

Psychographic Measures of Service Quality of Family-Style Restaurants

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ABSTRACT

Understanding overall quality of service, particularly if it regards to fulfilling customers' needs and exceeding expectations is crucial in food and beverage service operations. The primary purpose of the study was to determine the psychographic measures of service quality of family style restaurants in Davao City. There were a total of one-hundred respondents participated in the study. Demographic characteristics of the respondents were examined to explore effects in the perceived quality of service. Majority of the respondents were male, young professionals. Data were collected by means of validated questionnaires. Using exploratory factor analysis, results revealed three components explaining service quality of family style restaurants which include tangibility, reliability and supply reliability. Findings suggest that preference of family style restaurant is influenced by the provision of service as promised, convenience of the restaurant's location, and the availability of the staff in handling guests' requests. While the study found no gender and education based differences, there were marked differences across age groups.

Keywords: service quality, psychographic measure, tangibility, reliability, family style restaurants, factor analysis

INTRODUCTION

[21] stated that there is no business that can exist without customers or clients. It has always been common perception that it will take five times more of its effort to attract or gain one new customer as it takes to provide and maintain one present customer. Thus, it is essential that continuous evaluation of the company's quality service be part of its important aspect in order to ensure that it keeps and maintains a substantial number of retained and loyal customers, in which the result will be a stronger market position.

Moreover, the food industry is an industry that promote and stresses the importance of providing high-level and excellent customer service and also continuous quality development. With the lifestyle of people varies from time to time, the aspect of dining out became more common, in which customers wanted new flavors, unique ambiance and also pleasant experiences and environment. Because of this, service quality in hospitality industry becomes a crucial element of a successful business endeavor. The present style of quality management in the food industry provides the promotion of competitive advantage of various establishments and therefore, the focus of extensive study about service quality in the food industry [9].

Restaurants are classified according to their type of service, menu offerings, preparation methods and even pricing strategies. One of the many types, family style restaurant was chosen as the focus of this research because of its significance to the Filipinos' culture of enjoying and sharing foods together with family and friends.

Family style dining or also known as casual style dining is just but one of the many types of restaurant service. It is described as a food establishment designating a style of preparation or service where guests help themselves from platters of food served on the table [13]. As the name implies, family style restaurant mostly appeal to midscale families. Foods offered are moderately priced from appetizers down to desserts and beverages. This type of table service is prominent among Asian households and also in a number of food establishments. This too, is most common to the Philippine food and beverage industry.

OBJECTIVES

This study aimed to determine the perceived quality of service of family style restaurants. Specifically, the study sought:

- To identify the service quality constructs of family style restaurants in Davao city;
- To determine the level of service quality in family style restaurants; and
- To examine the effect of the customers' demographic characteristics to the perceived level of service quality.

HYPOTHESIS

The hypothesis tested in the study:

Ho1: There is no significant difference in the level of service quality of family style restaurants when analyzed by demographic profile.

LITERATURE REVIEW

Quality

Customers these days are more demanding in their dining ideas and this is due to their wants and their willingness to explore other dining concepts, to try other new and unique things [23]. Customers eventually find new dining set ups that provides them satisfaction from their ever-changing ideas and expectations. Because of this, food industry stakeholders must know, understand the consumers' dining choice factors in order to gain competitive advantage.

Quality has always been a foremost issue for most hospitality operations such as the food service sector. For [12], quality is considered as the result of increasingly and ever changing needs of the customers, together with the stiff competition in the global market, and also the entry of modern and high technology. It was stated that some problems in quality of service measurement was due to lack or absence of clear and measurable parameters in determining quality.

[20] conversed that customers evaluate both the outcome of a service and how service is delivered. The first statement described the technical quality, functional quality defined the latter. Previous studies also concluded that quality influences satisfaction and perceived value as well as, encourages positive consumer behavior [6].

[1] stated that the term perceived quality is considered as a customer's perception on the overall quality of the product and also an element of such as intangible, which refers to the overall assessment of the product.

