

PalArch's Journal of Archaeology
of Egypt / Egyptology

**"A STUDY ON SERVICE QUALITY AND CUSTOMER
SATISFACTION IN BAKERY CAFÉ"**

Chef. Ashish Shimpi

**Assistant Professor, Bakery/Hospitality / Hotel Management, D. Y. Patil University's School of
Hospitality and Tourism Studies, Sector -7, Vidya Nagar, Nerul, Navi Mumbai-400725**

Email: ashish.shimpi@dypatil.edu

**Chef. Ashish Shimpi, A STUDY ON SERVICE QUALITY AND CUSTOMER
SATISFACTION IN BAKERY CAFÉ, -- PalArch's Journal Of Archaeology Of
Egypt/Egyptology 18(1). ISSN 1567-214x**

**Keywords: Bakery Café, Service Quality, Customer Satisfaction, Important-
Performance.**

ABSTRACT

This study analyzed the efficiency of a bakery in Delhi from customer satisfaction with the quality of service. The approach used was an investigation of meaning and results (IPA). IPA was conducted to determine the status of service quality indicators. It was intended to provide strategic action advice to management. The findings indicate that the standard of service goal for Quadrant A is a measure of courtesy. These initiatives should also be emphasized by the bakery as priorities for progress.

INTRODUCTION

Customer satisfaction is a major factor. It's an effective way to excel in the business. It is also the most critical goal area in the world. If you're happy with the product, you can repeat your order, demonstrate loyalty and say positive things to others. Otherwise, they would switch to another brand or complain to the company and others about their disdain. The picture of the organization will have a long-term impact.

The standard of service factor relates to Parasuraman et al.'s basic principle (1988). The size is five. Tangible, secure, empathic and receptive are accessible. IPA analyzes the level of operation to assess the goals for change that should be taken into consideration by the organization.

For these ethnic restaurants, the key clients are staff, passengers, visitors, free movers and businesses. The guests prefer to frequent these restaurants based on their taste and service. The core issues in the company are service delivery and consumer satisfaction.

This quality of service is mutually reciprocal to customer loyalty. This is a new age of complex preferences and desires for customers. Accordingly, the main

tasks of the company are to provide competent facilities and to make them satisfactory. If customers are pleased with the services and products the company offers, the entity still profits.

LITERATURE REVIEW

RazafimanjaryMaminiaina Aimee (2019) The primary criteria for all businesses' consumer loyalty is now a permanent focus of their operating strategies and a core factor for improving their image and an integral reference to clear business processes for assessing their interaction with the customers. This document also benefits teachers, administrators and even all people who are willing to access the document so as to have a closer view of the happiness of consumers. We can see certain concepts of customer satisfaction, customer satisfaction indicators and even customer satisfaction metrics.

AkeelKaleel, DileepaWedage, Nithya Parameswara (2018) The research analyzes the relationship between the standard of service and the happiness of customers in the bakery-cafe sector in Colombo Region. Data were collected from the six main bakery-cafes in the town of Colombo, and 214 were collected. The results of the analysis found that only four dimensions (independent variables) had a substantial positive association with consumer loyalty among the six consistency dimensions. Moreover, it was noted that the ties between the standard of services and consumer loyalty in Sri Lanka ('Nationality') and unmarried customers ('Marital Status').

Urvashi Tandon, Ravi Kiran, Ash Sah (2017) In this report, main determinants affecting consumer loyalty in the online shopping industry in India are defined and analyzed. Data have been gathered for the analysis of the systems from 365 respondents involved online shopping. The model was evaluated empirically with a structural equation. The study's results show a beneficial influence on consumer satisfaction, where perceived utility and website accessibility have a major negligible effect on customer satisfaction.

