

Project Report On

“Service Gap Model Analysis in Restaurants Sector: A Study in Dhaka City”





UNITED INTERNATIONAL UNIVERSITY

Submitted To:

S.M. Asif -Ur Rahman

Assistant Professor

School of Business and Economics

United International University

Submitted By:

Prianka Das

ID: 111-151- 435

BBA Program

School of Business and Economics

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Letter of Transmittal

08 July, 2019.

S.M. Asif-Ur Rahman

Assistant Professor

School of Business and Economics

United International University.

Subject: Submission of Project Report.

Dear Sir,

It is my great pleasure to submit the project report on “**Service Gap Model Analysis in Restaurants Sector: A Study in Dhaka City**”. A study that you have imposed me. I have made an effort to prepare such a project according to your requirements and instructions. The study was established to be quite fascinating, helping and insightful. I have tried my best level to prepare an effective and creditable project using all my knowledge, collected primary and secondary data. I have completed it finally and am now presenting it to you.

I hope you will find this project value the entire participant I have put in it. I shall be available to answer any question for clarification. Thank you for your sincere support. I hope that you will consider it and be obliged thereby.

Sincerely yours,

.....

Prianka Das

ID: 111151435

BBA Program

School of Business and Economics

United International University.

Table of Contents

Letter of Transmittal	i
Acknowledgement	iv
Executive Summary	v
Chapter -1.....	1
Introduction.....	1
1.1 Origin of the Study.....	1
1.2 Background of the Study.....	1
1.3 Objective of the Study	2
1.4 Scope of the report.....	2
1.5 Limitation of the report.....	2
Chapter-2.....	3
Literature Review.....	3
2.1 What is Restaurant	3
2.2 What is Restaurant Service	3
2.3 Why Restaurant service quality is more important.....	3
2.4 Loyal Customer affects in Restaurant sector	4
2.5 Service Gap Model Analysis	4
2.6 Customer Gap	5
2.7 SERQUAL Model.....	6
Chapter-3.....	7
Methodology.....	7

3.1 Questionnaire Design.....	7
3.2 Research Type.....	8
3.3 Data type	8
3.4 Sample Size.....	8
3.5 Sampling Technique	8
3.6 Data Collection Method.....	9
3.7 Data analysis Method.....	9
3.8 Data Presentation Method.....	9
Chapter-4.....	10
Finding & Analysis	10
Survey Result	10
Question Answer.....	14
Chapter-5.....	31
Suggestion & Recommendation	31
Chapter-6.....	32
Conclusion	32
References.....	33
QUESTIONNAIRE	34

Acknowledgement

It is real pleasure to thank those who made this project possible. First of all, my humble gratitude goes to the almighty for helping me stay dedicated towards creating this project. It would be unkind to forget to say thanks to my beloved parents for all their support and cooperation while I gave my effort in this project. Without them I would not be able to be promoted much father in the project.

I would also like to convey special thanks to my project supervisor, **S.M. Asif-Ur Rahman** for giving me an opportunity to enhance my knowledge by working on this project. My respected Sir has given enough knowledge and understanding on this proposed topic and that is why I was able to proceed so far with the project. I really want to express my gratitude to his for giving valuable advice and time which helped me to prepare this project.

At last, I would like to thank my respondents who gave their precious time in filling up the survey papers which helped me reach the required target of the study.

Executive Summary

In our country, Restaurants sector are more popular in day by day. Service quality is main factor to ensure restaurant quality. People are going to restaurant in many reasons as likes, Birthday party, Anniversary party, Get together, Festival and Others event. It is based project report on “Service Gap Model Analysis in Restaurants Sector: A Study in Dhaka City”. This report is a reflection of my experience and learning during my project period as well as my observation and analysis of the restaurants service quality. Across Dhaka city, in more than 15 restaurants have to collected data in different way to submit project report. To conduct a survey on more than 150 participants have submitted answer and uses face to face communication to collected data. To collect the survey result was analyzed by average and percentage systems. This result is representing by graph and table so that information is clearer. In this report, also try to deliver the improvement solution to get survey result and evaluate people’s satisfaction level in restaurant service.

Chapter -1

Introduction

Bangladesh is the developing country. In this modern period people cannot waste time in purpose of cooking food. So that restaurant is the most important part of human life. Many people cannot like home food better than restaurant Food. Bangladeshi people like eating different types of spicy food. For this reason restaurants are increasing day by day. In our country, restaurant business is more profitable business.

Restaurant is the intangible and service organization. In this business, customer is most valuable part. Restaurants are forced on customer satisfaction level. Restaurant popularity is growing day by day because home delivery service has more easy way to purchase restaurant foods. “Bangladesh has many types of restaurants such as fast-food, street food, self-service” (Almohaimmeed, 2017).

1.1 Origin of the Study:

A main objective of project is to give the practical experience of academic knowledge. This credit course is required to be completed by all students graduating under school of business and economics (SOBE) at United International University. To prepare this report as an outcome under the supervisor of S.M. Asif-Ur Rahman recommends the topic “**Service Gap Model Analysis in restaurant sectors in Bangladesh: A Study in Dhaka City**”

1.2 Background of the Study:

Restaurant is focused on customer satisfaction level. Service quality gap model is very essential to research all the factors that impact service quality. In this report focused the gap model of restaurant service quality. There are basically two types of gap such as customer gap and provider gap. Theoretical knowledge cannot measure practical knowledge. To learn more subjective course in my under graduate program. To conduct this project report learns practically. In this project is helped me by understand customer satisfaction level in restaurant sector practically.

1.3 Objective of the Study:

My project is carried out to achieve the following objectives:

- Implementing my academic knowledge in real life situation.
- Gaining an overall knowledge about how the marketing sector works in a real work place.
- Gaining practical insight about how Restaurant is providing their service to customer satisfaction and conducting profitable business.
- To understand the gap model of service quality.
- To identify potential marketing strategy to overcome customer and provider gap of restaurant in Dhaka city.

1.4 Scope of the report:

The foremost purpose of doing project in restaurants was to gather practical knowledge and lots of experience. To learn about what it meant running a business really means during this project period as much as possible. The restaurant business in Bangladesh is so profitable because the Bengali people like to delicious food. If anyone wants to take information about restaurant they can find important information from this report. This report is collected information about of difficulty in restaurants service. This report is given the solution about service provided difficulties by which people can easily identify the problem and get the solution easily.

1.5 Limitation of the report:

To faced lots of difficulties to conduct this report. In the below, some limitations are given:

- ❖ Restaurant owner does not want to give permission for survey. Owners think that the security of internal information of restaurants will be bluest.
- ❖ Some of the consumers have put their answer with unconscious mind. It is the problem.
- ❖ Lack of awareness of customer about survey.
- ❖ Owners have wasted lot of time to face customer.
- ❖ As a under graduated students find out information about the restaurant is very difficult. So restricted information is the limitation to do project work.

Chapter-2

Literature Review

2.1 What is Restaurant?

The Rest and Rent those words representing the word “**Restaurant**”. It is a popular place. Where peoples were coming and taking their desires food items to pay money. They are passing very enjoyable time with having refection foods in restaurant place. Restaurant opens for all class of people and offers different service to attract customer mind set.

2.2 What is Restaurant Service?

In the “**Restaurant**” industry valuable customer service means favorable, gainable, and careful and speedy to supervise of customers demand. Service is also known as “**Host Service**” because the host plays as important role in the service. “Bangladesh has an extensive class of restaurants serving various local and global cuisines. The Popular external category includes Indian, Chinese, Thai, Korean, European and Mediterranean food” (Lonely planet, 2019).

