



SERVICE QUALITY MANAGEMENT IN FOOD AND BEVERAGE DEPARTMENTS: AN INTRODUCTION

Dinesh Kumar* Gurkamal Preet Sodhi** Satish Kumar***

*Assistant Operations Manager, Pepper Mill, Gymkhanna Club, Rohtak, Haryana, India.

**General Manager, Pepper Mill, Gymkhanna Club, Rohtak, Haryana, India.

***Operations Manager, Pepper Mill, Gymkhanna Club, Rohtak, Haryana, India.

Abstract

In this slice choking rivalry each business is determined to manage border above the other. For this rationale they are constantly rebellious to sustain their most advantageous point in the market. Service quality has been an essential focus of research relating to food and beverage (F&B) departments of hotels. Regardless of an ample digit of studies on service quality, the reasons why guests return to a hotel and why a high-quality service from the F&B department is required have remained unrequited. This study aims to re-examine alive literature on service quality management in the F&B departments of hotels, its course of action, and the efficient service quality management structure.

Key Words: Service Quality, Hotel Industry, Food and Beverage Department.

Introduction

Hotel management scholars believe service quality a standard to guest satisfaction. Some experiential studies demonstrate that receiving a good quality of service from the food and beverage (F&B) department of a hotel is vital for many guests (Armstrong et al., 1997; Crick & Spencer, 2011; Cronin & Taylor, 1992a; Getty & Thompson, 1994; Lam & Zhang, 1998; Parasuraman. et al., 1988a; Sulek & Hensley, 2010; Zeithaml & Bitner, 2003). Researchers have clear service quality in relation to the notion of consumer-perceived quality, which is based exclusively on the viewpoint of customers. Such a perception is built in a position where a business supplies goods and services to customers in a way that satisfies them and where they inspect service quality (Babajide, 2011, p. 48; Carman, 1990; Choi & Chu 1998; Christie 2002; Cronin et al., 2000; Gounaris et al., 2003; Mei et al., 1999; Mill, 2002; O'Neill, 2001; Oberoi & Hales, 1990; Presbury et al., 2005; Qu & Tsang, 1998; Rust & Zahorik, 1993; Saleh & Ryan, 1991; Zeithaml et al., 1996, Ramanathan et. al. 2016). In the hotel industry, service quality that satisfies customers is essential to support them to revisit and to get their *constancy* (Carev, 2008; Carman, 1990; Jabulani, 2001; Parasuraman. et al., 1988a; Zeithaml & Bitner, 2003) and *satisfaction* (Babajide, 2011, p. 48; Christie 2002; Hersh, 2010, p. 209; Ladhari, 2009, p. 311; Oliver, 1999).

Parasuraman et al. (1985; 1988b), Qu and Tsang (1998), and Zeithaml et al. (1996) describe "perceived service quality" as the global assessment by customers on the whole dominance or authority of a service. The definition is comparable to the concept of approach. On the basis of exploratory definition of service quality as professed by customers, it is the gap (discrepancy) between a customer's expectation of a service and his perceptions of the actual service received (p. 254 - 255). Service quality has been an imperative part of interest of practitioners, managers and researchers as it impacts customer satisfaction, customer constancy and most crucially the company prosperity and success. Service quality marks from the pains put in by each and every member of the establishment in satisfying its customers. It also refers to the advanced service a customer receives in comparative to his hope. Ever since the early 1980s, several studies have verified that improved service quality has surely prejudiced customer decision-making (Gummesson, 1991; Parasuraman, Zeithaml, & Berry, 1985, 1990). From the views of the study by Parasuraman et al. (1995, 1998), says that service quality and its scope are amongst the key factors influencing guest satisfaction. Bearing in mind the magnitude of service quality is, as a result, crucial as well. This measurement was focused on numerous studies on which hotel administrators established the cling to execute the plan for civilizing service quality (AlRousan, 2011; Mohsin, 2011; Parasuraman et al., 1985; Ramanathan et. al. 2016; Virvilaite, Piligrimiene, & Kliukaite, 2015). The reimbursement of a good service quality as far as the hotel industry is concerned contains greater guest satisfaction and development of employee performance (Cronin et al., 2000; Duncan & Elliott, 2002; Johnson et al., 1995; Kang & James, 2004; Liden, 2003; Peter & Nicole, 2006; Rust et al., 1995; Soutar et al., 2001; Su, 2004; Puri & Kumar, 2014). Zeithaml and Bitner (2003) stated that insight of service quality becomes global depending on the occurrence of the service. The thought that service quality is a multidimensional concept is normally accepted.

According to Antony and Ghosh (2004) and Harvey (1998), service quality covers gathering and larger exceeding customer expectations. This explanation has become accepted from the time when its commencement in the late 1970s. The concept of service quality stemmed from the area of marketing, which puts meaning to the bond sandwiched between a business and its customers. Service quality is intangible, making its capacity impossible. Appraisal of service quality basically depends on management of appearance and perception (p. 380).

