

QUALITY OF SERVICE DELIVERY OF SELECTED MALAYSIAN
RESTAURANTS AND ASSISTANT

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✓
**QUALITY OF SERVICE DELIVERY OF SELECTED MALATE-BASED
✓ RESTAURANTS: AN ASSESSMENT**

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ABSTRACT

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The study entitled “Quality of Service of Selected Malate-Based Restaurants: An Assessment” aimed to assess and determine the quality of service delivery of selected Malate-based restaurants. Specifically, the study aimed to: 1) determine how patrons (or customers), the waitstaff and supervisors, and the restaurant managers of Malate-based restaurants assess the extent of their quality service in terms of the service procedural factor and the service congeniality factor; 2) evaluate the similarities and differences on the findings of the respondents on the extent of quality service in Malate-based restaurants; 3) evaluate the extent of services rendered by the waitstaff, supervisor and restaurant managers to their patron-clients in terms of service procedural and service congeniality standards; and 4) determine the problems encountered by the managers of Malate-based restaurants in their bid to instill quality service. The researcher used the descriptive survey method of research to attain the objectives of the study.

Based from the results gathered, the respondents of the restaurants groups rated the extent of quality service in procedural components high but the patrons rated them only fair. In terms of congeniality components, all the respondents rated the extent of quality service high. Communication and Supervision were the only two procedural components that yielded similar means among the body language, calling customers by their names, tact, and suggestive selling. Among respondents group, the procedural components that were perceived differently were accommodation, anticipation, customer

feedback, incremental flow of service, and timeliness. The congeniality components that also yielded differences in perception were: attentiveness, attitude, guidance, problem-solving, and tone of voice.

Results also showed that the first hypothesis which stated that, “No significant difference exists in the extent of quality service in Malate-based restaurants as perceived by patrons, waitstaff, and restaurants managers”, was rejected. Statistical treatment revealed that the perceptions of the three groups differed significantly to a large extent, which the patrons accounting for the most significant difference. The potential areas where service problems are likely to occur among the procedural components are in accommodation and anticipation’ and among the congeniality components, attentiveness, calling customers by their names, problem-solving, and suggestive selling. The restaurant managers and waitstaff shared perceptions that, in procedural terms, the extent of quality service was rather high and in contrast, the patrons’ rating was just fair and implied warranted improvement. The restaurant managers and waitstaff rated their perception of quality service congeniality, also high. The patrons were in agreement but their score’s closeness to “Usually”, once more, implied the need for improvements.

The second hypothesis stated, “No significant difference exists in the general rating of the three respondents groups on service procedural and congeniality standards of Malate-based restaurants”, was rejected when applied to the procedural components but accepted for the congeniality components.

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INTRODUCTION

Quality of service delivery is one of the more frequent and serious gripe of restaurant patrons. Every so often client have endured bad service in restaurants. The provision of quality service should always be the principal concern of any restaurants. It is not as difficult as it seems but it is more often paid lip services than accomplished.

Restaurant quality services, is defined as hand in glove meeting of customer expectations which implies that the clients yardstick of quality is the determining factor and not the management's view.

The success of restaurant and other food service businesses hinges on quality service. To date there are many restaurants whose operations fall short of meeting the customers' needs, resulting in customers leaving disgruntled or worse, agitated, even if the food has been satisfying.

Addressing the problem of how to deliver and enhance quality service can be challenging since a given restaurant's quality service definition and different customer needs warrant an almost exclusive approach. Relying on current measures alone is insufficient; restaurants management therefore has to formulate a standard system that will monitor, improve, and further refine service quality ideally on a continuum. In addition, a system must be in place and quality service to permeate the restaurant's culture.

Assuming that "restaurant quality service" exists, why is it that there are so much to be desired? While many agree on what should be done to achieve service quality, most who sincerely take on the issue find themselves at odds with the question of how. This is