

# THE IMPACT OF FOOD QUALITY ON CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS: A STUDY ON MADURAI RESTAURANT

Dr. R. Kannan



Associate Professor, Director i/c, Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai-625021

## ARTICLE INFO

### Corresponding Author:

Dr. R. Kannan  
Associate Professor, Director i/c,  
Centre for Tourism and Hotel  
Management, Madurai Kamaraj  
University, Madurai- 625021  
[s.praveenkumarus@gmail.com](mailto:s.praveenkumarus@gmail.com)

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## ABSTRACT

Food quality is by all accounts acknowledged as a central part to fulfil restaurant customers; be that as it may, it has been regularly ignored in restaurant benefit quality and satisfaction contemplates. The essential target of this review was to examine how food quality is seen in connection with satisfaction and behavioural intentions in mid-to-upscale restaurants. This review additionally endeavoured to distinguish which properties among food-related qualities are basic in enhancing satisfaction and uplifting return to goal. This review demonstrates that general food quality fundamentally influences customer satisfaction and behavioural intentions. Consequent regression analysis showed that taste and introduction were the two biggest donors to customer satisfaction and behavioural intentions. In this manner, supervisors ought to focus on the key food quality properties that evoke customer satisfaction and upgrade return visits in the restaurant business.

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## INTRODUCTION

In the profoundly focused restaurant industry, fulfilling customers ought to be the basic goal of organisations that desire to construct rehash buy. Since food is a crucial part of the restaurant encounter, there can be doubtlessly the food has and will keep on having, a noteworthy effect on shopper satisfaction and return support. A vital test confronting restaurant ventures today is to give quality food that is convincing for the customers as well as can be better than business contenders. Top notch and crisp food assume an imperative part in the endeavour to outpace contenders. Subsequently, quality food is one of the best intends to expand accomplishment in the restaurant business.

In spite of the significance of food quality, most restaurant quality-related considers have concentrated on atmospherics and service conveyance, frequently ignoring the essentialness of food itself as the centre competency of a restaurant. For instance, numerous sorts of writing made a service quality measure, DINESERV, concentrating on measuring the level of restaurant climate and representative service. The impact of music as one air component influencing restaurant supporter conduct. Food in clarifying feasting satisfaction and foreseeing return support at restaurants, food quality was not one of the significant interests in their review. It is astonishing to note that no solid proof has been watched for confirming the degree to which food itself truly impacts restaurant customer satisfaction and behavioural intentions.

Along with a similar line, a few analysts have inspected the interceding part of satisfaction in clarifying post purchase conduct. Perceived service quality prompted satisfaction, and that satisfaction, thusly, had a critical, constructive outcome on repurchase aim. Satisfaction goes about as a middle person between perceived quality and behavioural intentions. In any case, no review has investigated the intervening part of satisfaction in perceived food quality and behavioural intentions. Besides, little consideration has been paid to the commitment of every individual food quality credit to framing satisfaction, nor has there been any evaluation of each property's relative effect on ensuing behavioural expectation. To fill this examination hole, the present review concentrated on food quality characteristics in the restaurant encounter. Accordingly, this examination proposed and exactly tried a hypothetical model utilising food quality, satisfaction, and behavioural intentions. All the more particularly, the target of the present review was to survey the impacts of food quality on satisfaction and behavioural intentions. We start with audits of the key develops and their connections, clarify how our proposed model was observationally tried, and talk about suggestions for administrative practice.

### Literature review

Quality: Quality is by and large seen as property execution of item or service. Early endeavours in characterising quality have for the most part focused on unmistakable items, and quality was conceptualised as a measure of a supplier's yield (Brady and Robertson, 2001).