

Food Service Quality in IRCTC Food Outlets: A Study of Delhi (N.C.R) Region

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Abstract Indian Railway is a growth engine of Indian economy and contributes significantly in the growth of Indian economy and GDP. It is fourth largest transportation system in the world and it is also the largest employment generator, which employs more than 13 lakhs employees & during the year 2015, it carries 8.101 billion passengers. From past few decades the need and demand of customers has changed significantly and this is reflected in all sectors of economy who have transformed themselves from mere a service provider to customer oriented service providers. Indian Railway is not an exception. To keep up with the changing need and demand of customers, Indian Railway established Indian Railway Catering and Transport Corporation (IRCTC) in 1999. It is a public sector venture under Ministry of Railway which professionally manages hospitality and catering services on & off stations, on trains and global reservation system. Since then it is taking consistent steps towards improving service quality of IRCTC food outlets. Today it has over 200 food outlets.

The present paper is an attempt to determine service quality through assessment of expectation and perception of the customers visiting IRCTC food outlets. This research also uses modified questionnaire based upon DINESERV model to study the difference between perceived and expected service quality.

Keywords: Service Quality, DINESERV, IRCTC, New Delhi (N.C.R)

INTRODUCTION

Tourism & travel is considered to be one of the important industries globally. In spite of slow economic growth in developed economies and geopolitical tensions in some regions, the Tourism & Travel sector still accounts for a large part of the global economy (estimated to be approximately 9% of global GDP or US\$ 7 trillion in the year 2015) and employment, while the number of international travelers continues to increase. According to the World Travel & Tourism Council (WTTC) (2015), the Tourism & Travel sector is forecast to continue growing at 4% annually. Often, Tourism & travel industry is considered to be complex by nature. It is an amalgamation of various sectors such as Attraction, Accommodation, Transportation, Infrastructure and Supporting Facilities (Pearce, 1992).

Rufat Mammadov (2012) describes transportation as an integral part of Tourism industry because it cannot thrive

without travel and travelling is not possible without transportation. Many tourism scholars describe transport as carrier of people from their living places to tourist destinations. Tourism experience starts and ends with transportation (Kaul, 1985; Eden, 2005 & Reilly, J. 2010). Goeldner, et al (2012) categorizes transportation sector into various modes. (See figure 1).



Fig. 1: Categorization of Transportation Services

Source: Goeldner CR et al, Tourism Practices and Principles, Wiley Publication, p 97, 2012

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From the above figure 1, it is clear that transportation is playing a pivotal role in the growth and development of Tourism. In fact, Railway plays a catalytic & dramatic role in both international & domestic tourists traffic (Sorupia, 2005). Bhandari (2005) in his research also identifies railway

as most significant mean of transport for socio-economic development.

In India also the transportation has an important contribution in Indian GDP. This is also visible from the table no. 1. It clearly shows that after road transportation, railway is the second most preferred transportation system in India.

Table 1: Contribution of Different Modes of Transportation in Indian GDP

Share of Different Modes of Transport in GDP					
Sector	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
Transport of which:	6.6	6.6	6.5	6.6	6.7
Railways	1.0	1.0	1.0	1.0	0.9
Road Transport	4.7	4.7	4.6	4.8	4.9
Water Transport	0.2	0.2	0.2	0.2	0.2
Air Transport	0.2	0.2	0.3	0.3	0.3
Services *	0.4	0.4	0.4	0.4	0.4
* Services incidental to transport.					

Source: www.indianrailways.gov.in

Further, from the above table 1, it is also clear that the railway has to complete a lot to maintain its market share & continuously upgrade the product quality to remain in cut throat competition.

In same lines, to meet specific demands of tourists the railway has created a company to address hospitality, tourism and catering related services by the name Indian Railway Catering and Tourism Corporation (IRCTC) on 27th September, 1999. The vision of IRCTC is to “Enhance customer services and facilitation in railway catering, hospitality, travel and tourism with best industry practices”. Presently, the Company has made a significant mark in its customer oriented services businesses i.e. ‘Railneer’, ‘Rail Tour Packages’ and ‘Internet Ticketing’, Food Plazas/ outlets on Railway premises. The detail of IRCTC catering business is shown in table 2.