GN Joko Adinegara, SherandyPuspitaTurker (2016) Level of service is a significant precedent of loyalty for customers. The objective of this study is to define the position of quality of service in order to satisfy customers and to decide the quality service indicators which encourage the customer to be comfortable and unhappy. The outcome has demonstrated that the level of service offered by the customer making purchases with the business is quite pleased to customers. The findings of this analysis are helpful to monitor the business policy and promotion campaigns and to improve them.

Ahmad Adnan Al-Tit (2015) The purpose of this analysis was to explore relationships in limited-service restaurants in Jordan between the quality of service, food and consumer satisfaction. A survey focused on questionnaires was carried out in 10 limited-service restaurants in the neighbourhood of universities in Amman, Jordan's capital, and was distributed to 400 students. The collected data was evaluated using the SPSS 20.0 method (283 accurate questionnaires). The results revealed that consumer loyalty is affected positively by content and quality of service. Finally, the findings verified the connection between consumer loyalty and standard of services.

METHODS

This analysis blends consistency and quantity. The researchers use a qualitative method, and this study examines metrics of service efficiency to express the understanding of consumers. Meanwhile, in processing the data, a quantitative approach is used. This is because the outcome is changed to the amount of the questionnaire.

This study examines the food industry references and strengthens metrics by adding triangulation to the nature of the questionnaires by bakery professionals, practitioners and academicians. There are 27 measures in the questionnaire. There are 16 service efficiency metrics. The other metrics are therefore used in the standard of operation.

Questionnaires are submitted to consumers utilizing the methodology of unlikely sampling. Owing to the precise demographic statistics that the bakery cannot reliably collect, certain sample methods have been used. It concentrates mainly on the amount and type of items as a medium-sized bakery. The consumer data is overlooked. Consequently, a method for unlikely sampling is chosen. The samples are then taken as parameters of sampling collection with comfort and purposeful sampling process. The comfortable sampling, or accidental sampling, was stated by Dörnyei in Etikan et al. (2016) as a non-probability sample or non-rapid sampling, which meets a number of realistic requirements by the target population participants. The requirements which include usability, geographical similarity, availability at the stated period or readiness to take part in the study

As this bakery only serves to take home service, and not every customer is willing to participate in this research, the convenience sampling method is applied. The samples are taken accidentally, especially at the peak hours on both weekdays and weekends. It enables the researchers to get a portrait of heterogeneous customers. Moreover, to avoid bias sampling, such as taking the wrong sample (like a new customer), purposive sampling is applied. The unit analysis or sample used in this research is the customers who have purchased at least three times in the bakery to give a better evaluation of service quality for improvement purposes. The samples are used with about 127 complete questionnaires out of 132 samples. There are five unfinished and removed questionnaires. According to Singh-Ackbarali and Maharaj (2014), 75-150 untrained panellists are required for acceptance or liking test. The samples used in this study are, therefore, appropriate.

Five points of Likert scale are applied in IPA questionnaire. It ranges from strongly unimportant (1) to strongly important (5) for importance level. Moreover, it is strongly dissatisfied (1) to strongly satisfied (5) for the performance level. Then, the data analysis technique is performed using software of IBM SPSS statistics 23.

Then, validity and reliability tests are conducted as a statistical procedure. It is to make sure that the research instrument is valid and reliable. In addition, a nonparametric statistical test is applied to know the significant difference between importance and performance. The indicators of customer satisfaction analysis applied in the research are represented in Table 1.

Table1: Service Quality

No	Indicators	Indicators' Information
----	------------	-------------------------

1	Outlet	Clean, neat, and comfortable outlet
2	Food Storage	Good food storage
3	Staffs' Appearance	Clean, neat, and charming appearance of the staffs
4	Product Information (cues)	Sufficient product information
5	Competence	Bakery staffs comprehend to answer questions
6	Courtesy	Bakery staffs serve customers politely and friendly
7	Process	Production process assurance (hygiene process)
8	Accurate Charge	Accurate transaction of payment
9	Committed Service	Commitment to the services as promised
10	Product Supply	Products are available in sufficient amount
11	Operating Hours	Comfortable operating hours
12	Personal Attention	Bakery staffs give personal attention to the customer
13	Keeping the Manner	Bakery staffs keep and pack the products in a good manner
14	Response	Bakery staffs are responsive to the customers' need
15	Promptness	Bakery staffs provide prompt services
16	Complaint Handling	Complaints or questions are responded quickly

