

Analysis of Service Quality of Selected Fine Dining Restaurants in Delhi

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ABSTRACT

Purpose: The main purpose of the present study is to find out how different aspects of service quality in relation to the three selected dine restaurants customer's perception and to assess overall performance (i.e. Pind Baluchi, Barbeque Nation and Sagar Ratna)

Design/Methodology/Approach: A self-administrated survey was given to 150 customers of the three fine dining places (i.e. Pind Baluchi, Barbeque Nation and Sagar Ratna) using a convenience sampling approach. To ensure objectivity and reliability, a diverse set of customers were surveyed. In this study, the assessment technique was a percentage methodology, to assess the study objectives.

Findings: The outcome of the study shows that younger, predominantly female customers in Delhi prefer Barbeque Nation for dinner, prioritize price and hygiene, and are generally satisfied with their dining experiences.

Originality/Value: This study can add value in several key ways. It can provide actionable recommendations. This helps restaurants refine their operations, leading to improved customer satisfaction and loyalty. Academic researchers, industry professionals, and policymakers can gain a deeper understanding of the unique challenges and opportunities in the fine dining sector. This knowledge can inform further research, training programs, and best practices. Overall, the study aims to create a comprehensive understanding of service quality dynamics in fine dining, benefitting both practitioners and academics.

Paper Type: Empirical Research Paper

KEYWORDS: Dining | Restaurant | Service Quality | Customer Experience

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Introduction

The hospitality industry, especially the fine dining segment, plays a pivotal role in the socio-cultural fabric of urban centers like Delhi, India. As patrons increasingly seek unique and memorable dining experiences, the service quality of fine dining restaurants becomes a critical factor influencing customer satisfaction and loyalty. Each selected restaurant for the study represents a different type of cuisine—Barbeque Nation focuses on grilled food, Sagar Ratna specializes in South Indian dishes, and Pind Balluchi offers North Indian Punjabi cuisine. This variety allows for a comprehensive analysis of dining experiences across different culinary styles. These three restaurants have established a strong presence in the market and are popular among diners. Studying well-known establishments can provide insights into successful business models and customer preferences. Barbeque Nation employs a unique buffet and grill concept, while Sagar Ratna focuses on fast service and traditional dining, and Pind Balluchi provides a more cultural dining experience. This diversity in service models can lead to interesting findings regarding customer satisfaction and operational efficiency.

As explained in a study (Parasuraman, Zeithaml & Berry, 1988) that Service quality is a multidimensional construct, typically encompassing several key dimensions, such as responsiveness, reliability, assurance, empathy and tangibility. Each mentioned dimension plays a crucial role in shaping the customer experience, especially in fine dining, where patrons expect personalized service and attention to detail. Research indicates that there is positive correlation between higher service quality and customer satisfaction and repeat patronage, which are vital for the sustainability of fine dining establishments (Heskett et al., 1994; Gupta & Vajic, 2000).

Recent trends indicate a burgeoning interest in gourmet dining experiences among consumers, driven by factors such as increasing disposable income and exposure to global culinary trends (Sharma & Kaur, 2020). This evolving landscape necessitates a comprehensive analysis of service quality in fine dining to better understand consumer expectations and preferences in this market.

Research by Singh and Gupta (2022) highlights the growing importance of sustainable practices in the food industry, as consumers become more conscious of environmental impacts. Verma and Dutta (2021) indicates that modern consumers prioritize unique experiences over mere consumption, leading restaurants to create immersive dining environments. Elements such as interactive cooking demonstrations, themed dinners, and curated tasting menus enhance customer engagement and satisfaction. Jain (2018) emphasizes that fine dining restaurants in the city are increasingly incorporating international cuisines, thereby attracting a diverse clientele. This fusion of culinary traditions not only caters to local tastes but also appeals to

expatriates and tourists, making fine dining a cosmopolitan affair. The emphasis on innovative dining concepts, such as molecular gastronomy and farm-to-table experiences, further enhances the appeal of fine dining establishments (Mehta & Singh, 2021).

Delhi is renowned for its rich cultural diversity, and this diversity extends to its culinary scene. The city boasts a burgeoning fine dining industry that caters to a diverse clientele, including locals, tourists, and business travelers. According to a report by the **World Bank**, India's per capita income has seen a consistent increase, with a projected growth rate of approximately **6-7% annually** over the next few years. And **Nielsen report** from 2023 noted that urban consumers in India are spending significantly more on dining out, with expenditures on food services increasing by over **25%** compared to previous years. The proliferation of fine dining establishments signifies their growing importance within the local economy and the city's identity. The following data indicate a significant growth in this industry in the near future.