Table 2: IRCTC Catering Business

IRCTC Catering Business 2015-2016		
Mobile Catering		
	Suvidha trains	20
	Duranto	17
	Rajdhani	6
	Satabadi	2
	Mail/expresses	8
Static Catering		
	Jan Ahars	13

IRCTC Catering Business 2015-2016		
	Refereshment Rooms	05
	Minor Units (Stalls, Trolley etc.)	128
Food Plazas/Fast food Units/ Food Court		
	Food plazas/Fast food units	198

Source: IRCTC annual report (2015-16) from www.irctc.com

From above, it is clear that IRCTC is managing wide range of catering services inside the trains (like Rajdhani / Shatabdi / Duranto and Mail / Express Trains) and Static Catering Units (such as Refreshment Rooms, AVMs, Book Stalls, Milk Stalls, Ice Cream Stalls, Petha & Peda Stalls etc.) across Indian Railway Network. Further, it caters to the need of more than 13 million passengers every day (source: www.irctc.com).

When we talk of revenue, IRCTC revenue, during 2015-16, IRCTC achieved a total income of Rs. 1505.74 crore with a net profit (Profit after tax) of Rs. 189 crores. According to IRCTC annual report (2015-16) most of the business (43%) comes from Internet Ticketing while Tourism sector was second highest contributor (26%) followed by License Catering and Department catering (23%) as shown in figure 2.