IPA indicates the association between indicator meaning and perceived happiness or efficiency. The first phase in the IPA review is to determine for each object in the indicator the average degree of significance or satisfaction. It uses the following equation.

$$\overline{X}_i = \frac{\sum_{i=1}^k X_i}{n} \quad (1)$$

$$\overline{Y}_i = \frac{\sum_{i=1}^k Y_i}{n} \quad (2)$$

RESULTS AND DISCUSSIONS

The questionnaire shall execute validity and usability checks. The findings for service efficiency evaluations as displayed in Table 2.

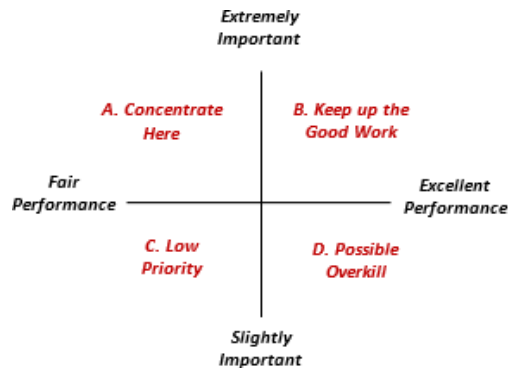
There are three elements. Next, the average weight of the i-item satisfaction level (X_j). Second, there is the average weight of the i-item importance level (Y_j). Last, it is the number of respondents (n).

The second stage is to define the axis of the cartesian diagram (crossing lines). The

median value is used as crossing lines in this analysis. The median meaning in the IPA diagram was employed by Martilla and James (1977). The use of median values in the axis will separate highly important characteristics from low output characteristics. Median values should be used to deter strong biases during testing compared with the norm.

The third stage is to generate a four-quadrant cartesian diagram. Figure 1 demonstrates this. “Here concentrate” is Quadrant A. Customers determine the very critical quality feature in this quadrant. But the bakery must work on this quadrant to boost efficiency in order to obtain the full outcome. It implies low satisfaction. Quadrant B is “maintain or maintain good work.” In this quadrant, consumers are pleased with and evaluate the essential service attributes. “Low priority” is Quadrant C. Customers are less impressed with results in this quadrant and judge unimportant service features. Quadrant D is “overkill possible.” The customers are pleased with the results in this quadrant but evaluate the least significant service function.

Figure 1: IPA Matrix (Source: Martilla& James, 1977)



No object has a validity value less than 0.362 on the basis of Table 2. (r Table). Sixteen service quality elements in the questionnaire may be inferred to be accurate. The durability coefficient’s alpha value is 0.977. This ensures that the analysis method is accurate.

Table 2: Validity Test of Service Quality

Item	Coefficient	r Table	Remark
p1	0,862	0,362	Valid
p2	0,794	0,362	Valid
p3	0,824	0,362	Valid
p4	0,846	0,362	Valid
p5	0,836	0,362	Valid
p6	0,850	0,362	Valid
p7	0,872	0,362	Valid
p8	0,882	0,362	Valid
p9	0,844	0,362	Valid
p10	0,880	0,362	Valid
p11	0,858	0,362	Valid
p12	0,876	0,362	Valid
p13	0,866	0,362	Valid
p14	0,888	0,362	Valid

p15	0,832	0,362	Valid
p16	0,892	0,362	Valid

(Source: Data processed, 2017)

Women are the plurality who complete the questionnaire (77 per cent). You are between 26 and 45 years old (55 per cent). They are high school graduates (42 per cent). Any of them recruit people (28 per cent). Every transaction costs <Rp50,000 (68 percent), and the bakery visits 2-3 times/week (47 percent).