2.3 Why Restaurant service quality is more important?

Restaurant business has become a more revenue increased industry in all over the world. Now-a-days Bangladeshi people have more like to eat restaurant. So that service quality plays an important role to make the customer happy and insists them to revisit the restaurant. “The perception of being received quality in customer service is significant in the decision-making method. Consumers demand to have a notable shopping experience and the most highly aspect of a consumer’s shopping experience is her perception of service” (Bullard, 2017).The organization will continue to make lasting value for the customer, when an origination creates high quality customer service policy. “How to realize the restaurant industry is unique in a globalized world, it’s beneficial to imagine your surroundings spot as comprised of two components: a manufacturing facility-the kitchen, and a sales and marketing space-the dining

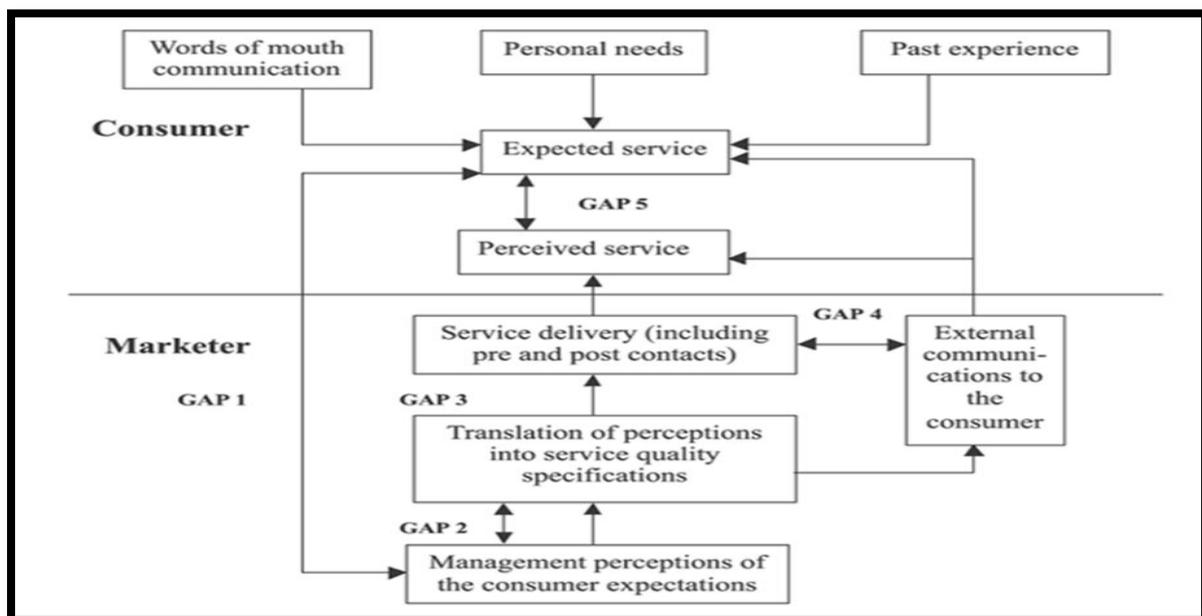
room. For most industries it became economically not identified to build and sell things in the same area” (Feldman, 2015).

2.4 Loyal Customer affects in Restaurant sector:

Loyal Customer is correctly related to satisfaction as joyful the brands. Loyal customers have extra benefit to attractive to always came to specific restaurants. There are not willing to move another restaurant because of service quality. Customer loyalty is based on the customer satisfaction in restaurant. “Customer retention has the most significant steps in competitive market” (mba skl.com, 2011-2019).

2.5 Service Gap Model Analysis:

Service Gap Model: Service gap model is represented by identifies the gaps between consumer expectation and the actual services provided at different stages of service delivery. For the purpose of close the gap and improve the customer service. “Parasuraman et al. (1985) resolution the measured of service quality and participated a GAP model that provides an important framework for defining and measuring service quality (Saat, 1999)” (Yarimoglu1, 2014).“This model developed by Parasuraman, Zeithalm and Berry in 1985 (see Delivering Quality Service) identifies five different gaps” (Brain Mates).



Source: Adopted form “parasuraman et al. (1985)” (Researchgate, 2012).

GAP 1-The Knowledge Gap: It is the differences in the level of experience of the customer and the organization's perceptions of the customer's expectations. In some cases, the management fails in understanding what the customers want. The volumes recognized by the management as significant and which establishes good service might not be the things that the customers bargain for.

GAP 2-The Standards Gap: It is the differences in organization's perceptions of the customer's expectations and the service quality standards. The management finds it difficult to deliver services according to the customers' expectations due to lack of resources or other conditions which are not favorable. But it is the differences in organization's they understand what the customers want.

GAP 3-The Delivery Gap: It is the differences between the organization's service delivery and its related communication with the customer. Staff performance result towards delivery of the service plays a large part in the customer's perception of the service quality. But it can be inconsistent, even though the standards are specified. The quality of service delivery can be affected due to variability among providers.

GAP 4-The Communication Gap: It is the difference between the organizations service delivery and the communicated information about the service to the customers. When a firm fails to deliver the promised services, this gap occurs. The consequences of overpromising in that the expectations of the customers are high and when the actual service is received, their perceptions of service quality sink.

GAP 5- Overall experience of the service: It is the main point of focus here. The first four gaps form the perception of service that the customers receive whereas the fifth gap stands for the customer's expectations compared to their perceptions and the service quality.

2.6 Customer Gap:

Service gap model has five parts but most of times customer satisfaction level is measured by customer gap. "following to the Model, the gap between customers' expectations and managers' perceptions of those expectations will have a main influence on the customers' rating of service quality" (Marko Kukanja, 2017).The customer gap is the dissimilarity between customer expectations and customer perceptions. The gap between the two variables thinks weather the customers are frustrated or pleased. This gap is informed as customer gap.

Both customer expectation and customer perception are greatly significant concepts in the field of customer service. To understand customers demand and to know customer expectations would be the excellent way to foreclose the gap.

Expectation of Service:

Customer expectation is represented as the customer's adoption of his/ her realization in achievement of a need with the gainable resources at their adjustment.

Perceptions of Service:

Perception is identified as a process which people choose created stimuli and explain it such that its structure a meaningful picture. It is excuted from the customer's satisfaction of the especial service and quality of service delivery.

2.7 SERVQUAL Model:

SERVQUAL is a multidimensional research tools. It is planned to conduct service quality by capturing participates expectations and perceptions along the five dimensions of service quality. "The questionnaire formed by 22 numbers in five dimensions" (wikipedia, 2019). The questionnaires are represented to be fostered in a direct communication. In the below, There are five dimensions and questionnaire numbers here:

Dimension	Number of items in questionnaire
Reliability	5
Assurance	4
Tangibles	4
Empathy	5
Responsiveness	4

Chapter-3

Methodology

There are many restaurants in our country of Bangladesh, in several division or Place. But the research is about the restaurant is done by focused of only Dhaka city. The purpose of the research is to identify that, what is the satisfaction level of the customer by the restaurant service policy. For the research there has used some methodology. Information has collected from books, Journal, article internet and from different sectors. Information is also collected by survey. This survey is done by in many restaurant customers of Dhaka city. For the survey, there selected 5 different areas in Dhaka city with 15 popular restaurants. In the bellow there is given the all restaurant location and name. There are given the name of restaurants in Dhaka city that used in this project. In this project there has described elaborately all of the information about restaurants.

