I st International conference on New Paradigms in Engineering Technology and Management
(IETE) Institution of Electronics and Telecommunication Engineers, Pune, India ICNPETM-2017
05th November 2017, www.conferenceworld.in ISBN: 978-93-86171-75-7

Measuring Customer Satisfaction – A Study of the Other Side Cafe in Srinagar City, J&K.

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ABSTRACT

The market liberalization policies undertaken by the government in India have resulted in making a consumer market with a huge customer base thereby encouraging the restaurant industry in the country. With the upgradation in the standard of living and the lifestyle change of people, increasing consumers are swarming various restaurants. This has also led to the growth of restaurants which serve regional and international delicacies. On an average, the rate of growth of restaurant industry in India is expected to be around 4.5%. A large number of people countrywide are employed in this industry. India has a major share in the overall restaurant industry of the world. However, enhancing the market growth of this industry is a huge challenge. The City of Srinagar is also showing an increase in the number of restaurants with every passing day. Striving competition can be observed in this industry thereby posing a challenge for survival for each of the restaurants.

Keywords: Customer Satisfaction, Café, Quality.

I. INTRODUCTION ABOUT THE STUDY

Service marketing has emerged as a well-established field of research in the marketing discipline over the past two and a half decades. Its growth and acceptance in the academic arena are indeed noteworthy in a lot of ways. It is marketing based on relationship and value. It may be used to market a service or a product. Services are economic activities offered by one party to another. The world economy nowadays is looked upon as a service economy. This is mainly due to the increasing share of the service sector in the economies of most developed and developing countries. In fact, the growth of the service sector is now considered as indicative of a country's economic progress. Economic history clearly shows that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector. This shift has also brought about a change in the definition of goods and services themselves. Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator to the consumers.

II. OBJECTIVES OF THE STUDY

· To know about the service provided by the Cafe.

· To study the level of satisfaction of the respondents about the various facilities.

· To know the problem faced by the Cafe.

· To offer suitable suggestion for improving customer satisfaction.

III. SCOPE OF THE STUDY

· The study has been undertaken to find out the customer satisfaction of the other side cafe.

· This study mainly focuses on various satisfactory levels like publicity, quality and taste of the food items.

IV. STATEMENT OF PROBLEM

Customer awareness about the Cafes has improved considerably in the recent past. Owing to hectic competition in this industry customers are not in a correct position to identify their right needy foods. Almost all Cafes are giving food advertisements in the media for customers. Customer need be more cautious about their food, in order to find out the quality food and their display. They can also come to know the food by visiting such places. Among all the choices available customers have to judge the other factors such as price, varieties and taste of the food before making their buying decision. After satisfied with the above factors they have to select the right food.

V. LIMITATIONS OF THE STUDY

· The sample size is limited 100 customers only.

· Time is one of the major limitations .

· The research is been restricted to Srinagar city alone.

VI. RESEARCH METHODOLOGY

Sampling method:

The sampling use for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

Sample size:

The sample size is 100 respondents.

Data collection method:

Primary data:

The research was done with the help of structured questionnaire that prove to be effective in collection the relevant information.

Secondary data:

Secondary data was collected from the company file and website.

VII. TOOLS OF ANALYSIS

· Ranking analysis

· Likert's scale

VIII. ABOUT THE OTHER SIDE CAFE

The other side café was started in the year of 2014 by Mir Muneeb. It is Kashmir's first of its kind Cafe, Lounge & Multi-Cuisine Food Court brand, a venture by The M n M Cafe Company Pvt. Ltd. Inside there is a pastry shop and a take-away counter for drive in order. The cafe, understands better than anyone the challenge of keeping best and providing exciting daily offerings. The customers can be assured of the quality product served with elegance and grace. They bring experience in a style that is more personalized and customer – driven. Their cuisine is prepared to meet the highest standard to offer. Each day they offer different selections and fresh food. They pledge to select healthful ingredients and apply advanced technologies to provide customer with food product that are delightfully tasty, healthful and convenient. The products are cooked under extremely hygienic condition. They have specially developed a range of non vegetarian food to offer those of you who are non-vegetarian in choice. Their delicious cuisine includes Brunch, Fast Food, French, Italian, Pizza, Sandwiches, Steakhouses and Vegetarian.

IX. REVIEW OF LITERATURE

According to Deng et al., (2009) Customer satisfaction is becomes the most important part in the business field because when your customer is satisfied then it will provide the profitable business to the industry.Qualities of brand characteristics that are offered by company determine the level of customer satisfaction. (Khan & Afsheen, 2012). According to Zairi (2000) the feeling of accomplishment of inner desires is called satisfaction. Customer satisfaction has direct effect on customer loyalty (Mittal & Lassar, 1998). Oliver (1993) suggest in his study customer satisfaction is the core philosophy of marketing strategy of any organization and plays a key role in an organization success.

Consumer preferences are not only appealed by food and beverages but also by an enjoyable dining environment. Great attention is being paid to the provision of a pleasant and possibly exciting, atmosphere in addition to prices and service (Baker, 1986; Baker et al., 1992; Dawson et al., 1990; Sherman et al., 1997; Sherman & Smith, 1986; Tai & Fung, 1997). It has been observed that the more social cues (friendliness/ appearance of employees) in the Cafe environment, in terms of employees higher will be the consumers' arousal (Baker et al., 1992). Tombs and McColl- Kennedy (2003) argued that employees are related to the desired social density, which influences consumer affective as well as repurchase intentions.