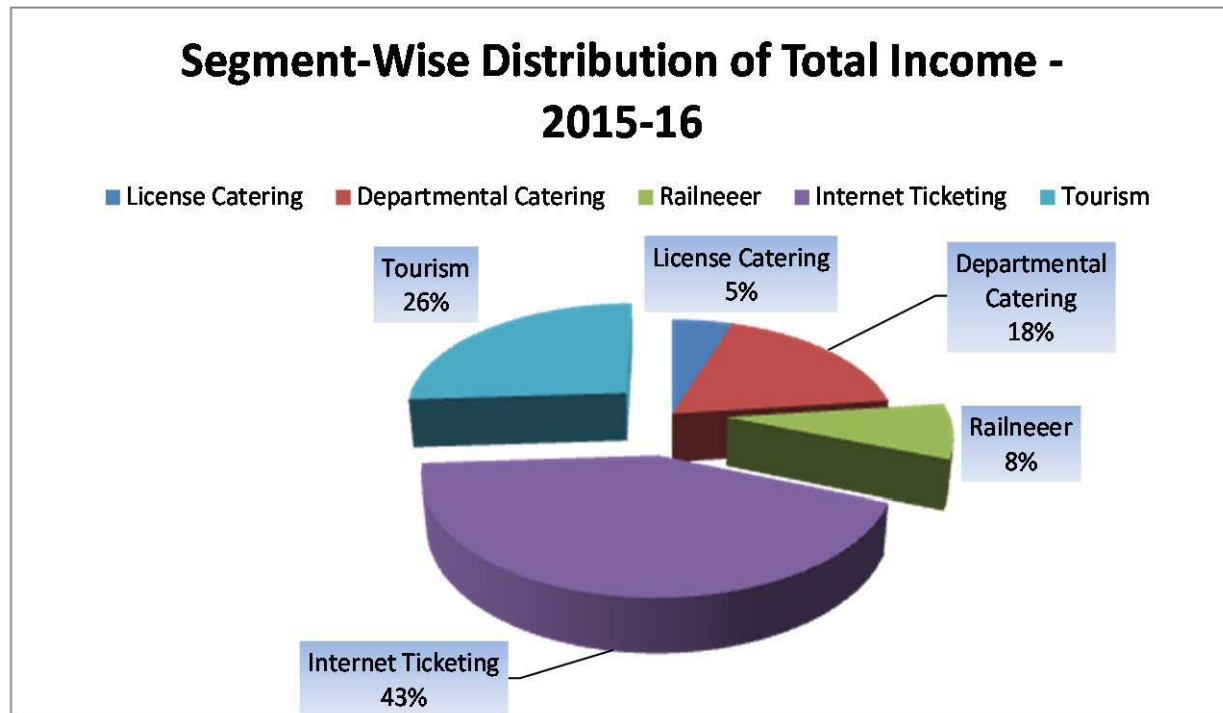


Fig. 2: IRCTC Financial Performance – 2015-16

Source: IRCTC Annual Report 2015-16

This clearly shows the importance of IRCTC to Indian Railway. To remain in today's cut throat competition, the IRCTC focuses on how to provide better food quality at lower costs. Service quality is an important driving force for customer satisfaction. Amongst all customer demands, service quality has been increasingly recognized as most considerable factor in the success of any business (Parasuraman et al, 1988; Gronoos, 1984). Service quality is reflected in a consumer's evaluative perception of an encountered service (Cronin & Taylor 1994). Today, almost all food outlets give attention to their service quality in order to increase the satisfaction level among their customers and thus increase their purchase intentions as well as loyalty (Gilbert, Veloutson, Goode, & Moutnho, 2004; Kara, Kaynak, & Kucukemiroglu, 1997). Therefore, be it a full service restaurant or IRCTC food outlet, it is important to have a customer centric approach who always demands for service quality.

REVIEW OF LITERATURE

Service delivery is a unique process, which consists of mainly two sub processes: these are activities involved and technological aspects that help us to make those products. In today's customer centric world the quality in product and services is essential for existence. Numbers of studies have been conducted by academicians & research scholars indicated that service has become a critical factor

in the success of any service organization in the era of globalization & quality is the entry ticket to market. High quality is necessary for any industry or organization to be successful in their business sector (Parasuraman et al, 1988; Rust and Oliver, 1994). Anderson et al (1994) supported the statement that service quality produce measurable benefits like cost savings & profits. Further, it has remained focus point for many researchers (Parasuraman et al, 1988; Kearns and Nadler, 1992; Avkiran, 1994; Cronin and Taylor, 1994; Buttle 1996; Yavas et al 1997).

Not very many researchers have identified potential problems concerning the conceptual foundation and empirical measures of service quality (Jabnoun & Khalifa, 2005; Badri et al, 2005; Landrum et al, 2006). In reality, the measurement of quality in service industry is much difficult as compared to manufactured products and goods (Zeithaml et al, 1993; Crick and Spencer, 2011). Parasuraman et al (1985), tries to measure service quality through a ten dimensions model but it was not effective therefore in 1988 he modifies his first modal and reduced it to five dimensions (tangibles, reliability, responsiveness, assurance and empathy) and named it SERVQUAL. These dimensions indicate perceived service quality and comparison between performances with expectation. Many researchers has verified and tested SERVQUAL instrument (Babakus & Boller, 1992; Riemer & Reichel, 2000; Wong & Fong, 2012). This instrument also worked as the base for many

other modals and instrument. Many researchers modify it as per their requirements (Cronin & Taylor, 1994; Brady & Cronin, 2001; Raajpoot, 2004). In continuation, Stevens et al (1995) found that SERVQUAL and other models are not suitable for measuring service quality in food service outlets. SERVQUAL was inadequate for food service areas. As a result, they proposed an instrument called DINESERV to assess perceptions of customers of a restaurant's service quality. This instrument was adapted from SERVQUAL and LODGSERV (measuring scale for lodging industry). DINESERV contains 29 statements on 7 point response scale. DINESERV is used to determine changes in perception and to undertake periodical surveys. It has been extensively used and tested in measuring service quality in the restaurant business, the airport food service, fine dining restaurants, casual dining restaurants, mid-price restaurant, quick service restaurants and assisted living facilities (Steven & Patton, 1995; Wo, Lin & Chen, 1999; Heung, Wong, & Qu, 2000; Patnaude & Graves, 2000). Archana, R. & Subha, M. V. (2012) conducted their research on service quality during air travel. They found three major dimensions those contribute to perceived service quality during air travel. These dimensions were good food; comfortable seats and safety in flight. Personal entertainment was found most important dimension in In-flight digital service quality and online ticket booking is another in back-office operations. His results also indicate that airline passengers' satisfaction by different airline companies depends on quality of services delivered.. Mei and White (1999) find service quality as life blood of hotel industry which results in satisfied customers. Further he explains the relationship between service providers and customers in hospitality industry. In this bond, the service provider tries to please the customer by fulfilling his needs and demands. The similar findings were also noted by Cronin and Taylor, 1994; Knowles and Curtis, 1999. Mohanty et al (2007) well thought of organizations that are shifting their policies toward service quality. Many researchers also stated that high service quality will provide long term competitive advantage and larger benefits to hotel industry (Keiser 1988, Ko and Pastore 2004). Some Scholars view service quality as an elusive concept which is very critical for a restaurant success. It affects customers' satisfaction level by providing real performance (Sik Sumaedi & Medi Yarmen, 2015; Palmer, 2001). The demand for better services has considerably increased so as the need of service quality. Increased service quality would lead to enhanced customer loyalty, image and business (Choi & Chu, 2001; Ramanathan & Ramanathan, 2011). In India, Anoop Kumar (2014) conducted study on service quality on catering outlets on National Highway-1 of India. Where he compared Government, Private and MNC catering outlets and found that private catering outlets are performing much better than