Areas/ Locations	Restaurants Name
Gulshan	Gloria Jean’s Coffee, Fish &Co. Bangladesh, Handi.
Kawran Bazar	Munmun’s kitchen, Coffee Cookers 7.
Dhanmondi	Pizza Hut, KFC, C-Minor Café, Chu-Jal, Hangout.
Shyamoli	Big Boss Burger, Café 360, Hakka Square.
Uttara	Kabab Factory, Pizza Inn.

3.1 Questionnaire Design:

There used structure questionnaire in survey. By the SERVQUAL MODEL process method, questionnaire can be easily represented inside of customer. This questionnaire is made by 5 steps. There are Tangibles, Assurance, Reliability, responsiveness and Empathy. So using “five points likert scale” for ranking in survey question paper. It contains five different values the meaning of which is as follows:

Completely Agree	Agree	Neutral	Disagree	Completely Disagree
1	2	3	4	5

In this structure to Completely Agree people will put the answer **1**, for agree answer will be **2**, for neutral answer will be **3**, for disagree answer will be **4**, for completely answer will be **5**. There used **Demography** details for making the survey meaningful.

3.2 Research Type:

This research is conducted for fulfilling practical requirement of BBA program. In this research describe all of the information elaborately.

3.3 Data Type:

There has all information in all standard researches paper. This is influence the resource objective. Data has collected from valid source. If the research is not from valid source then the result will be not accurate. So for this there are research is two types.

❖ **Primary data:** Primary data is the data that does not used in past. For the primary data collection used structure questioner, and provide this for take information in the restaurant about their service quality. There needed to consulted different time with my supervisor for collecting data.

- a. Observation of directly
- b. Interview with customer by face to face
- c. Work of practical disk

❖ **Secondary data:** This data has used and collected also from in Journal, Different research, books and articles. For this data to visit in this topic related books for take knowledge.

3.4 Sample Size:

For finding the information survey is done of sample Size **N=150** people. For collect information, visited to face to face and communicate with customer. Discussed with the restaurant owners with calculation in Percentage $[\{\text{Value (Marks)} \times 100\} / \text{Sample Size (N)}]$ = **Result %**.

3.5 Sampling Technique:

This research is not profitability research technique. To collected the information from the customer by randomly. Information also collected from the student, from the businessman also. Information also collected from different age people and gender. So no specific process is used by me. It is called also nonprofit technique.

3.6 Data Collection Method:

For the collecting data to meet with the local customer personally for the survey. But before meet with the customer, the owner was permitted for Survey. First of all the customer was not Knowledge about the survey, when they understand the reason and important about the survey then survey done the easily.

3.7 Data analysis Method:

After collecting the data from the all source, information is analyzed. For the analysis used the excel program and also used some techniques of numerical data. The data has analyzed by using percentage and average systems. In this survey, table, graph and verbal information has represented.

3.8 Data Presentation Method:

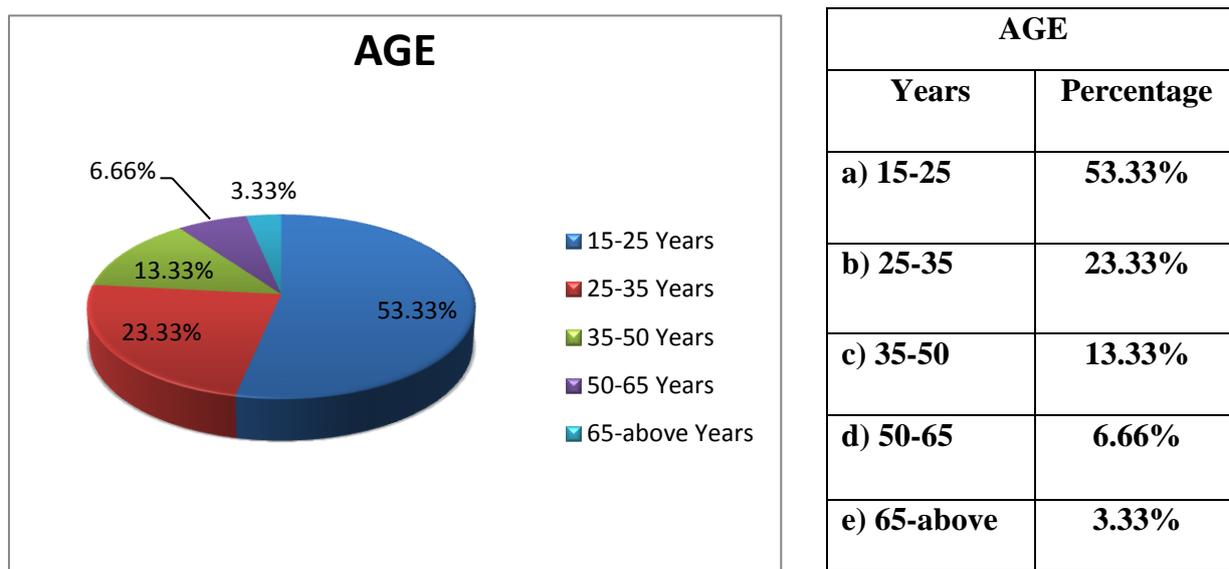
Information is presented the data by graphically. It is easiest to find out the result if information set up the data graphically.

Chapter-4

Finding & Analysis

Survey Result:

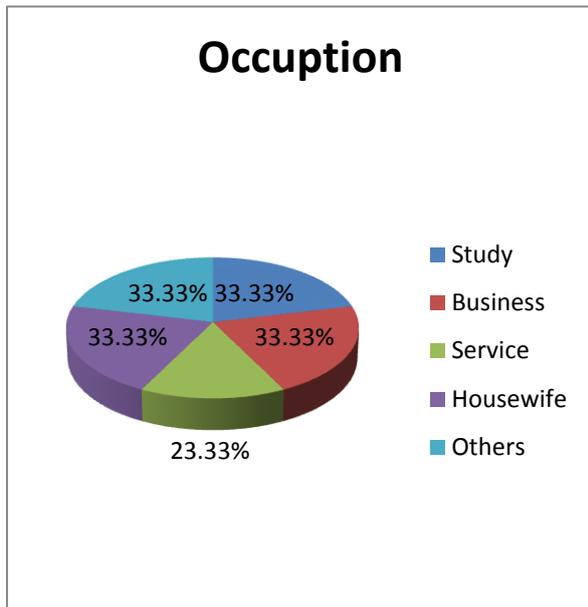
For collecting survey, to analysis each and every question in conducting survey paper. Firstly to discussed demography details and secondly main question that people are put answer in survey. In survey, 150 peoples are participated. Show the demography details by presenting table:



Interpretation: From this table to see that 15-25 ages people are 53.33%, 25-35 ages people are 23.33%, 35-50 ages people are 13.33%, 50-65 ages people are 6.66%, 65-above ages people are 3.33%. Different age's people are going the restaurant but basically selected people ages (15-25) are more.