This trend indicates rising disposable income, particularly in urban centers like Delhi. Moreover a notable change in demographic as reported by **India Brand Equity Foundation (IBEF)** is increasingly drawn to upscale dining experiences, valuing quality and ambiance alongside food. As per report India's working-age population is expected to reach **900 million** by 2025, with a substantial portion being young professionals aged 25-35. **Zomato's survey 2022** highlighted that **60% of young professionals** in Delhi prioritize dining out as a form of leisure, with many willing to spend more on fine dining experiences. Similarly, **Statista** reports indicate that **35% of urban millennials** in India regularly choose fine dining over casual dining, reflecting a shift in preferences towards upscale culinary experiences. In continuation to the above surveys **The Economic Times (2023)** found that **70% of respondents** aged 25-35 consider dining out a significant part of their lifestyle, driving the demand for premium dining establishments. As per **Research and Markets** report, the Compound Annual Growth Rate (CAGR) for fine dining market is projected 20% from 2023 to 2028, driven by factors such as rising disposable income and an expanding population of young professionals.

Despite the well-documented significance of service quality in the restaurant sector, there is a relative scarcity of focused studies on fine dining in India, particularly in the capital city of Delhi. This research is rooted in the interdisciplinary nature of marketing, its critical relevance to the service sector, and the need to apply marketing concepts and techniques to a real-world business context.



Literature Review

Undoubtedly, eating is a necessary human activity that helps people replenish their energies and refresh. Rapid urbanization, a hectic lifestyle, and technological advancements have significantly impacted Indian society's way of life (Surjeet Kumar and Aarti, 2017). These changes have also modified the custom of cooking and dining at home. Eating out was formerly reserved for special occasions, but it is gradually becoming the standard these days. Additionally, the Indian diaspora offers a wide range of prospects in the food service sector; in recent years, the Indian food and beverage service sector has experienced rapid and unparalleled expansion, making it one of the most dynamic industries.

Additionally, people have become now more reliant on ready-to-eat meals & fast food which take less time for preparation than traditional cooking methods. The gap between customers' expectations and their perception of delivered service has become the principal indicator for determining and assessing service quality.

Furthermore, people are becoming more dependent on fast food and ready-to-eat meals since they require less time to prepare than traditional cooking techniques. The primary metric for identifying and evaluating service quality is now the discrepancy between consumers' expectations and their perceptions of the services they received.

The quality of service in the hospitality industry, particularly in fine dining restaurants, has emerged as a critical element for business success. Customer expectations are increasingly focused on not only the quality of food but also the overall dining experience, encompassing service quality, ambiance, and customer interactions. This literature review explores key themes and research findings related to service quality in fine dining restaurants, providing valuable insights into the chosen project topic: "Analysis of Service Quality of Selected Fine Dining Restaurants in Delhi," with a specific focus on Pind Balluchi, Barbeque Nation, and Sagar Ratna.

Service Quality Dimensions: The SERVQUAL approach, which identifies five dimensions – tangible, reliability, responsiveness, assurance and empathy – is frequently used in the assessment of service quality.

- **Tangibles:** A restaurant's amenities, design, and presentation are all considered tangibles. Studies show that a fine dining establishment's atmosphere and appearance have a big impact on how satisfied patrons are with the level of service they receive (Parasuraman et al., 1988). For example, Ryu and Han (2010) discovered that the atmosphere of a restaurant had a beneficial effect on patron pleasure. Tangibles refer to the physical aspects of

a restaurant, including facilities, décor, and presentation. Research indicates that the ambiance and aesthetics of a fine dining establishment significantly influence customer perceptions of service quality (Parasuraman et al., 1988). For instance, a study by Ryu and Han (2010) found that restaurant ambiance positively impacted customer satisfaction.

