

Zomato using SERVQUAL Applications to Provide Services to the User to Discover Restaurants

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Abstract

Services are the type of economic activity that is intangible and is consumed at the point of sale. In today's world service sector contributes 64.80% in GDP. Zomato is one of the most popular applications that provide services to the user to discover restaurants. But many a times it happens that they fail to satisfy their users that leads to losses and reduced user loyalty. In this research article, we have conducted a survey, to find out where zomato is lacking in terms of user satisfaction. To find out the service quality of the zomato SERVQUAL is used. SERVQUAL is an instrument that is used to check and identify the service quality in terms of user's perception and expectation. It consists of 22 statements covering the dimensions of service quality. Five dimensions of this are tangibility, reliability, responsiveness, assurance and empathy. Descriptive research design is used for this study, where the data is collected through the questionnaire and hypothesis is done to find out the gap i.e. difference between the perceived service and expected service. The data collected for this research is from primary sources. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study.

Keywords: Assurance, Empathy, Five Dimensions, Reliability, Responsiveness, SERVQUAL, Tangibility, T-Test, Zomato

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1. Introduction

Food service sector is rapidly growing in India as food outlets are easily assessable to consumers. The growth is supported by the increase in households' incomes, coupled with the growth in the number of working women that made eating out indispensable. As this is the era of globalization many multinational companies are arising with variety of cuisines and flavors thereby creating an urge among users to try them. It has also been forecasted that India's "food services market may touch \$28 billion by 2018".

Now a trend is going on where users have begun to use technologies for getting information about the various restaurants before making a decision to visit a restaurant. There are various online portals that provide information about the food outlets i.e. ZOMATO, JUSTDIAL, FOOD PANDA, GROUPON etc. and then users make final decision on the basis of reviews that other users have given about restaurants on social media or in the comments of above mentioned sites. Now a day's user focuses on good ambience, good location, cleanliness and the way of giving services.

Zomato is a global restaurant search and discovery service that is founded in 2008 by Deepinder Goyal and Pankaj Chaddah. This website began by listing restaurants only in DELHI and then further diversified. It currently operates in 22 countries, including India, Australia and the United States and covers a million restaurants. It provides with facility of restaurant photographs, scanned menus and reviews of the people who have visited there. The company also provides cashless payment, online ordering, white-label apps, table reservation, and point-of-sale systems. Zomato sweeps restaurants every three months so that they can provide recent information. It provides with different categories of food so as to make search easy and user friendly.

2. Literature Review

According to Emin Babakus and Gregory W. Boller in their paper "An empirical assessment of the SERVQUAL scale" they interpreted that the definition of Servqual suffers from a number of methodological shortcomings. The findings suggest that the dimensionality of service quality may depend on the type of

services under study. The use of the current operationalization of service quality on the basis of gap scores and mixed-item wording appear in the process of using SERVQUAL, the results of this study also suggest exercising caution. Suggestions are provided along with implications for theory development and measurement in the service marketing area.

Many proprietary service quality studies have productively used SERVQUAL (Parasuraman, Zeithaml and Berry) to measure the user perception about the service and a number of published studies have assessed the scale's reliability and validity. Despite considerable work undertaken in the area, there is no consensus as to which of the measurement scale is robust enough for measuring and comparing the service quality. One of the major contributions of Parasuraman, Zeithaml and Berry, 1988 was to provide a terse definition of service quality as a global judgement, or attitude relating to the superiority of the service, and explained it as involving evaluation of the outcome.

The easy and inexpensive approach towards the applicability of the servqual instruments (Yun Lok Lee, Nerilee Hing, 1995) helps in identifying the strengths and weakness of the restaurants for the management to review and refine their marketing strategies and reduce their weaknesses. It has helped restaurant in identifying the services which needs to be considered very important and the service quality to be delivered.

Zomato started by focusing in restaurant search and discovery model and has gradually progressed by providing accurate and valuable data to its users. It has expanded itself to own the entire food experience and has started offering cashless payment mechanism, table reservation, online ordering, white label apps and zomato base. It has expanded its base in the user service providing sector and is keen in keeping the quality of service provided upto the mark. In this research paper we aim to apply the 5 parameters of service quality to analyse the deviations between the expected and perceived service quality offered by zomato to its clients.