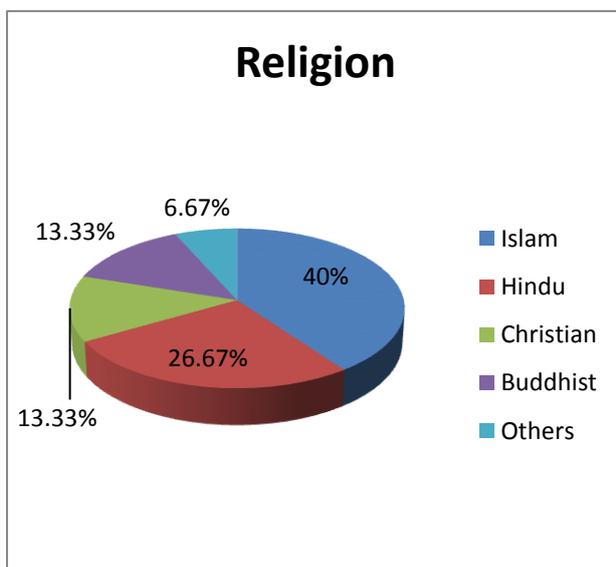


Interpretation: In this survey the percentage of male are 53.33% and the percentage of female are 46.67%. The percentage of female is less than male. Because in our country female cannot feel comfort all place.



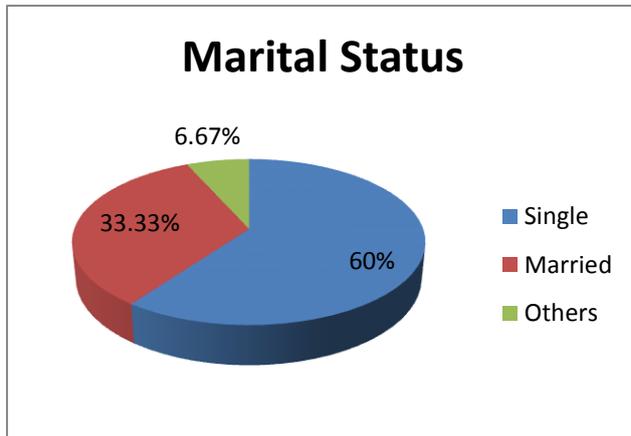
Occupation	
Names	Percentage
a) Study	33.33%
b) Business	33.33%
c) Service	23.33%
d) Housewife	6.67%
e) Others	3.33%

Interpretation: Form this table to see that different occupation people are participating in survey. The percentage of study people are 33.33% , The percentage of business people are 33.33%, The percentage of service people are 23.33%, The percentage of housewife are 6.67%, The percentage of others people are 3.33%’.



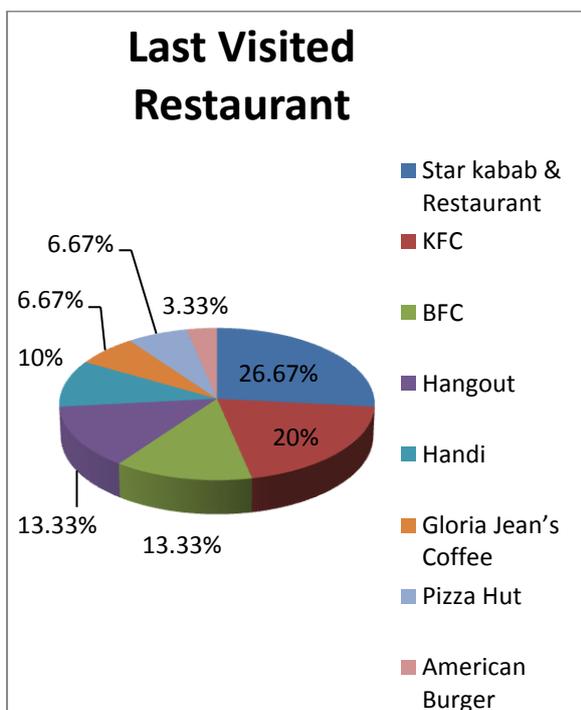
Religion	
Names	Percentage
a) Islam	40%
b) Hindu	26.67%
c) Christian	13.33%
d) Buddhist	13.33%
e) Others	6.67%

Interpretation: Form this table to see that different religion people are living in Bangladesh. The percentage of Islam people are 40% , The percentage of Hindu people are 26.67%, The percentage of people Christian are 13.33%, The percentage of Buddhist people are 13.33%, The percentage of others people are 6.67%. Religion sectors are represented this table, all religion people participate there. But mostly Islam religion (40%) people are more than others religion people.



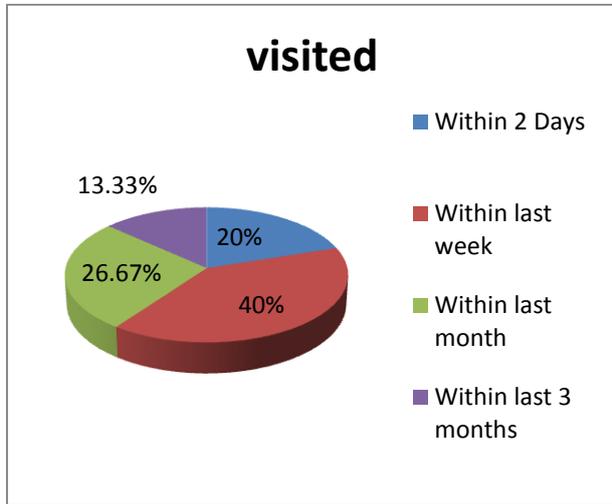
Marital Status	
Names	Percentage
a) Single	60%
b) Married	33.33%
c) Others	6.67%

Interpretation: Form this table to see that The percentage of single people are 60%, The percentage of married people are 33.33%, The percentage of others people are 6.67%. Single people likes to hangout so much, for that they are preferred the restaurant.



Last restaurant visited	
Names	Percentage
a) Star kabab & Restaurant	26.67%
b) KFC	20%
c) BFC	13.33%
d) Hangout	13.33%
e) Handi	10%
f) Gloria Jean's Coffee	6.67%
g) Pizza Hut	6.67%
h) American Burger	3.33%

Interpretation: From this table to see that the percentage of Star kabab & Restaurant is 26.67%, the percentage of KFC is 20%, the percentage of BFC is 13.33%, the percentage of Hangout is 13.33%, the percentage of Handi is 10%, the percentage of Gloria Jean’s Coffee is 6.67%, the percentage of is Pizza Hut 6.67%, the percentage of American Burger is 3.33%. The Star kabab & Restaurant (26.67%) is the high position more than other restaurants.