- **Reliability:** Reliability denotes the consistency and dependability of service delivery. Fine dining patrons expect higher level of reliability in terms of food quality, preparation, and service. Research by Zeithaml, Berry, and Parasuraman (1996) underscores the importance of reliability in building customer trust and loyalty.
- **Responsiveness:** Responsiveness pertains to the ability of the restaurant staff to address customer needs and requests promptly and effectively. A study by Chandon et al. (2000) revealed that responsive service positively influenced customer loyalty and satisfaction.
- **Assurance:** Assurance relates to the competence, courtesy, and credibility of restaurant staff. Customers seek assurance that their dining experience will be enjoyable and problem-free. Research by Sweeney et al. (2003) highlights the significance of staff competence and courtesy in shaping perceptions of service quality.
- **Empathy:** Empathy reflects the restaurant's ability to understand and care for customer needs and concerns. Empathetic interactions with customers can lead to enhanced satisfaction and loyalty (Dagger et al., 2007).
- **Customer Expectations and Satisfaction:** Customer expectations play a pivotal role in service quality assessment. Studies have demonstrated that when customers' expectations are met or exceeded, they are more likely to be satisfied and exhibit loyalty (Parasuraman et al., 1988). Moreover, a positive dining experience leads to word-of-mouth recommendations and repeat business (Mattila and Wiley, 1998).
- **Competitive Advantage and Positioning:** Service quality can serve as a competitive advantage for fine dining restaurants. Research by Kivela et al. (1999) suggests that restaurants can differentiate themselves through service quality, positioning themselves as premium dining establishments in a competitive market.
- **Cross-Cultural Perspectives:** Delhi's diverse population and tourist influx make it essential to consider cross-cultural perspectives on service quality. Research by Mattila and Enz (2002) highlights the need for cultural sensitivity in fine dining service delivery, recognizing that customer expectations may vary based on cultural backgrounds.

The main objective of the study done (Pankaj deshwal and Sahil Khanna's, 2013) to evaluate the service experience of Delhi restaurants patrons, validated by another research (Otto and Ritchie, 1995) having instrument in an Indian restaurant setting and recommend addressing areas of dissatisfaction. The investigation has the potential to produce beneficial ramifications for restaurant service suppliers. According to the study, consumers responded favorably to the restaurant, particularly when they were having good time and enjoying it, which encouraged them to return and tell others about their experiences. Customers, however, are dissatisfied since they believe they did not experience anything new which they are willing to.

In research conducted by **Tania Gupta and Kaustav Paul (2016)** in Delhi-NCR, the aim was to explore consumer perceptions of quick-service restaurants. Additionally, the research aimed to analyze how consumers' perceptions of service quality in these restaurants influenced overall customer satisfaction. The service quality parameters considered included Food, Tangibility, Reliability, Cleanness, Assurance, and Empathy, and Responsiveness.

The findings of the study have implications for quick-service restaurants in Delhi-NCR, offering insights into the preferences and needs of their consumer base. The outcomes suggested that service quality factors positively influenced overall customer satisfaction.

Further results provide valuable insights for quick-service restaurants in understanding the critical dimensions affecting customer satisfaction, allowing for targeted improvements to enhance the overall dining experience.

In a study conducted by **Kota Neel Mani Kanta P Srivalli (2014)**, the assessment of service quality in restaurant operations was empirically explored, utilizing decision- and experiential- oriented perspectives as theoretical frameworks. The findings revealed significant connections between service quality and customer satisfaction, as well as between service quality and repeat patronage. However, no substantial correlation was observed between customer satisfaction and repeat patronage.

The literature review reveals that service quality is a multifaceted concept crucial to the success of fine dining restaurants. Customer expectations, satisfaction, and loyalty are intertwined with service quality, and restaurants can gain a competitive advantage by excelling in this aspect. Additionally, considering cross-cultural perspectives is vital in a diverse city like Delhi. These insights will inform the analysis of Pind Balluchi, Barbeque Nation, and Sagar Ratna in the forthcoming research, facilitating a deeper understanding of their service quality performance in the context of Delhi's fine dining industry.

Objectives of the Study:

This research aims to achieve several specific objectives, each contributing to a comprehensive evaluation of service quality within the context of mentioned establishments.

- The primary objective is to evaluate the service quality dimensions - tangibles, reliability, responsiveness, assurance, and empathy - at each of the selected restaurants.
- To gain insights into customer perspectives. By comparing perceived service quality with expected service quality, we can identify the factors that contribute to customer satisfaction.
- To aims to identify which restaurant excels in specific dimensions and areas and where each establishment could learn from the others' strengths and weaknesses.

