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Service Quality and Its Relationship with Customer Satisfaction

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ABSTRACT: Nowadays, fast food restaurant grows very fast globally. This research is about study of customer satisfaction in the fast food restaurants. It aims to investigate the relationship between service quality and customer satisfaction. This study is using SERVPERF five dimensions to measure the level of service quality. By applying the service dimensions responsiveness, reliability and tangible in service quality, the level of customer satisfaction become higher. So, there is a positive correlation between service quality and customer satisfaction.

Keywords: Service quality; resturant; satisfaction.

INTRODUCTION

Service quality is the consumer's judgment of overall service provided, also can be defined as the gap between consumer's expectation and actual service perceived [1]. Basically, service quality is about the customer's determinant for perceived service [2]. Consumers view the service quality in the aspects of the technical outcome provided, the process of the outcome delivered and the quality of surroundings where the service is delivered [3]. Next, companies that are able to implement these aspects well surely will deliver good service quality to the consumers. Besides that, service quality plays a vital role in the marketing field which need to servicing customers and many already broadly researched regarding this area. Service quality is included two different angles, customer voice out their opinion regarding the service that being provided [4] and an evaluation of aspect attainment with complex construct [5]. Due to today's restaurant grows like mushrooms after rain and got many competitors in the market, so in order to get piece of cake is very difficult, so many big corporation willing to spend money on to train their workers on services quality issues [6]. But, understanding which side of service that customer most care about is the most crucial part in evaluating a restaurant's service given. Service quality is difficult to evaluate by the customers because it is intangible, different customers have different evaluation regarding the services [7].

2. DIMENSIONS OF SERVICE QUALITY

According to [5] SERVQUAL is a model that being created to assess service quality which need to measure customer satisfaction from many side of area and more than one reason. The five dimensions that use to measure service quality are assurance, empathy, responsiveness, reliability and tangibles. The survey based on SERVQUAL in order to find out the breach between customer opinions and what they expect to get. SERVQUAL are commonly used by four serving sectors like banking, securities dealer, credit card companies, provide repair and maintenance shop [1]. Hence, all these company more to provide services and not in process of goods.

Table 1: Five Dimensions of SERVQUAL

Dimensions	Definitions
Assurance	Assurance is the workers ability and polite help to create the customer to believe their good service and consume the service [8]. Especially important in the healthcare industry.
Empathy	Empathy is given much attention to each customer that dining in the restaurant like knowing their personal prefers taste [8]. The customer may feel that he is being treated like VIP. Empathy can use effectively like remember and providing the food that the customer's prefer taste and memories their names and needs. This is quite a useful strategies that always used by small restaurants to beat the large restaurants [8]. Thus can ensure the restaurant to have more loyal customers and bring profit to the restaurants to continue operating [9].
Responsiveness	Responsiveness is patient in hearing customer ordering and prepare the responsive service to which fulfill customer's need [8].
Reliability	Reliability is capable to carry out the service with precisely and steadfast [8]. For instance, restaurant prepares the food on time and send to customer dining table without delaying.
Tangibles	Tangibles can be obtained through evaluation of the surroundings and facilities in the restaurant. Like the dining condition comfortable, the staff are well trained, very polite and also the menu very attractive. [9].

