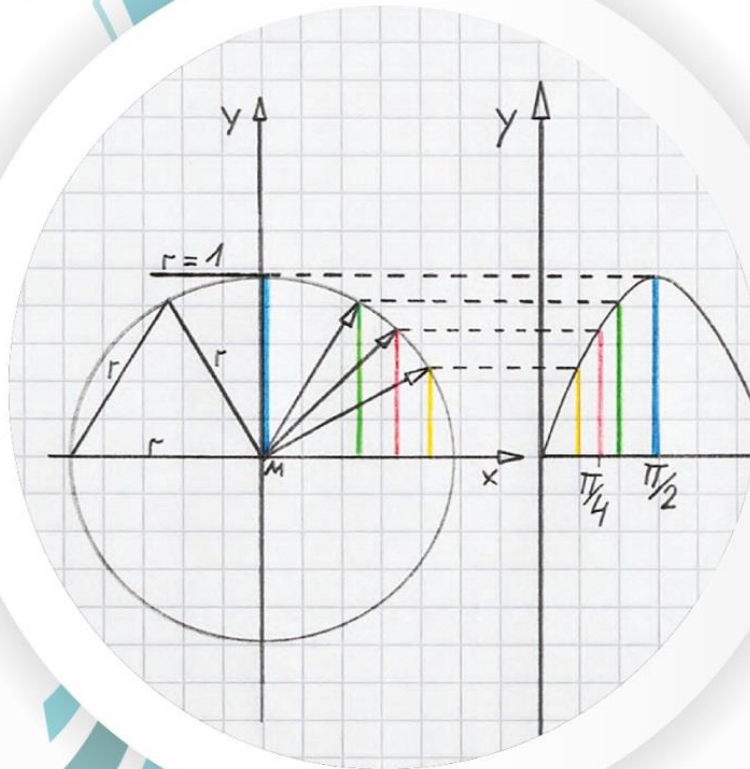


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# THEORETICAL ASPECTS OF ASSESSING SERVICE QUALITY IN RESTAURANTS

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**Abstract.** The service industry requires close employees and customers' interaction. The outcome of this interaction leads either too high or low service quality level. The high standard of service quality attracts more clients and allows building a significant and loyal customer base.

**Keywords:** service, industry, measurement techniques, customer, satisfaction reflects, control charts.

The quality of the service is determined by consumers' perception of the service meaning customers' service or disservice. The research shows that it is much harder to obtain new customers than keeping the existing ones. (Tricia Morris, 2016.)

These days organizations put a lot of cash into various service programs where they can figure out how to acquire and keep new clients. It merits putting resources into these projects on the grounds that the dedicated client base is a record of a great quality service.

As William Foster says, "Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skilful execution; it represents the wise choice of many alternatives." William A. Foster (Goldstein, 2009.)

Consumer satisfaction is a center of each business. Company's benefit, notoriety, deals, benefit, picture - every one of these components rely upon clients; hence, they should dependably be dealt with taking care of business. In the advanced economy, the balance between consumer satisfaction and company's productivity is a key to eatery achievement.



Customer satisfaction is a core of every business. Company`s profitability, reputation, sales, service, image - all these factors depend on customers; therefore, they must always be treated at its best. In the modern economy, the equilibrium between customer satisfaction and company`s profitability is a key to any business success.

Malik and Ghaffor (2012) define the concept of customer satisfaction as meeting customer expectations regarding the special parameters of satisfaction. Zairi (2000) also defines this notion as the accomplishment of inner requests of consumers. Indeed, this concept has been defined differently by field scholars. Customer satisfaction is “an indicator of whether customers will return to a restaurant” (p. 39) as Dube et al. (1994) suggest. Vavra (1997, p. 8) also consider customer satisfaction as "the leading criterion for determining the quality actually delivered to customers through the product/service and by the accompanying servicing." Indeed, as the most significant concept influencing service management, customer satisfaction has received a lot of attention from marketers and researchers (Rust & Oliver, 1994). The concept of customer satisfaction has thus been applied to service industry by many scholars (e.g. Andaleeb& Conway, 2006; Oh, 2000). In addition, Yüksel and Yüksel (2002) connect this satisfaction concept to the intention for repeat purchasing and positive word-of-mouth.