Result and Discussion

Part 1 – Personal Information

Respondent's Profile

For the current research, data was obtained from selected fast-food establishments in Delhi namely - Pind Balluchi, Barbeque Nation, and Sagar Ratna. The following table illustrates the demographic profile of respondents based on valid percentages of 150 respondents.

Table 1: Demographic Distribution Table

AGE	Number	Percentage	GENDER	Number	Percentage
Below 20	32	21.3%	Male	68	45.3%
21-30	60	40%	Female	82	54.6%
31-40	40	26.6%	OCCUPATION		
Above 40	18	12%	Self-employed	13	8.6%
ANNUAL INCOME LEVEL			Student	55	36.6%
Below 4 Lakhs	40	26.6%	Business professionals	40	26.6%
4-7 Lakhs	67	44.6%	Government employee	25	16.6%
7-10 Lakhs	30	20%	Others	17	11.3%
Above 10 Lakhs	13	8.6%			



The data obtained from the questionnaire provides comprehensive insights into the demographics of the research participants. The above table provides a clear picture about the demographics of 150 respondents from the three fine dining restaurants in Delhi.

Age – Regarding age distribution, 40% of respondents fall within the 21-30 age bracket, making it the largest group, followed by 26.6% in the 31-40 age range. Additionally, 21.3% are below 20 years old, and 12% are above 40.

Gender – Gender-wise, the study population is fairly balanced, with 54.6% female and 45.4% male participants.

Annual Income Level – In terms of annual income levels, the majority of respondents (46.6%) report an income between 4-7 lakhs, while 26.6% have an income below 4 lakhs. Furthermore, 20% earn between 7-10 lakhs annually, and 8.6% have an income exceeding 10 lakhs.

Occupation – Occupationally, students represent the largest group at 36.6%, followed by business professionals at 26.6% and government employees at 16.6%. Self-employed individuals account for 8.6% of respondents, while the remaining 11.3% fall into the “Others” category.

Part 2 – Dining Experience

1. Among the following restaurants, which one would you prefer?

<input type="checkbox"/> Pind Balluchi	26.6%	40
<input type="checkbox"/> Barbeque Nation	38%	57
<input type="checkbox"/> Sagar Ratna	35.3%	53

From the above, it can be seen that Barbeque Nation is the preferred by most of the participants with a percentage of 38% followed by Sagar Ratna which is preferred by 35.3% of the participants. Pind Balluchi ranked third with a preference rate of 26.6%.

2. Which meals would you prefer the most to have at restaurants?

<input type="checkbox"/> Breakfast	17.3%	26
<input type="checkbox"/> Lunch	26.6%	40
<input type="checkbox"/> Dinner	56%	84

It can be seen that most of the participants prefer to have dinner at the restaurants with the highest percentage of 56%. Lunch is the second most preferred meal with 26.6.3%, followed by breakfast which is least preferred with a percentage of 17%.

3. When you visit the restaurant what is the first thing you look for?

<input type="checkbox"/> Service	18.6%	28
<input type="checkbox"/> Hygiene	21.3%	32
<input type="checkbox"/> Variety of deals	8.6%	13
<input type="checkbox"/> Price	36.6%	55
<input type="checkbox"/> Ambience	14%	21

Among the respondents, the majority (36.6%) prioritize the price of the offerings, indicating its significant influence on their decision-making process. Following closely behind is hygiene, with 21.3% of respondents emphasizing cleanliness and sanitation standards. Ambience and service are also key factors, accounting for 14% and 18.6% of responses, respectively. A smaller proportion (8.6%) of individuals focus on the variety of deals or promotions available at the restaurant.

4. What would you say is the biggest challenge for eating in a restaurant?

<input type="checkbox"/> Long waiting times	8.6%	13
<input type="checkbox"/> Noise levels	6.6%	10
<input type="checkbox"/> Limited menu options	8%	12
<input type="checkbox"/> High prices	36.6%	55
<input type="checkbox"/> Poor service	25.3%	38
<input type="checkbox"/> Hygiene concerns	14%	21

The above data illustrates the primary challenges faced by individuals when eating in a restaurant. Among the respondents, the majority (36.6%) cited high prices as the biggest challenge, indicating significant financial considerations. Poor service follows closely behind, with 25.3% of respondents expressing dissatisfaction with the quality of service. Hygiene concerns also emerge as a significant factor, accounting for 14% of responses. Limited menu options, noise levels, and long waiting times are identified as challenges by smaller proportions of respondents, constituting 8%, 6.6%, and 8.6% respectively.