3. Introduction of SERVQUAL

The SERVQUAL service quality model was developed by a group of American authors, 'Parsu' Parasuraman, Valarie Zeithaml and Len Berry, in 1988. It highlights the main components of high quality service. It consists of 22 questions that are compiled into five dimensions: tangibility; reliability; responsiveness; assurance and empathy. This study applied five dimensions of service quality that are explained as under:

1. Reliability: the ability to perform the promised service dependably and accurately.
2. Assurance: the knowledge and courtesy of employees and their ability to convey trust and confidence.

3. Tangibles: the appearance of physical facilities, equipment, personnel and communication materials.
4. Empathy: the provision of caring, individualized attention to users.
5. Responsiveness: the willingness to help users and to provide prompt service.

22 Questions of SERVQUAL Instruments:

Table 1. Questions under tangibility dimension

EXPECTATIONS [E1. Restaurant Search Website will have modern looking Website.]	PERCEPTIONS [P1. Zomato have modern looking Website.]
EXPECTATIONS [E2. Features/Option available will be visually appealing.]	PERCEPTIONS [P2. Features/Option available on Zomato are visually appealing.]
EXPECTATIONS [E3. Features will be easy to find. (Navigation in website, notification etc)]	PERCEPTIONS [P3. Features are easy to find.(Navigation in website, notification etc)]
EXPECTATIONS [E4. Material associated with services (such as apps, online orders) will be visually appealing.]	PERCEPTIONS [P4. Material associated with Zomato services (such as apps, online orders) are visually appealing.]

Table 2. Questions under reliability dimension

EXPECTATIONS [E5. When Restaurant Search Website promise to do something by certain time, they will do it.]	PERCEPTIONS [P5. When Zomato promise to do something by certain time, they do it.]
EXPECTATIONS [E6. When a user has a problem, Restaurant Search Website will show a sincere interest in solving it.]	PERCEPTIONS [P6. When a user has a problem, Zomato show a sincere interest in solving it.]
EXPECTATIONS [E7. Restaurant Search Website will perform the service right the first time.]	PERCEPTIONS [P7. Zomato perform the service right the first time.]
EXPECTATIONS [E8. Restaurant Search Website will provide the service at the time they promise to do so.]	PERCEPTIONS [P8. Zomato provide the service at the time they promise to do so.]
EXPECTATIONS [E9. Restaurant Search Website will insist on error free records. (understandable information)]	PERCEPTIONS [P9. Zomato insist on error free records. (understandable information)]

Table 3. Questions under responsiveness dimension

EXPECTATIONS [E10. Employees will make information easily obtainable to the users.]	PERCEPTIONS [P10. Employees of Zomato make information easily obtainable to the users.]
EXPECTATIONS [E11. Employees will give prompt service to users.]	PERCEPTIONS [P11. Employees of Zomato give prompt service to users.]
EXPECTATIONS [E12. Employees will always willing to help users.]	PERCEPTIONS [P12. Employees of Zomato always willing to help users.]
EXPECTATIONS [E13. Employees of Restaurant search website will never be too busy to respond to users' requests.]	PERCEPTIONS [P13. Employees of Zomato are never be too busy to respond to users' requests.]

Table 4. Questions under responsiveness dimension

EXPECTATIONS [E14. The behaviour of employees in Restaurant Search Website will instill confidence in users. (Attention to ordered services.)]	PERCEPTIONS [P14. The behaviour of employees in Zomato instill confidence in users. (Attention to ordered services)]
EXPECTATIONS [E15. Restaurant Search Website user's will feel safe in transactions.]	PERCEPTIONS [P15. Zomato user's feel safe in transactions.]
EXPECTATIONS [E16. Restaurant Search Website will be consistently courteous with users. (fast rectification transmission for entered information)]	PERCEPTIONS [P16. Zomato are consistently courteous with users. (fast rectification transmission for entered information)]
EXPECTATIONS [E17. Restaurant Search Website will have the knowledge to answer users' questions.]	PERCEPTIONS [P17. Zomato have the knowledge to answer users' questions.]

Table 5. Questions under empathy dimension

EXPECTATIONS [E18. Restaurant Search Website will give users individual attention. (concern to inter user information)]	PERCEPTIONS [P18. Zomato give users individual attention. (concern to inter user information)]
EXPECTATIONS [E19. Restaurant Search Website will have operating hours convenient to all their users.]	PERCEPTIONS [P19. Zomato have operating hours convenient to all their users.]
EXPECTATIONS [E20. Restaurant Search Website will have employees who give users personal attention.]	PERCEPTIONS [P20. Zomato have employees who give users personal attention.]
EXPECTATIONS [E21. Restaurant Search Website will have their user's best interests at heart.]	PERCEPTIONS [P21. Zomato have their user's best interests at heart.]
EXPECTATIONS [E22. Restaurant Search Website will understand the specific needs of their users.]	PERCEPTIONS [P22. Zomato understand the specific needs of their users.]

