

# Customer's Perception Of Restaurant Food Quality Amid Pandemic

NISHANTH M<sup>1</sup> , Dr. SARAVANAN P V<sup>2</sup>

<sup>1</sup>Research Scholar, PG and Research Department of Commerce, Loyola College, Chennai-600034

<sup>2</sup>Assistant Professor, PG and Research Department of Commerce, Loyola College, Chennai. 600034

## ABSTRACT

The study examined the influence of a consumer's general perception of food quality on the retail food business. During the pandemic, many of them depended upon the retail restaurants that delivered food to their homes. They only concentrate on sales, but many retail restaurants concentrate less on quality because they get more orders from their customers. This study aims to show that customer perception of the overall quality of food delivered by retail restaurants is up to customer expectations. OLS linear combinations of food quality have been tested on various food quality perception variables among randomly chosen Chennai consumers.

**Keywords:** OLS (ordinary least square), Food Quality, Pandemic, Retail restaurant, Customer Perception.

## INTRODUCTION

In India's major areas, the eating out culture has evolved into a more global style, with consumers willing to pay more for ambience, convenience, and experience. Socializing with family and friends is a powerful way for Indians to stay connected to their culture. Affluence, deskbound occupations, dual incomes, youth independence, and a lack of leisure are all factors contributing to the restaurant industry's expansion in urban regions like Chennai. Amid the COVID-19 pandemic, people must rely on retail food delivery restaurants to avoid close contact. The retail restaurant must ensure food quality while increasing demand to increase sales and maintain social distance to avoid social contact. There is a chance to be less focused on food quality while speeding up demand. The retail restaurant may have new customers due to more calls and demands in the event of a pandemic, which propels them to reach the target. This would have

pushed them to compromise on the total service and quality they offered to the customers. Therefore, this study would be appropriate for the changing retail business scenario in recent times. The study reveals the perception of food quality among the customers who trusted retail restaurants.

## REVIEW OF LITERATURE

According to **Soderlund and Ohman (2005)**,<sup>i</sup> Customer happiness is also tied to two unique intention constructs such as intentions as expectations and intentions as wants. **Han and Ryu (2007)**<sup>ii</sup> discovered that Customer satisfaction must be improved to increase return visits and sales. Intentions to recommend Similarly, while looking into the importance of food quality **Namkung and Jang (2007)**<sup>iii</sup> found a substantial difference between mid and upper-scale restaurants. Customer satisfaction has an impact on behavioural intentions, such as

revisiting. favourable word-of-mouth. There is a strong correlation between consumer happiness and future behaviour. Customer perceived value has been regarded as a reliable predictor of customer satisfaction and the consumer buys behavioural intentions, according to current research (Andreassen and Lindestad (1998)<sup>iv</sup>; McDougall and Levesque (2000)<sup>v</sup>; Patterson and Spreng, (1997)<sup>vi</sup>; Ryu et al., (2008)<sup>vii</sup>. Customer perceived value was positively connected with customer satisfaction in the service industries, according to Andreassen and Lindestad (1998)<sup>viii</sup>. Customer perceived value had a good and direct association with customer satisfaction, according to Patterson and Spreng (1997)<sup>ix</sup>.

### OBJECTIVES OF THE STUDY:

- To examine the personal profiles of the consumers.
- To study the influence of consumer perception on the food quality of the retail restaurant

### RESEARCH METHODOLOGY

Primary data were collected with the help of a well-designed structured Questionnaire, from

100 consumers residing in Chennai using a convenient sampling method. The variables were measured using the food quality variable' points' Likert scale. To check the reliability of the scale, **Cronbach's Alpha reliability coefficient** was used. The visiting **0.856**, the scale is more consistent and highly reliable.

### QUESTIONNAIRE DESIGN

The Questionnaire has been divided into 2 sections.

**Part I** deals with **Personal Profiles** such as age, gender, marital status, educational qualification and occupational status, and nature of the organization of the respondents.

**Part II** dealt with 20 variables on the **perceived food quality aspect in the retail restaurant** of the respondents.