Part 3 and 4: Service Quality Dimensions and Customer Perception

Following are the dimensions on which data was collected on a five-point Likert Scale and analyzed.

Table 2: Service Quality Dimensions

Part 3: Service Quality Dimensions		5			4			3			2			1		
		Strongly Agree			Agree			Neutral			Disagree			Strongly Disagree		
Statements		P	S	B	P	S	B	P	S	B	P	S	B	P	S	B
3.1	The staff takes order within short time from occupying seat inside.	17	12	22	15	9	10	12	17	10	4	7	5	2	5	3
3.2	The ambiance inside the restaurant is unique to create good impression on customers.	18	14	20	16	17	14	9	10	9	5	7	4	2	2	3
3.3	The food ordered is served within very reasonable time.	15	20	14	17	11	9	9	8	17	2	3	7	7	8	3
3.4	The staff are well dressed and maintains code of hygiene.	19	16	20	17	12	14	7	5	9	5	9	5	2	8	2
3.5	The utensils in which the food is served are neat and clean.	20	18	25	16	17	14	7	9	4	5	5	3	2	1	4
3.6	The used plates are cleared by the staff as and when it is observed necessary.	14	16	22	16	12	12	7	10	9	12	7	5	1	5	2
3.7	The food menu is very rich to satisfy the customers.	25	16	17	12	18	20	7	2	10	4	5	1	2	9	2
3.8	The quality of food is excellent to customers' delight.	14	20	16	20	14	12	7	9	10	7	5	7	2	2	5
3.9	The facility of washroom inside the restaurant is good.	12	15	17	14	17	16	10	9	10	7	2	5	7	7	2
3.10	The billing is done with no mistake and payment is cleared with no time.	22	20	20	17	14	12	8	12	8	1	3	7	2	1	3
Part-4 Customer Perception																
4.1	The restaurant offers value for money.	12	17	20	15	12	10	10	9	14	12	10	4	1	2	2
4.2	I am satisfied with my dining experience at this restaurant.	17	16	23	16	17	14	9	10	9	7	4	2	1	3	2
4.3	I would recommend this restaurant to others.	15	17	25	17	15	12	9	8	8	7	9	3	2	1	2
4.4	I am likely to return to this restaurant.	16	15	27	20	18	12	5	4	7	7	9	2	2	4	2

P=Pind Baluchi, S=Sagar Ratna, B=Barbeque Nation

First data is checked for its reliability to establish credibility and confidence in the research outcomes and for generalization of findings across different context.

It also helps testing helps identify and minimize errors in data collection, thereby improving the accuracy of results.



Table 3 Reliability Statistics (Part 3 and Part 4 combined)

Variables	Cronbach's Alpha	No. of Items	Mean	Std. Deviation
SPD	0.990	10	3.7608	1.18682
CP	0.984	4	3.8150	1.15146

As p-value of the Shapiro-Wilk test is <0.05 so it can be concluded that this data doesn't follow normal distribution.

The reliability scale indicates Cronbach's alpha value which is >0.9 considered to be excellent.

Table 4 Descriptive Statistics (Part 3 and Part 4 combined)

		Mean	Std. Deviation
3.1	The staff takes order within short time from occupying seat inside. (Short Order Time)	3.72	1.205
3.2	The ambiance inside the restaurant is unique to create good impression on customers. (The Ambiance)	3.81	1.163
3.3	The food ordered is served within very reasonable time. (The Food Service Time)	3.57	1.333
3.4	The staff are well dressed and maintains code of hygiene. (The Staff Hygiene)	3.73	1.294
3.5	The utensils in which the food is served are neat and clean. (Clean Utensils)	3.97	1.161
3.6	The used plates are cleared by the staff as and when it is observed necessary. (Table Clear time)	3.69	1.248
3.7	The food menu is very rich to satisfy the customers. (Food Menu)	3.87	1.249
3.8	The quality of food is excellent to customers' delight. (Food Quality)	3.73	1.220
3.9	The facility of washroom inside the restaurant is good. (Clean Washroom Facility)	3.59	1.291
3.10	The billing is done with no mistake and payment is cleared with no time. (Billing Time and Accuracy)	3.96	1.126
4.1	The restaurant offers value for money. (Value For Money)	3.63	1.229
4.2	I am satisfied with my dining experience at this restaurant (Satisfied Dining Experience)	3.89	1.124
4.3	I would recommend this restaurant to others. (Will Recommend)	3.86	1.159
4.4	I am likely to return to this restaurant. (Will Visit Again)	3.88	1.204

Customers are more concerned towards "The utensils in which the food is served are neat and clean" with highest mean value 3.97 and followed by "The billing is done with no mistake and payment is cleared with no time" with mean value 3.96.