other two. His result shows that 'employee's politeness', 'hygienic food' and 'employee's product knowledge' were most important factor affecting customers' satisfaction in government, private and MNC outlets respectively. Garima Malik (2012) examines various attributes of service quality in Indian Metro Railways. The findings show that out of the various attributes, inconvenience due to construction had an adverse affect on customer's satisfaction level with Delhi Metro as a whole. Abadi D Saputra (2010) identifies seven factors (Information, Scheduling, Travel time, Comfort, Tangible, Safety & security, and Service coverage) which significantly affects service quality and customer satisfaction in short route trains.

Aggarwal (2008) stated that employee's behavior is most important dimension in service quality with Indian Railway. Sheeba and Kumuthadevi (2013) conducted her study in railway service quality and found that customers' perceptions are lower than expectations and suggested to improve its core areas. The reason behind that is lack of commercial organizational ethos, clear political mandate and short tenures at the policymaking levels has been responsible for lower service quality and customer satisfaction (Pranay patil, 2012).

Thus, from the above review, it is clear that service quality play an important role in guest satisfaction & the present study is a sincere effort to measure service quality among IRCTC food outlets located in Delhi (NCR), as in the past no such studies were carried out.

OBJECTIVE OF THE STUDY

The present study has following objectives. These are as follows:

To establish the significance of difference between perceived and expected service quality in IRCTC food outlets located in Delhi (NCR).

To examine the contribution of various dimensions of service quality in IRCTC food outlets located in Delhi (NCR).

RESEARCH METHODOLOGY

The data was collected from five IRCTC food outlets located at different Railway stations in Delhi (NCR) region. From each restaurant 30 respondents were contacted and in all 150 questionnaires were collected. All the customers were personally contacted and their opinions were seeked from the structured questionnaire. Stratified convenience sampling was used in the present research and it was analyzed with the help of SPSS 16.0. The location of IRCTC food outlets is shown with the help of figure 3.