3. SERVICE QUALITY MODEL

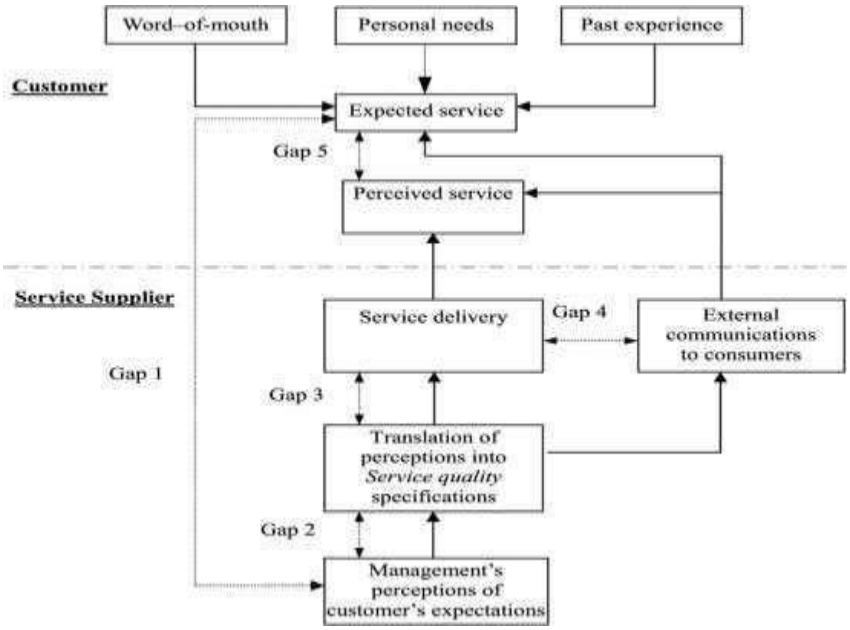

Figure 1: The GAP Model [10]

The GAP Model is also known as service quality model by [1], it is use to provide high level of service. In order to determine the five gaps which may lead to the service fail to deliver. Below are the models for service quality, determines about the causes in gaps between customer opinions and what they expect to get (as shown in the figure). All these include gap 1, gap 2, gap 3 and gap 4, while gap 5 is the complete goods. They are divides into two groups, customer and service supplier.

Gap 1: Information Gap. Gap between customer opinions and what they expect to get from the restaurant: This situation happen when the service that supplier failed to provide service that customer aims to.

Gap 2: Service Standards Gap. Fails to create or standardize the service that provided to the customer.

Gap 3: Service Performance Gap. Fails to deliver the satisfied services when there is no standardized close co-operation between people, right procedure and high technology.

Gap 4: Communication Gap. No good in management that leads to customer unsatisfactory. Not enough communication and give too much promise to the customers but till finally cannot fulfill.

Gap 5: Customer Gap. There is a different between the apex for the previous 4 gaps that customer expectations and customer perceptions are totally different.

4. CUSTOMER SATISFACTION

According to [11], customer satisfaction is the criterion that customer will evaluate while make decision on buying something. Customer satisfaction has played a prestige place in the market since long time ago that customer pleased with our services can bring lots of advantages to the corporations, like customer continuing consume the services which bring continuous profit [12]. In addition, if go further study, [13] got mentioned about the positive correlation between satisfactory customer service and not reluctant on paying more money. In this case, the explanation is customer who received the service which is reach the level of satisfactory, normally they are willing to pay more money for the service. Hence, many firms should place customer satisfacti on as final goal because of its close relationship to the business achievement due to previous research [14].

Besides, [15] recommended that the service reach satisfaction because of the people provide service think on behalf the customer's needed like hearing their suggestions and provide the service that customer preferred. It is pretty vital to deal with customer's intuitive feedback whereas customers communicate with the waiters that provide service [16].

Customer satisfaction is build up of both emotional and cognitive rely to service being given. Service quality is the services that are given while the satisfaction is customer's judgment on the service. Customer judgment on the service depends on the population that consumed the service and other similar services that can replace the service by evaluate from various area [17].

Customer satisfaction is the something murky and complicated, it is difficult to measure although with research, it is more to something rare and need to explore [18]. Until now, there is no specific or most suitable method to measure customer satisfaction by researchers. Physically, customer satisfaction is an assessment by the consumers regarding the services or goods that being bought and using [19].