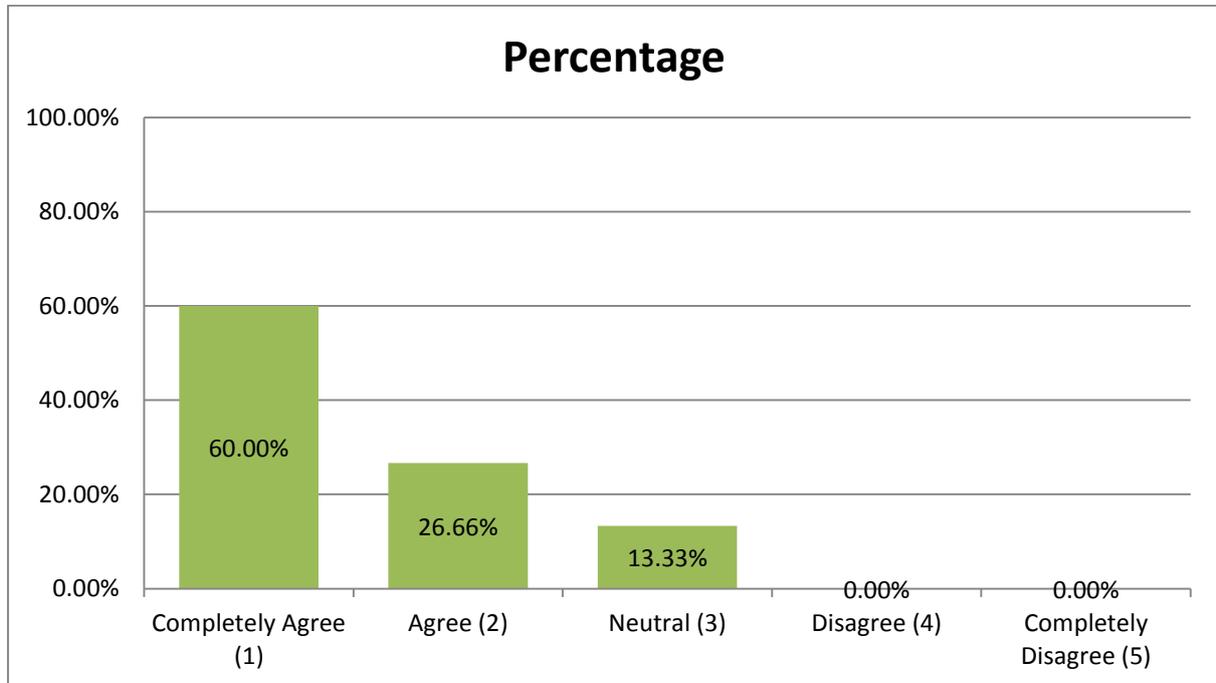


You visited there:	
Names	Percentage
a) Within 2 Days	20%
b) Within last week	40%
c) Within last month	26.67%
d) Within last 3 months	13.33%

Interpretation: In this survey, the percentage of within 2 Days are 20%, the percentage of within last week are 40%, the percentage of within last month are 26.67%, the percentage of within last 3 months are 13.33%. In this table result to see that every week most of people are visited restaurant.

Question Answer:

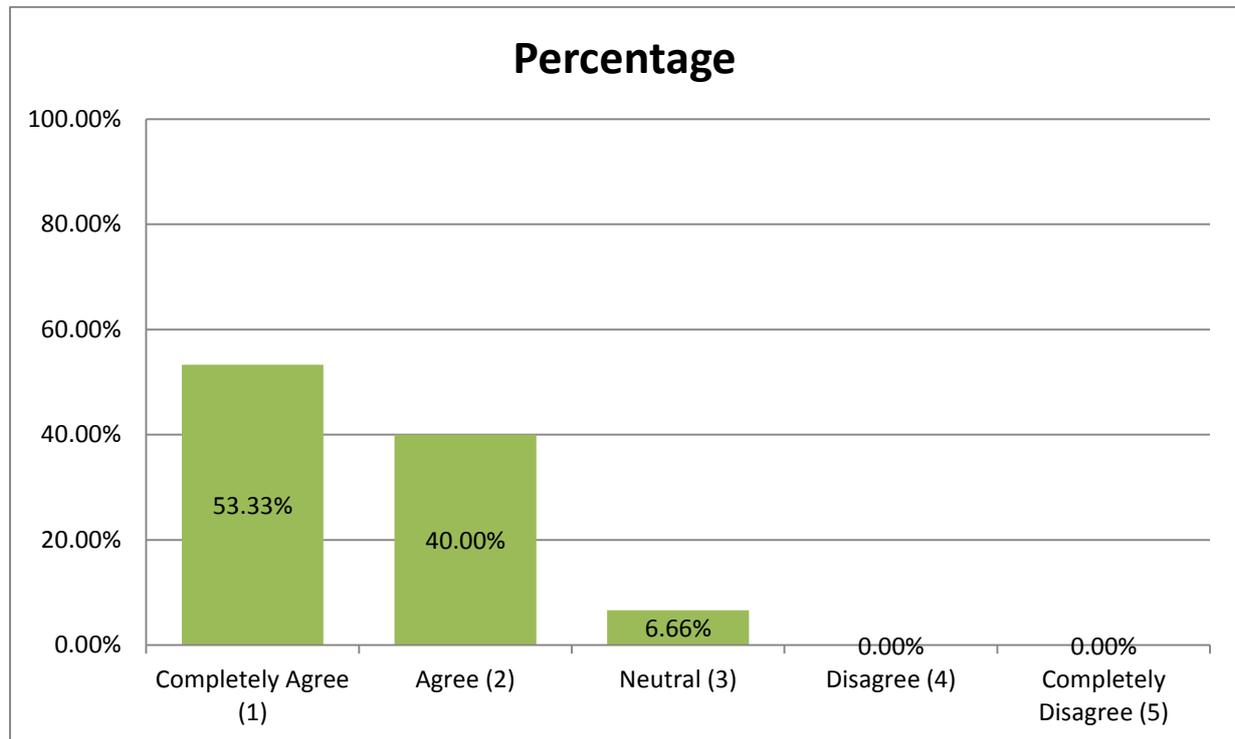
Question Number 01: You think that the Restaurant uses up-to-date equipment's (Light, Chair, AC, Table, etc).



Interpretation:

Equipment is the most important things for a restaurant. Without modern equipment's (Light, Chair, AC, Table, etc.) customers will not feel happy in a restaurants. For the Service Gap Model Analysis in restaurant sectors in Dhaka city I measured the service quality of restaurants with Customers. So I do Survey most of the restaurants in Dhaka City for collect some information about my Questionnaire. In my survey we had seen that 60.00% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 26.66% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 13.33% customers are Neutral with my Statement. In above percentages we see that 60.00% Customers are completely agreed with the uses up-to-date equipment's (Light, Chair, AC, Table, etc.) in a restaurant for a good quality Service.

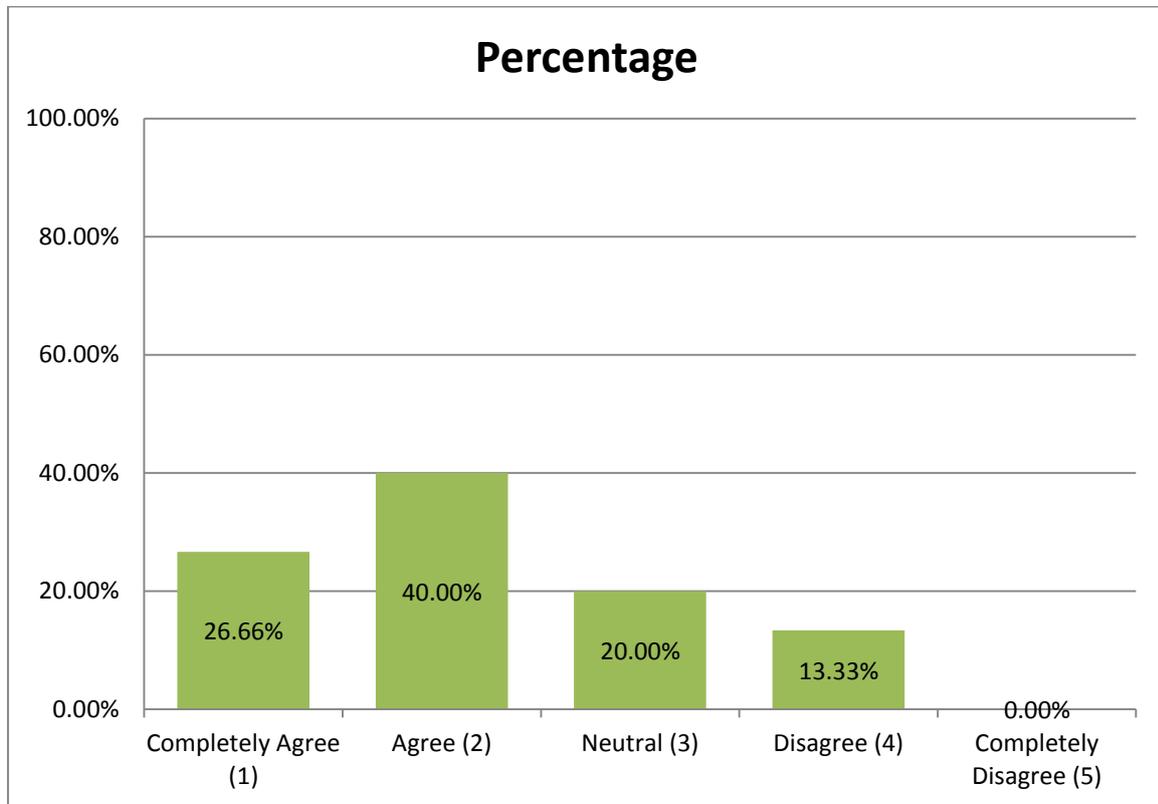
Question Number 02: You think that the waiters wear the uniform/ well-dress.