4. Objectives

The main objective of the study is to check the service quality of the information provided by the Zomato.

Specifically, the analysis attempt to:

- To examine the service quality of the Zomato.
- To identify the gaps between the expectation and perception of the users.
- To study the expectation of the users from Zomato.
- To find the most important dimensions of service quality that affect user satisfaction.
- To measure the satisfaction level of current user of Zomato in India.
- To recommend some guidelines to ensure quality services of Zomato.

5. Research Methodology

The questionnaire was conducted using SERVQUAL instrument. For this, data is gathered from primary sources whereby a survey was conducted through a structured questionnaire. The key activities to conduct the survey were initiated in September 2015 and extended for a period of one month i.e. till Oct 2015. During the course of survey, about 73 responses have been received which have provided the basis to determine the final result of the study.

The research paper studied the user's perception and their expectations in the service quality of Zomato with SERVQUAL instrument with 22 questions. In the questionnaire a 7-point Likert scale was used where 1 was for Strongly disagree and 7 was for strongly agree.

6. Data Analysis

In the paper, following hypothesis is formulated to test the service quality of Zomato.

H1 = The user's perception and expectations are equal in case of Zomato

H10 = The user's perception is lower than expectation in case of service quality of Zomato.

Here H1 is the null hypothesis on which the testing needs to be done and H10 is the alternate hypothesis in the test applied, the P value or the critical value that we have used here is 0.05. So, if the result are less than the critical value then the null hypothesis will be rejected and the alternate hypothesis will be selected. If the results are greater than the critical value then the null hypothesis will be accepted and alternative will be rejected.

As per the Figure 1, we can see that the expectations are higher than the perception of the users towards the service quality of ZOMATO. There is a Gap between the user's expectations and the user's perception.

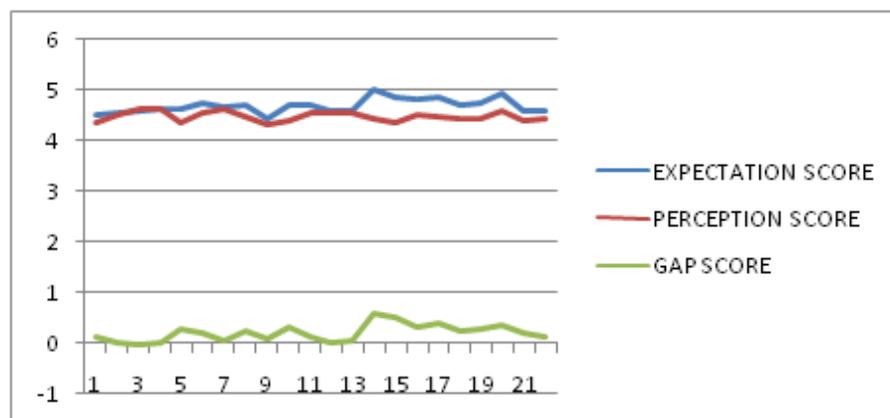


Figure 1. Graph represent the gap between the expectation score and perception score; and gap score.

Table 6. Calculations to obtain unweighted SERVQUAL score

Average Tangibles SERVQUAL Score	0.0486
Average Reliability SERVQUAL Score	0.1805
Average Responsiveness SERVQUAL Score	0.1388
Average Assurance SERVQUAL Score	0.4444
Average Empathy SERVQUAL Score	0.25
Total	1.0625
AVERAGE (= Total / 5) UNWEIGHTED SERVQUAL SCORE	0.2125

This is as per the analysis of the responses received from the respondents.

We will now, analyse the same result through the t-test analyses where the perception score and expectation score are taken into consideration for all the 22 items and the results for each tangibles, reliability, responsiveness, assurance and empathy is analysed. These are analysed as follows:

Table 7. t-Test: Paired Two Sample for Means

(Tangibility)		
	Expectation	Perception
Mean	4.88028169	4.54577465
Variance	3.34439135	3.34519618
Observations	71	71
Pearson Correlation	0.77979006	
Hypothesized Mean Difference	0	
df	70	
t Stat	2.32228923	
P(T<=t) one-tail	0.01156562	
t Critical one-tail	1.66691448	
P(T<=t) two-tail	0.02313125	
t Critical two-tail	1.99443711	

We can see that the P value after the t-test of the tangibles that we got is less than the critical value of 0.05 that we have selected for the test. So, we will reject the null hypothesis and accept the alternate hypothesis. This means that the physical facilities, equipment, personnel and communication materials of Zomato are up to user's expectations.

