment of a restaurant's service quality across five dimensions - Tangibles, Reliability, Responsiveness, Assurance, and Empathy - as per the SERVQUAL framework. The expectation scores indicate the customers' anticipated level of service, while the perception scores reflect their actual encounters. The gap score (P-E) demonstrates the extent to which perceptions fail to meet expectations, where a positive gap score signifies contentment among customers, and a negative gap score indicates their discontentment.

In the Tangibles dimension, the gap score for all items is positive, indicating that customers' perceptions of the restaurant's tangible attributes meet or exceed their expectations. However,

the gap score for Q4 is negative, indicating that customers perceive the materials associated with the service, such as menus and wine lists, to be less visually appealing than they expected. For Reliability, the gap score is suggests that customers are not entirely satisfied with the restaurant's ability to perform the service right the first time, provide its service at the time it promises to do so, and insist on error-free service. However, the restaurant has a positive gap score (0.11) for showing a genuine interest in solving customers' problems, indicating that they are satisfied with this aspect of the service,

In the Responsiveness dimension, all items have positive gap scores, indicating that customers' perceptions of the restaurant's responsiveness exceed their expectations. In particular, customers expect prompt and willing service, and the restaurant delivers on these expectations. For Assurance, The gap scores for the assurance dimension are mixed, with some negative gap scores (e.g. -0.04 for making customers feel safe in their transactions) and some positive gap scores (e.g. 0.01 for courteous behavior of staff). This indicates that customers are generally satisfied with the staff's knowledge and behavior, but there is room for improvement in certain areas

In the Empathy dimension, the gap scores for the empathy dimension are mostly positive, indicating that customers are satisfied with the individual attention and personalization provided by the restaurant staff. The gap score for staff giving personal attention to patrons is -0.03, and the gap score for staff understanding the specific needs of their patrons is -0.01, indicating that the restaurant needs to improve in these areas.

The restaurant is meeting customers' expectations in some areas, but there are also areas where the restaurant needs to improve to meet customers' expectations. The restaurant should focus on improving the appearance of materials associated with the service, promising to do something by a certain time, performing the service right the first time, making patrons feel safe in their transactions, having consistent courtesy with patrons, staff giving personal attention to patrons, and staff understanding the specific needs of their patrons to improve customer satisfaction

8 Project findings & conclusion
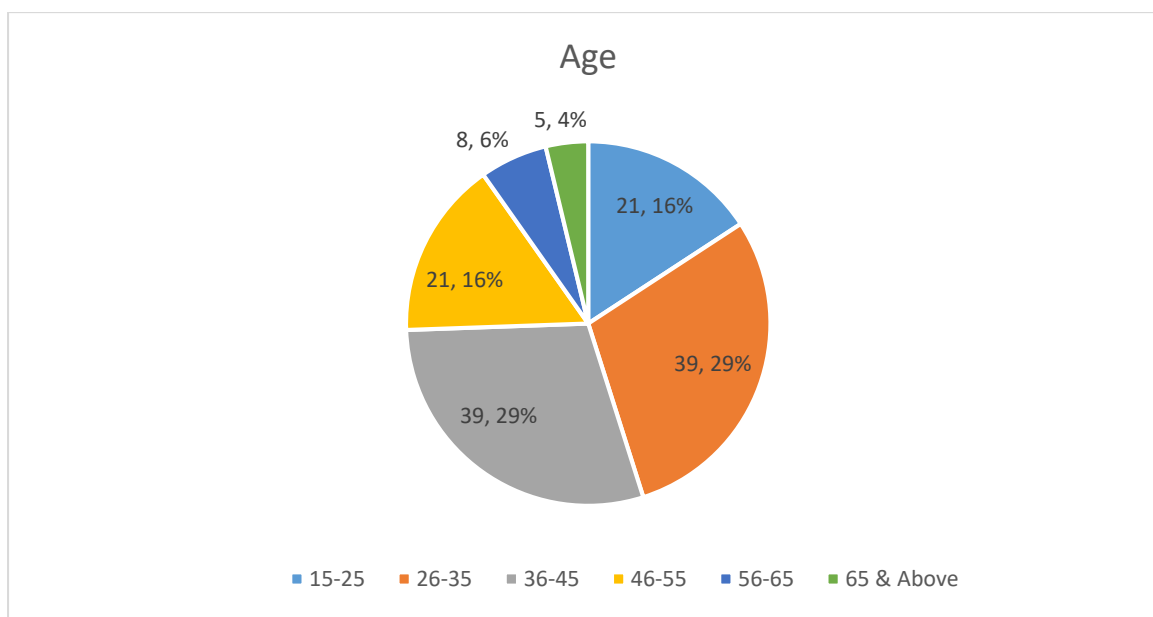
Out of the 133 Responses collected 39 respondents were in a age group of 26-35, 39 respondents were in a age group of 36-45, 21 respondents were in a age group of 15-25, 21 respondents were in a age group of 46-55, 8 respondents were in a age group of 56-65 and 5 respondents were in a age group of 65 & Above.

