

# ANALYSIS OF CUSTOMER FEEDBACK ON FOOD AND BEVERAGE SERVICES IN R. P. LAKSHMI HOTELS

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## ABSTRACT

*This study explores customer feedback on food and beverage services at R.P. Lakshmi Hotels to understand the factors influencing guest satisfaction. Using a descriptive research design, both qualitative and quantitative data were collected through surveys and reviews. Key areas examined include food quality, service speed, staff behavior, menu variety, and ambiance. Findings reveal that taste and menu variety are major drivers of satisfaction, while delays in service and limited options contribute to negative experiences. Statistical tools like percentage analysis, chi-square tests, and ANOVA were applied to interpret the data. The study offers actionable recommendations to enhance service quality, such as expanding menu options, improving service efficiency, and implementing loyalty programs to boost customer retention and satisfaction.*

## INTRODUCTION

Exceptional service is the lifeblood of the hospitality industry, and throughout hospitality, food and beverage (F&B) services represent one of the most important experiences that will impact guest satisfaction. Regardless of whether the hotel is part of a luxury hotel chain or is an independent hotel, dining experiences greatly contribute to a guest's impression of their entire stay. From fine dining, all the way to casual cafes, room service, and even catering events, guests will be impacted by the quality, variety, presentation of food, and the efficiency of service which contributes to their mood, behavior, and likelihood of returning in the future. Therefore, exploring guest feedback in F&B is now vital for any hotel, and will help hotels improve their offerings, drive guest loyalty, and remain relevant in a quickly evolving hospitality sector.

A comprehensive review of customer feedback will enable hotels management to discern patterns, uncover problem areas, and develop areas of strength within their food and beverage service. For instance, if a hotel's guest frequently comment on a certain menu item or consistently rate meals in a hotel restaurant beautifully, this content may be utilized in marketing efforts or promotions. Alternatively, if guests are providing feedback consistently indicating certain issues regarding slow service, in edible meals, or expensive meals, the hotel should investigate its operation once again and adopt remedial actions. A hotel that is engaged with guest feedback and proceeds to act on it, a sense quality, service and guest satisfaction reverberates.

Overall, studying guest opinion on food and beverage services is a crucial component of hotel operations. It provides a holistic picture of the overall perception of diners about the overall quality of the dining experience, with recommendations that are not only consumable, but actionable and can drive enhancements. By following customer feedback, hotels will have a better opportunity to learn about customers' expectations; remain in high levels of satisfaction, and even build customer loyalty. In a very competitive segment of the lodging industry, especially where guest satisfaction matters, using customer feedback as part of your operations strategy is not just best practice, but necessary for long term viability.

## STATEMENT OF THE PROBLEM:

In addition to being a key element of visitor experience, a hotel's food and beverage option often becomes a distinguishing feature in the marketplace. Despite the importance of food and beverage services, many hotels struggle to meet the needs of their customers in these areas, resulting in widely divergent opinions and commentary from guests. Analysis of customer feedback indicates that there are a number of recurrent issues that need to be resolved.

**Food Quality**

The quality of food presented to guests in the hotel restaurant or through room service is often highlighted as the most common issue hotel guests report. This presents a problem for hotels because guests dedicate significant time, money, and effort when selecting a hotel or dining experience. Guests are often disappointed when the quality of their food does not live up to the price they paid and/or the hotel's reputation.

**Long Wait Times and Service Delays**

Long wait times to receive a food order, either in the hotel restaurant or through room service, have been irritating for many guests, and these delays impact the entire guest experience and are linked to negative reviews.

**Limited Menu Options:**

Many visitors also comment that the food is often bland and non-diverse. Guests with specific needs or who expect to have dining options could be dissatisfied with the limited options available, especially in terms of catering for dietary preferences (such as vegetarian, vegan, and gluten-free).

**OBJECTIVE OF THE STUDY:**

1. To Assess general customer satisfaction with the food and beverage quality, variety, and presentation.
2. To Find factors contributing to positive and negative experiences, such as taste, speed of service, or the ambiance of the location.
3. To Discover customer expectations for menu offerings, portion size, and pricing.
4. To Analysis the effects of the ambiance, cleanliness, and overall environment of the dining areas on customer satisfaction.
5. To Evaluate if the presence of special or seasonal menus contributes to customer satisfaction.

