

Analysis of Demand for Quality Service in Fast Food Restaurants

Yi-Chan Chung¹, Chih-Hung Tsai², Ying-Ying Chang³

^{1,3}Department of Business Administration, Yuanpei University of Medical Technology, Taiwan.

²Department of Information Management, Yuanpei University of Medical Technology, Taiwan

Corresponding Author: Yi-Chan Chung

ABSTRACT: This study used IPA to explore the importance and satisfaction of customers on service quality; the results of the analysis were provided to H-fast food restaurant as the advice for a business strategy. This study took the consumers of H fast food restaurant as the research subjects to search for the direction and priority of service quality improvement based on IPA analysis. The results of the study found that the appearance of the bright and tidy facilities and the service staff's friendly solving customers' problems were considered to be of high importance to the customer, but the quality provided by the H fast food restaurant did not make the customers satisfied. It is recommended that H fast food restaurant should regularly organize the environment of the facilities, keep the environment clean and tidy, and if the facilities are damaged, they must be refurbished and kept neat. In terms of solving customers' problems by the service staff friendly, the restaurant needs to strengthen staff training so that the staff are also able to serve customers kindly when they are busy.

KEYWORDS: fast food restaurant, IPA, service quality

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I INTRODUCTION

As the fast food service market is gradually becoming saturated, the fast food business needs to provide its own unique service, understand the customer's needs and have service quality that satisfies the customer in order to attract more customers to the fast food restaurant to obtain better revenue. This study used the Impact-Performance Analysis (IPA) to understand the difference between the customer's emphasis on the quality of service and the degree of satisfaction for various items to understand the customer's attention and satisfaction to the service quality of various service items through the results of the research, and analyze and improve the service items that are in urgent need of improvement, so that the company can achieve maximum results with limited resources. The results of the research can provide suggestions for H fast food restaurant operator to improve service quality strategies.

II LITERATURE REVIEW

The literature review mainly consists of two parts, namely, the discussion of service quality and Importance-Performance Analysis (IPA).

2.1 Service quality

Parasuraman et al. (1985) believe that the cognitive service quality is the result of comparison of the consumer's own expectation of service with the actual perceived service; the identification of the quality of service can be assessed by the gap between the customer's own cognitive service and his or her expectations (Bateson & Hoffman, 2002). Parasuraman et al. (1988) argued that service quality includes five major dimensions, including (1) reliability; (2) responsiveness; (3) assurance; (4) care; and (5) tangibility. Haywood-Farmer (1998) stated that service quality can be divided into three major dimensions, namely (1) equipment, processes and procedures; (2) service personnel's behavior; (3) service personnel's professional judgment. This study was based on the SERVQUAL scale proposed by Parasuraman et al. (1988), which divides the measurement dimensions of service quality into responsiveness, tangibility, reliability, care and guarantee.

2.2 Importance-Performance Analysis (IPA)

IPA is an analytical approach proposed by Martilla and James (1977). Magal & Levenbury (2005) pointed out that the IPA method is mainly used to assess the expectation of the subject to a behavior or argument, and is also used to assess the actual satisfaction. IPA analysis method is an analytical technique used by business managers to measure the current market competition position of the company, and to confirm the company's operational improvement opportunities and guide the company's strategic direction (Myers, 2001). Hansen and

Bush (1999) mentioned that IPA analysis method can help the industry to identify the key factors for priority improvement with quality attributes. IPA analysis method is to first calculate the average value of the importance and performance values in the service quality items, use the x-axis for satisfaction and the y-axis for importance, and divide the plane into four quadrants of I, II, III, IV, as shown in Figure 1.

1. Quadrant I -Area of Concentrate Here: This quadrant is where a customer values but the current performance does not meet customer expectations. It is necessary to put in more resources to improve in priority.
2. Quadrant II -Area of Keep Up the Good Work: This quadrant is where a customer focuses his or her attention on and feels the current performance as good performance, and here is the main competitive advantage.
3. Quadrant III -Area of Low Priority Zone: This quadrant is where is less valued by customers and currently has poor performance. It is a secondary source of weakness for companies.
4. Quadrant IV -Area of Possible Overkill: This quadrant is where a customer pays less attention but currently feels high performance, so resources can be used in other areas where improvement is needed.