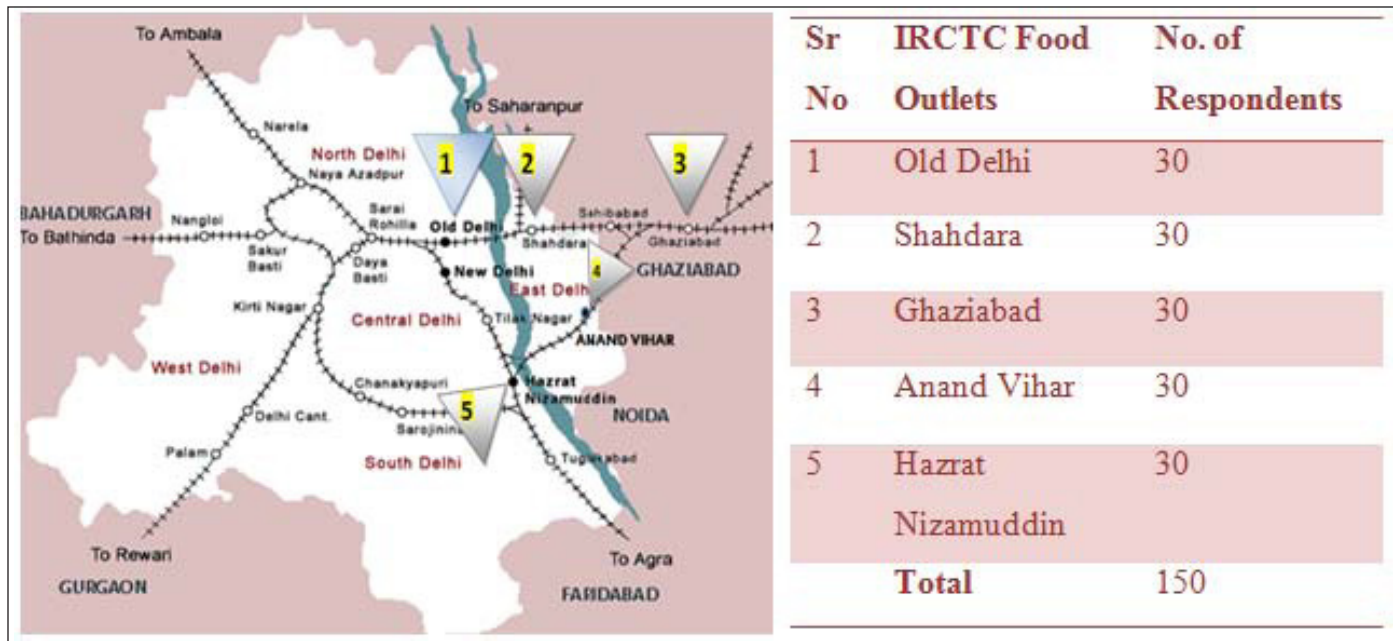


Fig. 3: Location of IRCTC Food Outlets Delhi (NCR) Region

Source: Author creation

The questionnaire was prepared keeping in view of DINESERV model (Stevens et al, 1995). The questionnaire is divided into three parts. First part contains customers' expectations regarding service quality and Second part examined customers' perceptions. The third part consists of Demographic questions. The level of expectations and perceptions was measured on the basis of 05 IRCTC food outlets in Delhi (NCR) region. In all the 29 elements were adopted and categorized into five dimensions. These are tangibility, reliability, responsiveness, assurance and empathy. The level of expectation and perception was

assessed using five point likert scale, with anchors "Strongly Agree" as 5 and "Strongly Disagree" as 1.

RESULT AND ANALYSIS

Profile of Respondents

The respondents were contacted at different IRCTC food outlets located in Delhi (NCR) region. Profile of the respondents is presented in Table 3.

Table 3: Profile of Survey Respondents

Item	Percentage	Item	Percentage
Age		Gender	
15-25 years	39.3	Male	69.3
26-40 years	44.0	Female	30.7
41 and above	16.7		
Profession		Education	
Serviceman	37.3	Senior Secondary	12.7
Businessman	16.1	Graduation	46.0
Student	31.3	Post Graduation	30.0
Others	15.3	Above PG	11.3
Nature of Residence		Income	
Metropolitan	27.3	Upto 2 Lakh	40.7
Urban	44.1	2-5 Lakh	29.3
Semi-Urban	19.3	Above 5 Lakh	30.0
Rural	09.3		

Source: Author's creation

From the table 3, it is clear that majority of customers were below 40 years (83.3%). Majority of them were serviceman (37.3), most of them were from Urban or Metropolitan location (71.4%). Further from the table, it is also clear that most of them were Males (69.3%) and Graduated (46%). The majority of respondent having low income i.e. below 2 lakh (40.7%) was due to large number of respondents was Students (31.3%).

Objective 1: To Establish the Significance of Difference between Perceived and Expected Service Quality in IRCTC Food Outlets

For the above mention objective, Descriptive and Bivariate analysis was done and results of respondent's expectations and perceptions of IRCTC food outlets on service quality as well as service quality gap is shown in table 4.

Table 4: Customers' Expectations and Perceptions of Service Quality in IRCTC Food Outlets