X. ANALYSIS AND INTERPRETATION

Ranking analysis

Distribution of sample respondents according to their level of satisfaction

Table No 1

S.NO	*Factors*	*Total Score*	*Rank*
1	*Price*	*290*	V
2	*Quality*	*360*	I
3	*Quantity*	*320*	III
4	*Ambience*	*355*	II
5	*Varieties*	*314*	IV

Source: Primary data

Interpretation: From the above table one can infer that factor "quality" scored the highest point (360) and ultimately ranked I. This is followed by the rank II, III, IV, V.

Likert Scale

Table Showing Respondents Opinion about Quality

Table No. 2

	No. of Respondents (f)	*Likert Value (x)*	*Total f(x)*	*Likert Scale Value*
Highly Satisfied	69	5	345	3.45
Satisfied	21	4	84	0.84
Moderate	9	3	27	0.27
Dissatisfied	1	2	2	0.02
Highly Dissatisfied	0	1	0	0
TOTAL				4.58

Source: Primary data

Interpretation: The above table shows that of the 3.45% respondents are say that Quality is highly satisfied, 0.27 of the respondents are moderate, 0.84% of respondents are satisfied, 0.02% of the respondents are dissatisfied.

Likert scale: 4.58% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for Quality.

Table Showing Respondents Opinion about Price

Table No. 3

	No. of Respondents (f)	*Likert Value (x)*	*Total f(x)*	*Likert Scale Value*
Highly Satisfied	2	5	10	0.1
Satisfied	21	4	84	0.84
Moderate	70	3	210	2.1
Dissatisfied	7	2	14	0.14
Highly Dissatisfied	0	1	0	0
TOTAL				3.18

Source: Primary data

Interpretation: The above table shows that the 0.1% of the respondents are say that Price is highly satisfied, 0.84% of the respondents are satisfied, 2.1% of the respondents are moderate, 0.14% of the respondents are dissatisfied, 0% of the respondents are highly dissatisfied.

Likert scale: 3.18% which greater than the mean value of 3 show the respondents are satisfied with the reason for Price.

Table Showing Respondents Opinion about Ambience

Table No. 4

	No. of Respondents (f)	*Likert Value (x)*	*Total f(x)*	*Likert Scale Value*
Highly Satisfied	69	5	345	3.45
Satisfied	10	4	40	0.4
Moderate	20	3	60	0.6
Dissatisfied	1	2	2	0.02
Highly Dissatisfied	0	1	0	0
TOTAL				4.47

Source: Primary data

Interpretation: The above table shows that the 3.45% of the respondents are say that ambience is highly satisfied, 0.4% of the respondents are satisfied, 0.6% of the respondents are moderate, 0.02% of the respondents are dissatisfied, 0% of the respondents are highly dissatisfied.

Likert scale: 4.47% which greater than the mean value of 3 show the respondents are satisfied with the reason for ambience.

Table Showing Respondents Opinion about Quantity

Table No. 5

	No. of Respondents (f)	***Likert Value (x)***	***Total f(x)***	***Likert Scale Value***
Highly Satisfied	20	5	100	1
Satisfied	63	4	252	2.52
Moderate	14	3	42	0.42
Dissatisfied	3	2	6	0.06
Highly Dissatisfied	0	1	0	0
TOTAL				3.99

Source: Primary data

Interpretation: The above table shows that the 1% of the respondents are say that Quantity is highly satisfied, 2.52% of the respondents are satisfied, 0.42% of the respondents are moderate, 0.06% of the respondents are dissatisfied, 0% of the respondents are highly dissatisfied.

Likert scale: 3.99% which greater than the mean value of 3 show the respondents are satisfied with the reason for Quantity.

Table Showing Respondents Opinion about Varieties

Table No. 6

	No. of Respondents (f)	***Likert Value (x)***	***Total f(x)***	***Likert Scale Value***
Highly Satisfied	15	5	75	0.5
Satisfied	58	4	232	2.32
Moderate	26	3	78	0.78
Dissatisfied	1	2	2	0.02
Highly Dissatisfied	0	1	0	0
TOTAL				3.62

Source: Primary data

Interpretation: The above table shows that the 0.5% of the respondents are say that varieties are highly satisfied, 2.32% of the respondents are satisfied, 0.78% of the respondents are moderate, 0.02% of the respondents are dissatisfied, 0% of the respondents are highly dissatisfied.

Likert scale: 3.62% which greater than the mean value of 3 show the respondents are satisfied with the reason for varieties.

XI. FINDINGS

Finding of Ranking:

- From the ranking table one can infer that factor "quality" scored the highest point (360) and ultimately ranked I .This is followed by the factors ambience, quantity Price and varieties. Findings of Likertscale:
- 4.58% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for Quality.
- 3.18% which greater than the mean value of 3 show the respondents are satisfied with the reason for Price.
- 4.45% which greater than the mean value of 3 show the respondents are satisfied with the reason for ambience.
- 3.99% which greater than the mean value of 3 show the respondents are satisfied with the reason for Quantity.
- 3.62% which greater than the mean value of 3 show the respondents are satisfied with the reason for varieties.

X. SUGGESTION

- Serving time should be minimized.
- Advertisement about the Cafe should be given in the newspapers, FM and local channels.
- Prices of few items should be reduced to some extent.
- One more wash basin should be installed.
- Lavatory should be added.

XI. CONCLUSION

From the research work done in the other side cafe, it is concluded that the customers are satisfied with service provided by the restaurant. But they are having slight dissatisfaction in price of the items, serving time and washing facilities. The management of the restaurant should take necessary steps to solve these problems. If they do so, that will increase their satisfaction level of customers.

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