Descriptive consumer perception figures indicate that the value and efficiency of the service standard at α level 0,05 are substantially different. The phenomenon demonstrates that consumers ought to increase the standard of service compared with what is done at present.

Figure 2 displays the cartesian service efficiency diagram in the quadrant A. (concentrate here). Quadrant B is the operation, the correct load; the control and speed (keep up the good work). In addition, Quadrant C includes channels, product details, expertise, engaged providers, product supply and personal care (low priority). Service hours and treatment of grievances are in Quadrant D (possible overkill). Storage of food, the arrival of workers and answer is on the crossings exactly.

Table 3 Mean Importance and Performance of Service Quality Indicators

IPACode	Service Quality Indicator	Importance (\bar{x}_i)	Performance (\bar{x}_i)
1	Outlet	4,39	4,18
2	Food storage	4,40	4,20
3	Staff's appearance	4,42	4,23
4	Product information/ cues	4,35	3,98
5	Competence	4,33	4,16
6	Courtesy	4,43	4,24
7	Process	4,49	4,27
8	Accurate charge	4,43	4,27
9	Committed services	4,38	4,21
10	Product supply	4,32	4,13
11	Operating hours	4,33	4,29
12	Personal attention	4,40	4,27
13	Keeping manner	4,42	4,38
14	Response	4,39	4,33
15	Promptness	4,45	4,36
16	Complaint handling	4,37	4,33

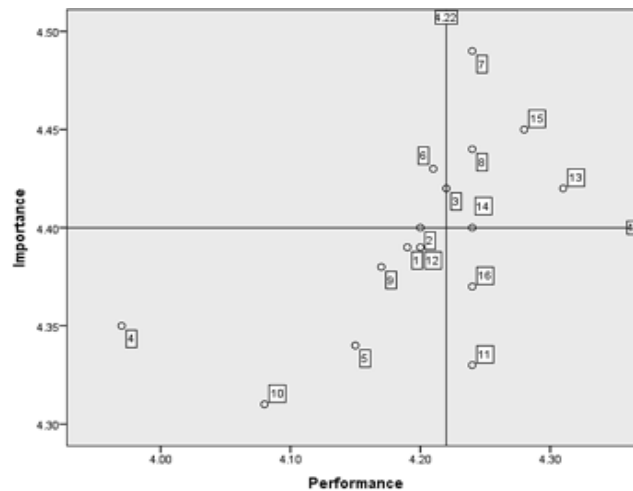


Figure 2 Cartesian Diagram of Service Quality (Source: Data processed, 2017)

The management ramifications are focused on the consistency diagram. The priority of this organization is to develop the courtesies metric in Quadrant A and to provide the workers with information and expertise to support consumers better. The advice for a courtesy indicator is by conducting customer service training for personnel. Then the Quadrant B indicators (process, exact load, way of holding and speed), as they shape the power of the corporate operation, should be retained. Everything that is at risk of slipping into Quadrant A.

In the meantime, indicators in Quadrant C, which are called low priority, must also be retained (outlet, product details, expertise, dedicated resources, product distribution and personal attention). That is because it is already essential and cannot be withdrawn. Quadrant A is available for the services utilized in Quadrant D (operating hours and complaint processing). It may become a focus for enhancing service efficiency. The presence predictor of the staff on the crossing routes must be retained unless it will slip into quadrant A. In the meantime, the other markers on the crossing lines should also be retained (food storage and response).

The findings of the study offer further insight into the management of the commodity. While in the food product, it is peculiar because certain product characteristics can be intertwined, the knowledge gathered should be used to choose which function should be given priority to enhancing product satisfaction. For e.g., if experts in food production enhance a product, the recipe can be given further thought.