Highest Number of respondents were from the age group of 26-35 and 36-45 with a total of 39 respondents, followed by the age group of 15-25 and 46-55 which had the second highest number of respondents which is 21.
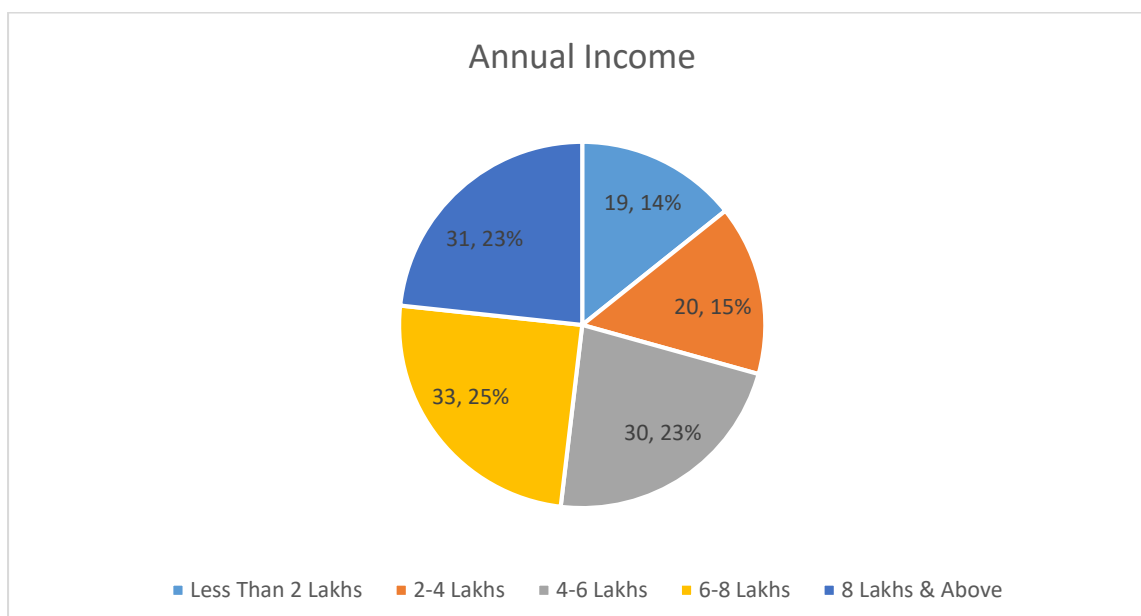
Out of the 133 Responses collected 33 respondents have a Annual Income of 6-8 Lakhs, 31 respondents have a Annual Income 8 Lakhs & Above, 30 respondents have a Annual Income

of 4-6 Lakhs, 20 respondents have a Annual Income of 2-4 Lakhs and 19 respondents hava a Annual Income of Less than 2 Lakhs.