5. CUSTOMER SATISFACTION THEORIES

The title of customer satisfaction has played a very obvious place in today's marketing strategies. Scholars make researches on the structure of customer satisfaction with different types of theories like contrast theory [20], Expectancy-disconfirmation theory [21], assimilation or cognitive dissonance theory [22], equity theory [23] and value-percept theory [24]. For instance the most broadly used expectancy disconfirmation mentioning about customer satisfaction process. The hypothesis receives the level of satisfaction or dissatisfaction assessment from a customer regarding the service or goods that being provided and measure with forecast standards of performance. Regarding on observation, the forecast standards are guessing the customer's aims to get. Positive disconfirmation happens during performance is pretty good if compare to forecast the customer's aims to get. On the opposed side, if the performance is more terrible than what we expect, the negative disconfirm about the expectation and the customer is not satisfied. Alternatively, other impact theory that test for customer satisfaction is the equity theory. This theory has much satisfaction because customer get more profits if compare to their own cost (for instance, hard work, time and money). Perceived cost is suitable factor for checking customer satisfaction [25]. In addition, there is still a theory call three-factor theory, which is common used theory, given a fundamental of anatomy for customer satisfaction. The theory explains that three autonomous satisfaction factors affect customer satisfaction in unalike ways [26, 27]. Fundamental factors like dissatisfiers are basic prerequisites to fulfill satisfaction. If fail to fulfill the basic prerequisites may lead to unsatisfactory. In contrast, if successful fulfill or more than that also may lead to unsatisfactory. Moreover, excitement factors (satisfiers) gain customer to satisfaction but if not fulfill also will not create any unsatisfactory. Performance factors (hybrids) will create satisfaction if always performed but may create unsatisfactory if seldom perform [28]. This theory already assured by experience studies [29, 30] and also can give an extra outlook that concerning about the restaurant and also customer satisfaction on the ascribes. Furthermore, many minority points can be seen as requirements to create satisfaction. Always placed customers in top place is our responsibilities. Placed more effort like giving the services which suits well what the customers aims to get with making lots of analysis on that area. This may led the customers feel our sincerity and satisfy with our services. So, excitement factors are may be a surprise from customers like loyal to our service and recommend their friend to get our services
[28].

6. THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION

Many researchers had studied the relationship between service quality and customer satisfaction [6,31,32]. Empirical findings showed that service quality is related to customer satisfaction [6]. Consumers who are satisfied with the perceived service quality eventually will lead to customer satisfaction. [23] indicated a product or service would create a favorable level of fulfillment which is customer satisfaction. Customer satisfaction directly influences behavior actions such as repurchases and recommends [33,15]. This means consumer's quality assessment will result in more emotive satisfaction. Hence, quality can be used as a key determinant to predict overall customer satisfaction.

7. MEASUREMENT OF SERVICE QUALITY

Service quality is identified through the differences between customers‘ expectations of the service and their perceptions of the actual performances in SERVQUAL instrument [1, 5]. It suggests that a negative gap between perceptions and expectations will result in consumer dissatisfaction. In contrast, a positive gap will result in satisfaction. The higher the perception minus expectation score, the higher the level of service quality. The five dimensions identified as the main factors of service quality are tangibles, reliability, responsiveness, assurance, and empathy. Alternatively, the SERVPERF instrument developed by [31] included the original five dimensions and 22 items. However, the gap scales were replaced with perceptions alone to measure service quality. Higher adjusted R-square values were found for perception only scales across the four industries, which are fast food, dry cleaning, banking, and pest control. Next, the SERVPERF instrument was also validated in some studies in determining service quality. For example, [34] compared the weighted and unweighted versions of SERVQUAL and SERVPERF instruments by conducting a survey of fast food restaurant customers in India. They found that the SERVPERF scale is more effective in explaining the constructs and variations of service quality.

8. PREVIOUS STUDY

The study conducted by [35] was to analyze the effect of market orientation on service quality, customer satisfaction and loyalty. The sample of the study was 144 customers. Structural Equation Modeling (SEM) with AMOS was the method that used to analysis the data. The findings in the study consist: market orientation had significant effect on service quality; market orientation had significant effect on satisfaction; market orientation had no significant effect on customer loyalty; service quality had significant effect on satisfaction; service quality had no significant effect on customer loyalty; and customer satisfaction had significant effect on customer loyalty. The study done by [36] was to develop a conceptual framework for the effects of service quality on customer loyalty that reflects the mediating role of customer satisfaction and the moderating role of service recovery and perceived value, and applies it to the travel industry. The results in the study show that customer satisfaction is positively influenced by service quality, and customer loyalty is positively influenced by customer satisfaction. In addition, customer loyalty is indirectly influenced by service quality through the mediator of customer satisfaction. The relationship between service quality and customer satisfaction is found to be stronger for customers who have a positive experience of service recovery; and the correlation between customer satisfaction and customer loyalty is stronger for customers who perceive high service value.