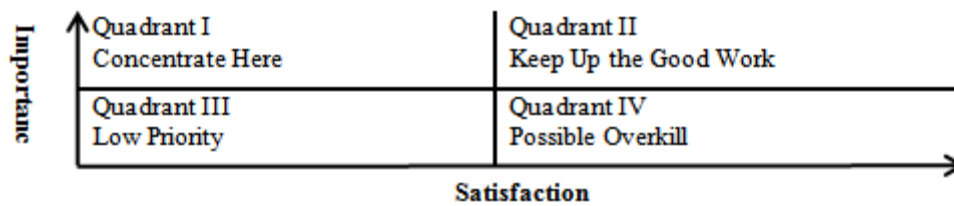


Figure 1 IPA matrix

III RESEARCH METHOD

Table 1 shows the reliability values. Nunnally (1978) suggested that in an exploratory study, a reliability greater than 0.7 is acceptable. All the reliability variables of this study are above 0.7, so the results carry sufficient reliability. And the questionnaire is based on the literature review in reference to the literature proposed by scholars, and thus conforming to the content validity.

In the analysis of service quality items, the measurement is based on a Likert 5-point scale, the method of scoring is based on the Likert 5-point scale method, and the satisfaction and importance are scored according to the answers selected by the respondent. The importance and satisfaction analysis table is shown as Table 2.

In the IPA analysis, there are 11 items in the area of Keep Up the Good Work, namely: Items 1~3, Item 5, Items 10~14, and Items 18~19. These items are the advantages and should be maintained.

There is one item in the area of Possible Overkill, which is a variety of meals in the restaurant, and can be used in areas where improvement is needed.

There are 5 items in the area of Low Priority, which are respectively design of comfortable seating and novel equipment, cozy interior decoration, clear internal facilities, moving lines and guiding instructions, priority to the customer's interests, and staff's responsible services.

There are two items in the area of Concentrate Here, which are bright and neat facilities and appearance, and the service staff's solving customer's problems in a friendly manner. This area is the source of the company's main disadvantages, so the business should prioritize it as the focus of improvement.

IV CONCLUSION

According to the IPA analysis, the items that fall into the area of Concentrate Here are “bright and neat facilities and appearance”; “the service staff's solving customer's problems in a friendly manner”; they are considered to be of high importance to customers, but the quality provided is not satisfactory to customers. They should be listed as a priority for improvement. It is recommended that H fast food restaurant should regularly organize the environment of the facilities, maintain the cleanliness of the environment, and if the facilities are defaced, they must be refurbished and kept bright. In terms of the service staff's solving the customer's problem friendly, the business needs to strengthen the staff training, so that the staff can also serve the customer kindly when they are busy. The items fall into the area of Keep Up the Good Work are the service items that the customer considers to be of high importance and high performance and may be considered to be the competitive advantage zone. The quality items that fall in the area of Low Priority are less important item for consumers than the other service items, and also the service items of the H fast food restaurant with a lower level of performance. If the business can improve these services when it has abundant resources, it will be able to further attract new customers.

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Table1: The Cronbach’s α coefficients for all variables in this study

Questionnaire Dimensions	Item	Cronbach’s α	
		Importance	Satisfaction
Responsiveness	1,2,3	0.783	0.837
Tangibility	4,5,6,7,8,9	0.825	0.815
Reliability	10,11,12	0.796	0.823
Care	13,14,15,16	0.839	0.781
Guarantee	17,18,19	0.814	0.776

Table 2: Importance and performance analysis of service quality

Item	Items of service quality	Satisfaction	Importance
		Average	Average
1.	Service staff can respond quickly to customer needs	4.106	4.235
2.	Provide the needed services quickly	4.165	4.259
3.	Can respond immediately to customer needs	4.129	4.271
4.	Bright and neat facilities and appearance	4.024	4.259
5.	Keep neat clothes and appearance	4.141	4.224
6.	Comfortable seating and innovative equipment	3.941	4.129
7.	The interior decoration is cozy	3.965	4.094
8.	Internal facilities, moving lines and guidelines are clear	4.024	4.106
9.	Meal contents are diverse	4.153	4.165
10.	Properly provide the meals and services that customers need	4.341	4.400
11.	The services provided can be completed in time	4.094	4.224
12.	Service staff provide reliable service	4.106	4.224
13.	Can do their best to help customers solve problems	4.118	4.235
14.	Can understand customer needs and provide appropriate services	4.094	4.224
15.	The restaurant will give priority to the interests of customers.	3.918	4.094
16.	Service staff will solve customer problems in a friendly manner	4.024	4.235
17.	Service staff can provide responsible services	3.918	4.165
18.	Service staff have professional service capabilities	4.129	4.341
19.	Service staff can maintain a certain quality of service	4.118	4.353
Average		4.113	4.223

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