Highest number of respondents were from the Annual Income of 6-8 Lakhs with a total of 33 respondents, followed by the Annual Income of 8 Lakhs & Above.
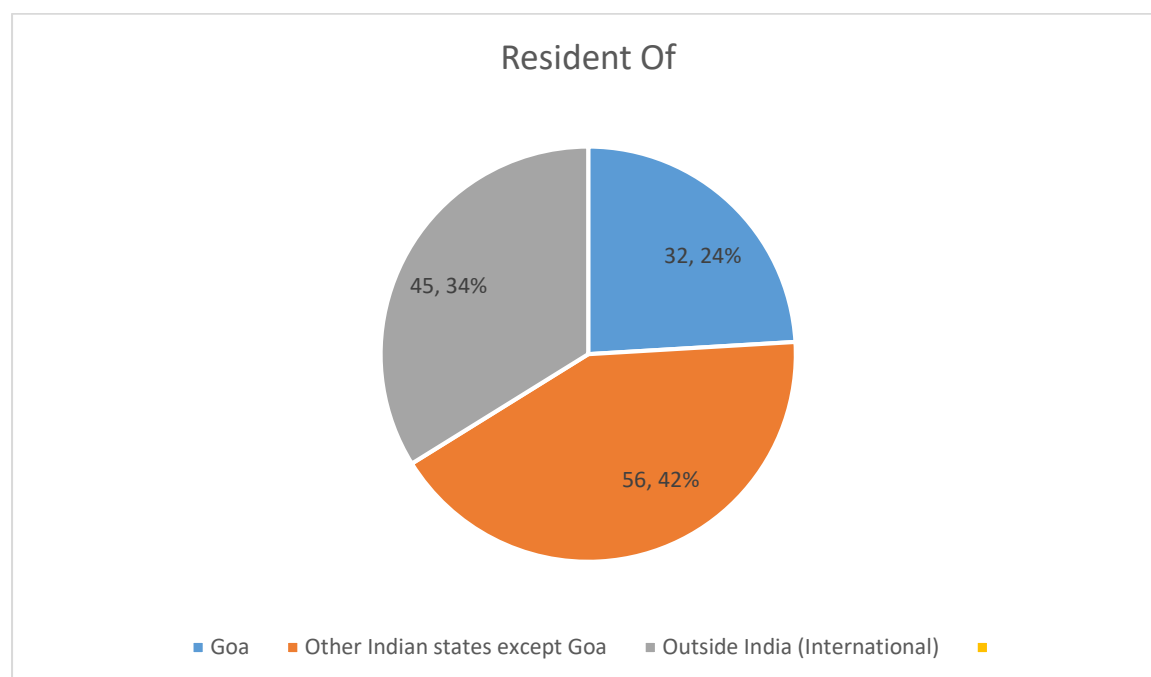
Out of 133 responses collected 56 respondents were from other Indian states except Goa, 45 respondents were International customers which means they were not Indian citizen and 32 respondents were Goan Customers. The majority of respondents were from other Indian states except Goa with 56 respondents and the second highest number of customers were International customers

8.1 Based on the analysis, the service quality gaps present here are:

Gap 2: The gap between customers' expectations and perceptions of service delivery. This gap is present in the reliability and assurance dimensions, indicating that the restaurant is not meeting customer expectations in terms of performing the service right the first time, providing error-free service, and making customers feel safe in their transactions.

Gap 3: The gap between the restaurant's service delivery and its communication with customers about the service. This gap is present in the reliability dimension, where the restaurant is not delivering its service at the time it promises to do so.

Gap 4: The gap between the restaurant's service delivery and its ability to provide personalized attention and empathy to customers. This gap is present in the empathy dimension, where the

restaurant needs to improve staff's personal attention to patrons and their understanding of the specific needs of their patrons.

In summary, the restaurant needs to focus on improving its service delivery in certain areas to meet customer expectations, communicating better with customers about its service delivery, and providing more personalized attention and empathy to customers to improve overall customer satisfaction.

9 Recommendation to the Resort

Market changes very fast and also competitors also increase and also new customers increase. If hotel don't promote their self in market well then they will loose new customers in the market. My suggestion is that hotel should invest in advertisement so that new people are also know about the hotel.

They has to keep the rooms ready before guest arrival because some customers comes early to hotel and sit in lobby and get bored because their check in time is at 12 pm and even the guests should inform the hotel of early arrival.

Housekeeping department should be kept in proper manner. The department is in bad condition. If they ask anything then they need to search a lot so it's difficult to give immediately.

10 Work done & Learnings Derived during the internship period

At the resort where I interned, my main duties included helping the front desk personnel with guest check-ins and check-outs, answering phone calls, and giving them information about the resort's amenities and nearby activities. I also had the chance to help out around the resort with a variety of jobs, stocking supplies, helping to organise and prepare events.

Through my internship, I discovered a lot about the hospitality sector and developed crucial skills in communication and customer service. I gained knowledge on how to handle difficult situations with professionalism and grace as well as how to manage customer complaints and requests efficiently.