The research conducted by [37] was to establish a scale to measure the perceived quality of Haidilao hot pot restaurant, and find the relationships among perceived quality, customer satisfaction and customer retention. The data analysis was carried out by the structural equation model and multiple regression analysis. The findings for both perceived service quality and perceived product quality significantly influence customer satisfaction; whereas perceived service quality imposes greater impact on customer satisfaction than perceived product quality. Moreover, customer retention is significantly influenced by perceived service quality and customer satisfaction, however there was no significantly direct effect between perceived product quality and customer retention. Empathy is the most important dimension of perceived quality to influence customer satisfaction and customer retention, which followed by service responsiveness and assurance, special product, service tangibles, and general product. [38] examined the relationship of service quality, customer satisfaction and customer loyalty in the Malaysian mobile telecommunication industry. The study adopts the five dimensions of SERVQUAL instrument and four additional dimensions, which was customer perceived network quality, pricing structure, convenience, and value added services to measure service quality. It shows that the dimensions of service quality such as assurance, empathy, customer perceived network quality, pricing structure, and value added services are positively influence customer satisfaction. In addition, customer satisfaction was significant positively influence customer loyalty in the Malaysian mobile telecommunication industry. Besides that, [39] conducted a research to investigate the influencing mechanism of individual investor's loyalty on China's securities industry. The data was analyzed by Structural Equation Modeling (SEM). The findings show that both customer satisfaction and service quality are the most important factor which affects customer loyalty. Customer satisfaction does not only affect customer loyalty directly, but also affects customer loyalty indirectly. But, the effect of customer expectations on customer loyalty is not clear. Another study by [40] designed a conceptual model for customer satisfaction and perceived value, as well as identifies the effect of service quality on customer loyalty in the restaurant industry. The results show that service quality is positively influenced customer satisfaction and customer satisfaction is positively influenced customer loyalty. In addition, customer loyalty is indirectly influenced by service quality through customer satisfaction. There is a stronger relationship between customer satisfaction and customer loyalty for customers who perceive high value than low value. Next, future research was also discussed in the study. Next, [41] investigated the relationships between hotel service quality failure, customer perceived value, revitalization of service quality, customer satisfaction and loyalty in the hotel industry. A survey was used to gather data from 105 hotel guests in Penang, Malaysia. The findings show that hotel revitalization of service quality had positive effects on customer loyalty; perceived value and customer satisfaction were two significant variables that mediated the relationships between hotel service quality and customer loyalty. The hotel service quality had indirect positive effects on customer satisfaction. The study also included some recommendations for future research. Moreover, [10] examined whether service quality of Indian commercial banks increases customer satisfaction that stimulate customer loyalty. Data were collected from 350 customers of scheduled commercial bank branches in Orissa (India). A questionnaire was designed regarding the aspects of service quality, customer satisfaction, and loyalty. Findings suggest that better human, technical and tangible aspects of service quality increase customer satisfaction. Human aspects of service quality were found to affect customer satisfaction more than the technical and tangible aspects. Customer satisfaction furthers customer loyalty. Increase in service quality of the banks can satisfy and retain customers. In the Indian banking sector, human aspects are more vital than technical and tangible aspects of service quality that affect customer satisfaction and customer loyalty. [42] investigated the relationships among service quality, perceived value, customer satisfaction and customer loyalty in mobile phone service. The respondents of the study include 384 mobile phone users from Seoul in Korea. The results show that service quality positively influences customer loyalty. Both perceived value and customer satisfaction positively affects customer loyalty. The customers with high perceived service quality, perceived value and satisfaction, lead to strong loyalty. The study conducted by [43] was to find the relationship between service quality, customer satisfaction and behavioral intentions across public and private banks in India. The results show that service quality is a significant determinant of customer satisfaction in Indian banking industry for both public and private sector banks. Different dimensions of service quality were found to be statistically significant across public and private banks. Customer satisfaction was strongly related with propensity to recommend.

9. CONCLUSION

Nowadays, since the economy growing fast, service quality that are provide yield an important relationship with customer satisfaction. For example, customer care about the staff attitude when ordering food in the restaurant, the dining condition also is the main key point for the restaurant to be grow in the market. SERVPERF is a powerful instrument in measuring service quality, but it is still a general instrument of service quality. Most of the previous studies propose that service quality positively influences customer satisfaction. However, different individuals may experience differently in the same situation. The style of individual perceives service encounter, is related to the experiences and cultural framework that the person brings to that event. Hence, it would be expected that perceptions of service quality would differ across cultures.

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