Table 8. t-Test: Paired Two Sample for Means (Reliability)

	Expectation	Perception
Mean	4.74929577	4.48943662
Variance	3.1082495	3.25613682
Observations	71	71
Pearson Correlation	0.82720005	
Hypothesized Mean Difference	0	
df	70	
t Stat	2.08658766	
P(T<=t) one-tail	0.0202848	
t Critical one-tail	1.66691448	
P(T<=t) two-tail	0.04056959	
t Critical two-tail	1.99443711	

We can see that the P value after the t-test of the Reliability that we got is less than the critical value of 0.05 that we have selected for the test. So, we will reject the null hypothesis and accept the alternate hypothesis. It implies that the ability to perform the promised services dependably and accurately in case of Zomato is lower than the expectations of the users.

Table 9. t-Test: Paired Two Sample for Means

(Responsiveness)		
	Expectation	Perception
Mean	4.659722222	4.52083333
Variance	3.914270344	3.34286972
Observations	72	72
Pearson Correlation	0.882924897	
Hypothesized Mean Difference	0	
Df	71	
t Stat	1.263843478	
P(T<=t) one-tail	0.010521001	
t Critical one-tail	1.666599659	
P(T<=t) two-tail	0.021042002	
t Critical two-tail	1.993943341	

In this case as well we can see that the P value we got after the t-test of the Responsiveness is less than the critical value of 0.05 that we have selected for the test. So, we will reject the null hypothesis and accept the alternate hypothesis. It implies that perceived service quality through responsiveness is not matching with the expectations. The service providers at ZOMATO are not readily willing to help users and provide prompt service.

Table 10. t-Test: Paired Two Sample for Means

(Assurance)		
	Expectation	Perception
Mean	4.895833333	4.451388889
Variance	3.314700704	3.314505086
Observations	72	72
Pearson Correlation	0.699839179	
Hypothesized Mean Difference	0	
Df	71	
t Stat	2.673474074	
P(T<=t) one-tail	0.004654003	
t Critical one-tail	1.666599659	
P(T<=t) two-tail	0.009308005	
t Critical two-tail	1.993943341	

We can see that the P value after the t-test of the Assurance that we got is less than the critical value of 0.05 that we have selected for the test. So, we will reject the null hypothesis and accept the alternate hypothesis. It implies that the knowledge and courtesy of employees and their ability to convey trust and confidence is lower than what it is expected out of them.

Table 11. t-Test: Paired Two Sample for Means

(Empathy)		
	Expectation	Perception
Mean	4.725	4.475
Variance	3.106971831	3.02471831
Observations	72	72
Pearson Correlation	0.82205628	
Hypothesized Mean Difference	0	
Df	71	
t Stat	2.03041391	
P(T<=t) one-tail	0.023030732	
t Critical one-tail	1.666599659	
P(T<=t) two-tail	0.046061464	
t Critical two-tail	1.993943341	

In case of Empathy, the P value derived after the t-test is less than the Critical value of 0.05. So, in this case also we will reject the null hypothesis and accept the alternate hypothesis. It implies that the perception regarding the Caring, individualized attention given to users at zomato is less than the expectations of the users.

7. Limitations

- Sample size was limited as the data was collected from DELHI thus affecting the data accuracy.
- Respondants were reluctant to provide the answers.
- The time period provided for the research was less.

8. Conclusion

After analyzing the results of the SERVQUAL with the help of the graph and the t-test we can say that the perceptions of the User regarding the service quality of ZOMATO is less than his expectations of what an excellent service should be. So, ZOMATO cannot be categorized as an excellent service provider as per the responses we have received from the users. It is not meeting the expectations of the users on any of the parameters, namely, Tangibles, Reliability, Responsiveness, Assurance and Empathy. This means that:

- The ability to provide correct information dependably and accurately in case of ZOMATO is below the expectations of the users.
- The employees at ZOMATO are not caring and do not provide any individual attention to their users.

The ZOMATO needs to improve on the above parameters so as to enhance its quality of services and increase the user satisfaction through improves physical arrangements, providing timely services according to the promise made, more willingness to help users and providing individual attention.

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