Along with honing my customer service abilities, I also developed a greater comprehension of how a resort runs on a daily basis. I gained knowledge on how to priorities duties based on resort priorities and how to manage several activities at once. Additionally, I developed teamwork skills by collaborating with my coworkers to make sure that visitors had a pleasurable and memorable stay.

My work also included checking through email, social media sites, the hotel's website and online hotel booking sites. As well as individual leads. I even devised new ways to increase their client base by contacting the people I knew who were in need of a hotel and contacting different Casino managers and telling them about our hotel and requesting them to prefer our hotel to their guests . Later through contacting the casino managers, two managers replied me saying "we are in need of rooms so can you tell us more about your hotel" so i had to go to Panjim and meet the managers and give them the full information about the hotel, all the rooms and the various amenities and the current offers and packages they had at the moment.

Some of my Other duties included filling paperwork of the guests and of the hotel like Xeroxing different documents of the guests and printing different reports for the hotel ,maintaining computer databases on bookings of the guests, and communicating guest requirements to the departments of the hotel also contacting the guests and reminding about their checkout time.

My work includes Cashier duty from Monday to Thursday which includes collecting Payment from Guests filling bills of sales and expenses and reporting to the manager.

Skills: This Internship helped me a lot in making my conversation skill better. So it helps me very much to encourage me for future jobs. One thing that i really learned very much was standing on the reception, It was difficult for new comers, And there I just experienced How to

Check- In and Check-Out their customers. Then how to reply after making reservations by Fax, by phone call, or by e-mail. Then if someone cancels the reservation how to cancel it and then put the hard copy in the specific date file. The skills which are used were marketing skills, personal selling skill, and the basic conversation skills and also learned about handling staffs queries and their joining formalities.

 Time Management: Time management is always a difficult task to do specially when doing job for the first time. it happened to me too, I had to come on time.

11 References

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Hing, Y. L. (1995). Measuring quality in restaurant operations: an application of the SERVQUAL instrument . *Int. J. Hospitality Management* .

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12 Annexture

Restaurant's Service Quality Survey of Regina's Place

Instructions:

The information collected will be Highly Confidential & used for research purpose only.

This survey will measure the Customers Expectation and perception on the aspects of Services provided by the restaurant of Regina's place to see how well the restaurant is meeting the customers perceptions compared to their expectations.

Please read each question carefully before answering.

*Note: The survey is divided into 3 parts. *

First section - Personal Details

*Second Section - Describes your expectations from the services, before using or experiencing them. *

*Third section - Describes what is your perception of the current services after experiencing them. *

Age?

- 15-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 & Above

Annual Income?

- Less than 2 Lakhs
- 2-4 lakhs
- 4-6 lakhs
- 6-8 lakhs
- 8 lakhs & above

Resident of?

- Goa
- Other Indian states except Goa
- Outside India (International)

Have you visited this restaurant before?

- Yes
- No

12.1 Expectation

This part of the questionnaire will measure the expectations you had from the restaurant of Regina's Place

The ratings are measured as follows.

1- Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. An excellent restaurant will have modern-looking equipment, eg: dining facility, bar facility, crockery, cutlery, etc.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

2. The physical facilities, eg: buildings, signs, dining room decor, lighting, carpet, etc, at an excellent restaurant will be visually appealing

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

3. Staff at an excellent restaurant will appear neat, eg: uniform, grooming, etc..

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

4. Materials associated with the service, eg: pamphlets, statements, table line, serviettes, menu and wine list will be visually appealing in an excellent restaurant.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

5. When an excellent restaurant promises to do something by a certain time, they will do so, eg: customers request to have meals finished by a certain time.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

6. When customers have a problem, an excellent restaurant will show a genuine interest in solving it, eg: error in the bill presentation, the food is too salty, allergic to food additive.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

7. An excellent restaurant will perform the service right the first time, eg: drink or food order correctly taken and served first time.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

8. An excellent restaurant will provide its service at the time it promises to do so, eg: drink or food served at the time promised.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

9. An excellent restaurant will insist on error-free service, eg: drinks and food given correctly, no mistakes appear on customer's bill.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

10. Staff of an excellent restaurant will tell customers exactly when services will be performed, eg: when food order will be taken or when meals will be served.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

11. Staff of an excellent restaurant will give prompt service to the customers, eg: customers are greeted promptly on arrival and shown to designated tables, drinks are served less than 10 minutes after they have been ordered.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

