Customer satisfaction survey of quick-service restaurant with special reference to subway: A study in Navi Mumbai

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ABSTRACT

This research evaluates the extent of customer satisfaction for Subway food chain marketing strategies. In the present scenario, a lot of big and small QSRs are trying to win the customer share of heart and develop loyalty. So, the first basic need is to know the customer liking and disliking for the services provided by the food chains. Here the research will try to explain the factors which affect the customer satisfaction for QSR services. The objective of the study is to find out the effect of the food quality, service quality, ambience and price on customers' satisfaction in the Subway restaurant of Kharghar and Sea wood. To research that convenience sampling technique was used to collect the data. The questions were rated on a 5-point Likert scale.

Keywords — Customer satisfaction, QSR, Fast-food

1. INTRODUCTION

Quick service restaurants are also known as fast food restaurants. This type of restaurant focuses on fast food service and limited table service. Take away or take-out options are also offered. The food is often cooked in bulk ahead of time and kept hot until sold. Quick service restaurants are often part of a restaurant chain such as McDonalds or KFC. Fast food is often highly processed and served in bags or cartons. The food is often prepared at a central supply facility and then shipped to individual locations where they are cooked quickly in response to incoming orders. Precooked items are closely monitored for freshness and holding time.

Now a day’s people are becoming a little more particular about where they go for meals. Quality is becoming more important than price, according to the American Customer Satisfaction Index. ACSI analysts believe both trends are the result of improving economic conditions. “In a weaker economy, consumers respond to price, but as the economy improves, quality becomes more important to restaurant customers,” ACSI chairman and founder Claes Fornell said in a statement. “This is good news for smaller chains and individual restaurants, which customers associate with higher quality food and better service.”

According to a report by Cybermedia Research (CMR), the market for organized foodservice industry in India will reach US$33 billion by 2020, with Quick Service Restaurants likely to touch US$ 4.1 billion. Currently, the entire $50 billion Indian food service industry is dominated by the unorganised sector. The organised food service industry, however, stands at $15 billion and is expected to grow at a CAGR of 17 per cent to reach $33 billion, capturing 36 per cent of the total market share.

2. LITERATURE REVIEW

Qualities of brand characteristics that are offered by the company determine the level of customer satisfaction. (Khan and Asheen, 2012). Customer satisfaction can be defined in terms of meeting the expectations of the customers in terms of parameters associated with satisfaction (Malik and Ghaffor, 2012).

Thorsten and Alexander (1997) found Customer satisfaction with the product and services of the company as the strategic factor for competitive advantage. In the context of relationship marketing, customer satisfaction is the way that leads to long term customer retention because unsatisfied customers have very high switching rate (Lin and Wu, 2011).

According to Zairi (2000), the feeling of accomplishment of inner desires is called satisfaction. Customer satisfaction has a direct effect on customer loyalty (Mittal and Lassar, 1998).

Lim (2010) Customers final pleasure may have significant effect connected with the atmosphere. The bodily environment is useful to produce graphic within the mind connected with the customer in order to affect their own behaviour. The bodily atmosphere with the dining places has a significant effect on for the client’s pleasure (Oliver, R. L. 1981).

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There is a positive romantic relationship between fulfilment and devotion. Szymanski and Henard (2001), inside their meta-analysis, reveal 15 positive and major correlations between 2 constructs. Bearden and Teel (1983) in addition have granted a new romantic relationship between fulfilment and devotion.

Study of Trends in Quick Service Restaurants: Sameer Koranne, Sachin Borgave, Changing socioeconomic environment has brought phenomenal developments in the foodservice industry in India and the quick service restaurants segment is the front runner in this growth story. This study is an attempt to ascertain the trends and popularity of QSR amongst Indian masses and the catalysts of the widespread acceptance. (January 2016)

3. RESEARCH METHODOLOGY
The data required for the study was conducted from both primary and secondary source. The primary data was collected from the respondent using a structured questionnaire. The secondary data available in the research papers or research materials were collected to study and understand the gap in the organization. There are two variables that will be discussed in this study, i.e. independent and dependent variables. Customer satisfaction in Subway showing dependency on service quality, Product Quality, Atmosphere, Price. The research design that will be used here is exploratory in nature.

The sample size for the project is 180. The sampling method used here is Non-Probability Sampling method. Among various Non-Probability sampling methods, Convenience sampling method will be used to collect the responses. The sampling unit of the research project is residents of Kharghar and Seawoods (Navi Mumbai)

3.1 Data collection, analysis and interpretation
3.2 Taste of the food
From figure 1 and 3, it is evident that most of the respondents of both the locations, Kharghar and Seawoods are satisfied with the taste of the food of Subway restaurant. This shows that Subways outlets are successful in meeting the consumer’s tastes and preferences.

3.3 Quality of the food
The quality of the food in Subway outlets of Kharghar and Seawoods is acceptable by most of the respondents.

3.4 Employees’ appearance is neat and professional
Majority of the respondents of Kharghar and Seawoods find that the employees of Subway restaurant have professional behavior while handling customers and their appearance is neat clean as the employees wear sanitary gloves, apron and hair hat. This signifies that the employees follow good hygiene.

3.5 The speed of the service
Majority of respondents of Kharghar and Seawoods are satisfied with the speed of the service provided by the employees of Subway Restaurant.

3.6 Friendliness of the staff
From the graph of Kharghar location, maximum respondents are satisfied that the staff of Subway restaurant are friendly towards them. But there are many respondents who have a neutral opinion for this attribute.
From the graph of Seawoods location, the height of the neutral bar is close to that of the bar showing satisfaction. This signifies that the “Friendliness of the staff” attribute in Subway, Seawoods needs more attention than that of Subway, Kharghar.

3.7 Store ambience
Majority of the respondents of Kharghar are satisfied with the ambience of Subway restaurant.
The graph of the Subway restaurant located in Seawoods shows that the bar graphs of satisfaction and neutral are almost equal. Moreover, there are also some respondents who are dissatisfied with the store ambience.

3.8 Price of the food
The responses towards the price factor were not ideal in both the locations as observed from the graph 4.2 and 4.4. In Seawoods there were also some respondents who were dissatisfied with the price of the food. This indicates that the prices are set too high and it brings a burden for many customers. Thus, in order to increase customer satisfaction level in this aspect and to retain loyal customers, it is suggested to make a readjustment of prices.

3.9 Choices in the menu
In Kharghar, the number of respondents who are satisfied with the choices provided in the menu, an almost equal number of respondents has a neutral opinion towards the choices they get.

In Seawoods maximum respondents are dissatisfied with the choices in the menu which is followed by neutral category. This indicates that though Subway provides a variety of bread, sausages, veggies etc. to their customers, from a long time there is no introduction of a different variety of Subs offered. During the survey, it was also observed that the “Egg and Cheese” Sub is mostly not available in the Subway restaurants when customer demand for it. This negatively affects customer satisfaction.

4. CONCLUSION
The data analysis and interpretation show that there are some factors which are causing dissatisfaction among consumers. These factors are friendliness of the staff, store ambience, the price of the food and choices in the menu. Subway restaurants located in Kharghar and Seawoods should improve these factors which will further help it to retain more customers and attract new customers.
5. REFERENCES