As data was not normally distributed, non-parametric correlation test was performed and same reported in the below table:

Table 5 non-parametric correlation test

Kendall Tau correlation														
	Short Order Time	Ambiance	Food Service Time	Staff Hygiene	Clean Utensils	Table Clear Time	Food Menu	Food Quality	Clean Washroom Facility	Billing Time and Accuracy	Value For Money	Satisfied Dining Experience	Will Recommend	Will Visit Again
Short Order Time	1.000	.910**	.782**	.900**	.875**	.891**	.819**	.787**	.817**	.840**	.836**	.895**	.868**	.874**
Ambiance	.910**	1.000	.857**	.940**	.898**	.906**	.853**	.861**	.891**	.881**	.888**	.923**	.896**	.886**
Food Service Time	.782**	.857**	1.000	.837**	.826**	.840**	.852**	.911**	.845**	.857**	.851**	.846**	.847**	.793**
Staff Hygiene	.900**	.940**	.837**	1.000	.892**	.909**	.883**	.824**	.856**	.875**	.875**	.902**	.874**	.883**
Clean Utensils	.875**	.898**	.826**	.892**	1.000	.882**	.856**	.855**	.853**	.882**	.876**	.917**	.918**	.906**
Table Clear Time	.891**	.906**	.840**	.909**	.882**	1.000	.829**	.843**	.905**	.836**	.931**	.922**	.923**	.898**
Food Menu	.819**	.853**	.852**	.883**	.856**	.829**	1.000	.840**	.837**	.863**	.835**	.844**	.825**	.816**
Food Quality	.787**	.861**	.911**	.824**	.855**	.843**	.840**	1.000	.858**	.891**	.878**	.857**	.853**	.814**
Clean Washroom Facility	.817**	.891**	.845**	.856**	.853**	.905**	.837**	.858**	1.000	.814**	.915**	.887**	.885**	.862**
Billing Time and Accuracy	.840**	.881**	.857**	.875**	.882**	.836**	.863**	.891**	.814**	1.000	.866**	.849**	.825**	.807**
Value For Money	.836**	.888**	.851**	.875**	.876**	.931**	.835**	.878**	.915**	.866**	1.000	.888**	.899**	.867**
Satisfied Dining Experience	.895**	.923**	.846**	.902**	.917**	.922**	.844**	.857**	.887**	.849**	.888**	1.000	.946**	.927**
Will Recommend	.868**	.896**	.847**	.874**	.918**	.923**	.825**	.853**	.885**	.825**	.899**	.946**	1.000	.930**
Will Visit Again	.874**	.886**	.793**	.883**	.906**	.898**	.816**	.814**	.862**	.807**	.867**	.927**	.930**	1.000
Spearman's correlation														
	Short Order Time	Ambiance	Food Service Time	Staff Hygiene	Clean Utensils	Table Clear Time	Food Menu	Food Quality	Clean Washroom Facility	Billing Time and Accuracy	Value For Money	Satisfied Dining Experience	Will Recommend	Will Visit Again
Short Order Time	1.000	.946**	.854**	.938**	.926**	.931**	.874**	.859**	.881**	.900**	.896**	.938**	.918**	.921**
Ambiance	.946**	1.000	.905**	.968**	.929**	.943**	.899**	.905**	.932**	.924**	.933**	.951**	.928**	.925**
Food Service Time	.854**	.905**	1.000	.897**	.879**	.900**	.907**	.952**	.900**	.917**	.909**	.896**	.894**	.847**
Staff Hygiene	.938**	.968**	.897**	1.000	.936**	.948**	.918**	.890**	.913**	.930**	.931**	.943**	.920**	.922**
Clean Utensils	.926**	.929**	.879**	.936**	1.000	.929**	.901**	.898**	.904**	.922**	.927**	.946**	.949**	.938**
Table Clear Time	.931**	.943**	.900**	.948**	.929**	1.000	.883**	.904**	.943**	.899**	.961**	.957**	.957**	.938**
Food Menu	.874**	.899**	.907**	.918**	.901**	.883**	1.000	.902**	.896**	.917**	.895**	.888**	.873**	.855**
Food Quality	.859**	.905**	.952**	.890**	.898**	.904**	.902**	1.000	.916**	.929**	.926**	.903**	.903**	.873**
Clean Washroom Facility	.881**	.932**	.900**	.913**	.904**	.943**	.896**	.916**	1.000	.884**	.953**	.928**	.928**	.912**
Billing Time and Accuracy	.900**	.924**	.917**	.930**	.922**	.899**	.917**	.929**	.884**	1.000	.920**	.902**	.884**	.866**
Value For Money	.896**	.933**	.909**	.931**	.927**	.961**	.895**	.926**	.953**	.920**	1.000	.934**	.942**	.919**
Satisfied Dining Experience	.938**	.951**	.896**	.943**	.946**	.957**	.888**	.903**	.928**	.902**	.934**	1.000	.965**	.951**
Will Recommend	.918**	.928**	.894**	.920**	.949**	.957**	.873**	.903**	.928**	.884**	.942**	.965**	1.000	.956**
Will Visit Again	.921**	.925**	.847**	.922**	.938**	.938**	.855**	.873**	.912**	.866**	.919**	.951**	.956**	1.000