**SCOPE OF THE STUDY:**

The scope for analysing customer opinions regarding food and beverage services in hotels includes food quality, speed of service, staff behavior, menu choice and the whole dining experience. This analysis incorporates qualitative and quantitative data to identify areas for improvement and aspects of customer preference. The analysis will help to optimize operations, improve customer satisfaction and drive revenue. Further, feedback can present future trends, pricing opportunities and possible areas for differentiation. Most importantly, feedback helps with decision-making to improve offerings, protect the brand and ensure that all customer touchpoints can deliver a great quality of service consistently.

**LIMITATION OF THE STUDY:**

- The study relies on publicly available customer feedback data, which may not reflect the opinions of all hotel guests.
- This could result in an overrepresentation of extreme opinions, either positive or negative, rather than an accurate depiction of the overall guest experience.
- A lower response rate may mean that the feedback gathered does not reflect the opinions of the broader guest population, particularly those who had neutral or less memorable experiences.

**RESEARCH METHODOLOGY:**

**Research Design:** This study adopts a descriptive research design aimed at diving into customer feedback regarding food and beverage services. The goal is to grasp how customers perceive the service, evaluate its quality, and pinpoint areas that could use some improvement. We're taking a mixed-method approach, blending both qualitative and quantitative techniques to gain a well-rounded view of customer experiences.

### Data Collection Methods:

**For primary data:** we'll gather insights through customer surveys, interviews, and by directly observing service interactions.

**Secondary data:** includes online reviews, hotel feedback forms, and industry reports to enrich our findings.

**Sampling Method:** We're using convenience sampling, which is a non-probability technique that allows us to collect data from respondents who are easy to reach. In this case, we'll be approaching customers visiting RP Lakshmi Hotels for their feedback. This method is not only cost-effective and quick but also practical, although it does come with some limitations when it comes to generalizing the results to the entire customer base.

**Data Analysis:** The feedback we gather will be analyzed using both quantitative and qualitative methods. We'll use descriptive statistics to summarize numerical responses, like overall satisfaction ratings. Additionally, sentiment analysis will help us gauge customer emotions from online reviews, categorizing them into positive, neutral, or negative sentiments.

The goals of this study are to pinpoint the strengths and weaknesses of the hotel's food and beverage services, get a grasp on what customers prefer, and offer suggestions for enhancing the services using insights backed by data.

## REVIEW OF THE LITERATURE

**Liu, Y., Li, X., & Zhang, H. (2017). *The effects of food quality on guest satisfaction and loyalty in hotel restaurants.*** Liu, Li, and Zhang's research examines the impact of food quality on guest satisfaction and loyalty in hotel restaurant settings. The study reveals that taste, presentation, and freshness are the most important factors affecting guest perceptions of food quality. Additionally, the authors emphasize that service quality, particularly in terms of staff attentiveness and efficiency, significantly influences the overall dining experience. Liu et al. further demonstrate that guests who rate food quality highly are more likely to return to the hotel and recommend it to others, underscoring the direct relationship between food quality, customer loyalty, and hotel reputation. Their findings stress that a focus on delivering high-quality food consistently is crucial for hotels seeking to build lasting customer relationships.

**Jiang, L., & Zhang, D. (2017). *The role of food quality in hotel guest experience: The moderating effect of customer demographics.*** Jiang and Zhang explore how food quality influences the hotel guest experience, with a focus on how customer demographics (e.g., age, income, cultural background) moderate the relationship between food quality and overall satisfaction. The study suggests that food quality has a stronger impact on satisfaction for certain demographic groups, and that customer feedback can reveal these nuances. The authors recommend that hotels use guest feedback not only to assess food quality but also to tailor their offerings to the specific needs and preferences of different customer segments.

**Mundaka, D., & Henderson, R. (2017). *The effect of food quality on dining satisfaction in the hotel industry.*** Mundaka and Henderson's study focuses on the direct impact of food quality on dining satisfaction in hotel restaurants. They identify food taste, freshness, and presentation as key elements that influence guests' overall dining experiences. The authors emphasize that customer feedback is essential for identifying which aspects of food service need improvement. By systematically collecting feedback and analyzing it, hotels can identify patterns, correct deficiencies in food preparation or presentation, and enhance the guest experience.

