

The Customer Expectation and Satisfaction on Online Food Order From Restaurant in Chennai

P. Maheswari, Sindhu Krishnan, S. Sonia

Abstract:- Online service has evolved from being cyber world geek buzz to enormous platform for all the professionals that hunt for greater credit and recognition at a very inexpensive price. In today's fast paced world we are giving more importance and advantage of this feature of online service that cannot be denied. In this changing world and life style of the customer, they are more exposed to set some benefits for selecting a restaurant for their excellent dining experience. The aim of this study is to analyzing the customer expectation and satisfaction on online food order from restaurant in Chennai. The study is based on descriptive research design and survey method using questionnaire with 114 social media users as sample for primary data on convinces sampling technique. The paper is mainly targeting the respondents who are using the online platform for restaurant services. By the way customer preferences, comfort and expectation on choosing the particular restaurant service with the help of online service. Since the online user rate is growing day by day so to know the applicability and usage of online food order from restaurant the findings can help the restaurants to improve the quality on current trend. Thus, restaurant people should be prepared to meet these challenges. One move towards in gaining competitive return and ensuring sustainable business performance is to focus on service quality.

Key words: online food order, customer expectation, restaurant.

I. STATEMENT OF THE PROBLEM

In the existing business environment customers need a fast change and further service companies should act on various ways to add value for their customer by offering better sales, and also to known whether the buyers are satisfied after the purchase, which depends upon the quality of service performance in relation to the buyer expectations.

Today's most successful restaurants are raising customer expectations and customer relationship to match their needs. Hence this studies focus upon the area of customer expectation and satisfaction of online food order towards various facilities by food order companies

II. OBJECTIVES OF THE STUDY

- To measure the analysis the customer expectation and satisfaction on online food order from restaurant
- To analyzes the best online food order company

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- To know the demographical profile of the respondents.
- To identified different promotional methods, particularly the sales promotional methods and advertisement.

III. SCOPE OF THE STUDY

Online food order is as important to restaurant today as they have ever been. The overall scope of online food order is to improve service market productivity. The solutions have broadened the scope of customer expectation information to every restaurant and to food delivery companies, through appropriate delivery of essential customer data to information workers, wherever it's needed.

IV. LIMITATIONS

The present study is based on the primary data was collected from the common public in Chennai city. Hence, the limitations of the field level survey are very much applicable to the present research. The findings and recommendations may not be applicable to the other places like ruler area. The data and information collected from the respondents are subjected to recall bias.

V. RESEARCH METHODOLOGY

The research design is a plan for the study that guides the collection and analysis of data forms is an inseparable part of this study primarily it aims at "analyzing the role of social media to strengthen the services quality of restaurant".

VI. KEY ISSUE & THE OPTIONS SELECTED

S.No	KEY ISSUE	OPTIONS SELECTED
1	Data Source	Primary Data and Secondary Data
2	Research Approach	Survey Method
3	Instrument Used	Questionnaire
4	Area of Survey	Chennai
5	Sampling Plan:	
(a)	Sampling Unit	114 Customers
(b)	Sampling Size	114
(c)	Sampling Techniques	Convenient Sampling
(d)	Method used to collect	Direct Contact Method
6	Method of Analysis	Percentage Method Weighted Average Method Chi-Square Test

VII. DATA ANALYSIS AND INTERPRETATION

Gender Wise Classification of the Respondents

Table 1. Frequency Distribution of Gender of the Consumers

Gender	Frequency	Per cent
Male	66	58
Female	48	42
Total	114	100

Inference:

The above table shows that about 58 per cent were males while the rest of 42 per cent were females.

Table:2 Reason for preferring online food order

Preference	Frequency	Percentage
Time saving	34	30
Quality Service	18	16
Easy to access	30	26
Promotional Offers	22	19
Others	10	09
TOTAL	114	100

Inference:

From the above table it is inferred that majority of the respondent says that online food order is easy to access.

Table : 3 Level of Customer satisfaction on ordering online food

Preference	Frequency	Percentage
Strongly Agree	34	30
Agree	55	48
Neutral	15	13
Disagree	06	5
Strongly Disagree	04	04
TOTAL	114	100

Inference:

The above table shows that majority of the respondent agrees towards the level of customer ordering online food order.

Table :4 Various factors to improve food order online.

Preference	Yes	No
Promotional Activities	103	11
Easy accessible	96	18
Quick delivery	72	42
Service	90	24
Advertisement	64	50
Total Average Respondents	85	29
% of Avg. Respondents	75	75

Inference:

From the above table it is inferred that majority of the respondent chooses promotional activities from the overall strategies of restaurant.

Table :5 Overall Satisfaction of online food order.