Attributes of IRCTC Food Outlets	Expectation		Perception		Gap	t-Value
	Mean	SD	Mean			
V1 Visually attractiveness	3.9067	.70802	3.6533	.79416	-0.2534	3.541
V2 Staff grooming & their hygiene	3.3933	.90410	3.3289	1.09940	-0.0644	.946
V3 Good décor	3.6800	.83802	3.6200	.89495	-0.06	.791
V4 Menu readability	3.8784	.81571	3.7500	1.04897	-0.1284	1.817
V5 Visually attractive menu	3.7114	.84065	3.6242	.92617	-0.0872	1.183
V6 Spacious dining zone	3.7755	.80916	3.6554	.93104	-0.1201	1.639
V7 Rest rooms cleanliness	3.5822	.80307	3.5411	.94779	-0.0411	.533
V8 Clean sitting area	3.6875	.76157	3.5764	.92804	-0.1111	1.431
V9 Comfortable seats	3.7222	.70408	3.5972	.91849	-0.125	1.653
V10 Phone/laptop charging facility	3.7917	.97432	3.7292	2.70772	-0.0625	.275
V11 Timely Food service	3.7651	.80865	3.6174	1.04362	-0.1477	1.624
V12 Supervision of food service	3.6267	.89403	3.5333	1.04699	-0.0934	1.122
V13 Trustworthy service staff	3.3423	.94277	3.2752	1.12622	-0.0671	.775
V14 Food served as ordered	3.7800	.96843	3.6533	1.09291	-0.1267	1.670
V15 Error free billing	3.8467	.84135	3.9333	.95304	0.0866	-1.323
V16 Excellent coordination during service time	3.6040	.93591	3.4765	.94857	-0.1275	1.697
V17 Promptness of service staff	3.6200	.81652	3.5067	.95360	-0.1133	1.579
V18 Address to special food requests	3.7000	.80059	3.5000	.91776	-0.2	2.622
V19 Responding Staff	3.5333	.79989	3.6711	.83377	0.1378	-2.072
V20 Feel of Comfortable and confident dinning	3.6107	.76857	3.6644	.86689	0.0537	-.852
V21 Willing to give information about menu	3.5946	.95360	3.3691	1.03551	-0.2255	3.041
V22 Make you feel personally safe	3.6040	.83681	3.6400	.93608	0.036	-.491
V23 Well trained, competent, and experienced staff	3.6733	.86309	3.5400	.98737	-0.1333	1.825
V24 Support to other members to work as team	3.5667	.82264	3.5570	.87288	-0.0097	.000
V25 Staff always rely on policies rather individual need/demand	3.4832	.88991	3.2752	.99226	-0.208	2.887
V26 Make you feel special during dinning	3.5267	.84898	3.3400	.98873	-0.1867	2.519
V27 Anticipates individual needs and wants	3.5772	.91667	3.3557	.99372	-0.2215	3.199
V28 Sympathetic and reassuring staff if something went wrong	3.6400	.81331	3.5133	.89545	-0.1267	2.012
V29 Staff have the customers' best interests at heart	3.6400	.82152	3.5200	.99475	-0.12	1.696
Overall mean	3.6504	0.84489	3.5523	1.02334	-0.0981	

Source: Author's creation

Respondents' expectations and perceptions were measured through structured questionnaire on 5 point likert scale was used to rate the responses. The higher the expectations

mean score means higher the expectations and lower mean score means low expectations. The mean expectations of participants ranged from 3.34 to 3.90. When it comes to

service quality expectations, it was observed that “Visually attractiveness (3.90)” & “Menu readability (3.87)” had higher expectation and “Trustworthy service staff (3.34)” & “Staff grooming & their hygiene” had lower expectations. The overall mean for IRCTC service quality expectations was 3.65. The mean score of respondents’ perceptions ranged from 3.27 to 3.93. From the table 2, it is clear that “Error free billing (3.93)” & “Menu Readability (3.75)” were highly perceived and “Trustworthy service staff (3.27)” & “Staff always rely on policies rather individual need/demand (3.27)” were least perceived variables. The overall mean perception score of service quality is 3.55.

Thus, from the above result it can be concluded that customers’ expectations are higher than their perceptions of food beverage served in IRCTC food outlets. The overall negative mean of service quality gap (-0.098) also indicates the same. However, the positive gap between variable i.e. “Error free billing (0.086)”, “Responding Staff (0.137)”, “Feel of Comfortable and confident dinning (0.053)” and “Make you feel personally safe (0.036)” indicates praiseworthy job done by IRCTC food outlets in these areas. But still there are 25 variables showing negative gap which indicates that there is a huge scope of improvement in food service quality in IRCTC food outlets.