Service Quality

[14] provided a definition of service quality which is considered as the overall difference between a customer's perceptions and expectation of the service provided. Service quality can be determined by providing a comparison between the expectations of customers with their perceptions of the service delivered to them. When a negative gap of service quality occurs, it only indicates that the received service is short of the customers' expectation of the service. On the other hand, a positive gap manifests that customers perceived customers are satisfied with the service.

According to [4] and [15], service quality is influenced by customers' expectation, process and quality, which means that the standards of service is determined by customers. Robinson (2009) also defined service quality as decision about the superiority of the services provided to customers.

[14] and [25] proposed the five dimensions of service quality which include tangibility, responsiveness, reliability, assurance and empathy. Several studies have used these dimensions in examining the service quality of hospitality operations. [18] also formulated an instrument which was termed as DINESERV in order to evaluate and measure customers' perceptions of the service quality of restaurants. However, SERVQUAL by Parasuraman was adopted and formulated as a reliable and simple tool in determining customers' view of a particular restaurant's service quality.

[25] revealed that service quality is considered as an extent to which a company successfully provides and serves the objectives of the customers. The food industry customer's perception about service quality sometimes will result from their assessment after their dining experience based from their expected service.

Nonetheless, [9] expressed service quality as a system on how to manage and run a business process. This is to ensure that total satisfaction of the customers will be achieved. It is also considered as an approach that promotes competition, effectiveness of the service and also flexibility of the business establishment. Some benefits that will arise from providing high quality services are reflected in the competitive stand on the market industry, thus it also produces better business result. Further, [16] stated that service quality and customer's satisfaction are connected and that the factors of service quality are also connected with the business environment system, thus the measurement dimensions will depend on the food industry itself.

[3] stated that an enhancement of service quality will encourage customer satisfaction and will eventually lead to repeat patronage and loyalty and their positive behavioral intentions. Service quality becomes a very important aspect for restaurant industry particularly in maintaining competitiveness. The question on how to effectively measure the restaurant's service quality can also be the basis for food industry to enhance their service quality.

According to [24], quality of service in the food industry is very hard to evaluate because these were made not because on the service results, but because of the process of service delivery. In addition, the authors also stated that service encounter in dining settings has three main elements which include environmental elements such as designs, music and lighting; employee factors, like hospitality skills and reliability and; last is relationship with customers. To be able to understand all these elements, an exact, appropriate and right measurement to be used as an instrument should be utilized and developed.

There were several authors who stated that service quality can be assessed and measured by making a comparison between the expectations of customers and their perception of the real service performance. However this study only focused on the perception of customers on the service quality attributes of family style restaurants.

There were several researches which studied the measurement of service quality in food and beverage operations. In some previous researches, food quality found to be an important element of customers' satisfaction in service quality ([2]; [10]; [11]; [15]; and [24]). In addition, price of food and prompt service were also determinants of service quality satisfaction ([10] & [19]). Some tangible features were also found to stimulate satisfaction on service quality which include the physical appearance of the staff ([10] & [24]), dining environment or atmosphere ([8]; [15]; & [26]), restaurant's physical interior design ([8] & [24]), cleanliness ([11]; [8] & [26]).

[5] as well as [8] revealed that friendliness is an important part of restaurant service. This is also the same with immediate response [2] and individual attention [5] provided to guests. Furthermore, [19] emphasized that staff's product knowledge also influences satisfaction of service quality among fast food chains' customers.

METHOD

The research was quantitative in nature and employed exploratory factor analysis (EFA) to determine a construct of service quality. The data were gathered from 100 customers of family style restaurants in Davao City.

Respondents of the study are selected through convenience sampling. This study sought to collect data only from the customers of family style restaurants who are present during the conduct of the survey.

DATA ANALYSIS

Data were collected by means of validated questionnaires. Frequency and percentage were used to describe the demographic characteristics of the respondents. EFA was used to identify the service quality constructs. After obtaining the constructs of service quality, Mean was used to determine the level of service quality measures of the said restaurants. The survey tool is a 5-point Likert-type scale with 5 indicating Excellent or very high level of satisfaction on the service quality of coffee shop in Davao City and 1 as poor or lowest. T-test and Analysis of Variance were used to determine significant differences in the perceived level of service quality of coffee shops in terms of demographic variables such as age, sex, and educational attainment.