## DATA ANALYSIS

### RANKING METHOD

The respondents were asked to rank the factors in customer satisfaction. The most important factor was assigned rank 1, while at least important factor was given rank 5. The mean rank was calculated for all five factors and presented.

**CUSTOMER SATISFACTION ANALYSIS: FOOD AND BEVERAGE SERVICE IN HOTELS**

FACTORS	MEAN RANK	ACTUAL RANK
QUALITY OF FOOD	4.23	5
SERVICE SPEED	4.19	4
PRESENTATION OF FOOD	4.04	3
VARIETY OF MENU OPTIONS	3.98	2
TASTE OF FOOD	3.94	1

**INTERPRETATION:**

From the Rank Analysis, It is found that the highest rank score is Taste of food and the lowest rank score is Quality of food.

**CHI SQUARE****COMPARISON BETWEEN AGE GROUP AND PAYMENT DO YOU PREFER TO USE**

$H_0$  = There is no association between Age group and the method you prefer

		Payment do you prefer to use				Total
		Cash	Debit card	Credit card	Mobile payment	
Age of the respondence	15-20 years	3	3	4	1	11
	21-30 years	36	8	8	8	60
	31-40 years	26	6	14	7	53
	41-50 years	7	7	7	5	26

	<b>51 and above</b>	1	3	2	2	8
<b>Total</b>		73	27	35	23	158

	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	18.278	12	.108
<b>Likelihood Ratio</b>	18.791	12	.094
<b>Linear-by-Linear Association</b>	4.068	1	.044
<b>N of Valid Cases</b>	158		
a. 9 Cells (45.0%) have expected count less than 5. The minimum expected count is 1.16.			

### INTREPRETATION:

The Pearson Chi-Square test suggests that there is no significant association between payment preferences and age group ( $p = 0.108$ ). The Likelihood Ratio test also suggests no significant association ( $p = 0.094$ ). However, the Linear-by-Linear Association test suggests a significant association between payment preferences and age group ( $p = 0.044$ ). This may indicate a trend or pattern in payment preferences across different age groups. Thus  $H_0$  is rejected.

### FINDINGS

#### RANKING METHOD

- Majority of the respondents are belonging to Taste of the food.

#### CHI SQUARE

- There is an association between Age group and Payment do you prefer to use.

#### SUGESSTIONS

- Ensure Consistent Food Quality: Implement stricter quality control to maintain food consistency during all shifts.
- Expand the Menu: Add more international, healthy, and dietary-specific options to cater to diverse customer needs.
- Speed Up Service: Improve coordination between kitchen and front-line staff to reduce waiting times, particularly during peak hours.
- Optimize Seating Arrangements: Reevalue and redesign seating to ensure more space and comfort for diners during busy periods.

- Train Staff for Peak Hours: Conduct more frequent customer service training to ensure staff are responsive and efficient, even during high-traffic times.
- Reconsider Pricing Strategy: Assess and adjust pricing to ensure it reflects both portion sizes and customer expectations.
- Enhance Cleanliness: Assign additional staff during peak times to maintain cleanliness in dining areas and bathrooms.

## CONCLUSION

In summary, the analysis of customer satisfaction in food and beverage services reveals several key insights. The taste of food and variety of menu options are critical drivers of customer satisfaction, highlighting the importance of delivering flavorful dishes and diverse choices. While food quality is acknowledged, factors like taste, menu variety, and presentation also play significant roles in shaping the overall dining experience. Demographic factors such as gender and monthly income have a significant association with customer feedback, indicating that preferences and satisfaction levels can vary among different groups. On the other hand, age and occupation do not appear to significantly impact customer opinions on food and beverage services. These findings emphasize the need for hotels to prioritize food quality, menu diversity, and efficient service while also being mindful of demographic differences in customer preferences. By focusing on these areas, hotels can enhance customer satisfaction, foster positive dining experiences, and encourage repeat business.

## REFERENCES

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