### STATISTICAL TOOLS USED

The data collected were subjected to **Percentage analysis, Descriptive Statistics, and Multiple Regression Analysis** using **SPSS Version 17.0**.

### ANALYSIS AND INTERPRETATION

**Table 1 - Personal Profiles of the Respondents**

PROFILE	Groups with Frequency			Total
GENDER	Male 49 (49%)		Female 51 (51%)	100 [100%]
EDUCATIONAL QUALIFICATION	Graduation = 41 [41%]	School Education = 35 [35%]	Post-Graduation = 24 [24%]	100 [100%]
OCCUPATIONAL STATUS	Other Employment = 49 [49%]		IT Employment = 51 [51%]	100 [100%]
MARITAL STATUS	Married = 47 [47%]		Single = 53 [53%]	100 [100%]

Table 1 indicates that the majority portion of the respondents is belonging to the female group (51%) average age of 26 years and the majority of them are employed in the IT sector (51%) and finished Graduation (41%). The majority of them (53%) were single depending on retail restaurant food only.

**TABLE 2 Descriptive Statistics of Age, Total Quality Perception (TQP) Variables**

DESCRIPTIVE STATISTICS	AGE	Total Quality Perception Variable
------------------------	-----	-----------------------------------

<b>Mean</b>	<b>26</b>	<b>17.7300</b>
<b>Median</b>	<b>28</b>	<b>18.0000</b>
<b>Mode</b>	<b>27</b>	<b>18.00</b>
<b>Std. Deviation</b>	<b>8.1436</b>	<b>1.80266</b>
<b>Skewness</b>	<b>.108</b>	<b>.488</b>
<b>Std. Error of Skewness</b>	<b>.241</b>	<b>.241</b>
<b>Kurtosis</b>	<b>-1.153</b>	<b>.903</b>
<b>Std. Error of Kurtosis</b>	<b>.478</b>	<b>.478</b>
<b>Minimum</b>	<b>18.0</b>	<b>13.00</b>
<b>Maximum</b>	<b>60.0</b>	<b>23.00</b>
<b>Q1</b>	<b>25</b>	<b>17.0000</b>
<b>Q3</b>	<b>58</b>	<b>18.7500</b>

Table 2 shows that the mean age of all respondents is 26 years with a standard deviation of 8 years followed by a Total Quality Perception (TQP) mean of 17.7300 with a standard deviation of 1.80266 is a robust measure. The age followed by Total Quality Perception distribution has a slight positive skewness.

**Table 3 Restaurant Service Quality (RSQ) Variables are Significantly Influencing Total Quality Perception (TQP)**

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean square</b>	<b>F</b>	<b>P-Value</b>
<b>Regression</b>	<b>285.706</b>	<b>5</b>	<b>57.141</b>	<b>16.912</b>	<b>0.000</b>
<b>Residual</b>	<b>317.604</b>	<b>94</b>	<b>3.379</b>		
<b>Total</b>	<b>603.310</b>	<b>99</b>			

**Table 4**

<b>Model</b>	<b>Unstandardised Coefficients</b>		<b>Standardised Coefficients</b>	<b>T</b>	<b>Sig.</b>	<b>Inference</b>
	<b>B</b>	<b>Std. Error</b>				
<b>Quality of food</b>	<b>1.191</b>	<b>.210</b>	<b>0.522</b>	<b>5.677</b>	<b>.000</b>	<b>Significant</b>
<b>Service quality</b>	<b>0.959</b>	<b>0.161</b>	<b>0.457</b>	<b>5.976</b>	<b>.000</b>	<b>Significant</b>
<b>Respect from Delivery Staff</b>	<b>0.757</b>	<b>0.187</b>	<b>0.366</b>	<b>4.056</b>	<b>.000</b>	<b>Significant</b>
<b>Delivery on Time</b>	<b>0.767</b>	<b>0.271</b>	<b>0.221</b>	<b>2.836</b>	<b>.006</b>	<b>Significant</b>
<b>Home Taste</b>	<b>0.634</b>	<b>0.226</b>	<b>0.223</b>	<b>2.799</b>	<b>.006</b>	<b>Significant</b>
<b>Constant = 19.336 with t value of 2.988 at P Value of 0.004</b>						
<b>R = 0.688</b>	<b>R<sup>2</sup> = 0.474</b>		<b>Adjusted R<sup>2</sup> = 0.446 S.E of estimate 1.838 at a P-Value of 0.000</b>			