12. Staff of an excellent restaurant will always be willing to help customers, eg: willing to hang up their coats, to phone them a taxi or help take photographs.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

13. Staff of an excellent restaurant will never be too busy to respond to customers' requests, eg: request staff to explain menu items or to get a glass of water.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

14. The behaviour of staff of an excellent restaurant will in still confidence in customers, eg: staff professionally and capably handle a complaint, ability to perform with finesse even under tremendous work pressure.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

15. Customers of an excellent restaurant will feel safe in their transactions, eg: staff suggestions of drinks or food can be relied upon. Drinks are the ones ordered-such as no changing of brands in mixed drinks.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

16. Staff of an excellent restaurant will be consistently courteous with customers, eg: staff are polite, patient and exhibit proper service etiquette at all times even when facing difficult and demanding customers.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

17. Staff of an excellent restaurant will have the knowledge to answer customers' questions, eg: staff demonstrate good knowledge of wine and food (Including preparation methods).

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

18. An excellent restaurant will give customers individual attention, eg: willing to cater for the special needs of customers in food and drink, such as gluten or salt free meals.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

19. An excellent restaurant will have operating hours convenient to all their customers, eg: trade at least 6 days and most public holidays for lunch and dinner.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

20. An excellent restaurant will have staff who give its customers personal attention, eg: asking customers how their meals are within a short period after being served, or topping up their drinks or asking customers about refilling of beverages.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

21. An excellent restaurant will have the customers best interests at heart, eg: sufficient portions given, prices are reasonable, customers are asked about their comfort and staff are not too pushy with their suggestive selling.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

22. The staff of an excellent restaurant will understand the specific needs of their customers, eg: staff will attempt to provide a special setting for customers on special occasions or the willingness of staff to cater for what the customers have requested.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

This Section measures the Perception of the Customers

12.2 Perception

This section of the survey will measure your views after Using and experiencing the services of the Restaurant.

The ratings are measured as follows.
1- Strongly Disagree
2- Disagree
3- Neutral
4- Agree
5- Strongly Agree

1. The restaurant has modern-looking equipment, eg: dining facility, bar facility, crockery, cutlery, etc.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

2. The physical facilities, eg: buildings, signs, dining room decor, lighting, carpet, etc, at the restaurant are visually appealing.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

3. Staff at the restaurant appear neat, eg: uniform, grooming, etc.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

4. Materials associated with the service, eg: pamphlets, statements, table linen, serviettes, menu and wine list are visually appealing at the restaurant.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

5. When the restaurant promises to do something by a certain time, it does so, eg: customers request to have meals finished by a certain time.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

6. When customers have problems, the restaurant shows a genuine interest in solving them, eg: error in the bill presentation, the food is too salty, allergic to food additive.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

7. The restaurant performs the service right the first time, eg: drink or food order correctly taken and served first time.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

8. The restaurant provides its service at the time it promises to do so, eg: drink and food served at the time promised.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

9. The restaurant insists on error-free service, eg: drinks and food given correctly, no mistakes appear on patron's bill.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

10. Staff of the restaurant tell customers exactly when services will be performed, eg: when food order will be taken or when meals will be served.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

11. Staff of the restaurant give prompt service to the customers, eg: customers are greeted promptly on arrival and shown to designated tables, drinks are served less than 10 minutes after they have been ordered.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

12. Staff of the restaurant are always willing to help customers, eg: willing to hang up their coats, to phone them a taxi or help take photographs.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

13. Staff of the restaurant are never too busy to respond to customers' requests, eg: request staff to explain menu items or to get a glass of water.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

14. The behaviour of staff of the restaurant instils confidence in customers, eg: staff professionally and capably handle a complaint, ability to perform with finesse even under tremendous work pressure.

1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

15. Customers of the restaurant feel safe in their transactions, eg: staff suggestions of drinks or food can be relied upon. Drinks are the ones ordered-such as no changing of brands in mixed drinks.

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16. Staff of the restaurant are consistently courteous with customers, eg: staff are polite, patient and exhibit proper service etiquette at all times even when facing difficult and demanding customers.

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17. Staff of the restaurant have the knowledge to answer customers' questions, eg: staff demonstrate good knowledge of wine and food (including preparation methods).

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18. The restaurant gives customers individual attention, eg: willing to cater for the special needs of customers in food and drink, such as gluten or salt free meals.

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