Preference	Frequency	Percentage
Highly Satisfaction	36	32
Satisfaction	36	31
Neutral	18	16
Dissatisfaction	14	12
Highly Dissatisfaction	10	09
TOTAL	114	100

Inference:

The above table infers that the greater part of the respondent are highly satisfied with the online food order.

VIII. STATISTICAL TOOLS

Rank of the different online food order company.

Preference	R1	R2	R3	R4	R5	R6	Total	Factor	Rank
Swiggy	78	18	14	02	02	0	114	174	1
Zomato	14	64	14	16	06	0	114	278	2
Uber	12	18	56	23	05	0	114	333	3
Foodpanda	12	10	26	42	20	04	114	402	4
Just eat	02	02	08	26	62	14	114	528	6
OTHERS	07	17	18	15	20	37	114	477	5

According to this method the least scorer will become the number one category in the content and from the above calculation it can easily conclude that Swiggy is the least scorer among all the five categories. Hence Rank 1 will be given to Swiggy followed by Zomato.

Satisfaction towards the information provided

AIM: To test the significance of satisfaction towards the information

Preference	Frequency	Percentage
Highly Satisfaction	30	26
Satisfaction	40	35
Neutral	14	12
Dissatisfaction	20	18
Highly Dissatisfaction	10	09
TOTAL	114	100

$$\text{Expected frequency } E_i = \sum O_i / n = 114 / 5 = 23$$

O	E	(O-E) ²	(O-E) ² /E
30	23	49	02.13
40	23	289	12.56
14	23	81	3.52
20	23	09	0.39
10	23	169	7.34
TOTAL	114		$\chi^2 = \sum (O-E)^2 / E = 25.94$

$$\chi^2 = \frac{\sum (O - E)^2}{E} = 25.94$$

$$\text{Calculated value of } \chi^2 = 25.94$$

$$\text{Degree of freedom} = (n-1)$$

$$= (5-1) = 4.$$

Tabulated value of χ^2 at 5% level is 9.49

Calculated value of $\chi^2 >$ Tabulated value of χ^2

IX. RESULT

For $n = 4$, the table value of chi-square distribution at 5% level of significance at $n-1=4$ degrees of freedom is 9.49.

The calculated value of chi-square distribution is 25.94 is greater than table value is 9.49

The Null Hypothesis (H_0) is rejected.

Hence the study is unbiased with preference to the satisfaction level.

Various factors to improve food order online.

Preference	Highly satisfaction	Satisfaction	Neutral	Dissatisfaction	Highly Dissatisfaction	Percentage
Advertising	76	26	08	03	01	1.51
Easy accessible	28	60	20	06	0	0.96
Quick delivery	10	48	50	06	0	0.54
Service	06	36	40	32	0	0.14
Promotional Activities	08	22	56	26	02	0.07
Weights	2	1	0	-1	-2	

Interpretation:

The above table weighs the opinion on the various factors to improve online order i.e., 1.51 of the respondent prefers advertisement, 0.96 of the respondent infers easy to access, 0.54 of the respondent chooses quick delivery, 0.14 of the respondent prefers service, 0.07 of the respondent infers promotional activities.

X. FINDINGS

The major findings of the study are summarized below

- Majority of the respondents are used to ordering online food.
- Major portion of the respondents are strongly agree with online order met respondent's expectations and satisfaction.
- Mostly the respondents are satisfied towards the information provided to the customer is valid and reliable.
- Among the ranking of different companies in online food order, swiggy holds the first position.
- Maximum number of respondents are opted towards the different strategies followed by restaurant are advertising, easy accessibility, quick deliver, quality of service and promotional activities.

XI. SUGGESTIONS

PRODUCTS:

- The restaurant can promote more online orders.
- The restaurant can have order page to be easy for all customer segment.

- More food option should be given to the respondent.

SERVICE:

- The restaurant should maintain the same services. In order to maintain good brand image in the respondents mind.
- Restaurants have to concentrate in the price queries and services related problems.

OFFERS:

- Try to cover all range of products under the offer. So that, they can have more order.
- Offers should be clearly reach to the respondents, so that all the customers are well known about the offers.
- Offers should remain unchanged for at least one week. So that the respondents can expect the offers.

XII. CONCLUSION

The customer expectation and satisfaction on online food order from restaurant in Chennai. Were analyzed by calculating the weighted mean score and the results are presented in analyzing table. In over all, the consumers were agreed with satisfaction on online food order. From the table, it is inferred that customers much comfortable on online food order. A server may influence the customer to consider or buy a foods, customer make purchase decisions based on best restaurant, they like to change foods often for the sake of promotional activities and offers provided by the restaurant.

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