Objective 2: To Examine the Contribution of Various Dimensions of Service Quality in IRCTC Food Outlets

To assess the dimensions of service quality, DINESERV model was used. As per the DINESERV model, variables of the expectations and perceptions were divided into five factors as shown in Table 5.

Table 5: Factors of DINESERV model

Factors	Dimensions	Variables
Factor 1	Tangibility	V1,V2,V3,V4,V5,V6,V7,V8,V9,V10
Factor 2	Reliability	V11,V12,V13,V14,V15
Factor 3	Responsiveness	V16,V17,V18
Factor 4	Assurance	V19,V20,V21,V22,V23,V24
Factor 5	Empathy	V25,V26,V27,V28,V29

From the table above it is clear that in all 29 variables were grouped into five factors as per DINESERV model. DINESERV factors were also checked and justified for factor analysis with the help of KMO and Bartlett’s Test which is used for goodness of fit test for Factor Analysis of data. The result of same is shown in Table 6.

Table 6: Goodness of Fit Test for Factor Analysis of Data (KMO and Bartlett’s Test)

		Expectation	Perception
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834	.885
Bartlett’s Test of Sphericity	Approx. Chi-Square	1.826E3	1.972E3
	df	406	406
	Sig.	.000	.000

Table 6 exhibit that the value of Kaiser-Meyer-Olkin - Sampling Adequacy was assessed between 0.5 and 1 (0.834 for expectation and 0.885 for perception) which proves high reliability of data for factor analysis.

FACTOR ANALYSIS AND INTERPRETATION

The factor analysis was applied on collected data five factors were extracted as suggested in DINESERV model. The first five factors influences more than 50 percent of variance is shown in table 7.

Table 7: Eigen Value and Variances

Factors extracted	No of Variables	Initial Eigen Value			
		Total		Percentage of variances	
		Expectation	Perception	Expectation	Perception
Factor 1	10	9.601	11.068	33.105	38.165
Factor 2	05	2.255	1.743	7.776	6.009
Factor 3	03	1.632	1.444	5.627	4.980
Factor 4	06	1.497	1.385	5.162	4.776
Factor 5	05	1.258	1.161	4.336	4.005

EXTRACTION METHOD: PRINCIPAL COMPONENT ANALYSIS

rotation with Kaiser Normalization method is applied on 29 variables. Thereafter data is represented in table 8. This clearly shows the factor loading of factors.

To identify the important variables which affect customers' expectations and perception in IRCTC food outlets varimax

Table 8: Factors Loading

Important Dimensions	Factor Loadings										
	1		2		3		4		5		
Factor: 1.	E	P									
Visually attractiveness	.666	.401									
Staff grooming & their hygiene	.893	.860									
Good décor	.532	.662									
Menu readability	.753	.714									
Visually attractive menu	.672	.647									
Spacious dining zone	.533	.631									
Rest rooms cleanliness	.781	.675									
Clean sitting area	.659	.474									
Comfortable seats	.466	.525									
Phone/laptop charging facility	.673	.786									
Factor: 2.		E									P
Timely Food service		.490									.571
Supervision of food service		.429									.533
Trustworthy service staff		.706									.730
Food served as ordered		.773	.808								
Error free billing		.748	.618								
Factor: 3					E	P					
Excellent coordination during service time					.784	.672					
Promptness of service staff					.735	.727					
Address to special food requests					.672	.777					
Factor: 4							E	P			
Responding Staff							.666	.632			
Feel of Comfortable and confident dinning							.429	.412			
Willing to give information about menu						.777	.595				
Make you feel personally safe						.699	.544				
Well trained, competent, and experienced staff							.511			.549	
Support to other members to work as team							.519			.497	
Factor: 5									E	P	
Staff always rely on policies rather individual need/demand									.668	.566	
Make you feel special during dinning									.508	.642	
Anticipates individual needs and wants									.529	.581	
Sympathetic and reassuring staff if something went wrong									.554	.749	
Staff have the customers’ best interests at heart									.587	.799	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation coverage in 14 iterations for expectations and 7 iterations for perception

From the above table 8, it is clear that most of the factor loadings were greater than 0.50, implying a reasonable high correlation between different factors and dimensions. The major variables contributing in expectations factor loading were “Staff grooming & their hygiene (.893)”, “Rest rooms cleanliness (.781)”, “Food served as ordered (.773)” and “Excellent coordination during service time (.784)” & “Willing to give information about menu (.777)”. Further, when it comes to perception factor loading “Staff grooming & their hygiene (.860)”, “Food served as ordered (.808)” and “Staff have the customers’ best interests at heart (.799)” were major contributing variables.