FINDINGS

Demographic Characteristics of the Respondents

Table 1 shows that majority of the study respondents are between 18-23 years old (36%) and only minimal number of respondents belong to 42 years old and above age group (4%). It was

also found out that most family style restaurant diners are mostly male (60%), most of whom are college graduates (46%).

Table 1: Demographic Characteristics of the Respondents

<i>Characteristics</i>		<i>Frequency</i>	<i>Per cent</i>
Age	18-23	36	36%
	24-29	28	28%
	30-35	26	26%
	36-41	6	6%
	42-above	4	4%
	Total	100	100%
Sex	Male	60	60%
	Female	40	40%
	Total	100	100%
Educational Attainment	High School Graduate	6	6%
	Undergraduate Degree	30	30%
	College or Diploma	46	46%
	Post-graduate Degree	18	18%
	Total	100	100%

Measure of Sampling Adequacy and test of Sphericity

The measure of sampling adequacy (MSA) is determined using Kaiser-Meyer-Olkin (KMO) statistics. It predicts whether data were likely to factor well based on the correlation and partial correlation. Its values ranges from 0 to 1 where a value of 0 indicates diffusion in the pattern of correlation in which would render factor analysis useless (Field, 2005).

A KMO near 1 signifies a pattern of correlations that are relatively compact which will provide reliable factors. In general, a KMO coefficient must be greater than 0.50. Literatures indicate that KMO values between 0.5 to 0.7 were mediocre, values between 0.7 to 0.8 were considered good, and values between 0.8 to 0.9 were great; while values above 0.93 were deemed superb, with the latter suggestive of strong confidence that factor analysis for data.

The factors are compact enough to yield unique factor analysis of the customer satisfaction of the service quality of family style restaurants (KMO=0.71).

The Bartlett's test also determined the identity matrix. If the correlation matrix is an identity, then there will be no relationships among the factors to be analyzed because the correlation coefficients are equal to zero. Therefore, if the Bartlett's test is significant ($p < 0.05$), then a relationship of the factors can be obtained from the data. The test indicated that correlation matrix is not an identity (chi square = 2163). This would confirm that the factors show association to explain the service quality satisfaction.

Table 2: KMO and Bartlett's Test

Measures	Coefficient
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.71
Bartlett's Test of Sphericity Chi-square	2163
Df	435
p-value	0.00

Factor Loadings of the Service Quality of Family Style Restaurants in Davao City

Table 3 shows the three factor loadings that describe the measures of service quality of family style restaurants. These include service quality in terms of tangibility, reliability and supply reliability. Exploratory Factor Analysis (EFA) was undertaken to identify and confirm the factors under each service quality construct.

Notably, tangibility of the family style restaurants is best manifested in the staff's ability to respond to customers' needs on time, availability of modern restaurant equipment and facilities, product knowledge of the staff and provision of accurate and reliable information. Customers also perceived that the restaurant staffs were hospitable and dependable, giving personalized attention and helpful suggestions to customers and handle requests and complaints efficiently. Interestingly, accuracy of service rendered and bill settlements were also found to satisfy customer perception on tangible factors. Other tangibility features include restaurants' physical appearance of the staff and convenient restaurant location.

In addition, reliability construct is best manifested in terms of the provision of service as promised by the service staff. Conversely, adequate supply of product perceived to be satisfactory.