The expectancy/disconfirmation paradigm in process theory (Mohr, 1982) provides the grounding for the vast majority of satisfaction studies and encompasses four constructs:

1. Expectations;
2. Performance;
3. Disconfirmation; and
4. Satisfaction

Disconfirmation arises from discrepancies between prior expectations and actual performance. There has been significant effort in the past to look at the area of service quality, customer satisfaction and, to a lesser extent, service loyalty.



However, there is considerable confusion in the demarcation between service quality and customer satisfaction. GroÈnroos (1984, 1990) and Parasuraman et al. (1985, 1988, 1994), both argue that perceived service quality results from the comparison that customers make between expected quality and experienced or outcome quality. The expectancy/disconfirmation paradigm that ultimately results in satisfaction or dissatisfaction makes a similar point. Regarding the chronological order, service quality happens first and then leads to customer satisfaction. According to Cronin and Taylor(1992, 1994), customer satisfaction is regarded as an antecedent of service quality; nevertheless, their research the opposite. Thus, Service quality was proposed as one of the contributing aspects of customer satisfaction (Ruyter et al., 1997; Spreng&Mackoy, 1996).

On the basis of the above, customer satisfaction is indicated as acting as a mediator in the link between service quality and service loyalty, as shown in Figure 2.1. In the satisfaction literature “expectation reflect anticipated performance” (Churchill and Suprenant, 1982, p.492) made by the customer about the levels of performance during a transaction. This study employs a cultural perspective to explore the role and effects of service quality and satisfaction on such behavioural outcomes as repurchase intentions, loyalty, and word of mouth. Previous research in other cultures (Brady & Robertson; 2011; Caruana, 2002; GroÈnroos; 1990; Selnes, 1993) has revealed that high service quality affects the behavioural intentions of the customers and consumers' level of satisfaction.

Mittal and Lassar (1998) refer to the strong connection between satisfaction and customer loyalty. In addition, Oliver (1993) considers the satisfaction variable as the central part of the marketing philosophy of any business. Lim (2010) contends that the physical environment in restaurants can have a great effect on customers' pleasure.

Kotler and Keller gave the most comprehensive definition of customer service. They defined it as follows: “person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against



his/her expectations” (Kotler and Keller 2006, 144.) According to Rai (Rai 2008, 7.), the formula for customer service is the following: customer service equals customer perception of the service received minus customer expectation of the customer service. Referring to this method, the conclusion is that if customer’s perception of the service exceeds customer’s expectation, then a client stays satisfied as well as the opposite; if customer’s perception is less than customer’s expectations, then a client gets dissatisfied. Tse and Wilton identified customer service as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption”. (Tse& Wilton 1988, 204.) According to Gerson, customer service is a customer’s perception of the expectations that have been or have been not met. The buyer obtains the product or service and expects it to work well. If it does, the customer is satisfied if it is not, the customer is dissatisfied. (Gerson 1993, 5.)

The feeling about the item itself is shaped some time before getting the service (essential desires, assessment, and impression). Consequently, the initial introduction of encountering the service is critical for the organization's future achievement. At the point when the client at last gets the opportunity to encounter an service or item, there are two results:

1. In the event that customer`s desires were met or surpassed, a client remains fulfilled
2. In the event that customer`s desires were higher than benefit gave, a client gets disappointed.

The factor which impacts future fulfillment or disappointment is client's initial introduction (conduct, feelings, response, and encounter). It relies upon how the client was respected (representative's fitness, kind disposition), on the nature of the service gave, on such factors as physical condition and value/quality proportion of the service. Organizations ought to consider every one of those variables to keep clients glad and fulfilled.



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