CONCLUSION AND FINDINGS

Service quality is a non negotiable attribute in catering industry. The delivery of good food with better services becomes the major indicator of better service quality. But there is always a gap between the customers’ expectations

and perceptions during the food service. The present study has following objectives: one is to establish the significance of difference between perceived and expected service quality in IRCTC food outlets located in Delhi (NCR). & second is to examine the contribution of various dimensions of service quality in IRCTC food outlets located in Delhi (NCR). For objective one Mean and Standard Deviation was calculated to see whether delivered service exceeds, falls or meets customers’ expectations and perceptions whereas for the second objective DINESERV model was used for assessing the service quality. The result of Mean, Standard Deviation and Gap analysis shows that service provided by IRCTC Restaurants didn’t meet the customers’ expectations. The overall mean gap between customers’ expectations and perceptions is negative (-0.98), which indicated that customers’ perception fell below customers’ expectations. Further the largest negative gap areas where IRCTC needs to improve most are shown in figure 4.

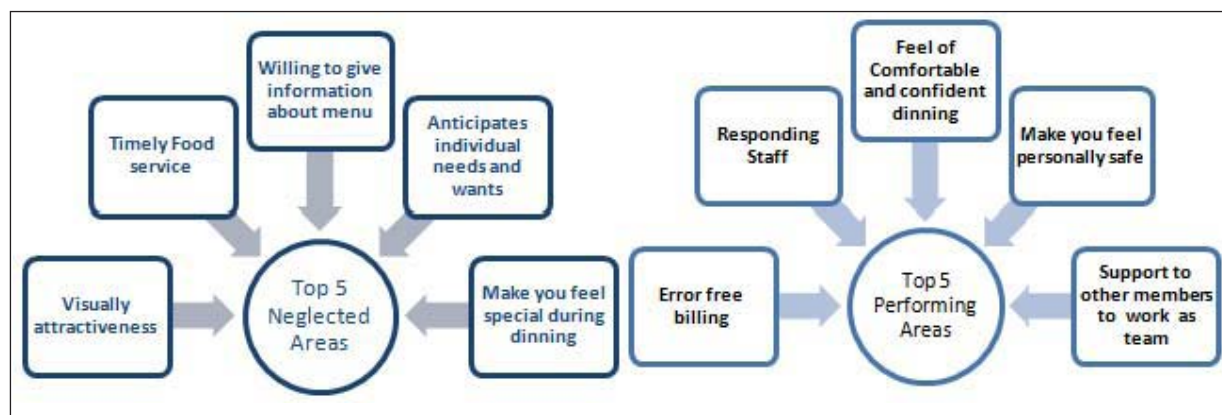


Fig. 4: Top five Neglected and Performing Areas

Source: Author’s Creation

The positive or minimum gap between customer’s expectations and perceptions highlight the strong areas of IRCTC food outlets shown in figure 4.

The result from KMO and Bartlett’s Test also indicates consistency of the extracted factors and high reliability of both expectations and perceptions attributes. Kaiser-Meyer-Olkin Measure of Sampling Adequacy ($E=0.834$, $P=0.885$) also justify the DINESERV factors and its dimensions. Factor analysis results shows that modified DINESRV questionnaire can be used by restaurants for assessing restaurants service quality. The measurement scale also provides a quantify calculation of what customers expect from a restaurant.

The study has three main contributions. First, the findings help in developing a better service approach that helps to identify customers’ expectations and requirement which give a better chance for improvement in a restaurant service

quality. Secondly, the study is suitable for comparing the IRCTC food outlets service quality with other restaurants. It also helps in improving the knowledge about a restaurant. Lastly, it is the first research done on IRCTC food outlets. This study captures the both expectations and perceptions attribute of IRCTC food outlets. This research gives a detailed analysis on weak parameters those needs improvement and strong parameters those need to be maintained. Improving the IRCTC food outlets service quality will, not only increase customer satisfaction and loyalty but also improves IRCTC outlets reputation and profit.

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