This study reviews existing literature and suggests a theoretical framework for F&B department that illustrates the appraisal of service quality in the hotel industry in Jordan. It uses the five proportions developed by Parasuraman et al. (1985) and

Zeithaml et al. (1996). These five proportions are the followings: (1) tangibles - refer to physical facilities, equipment, appearance of personal, etc.; (2) reliability - ability to dependably and accurately perform the promised service; (3) responsiveness - willingness to help customers and provide prompt service; (4) assurance - knowledge and courtesy of employees, and their ability to convey trust and confidence; and (5) empathy - care for and individualized attention to guests. Every restaurant is required to discover conduct to keep hold of and attract new customers, where at the same time restaurant should stay aggressive and profitable. It's no longer astonishing that at the present time for some reasons many consumers are more resourceful to seek a restaurant which is not just only offer a deviation exclusive menu with a realistic price but also offer a great experience underneath on its ambience of physical surroundings and superior services.

Service Quality in Food and Beverage Departments

F&B department in the hotel industry has established substantial consideration from researchers and academics agreed that this department may assist & steer the development of service quality in the entire F&B industry (Arizon, 2010, p. 122; Virvilaite, Piligrimiene, & Kliukaite, 2015). Accepting the antecedent of service quality" allows the hotel industry to focus on SERVQUAL models. After reviewing more than 32 empirical studies, Arizon (2010, p. 122) focuses on service quality liberation in the F&B industry in the western Cape, evaluates factors that have an effect on service quality, and explains SERVQUAL application and gaps in the hotel industry. Cho and Wong (1998 p. 285) demonstrate the association linking service quality and guest satisfaction, and argue the extent of service quality using a automated food and beverage cost control system. According to their study, "The gaps connecting management necessities and the functionality of computer systems might thereby be condensed. The standard scores in terms of the hope of all attributes are elevated, signifying that there are few unnecessary functions/features in the accessible FBCCSs in Hong Kong hotels." In another study, the Gui Hilton Helsinki Airport hotel is used as the central forerunner of breakfast service quality, which covers quality of food and consistency of service in restaurants. The gap between consumer expectation and organization perception, as well as the gap between service quality requirement and service delivery leads to a gap in perceived service quality (Babajide, 2011, p. 48). Ruetzler (2008) has three studies on food and beverage, namely, "*Service Quality and Culture*," "*Service Quality and School Food Service*," and "*Service Quality Model*."

Nield et al. (2000) insist "the role and magnitude of food service in tourist satisfaction and the differences in satisfaction levels amongst local groups. Analysis of the result shows that momentous differences exist among satisfaction opinion of three tourist groups on value for money, quality of food, a number of dishes, food service standards, variety of dishes, and presentation of food and speed of service in general, bread, coffee, meat, and soup in particular. On the whole result indicate that quality of food, value for money, variety of dishes, charm of the surroundings, and presentation of food were the attributes that most exaggerated the overall food service experience in Romania (p. 375). The result of their study shows that food service is an imperative provider to tourist satisfaction, and that there are major differences in satisfaction levels with food service between eastern and western European, and Romanian tourists. They authenticate that guest satisfaction plays a very significant role in the hotel and tourism industry.

In the study by Sriyam (2010, pp. 7-17), the use of the SERVQUAL approach to determine service quality in hotel and other service industries is established. The study states the anticipation and observation levels of customers towards service quality that focuses on the front office staff and service quality proportions in other hotel departments, such as that of F&B. Furthermore, the SERVQUAL model scale enables actual measurement of service quality. The model on which SERVQUAL is based allow customers to appraise quality of a service based on five distinct proportions: *tangibles, reliability, responsiveness, assurance, and empathy*. The prerequisite of individualized thought to customers and the use of this model are recommended by prior studies (e.g., Lin, 2006; and Nield et al., 2000). In presented literatures, theories and models for measuring service quality in food and beverage departments are suggested and acknowledged as indicators of SERVQUAL (Al Khattab, 2011a; Al Rousan, 2011; Christie 2002; Gazzoli et al., 2009; Getty & Getty, 2003; Gronroos, 1990; Knutson et al., 1990; Mill, 2002; Oliver, 1980; Qu & Nelson, 1998; Richards & Allaway 1993; Ramanathan et. al. 2016; Puri & Kumar, 2014).

Conclusions

A hotel cannot continue to exist in this bloodthirsty atmosphere, until it satisfies its customers with good quality service. The service quality is essentially the service matching to customer expectations and any food and beverage department can succeed by satisfying those needs of customers. When new and enhanced quality services are developed for customers, then it is vital to meet hope of customers of diverse categories in this competitive advantage. Many organizations are looking for quality development systems for competitive advantages. The above study helps the hotel industry to center more on the research growth to boost the service quality and customer satisfaction by allowing for it as the hotel management intention.

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