**. Correlation is significant at the 0.01 level (2-tailed)



From the above table 5, it can be concluded that the Kendall Tau correlations show relationship between customer satisfaction with their dining experience and their likelihood to recommend the restaurant (9.46), while Spearman's correlation highlighted a significant link between the restaurant's ambiance and staff hygiene. Both correlations emphasize key factors in shaping customer perceptions (9.68).

Conclusion

The above study reveals that younger, predominantly female customers in Delhi prefer Barbeque Nation for dinner, prioritize price and hygiene, and are generally satisfied with their dining experiences. High cleanliness standards and efficient billing are critical to customer perceptions of quality. Reliability statistics indicated excellent internal consistency (Cronbach's alpha > 0.9). Key insights include that firstly the customers generally felt the restaurant offered good value (mean 3.63). Moreover, a strong correlation exists between satisfaction and likelihood to recommend the restaurant (Kendall Tau = 0.946). Respondents rated various aspects of service quality, with notable findings that clean utensils and billing accuracy received the highest satisfaction ratings and also showed a high level of satisfaction with the dining experience.

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Reviewers Memorandum



Reviewer's Comment 1: The paper presents a well-structured and insightful discussion on the analysis of service quality in fine dining restaurants in Delhi. The topic is highly relevant, considering the growing importance of customer experience in the hospitality industry. While the study effectively highlights key service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, a more detailed discussion on real-world challenges, such as staff training, consistency in service quality, and evolving customer preferences, could enhance the practical relevance of the study. Addressing these aspects may also open new avenues for further research.

Reviewer's Comment 2: The paper adopts a quantitative research approach, utilizing a survey-based methodology to evaluate customer perceptions of service quality across three selected restaurants. The findings are well-supported by statistical analysis, ensuring reliability and credibility. However, one area that could be improved is the inclusion of comparative insights with previous studies. A brief discussion on how the current findings align or contrast with existing literature would strengthen the academic contribution of the paper.

Reviewer's Comment 3: The paper successfully captures the customer perspective on fine dining service quality, providing valuable insights into preferences, expectations, and satisfaction levels. The use of descriptive statistics and correlation analysis effectively highlights key service quality determinants. Additionally, the discussion on customer demographics adds depth to the findings. However, including managerial implications—such as how restaurant managers can leverage these insights to improve customer satisfaction and brand loyalty—would make the study more actionable for industry practitioners.

Editorial Excerpt



The article has 9% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Divya, Kalpana, Harikishni and Sainyam) and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Analysis of Service Quality of Selected Fine Dining Restaurants in Delhi**" both subject-wise and research-wise. The paper is well-written, structured logically, and maintains a professional tone. The abstract and introduction effectively set the stage for the discussion, and the conclusions are well-supported by evidence. The language is clear and accessible, making it suitable for both academic and practitioner audiences. Overall, the paper contributes valuable insights into the future of education. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Empirical Research Paper**" category.

Acknowledgement



The acknowledgement section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analysed in this paper by (Divya, Kalpana, Harikishni and Sainyam) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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