Table 3: Factor Loadings of the Service Quality of Family Style Restaurants in Davao City

Indicators	Tangible	Reliability	Supply reliability
Availability of service staff in timely manner	0.76		
Availability of modern state-of-the art equipment or facilities.	0.72		
Product knowledge of the staff	0.71		
Provision of accurate and reliable information	0.69		
Trustworthiness of the staff.	0.68		
Helpful suggestion given by the staff.	0.67		
Physical appearance of the staff	0.66		
Consistency of courtesy given/showed by the staff	0.64		
Dependability of staff in handling service complaints.	0.64		
Availability of staff in handling requests.	0.64		
Accuracy of the services rendered.	0.63		
Convenience of shops' operating location	0.63		
Accuracy of bill settlement of guest orders	0.63		
Personalized attention given by the staff to guests.	0.62		
Hospitality skills of staff.	0.62		
Provision of services as promised.		0.61	
Adequate supply of products.			0.66

Level of Service Quality of Family Style Restaurants in Davao City

Result shows that the respondents were very satisfied with the service quality of the family style restaurants especially in terms of how the staff handles guests' requests and also with the provision of service as promised (mean value of 4.2 and 4.3 respectively). Also, the respondents perceived the staff as hospitable, trustworthy and provide accurate and sufficient product and service (mean value = 4.1). Furthermore, tangibility of the restaurant is manifested in terms of the product knowledge and appearance of the staff, dependability in handling complaints as well as the accuracy of information given. However, though rated high,

respondents perceived that the staff only give minimal personalized attention to guests (Table 4).

The above finding confirms the idea of [7] that nowadays, most consumers generally expect the food industry, particularly their employees' behavior to be attentive, prompt, clean, with good communication skills and also possess excellent knowledge about the restaurant's menu.

Additionally, [22] noted that the physical attributes or features of the restaurant such as its ambiance, internal decorations, furniture and its other facilities will have lasting and great impact on the dining experience of their customers and also their behavioral intentions such as loyalty and customer retention. Further, because of its unique nature of the service, its physical features could help consumers in the positive evaluation of their dining experience.

Table 4: Level of Service Quality of Family Style Restaurants in Davao City

Indicators	Mean	Interpretation
Tangibles		
Availability of service staff in timely manner	4.1	High
Availability of modern state-of-the art equipment or facilities.	4.0	High
Product knowledge of the staff	4.0	High
Provision of accurate and reliable information	4.0	High
Trustworthiness of the staff.	4.1	High
Helpful suggestion given by the staff.	4.0	High
Physical appearance of the staff	4.0	High
Consistency of courtesy given/showed by the staff	4.0	High
Dependability of staff in handling service complaints.	4.0	High
Availability of staff in handling requests.	4.2	High
Accuracy of the services rendered.	4.1	High
Convenience of shops' operating location	4.2	High
Accuracy of bill settlement of guest orders	4.0	High
Personalized attention given by the staff to guests.	3.9	High
Hospitality skills of staff.	4.1	High
Reliability		
Provision of services as promised.	4.3	High
Supply Reliability		
Adequate supply of products.	4.1	High
Mean	4.1	High

Analysis on Service Quality Family in terms of Age

Varied age groups resulted to significant differences in the perceived service quality of family style restaurants (Table 5).

Table 5: ANOVA on Service Quality by Age

	Sum of Squares	df	Mean Square	f-value	p-value	Decision on Ho ₁
Between Groups	4.47		1.12	3.64	0.008	Reject
Within Groups	29.17	95	0.31			
Total	33.64	99				

Analysis on Service Quality Family in terms of Sex and Educational Attainment

While this study found age-based differences in the level of service quality of family style restaurants, there were no marked differences when analyzed in terms of sex and educational attainment (Tables 6 and 7).

Table 6: ANOVA on Service Quality by Sex

t-value	df	p-value	Decision on Ho ₁
0.14	82	0.89	Accept

Table 7: ANOVA on Service Quality by Educational Attainment

	Sum of Squares	df	Mean Square	f-value	p-value	Decision on Ho ₁
Between Groups	0.78		0.26	0.76	0.52	Accept
Within Groups	32.86	96	0.34			
Total	33.64	99				

SUMMARY AND CONCLUSION

Most of the respondents are male, in their early twenties and are young professionals. In general, this study concludes that there are three components that were found to be important attributes of family style restaurants' service quality. The level of service quality of this type of restaurant is determined by its tangible and reliability features which includes convenient location of the restaurant, coupled with provision of service as promised and availability of the staff to handle guests' requests. There were marked differences in service quality among varied age groups. Conversely, sex and educational attainment did not lead to significant differences.

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