It would enhance the flavour better than the other characteristics. Meanwhile, in the research, Tzeng and Chang (2011) and Adinegara und Turker verified the service quality review (2016). It implies that IPA will assess the efficiency of its resources and include managerial knowledge in strategic steps.

The findings obtained from this study vary from previous research due to the numerous subjects of research with various characteristics. As already stated, it is still uncommon to speak about consumer satisfaction research of bakery and bread items. This study, therefore, helps to create a structure for customer loyalty in a bakery utilizing features of service quality. It offers management with a detailed view of its external companies. Ses findings were true only and cannot be extended for this case study. The system will, however, be extended to other bakeries with

similar conditions.

CONCLUSIONS

The outcome of the test case in the bakery is a taste indicator for the quality of service. These are regarded to be priorities for improvement in Quadrant A of IPA. Both indicators should take care of the bakery. The recipe can be enhanced by using better quality ingredients to render the preferred taste. Employees with experience and know-how should be motivated to deliver better service to customers in order to provide customer support.

The constraint of this study explains only the state of indicators and cannot provide advice on how to approach all indicators in order to improve the management objective. Both metrics are processed at the same weight. The additional analysis shall be indicated by the Theoretical Hierarchy System. Consequently, each measure has its own weight, and the strategy would lead the company to customer satisfaction. In addition, the future PLS-SEM study to assess the effects of measures used in this research should also be taken into account.

REFERENCES

- [1] RazafimanjaryMaminiaina Aimee, “A thorough literature review of customer satisfaction definition, factors affecting customer satisfaction and measuring customer satisfaction”, *Int. J. Adv. Res.* 7(9), 828-843, ISSN: 2320-5407, 2019
- [2] AkeelKaleel, DileepaWedage, Nithya Parameswara, “A study on the Impact of Service Quality on Customer Satisfaction in Bakery Café Industry”, *Multidisciplinary Research 2018* (ISBN978-1-988652-22-1)
- [3] Adinegara, G. N. J., &Turker, S. (2016). An important performance Analysis of international coffee outlet service quality: Empirical results from coffee outlets in Badung, Bali. *IQSR Journal of Business and Management*,18(5), 38-44. <https://doi.org/10.9790/487X-1805013844>
- [4] Yulisetiarini, Diah. The Relationship between Service Quality, Customer Satisfaction and Loyalty in Restaurant Business in East Jawa.*International Journal of Business and Management Invention*, 3(5), 2014, 01-10.
- [5] Al-Tit, A. A. (2015), “The effect of service and food quality on customer satisfaction and hence customer retention” *Asian Social Science*, 11(23), 129-139,<https://doi.org/10.5539/ass.v11n23p129>
- [6] Azizi, M., Dehghan, S., Ziaie, M., & Mohebi, N. (2017). “Identifying the customer satisfaction factors in furniture market” *Economics, Management and Sustainability*, 2(1), 6-18,<https://doi.org/10.14254/jems.2017.2-1.1>
- [7] Urvashi Tandon, Ravi Kiran, Ash Sah, (2017) “Analyzing customer satisfaction: users perspective towards online shopping”, *Nankai Business Review International*, Vol. 8 Issue: 3, pp.266-288, <https://doi.org/10.1108/NBRI-04-2016-0012>
Permanent link to this document: <https://doi.org/10.1108/NBRI-04-2016-0012>
- [8]Torres, A., &Tribó, J. A. (2011). Customer satisfaction and brand equity. *Journal of Business Research*, 64(10), 1089–1096
- [9]Rahim A. Ganiyu. 2016. Perceptions of Service Quality: An Empirical Assessment of Modified SERVQUAL Model among Domestic Airline Carriers in Nigeria. *Acta Universitatis Sapientiae, Economics and Business* 4:1.
- [10]Ooi, K., Lin, B., Tan, B. and Chong, A. (2011) Are TQM practices supporting

customer satisfaction and service quality? *Journal of Services Marketing*, 25(6), p. 410–419.