Table 4 reveals that OLS Model has a goodness of fit for multiple regression analysis and the

linear combination of Quality of food, Service quality, Respect from Delivery Staff, Delivery on Time and Home taste significantly influence

Total Quality Perception (TQP) of retail restaurant { $F = 16.912$ ,  $p < 0.000$ }. The multiple correlation coefficient is 0.688, indicating that 47% of the variance is explained on TQP. Therefore, a sizable number of respondents have accounted for the linear combination of Quality of food, Service quality, Respect from Delivery Staff, Delivery on Time and Home taste. While Quality of food, Service quality, Respect from Delivery Staff, Delivery on Time and Home taste is significant positive influences on TQP whereas satisfaction with health, decision making choosing an restaurant support from customer care, support from managers, income level, desire to spend and improves social status no significant influence on TQP.

## FINDINGS, SUGGESTIONS AND CONCLUSION

1. Majority of the respondents are a female average age of 26 years of which are graduates among which majority portion was single are currently employed in the T sector

2. Respondents opine that the TQP variables are positively influenced by Quality of food, Service quality, Respect from Delivery Staff, Delivery on Time and Home taste.

3. Total Quality Perception about the retail restaurant plays a vital role in determining the sales of the retail restaurant

4. Restaurants should make use of customer feedback

5. Retail restaurant design policies should be customer friendly and also investing infrastructure keeping in mind the potential growth of the younger population

6. Restaurants concentrate on home taste for retaining the customer for a longer period.

7. Chennai based IT consumers relied more on retail restaurants. Hence, they should maintain the quality and they should concentrate more on south Indian based food taste.

## REFERENCE:

<sup>i</sup>Soderlund, M. and Ohman, N. (2005), "Assessing behavior before it becomes behavior: an examination of the role of intentions as a link between satisfaction and repatronizing behavior", *International Journal of Service Industry Management*, Vol. 16 No. 2, pp. 169-85.

<sup>ii</sup> Han, H. and Ryu, K. (2009), "The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry", *Journal of Hospitality and Tourism Research*, Vol. 33 No. 4, pp. 487-510.

<sup>iii</sup>Namkung, Y. and Jang, S. (2007), "Does food quality really matter in restaurant? Its impact on customer satisfaction and behavioral intentions", *Journal of Hospitality and Tourism Research*, Vol. 31 No. 3, pp. 387-410

<sup>iv</sup>Andreassen, T.W. and Lindestad, B. (1998), "Customer loyalty and complex services: the impact of corporate image on quality, customer

satisfaction and loyalty for customers with varying degrees of service expertise", *International Journal of Service Industry Management*, Vol. 9 No.1, pp.7-23.

<sup>v</sup> McDougall, G.H.G. and Levesque, T. (2000), "Customer satisfaction with services: putting perceived value into the equation", *Journal of Services Marketing*, Vol. 14 No. 5, pp. 392-410.

<sup>vi</sup> Patterson, P.G. and Spreng, R.A. (1997), "Modeling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination", *International Journal of Service Industry Management*, Vol. 8 No. 5, pp. 414-34.

<sup>vii</sup> Ryu, K. and Jang, S. (2008), "DINESCAPE: a scale for customers' perception of dining environments", *Journal of Foodservice Business Research*, Vol. 11 No. 1, pp. 2-22.

---

<sup>viii</sup> Andreassen, T.W. and Lindestad, B. (1998), "Customer loyalty and complex services: the impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise", *International Journal of Service Industry Management*, Vol. 9 No.1, pp.7-23.

<sup>ix</sup> Patterson, P.G. and Spreng, R.A. (1997), "Modeling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination", *International Journal of Service Industry Management*, Vol. 8 No. 5, pp. 414-34.