Interpretation:

Waiters wear the uniform/ well-dresses are other significant Issues for a restaurant. Without uniform/ well-dresses customers will not understand who is waiter in the restaurant. For the Service Gap Model Analysis in restaurant sectors in Dhaka city I measured the service quality of restaurants with Customers. So I do the Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 53.33% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 40.00% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 6.66% customers are Neutral with my Statement. In above percentages we see that 53.33% Customers are completely agreed with the uniform/ well-dresses in a restaurant for a good quality Service

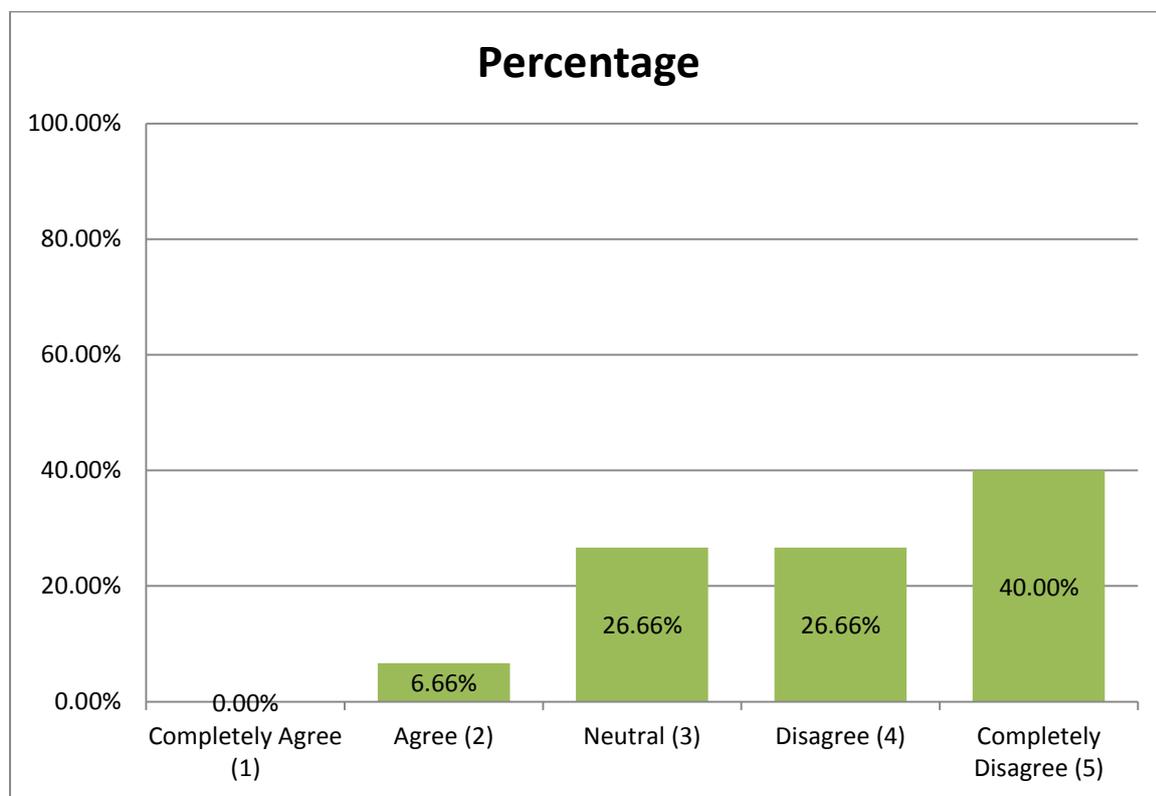
Question Number 03: You have any Physical facilities are visually appealing with the Customers.



Interpretation:

Physical facilities are visually appealing with the Customers are other factors for a restaurant. For the Service Gap Model Analysis in restaurant sectors in Dhaka city I measured the service quality of restaurants with Customers. So I do the Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 26.66% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 40.00% Customers are agreeing with the question. In Contrast, 13.33% Customers is Disagree & 20.00% customers are Neutral with my Statement. In above percentages we see that 40.00% Customers are agreed with the Physical facilities are visually appealing with the Customers in a restaurant for a good quality Service.

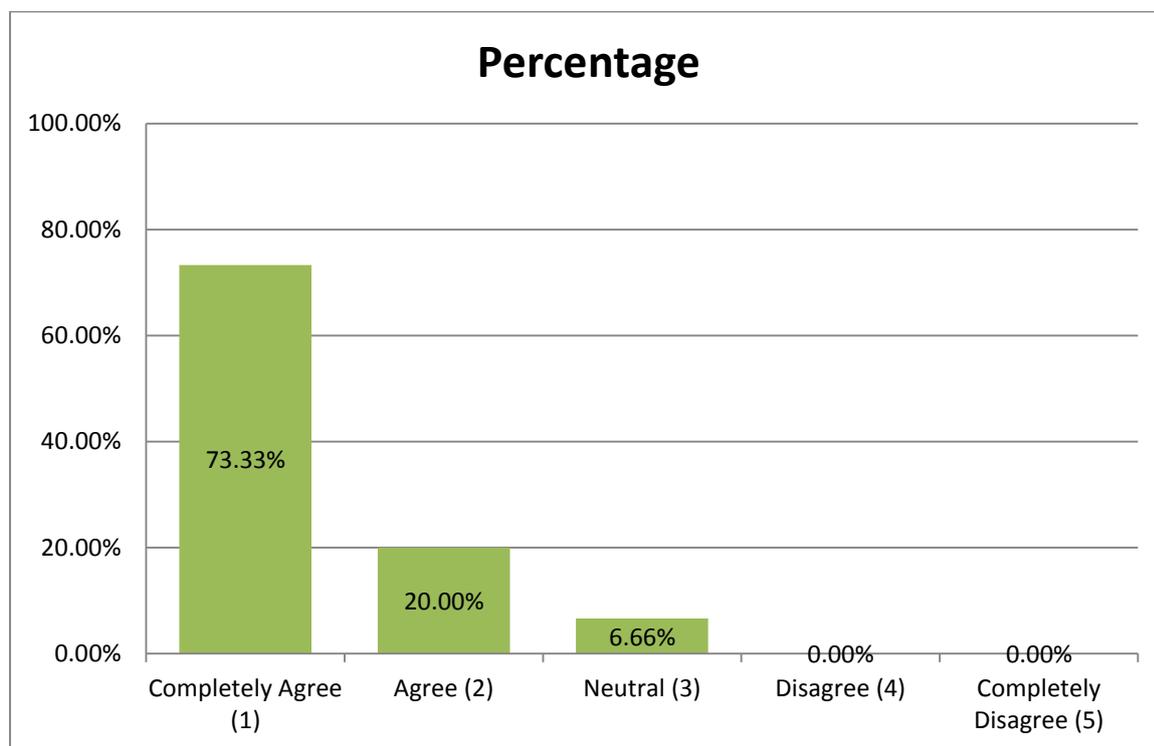
Question Number 04: In your opinion, environment of restaurant is more important than food.



Interpretation:

Environment of restaurant is the most important factor than the food. Without good environment the customers will not feel comfortable for eat the food. For the Service Gap Model Analysis in restaurant sectors in Dhaka city I measured the service quality of restaurants with Customers. So I do the Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 0.00% customers are completely agreed with my question. On the other hand, 40.00% Customers are completely Disagree. Then the 6.66% Customers are agreeing with the question. In Contrast, 26.66% Customers is Disagree & 26.66% customers are Neutral with my Statement. In above percentages we see that 40.00% Customers are completely Disagreed with the Environment of restaurant than the food with the Customers in a restaurant for a good quality Service.

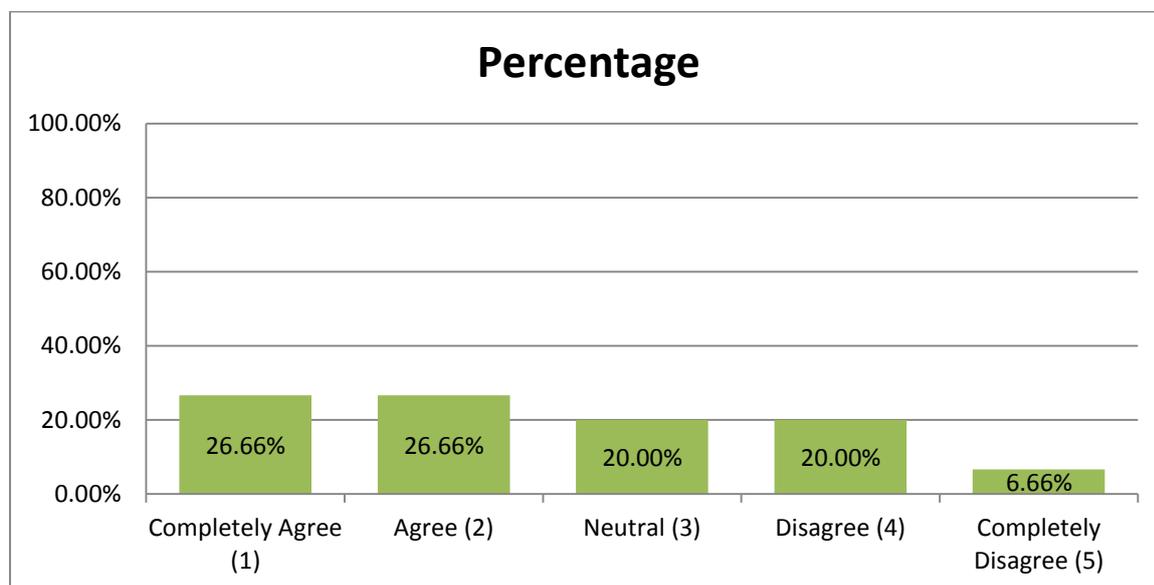
Question Number 05: Eating Restaurant food is a reliable way for you to take care of the health of your family members.



Interpretation:

Eating Restaurant food is a reliable way for the customers to take care of the health of your family members. Without good & cheaper food the customers will not feel happy for take or eat the food with his or her family members. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 73.33% customers are completely agreed with my question. On the other hand, 00.00% Customers are completely Disagree. Then the 20.00% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 6.66% customers are Neutral with my Statement. In above percentages we see that 73.33% Customers are completely agreed with the Eating Restaurant food is a reliable way for the customers to take care of the health of his or her family members in a restaurant for a good quality Service.

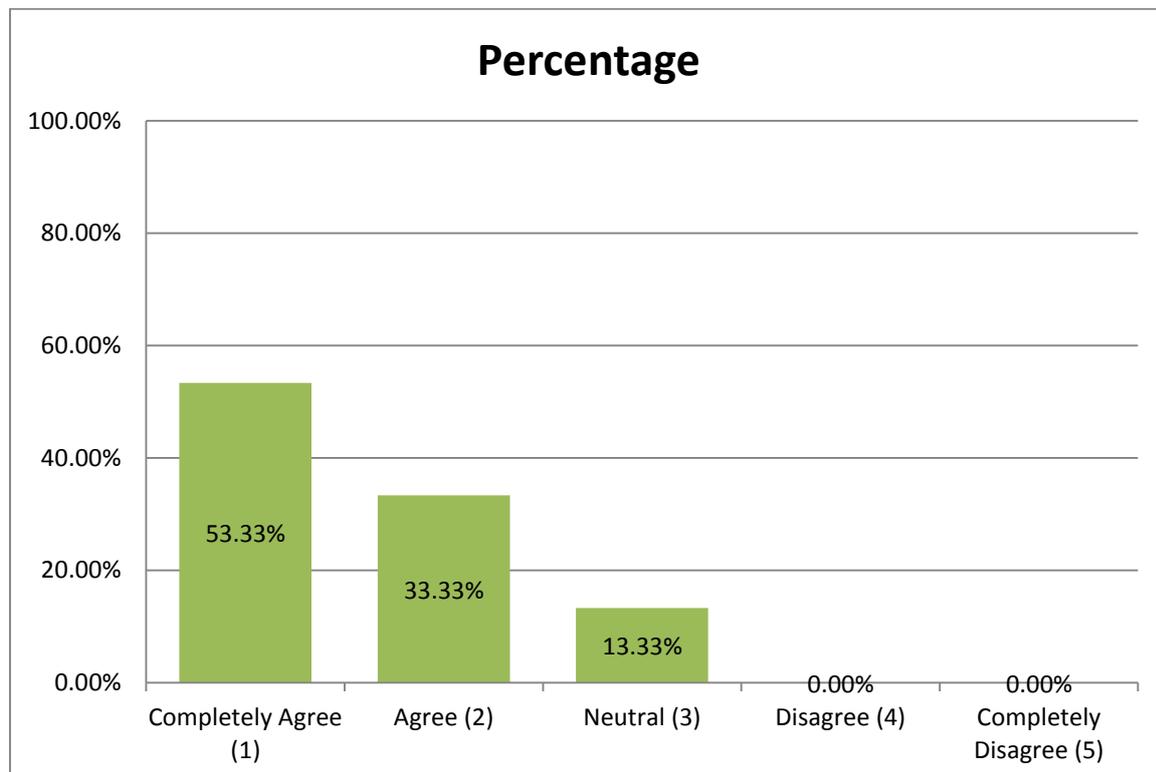
Question Number 06: The Restaurant is agreed with customer’s opinion when you face any problems.



Interpretation:

For the good business running restaurants must be give the proper support to the customers when they face any problems. Without better support customers will not come to the restaurant the business will not run properly. Restaurants owner sometimes give the direction how business will be run, sometimes provide financial support to the employee and provide the internal business related information for give the support to the Customers. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 26.66% customers are completely agreed with my question. On the other hand, 6.66% Customers are completely Disagree. Then the 26.66% Customers are agreeing with the question. In Contrast, 20.00% Customers is Disagree & 20.00% customers are Neutral with my Statement. In above percentages we see that 26.66% Customers are completely agreed & 26.66% Customers are agreed with the statement in a restaurant for a good quality Service.

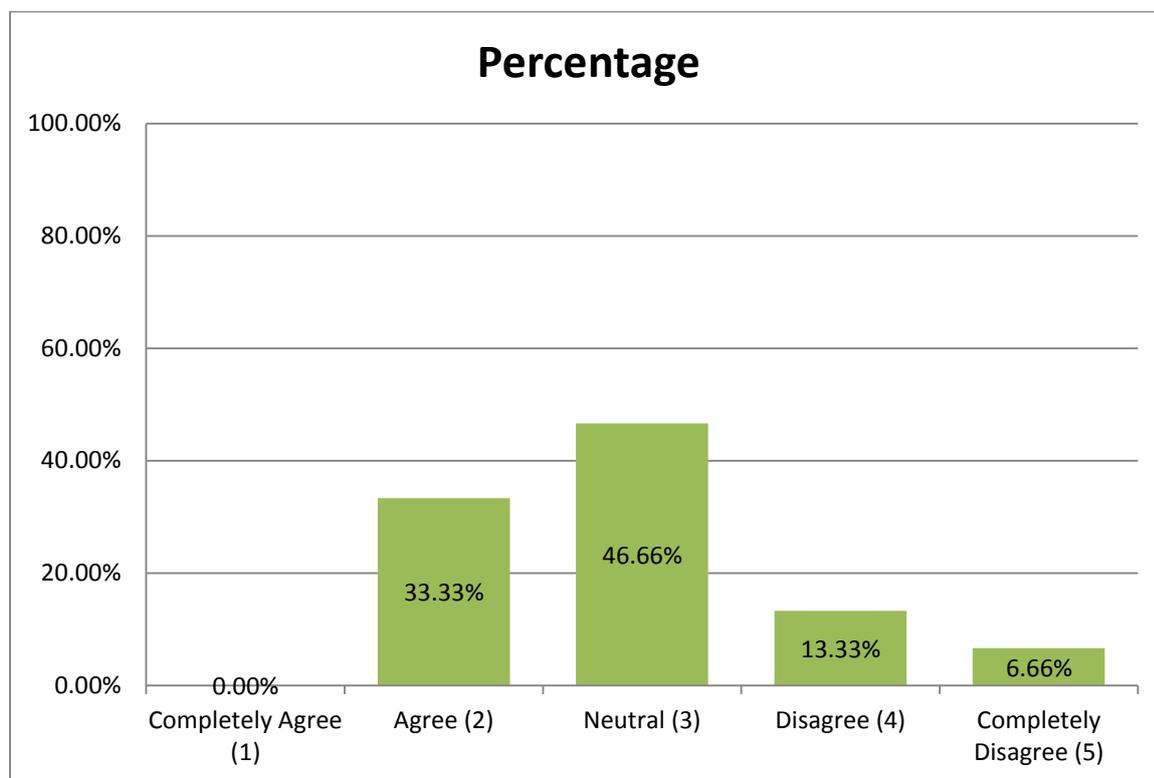
Question Number 07: You think that the restaurant always Dependable to the customer.



Interpretation:

Most of the Restaurants are fully depend on the customers. For a good business of restaurants the employees are more dependable than customers when they face any problem they don't got the proper services from restaurants. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 53.33% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 33.33% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 13.33% customers are Neutral with my Statement. In above percentages we see that 53.33% Customers are completely agreed with the statement in a restaurant for a good quality Service.

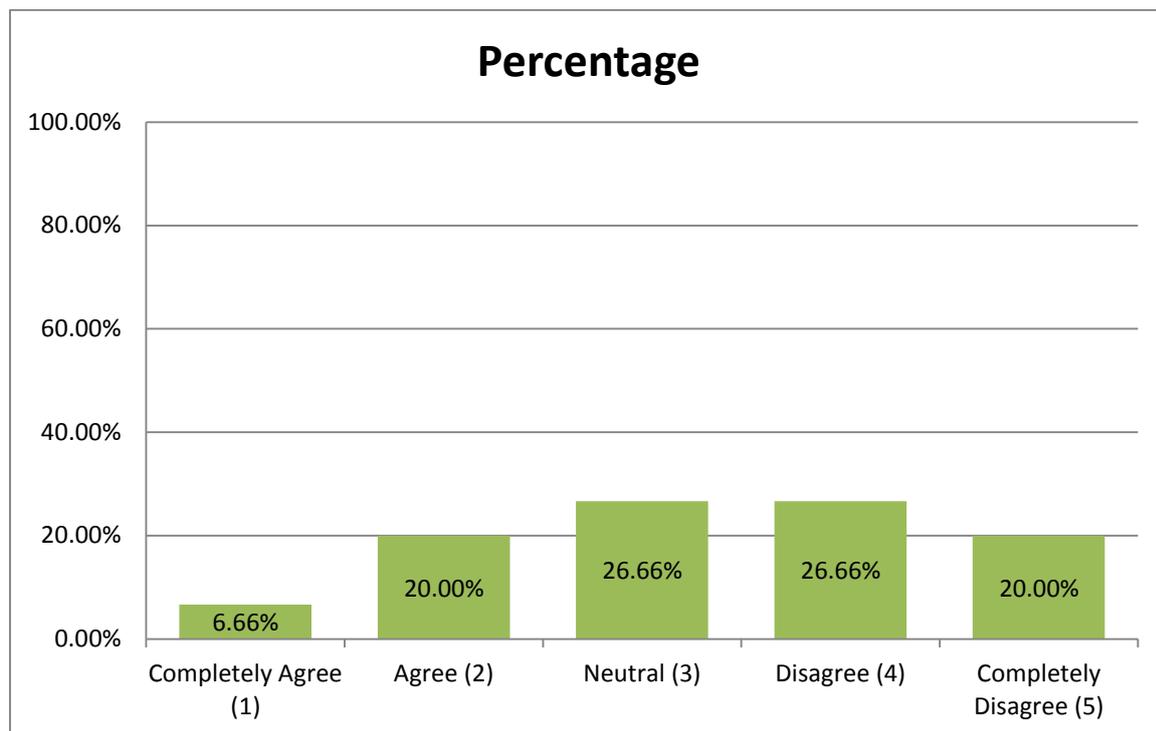
Question Number 08: The Restaurant keeps any records when the customers give the feedback.



Interpretation:

Most of the restaurants keep accurate records of goods, money and others. If the restaurants are keeping record for next time it will be help to the restaurants to provide better service quality. Now a day's restaurants are trying to keep these records for his or her restaurant safety. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 0.00% customers are completely agreed with my question. On the other hand, 6.66% Customers are completely Disagree. Then the 33.33% Customers are agreeing with the question. In Contrast, 13.33% Customers is Disagree & 46.66% customers are Neutral with my Statement. In above percentages we see that 46.66% Customers are Neutral with the statement in a restaurant for a good quality Service.

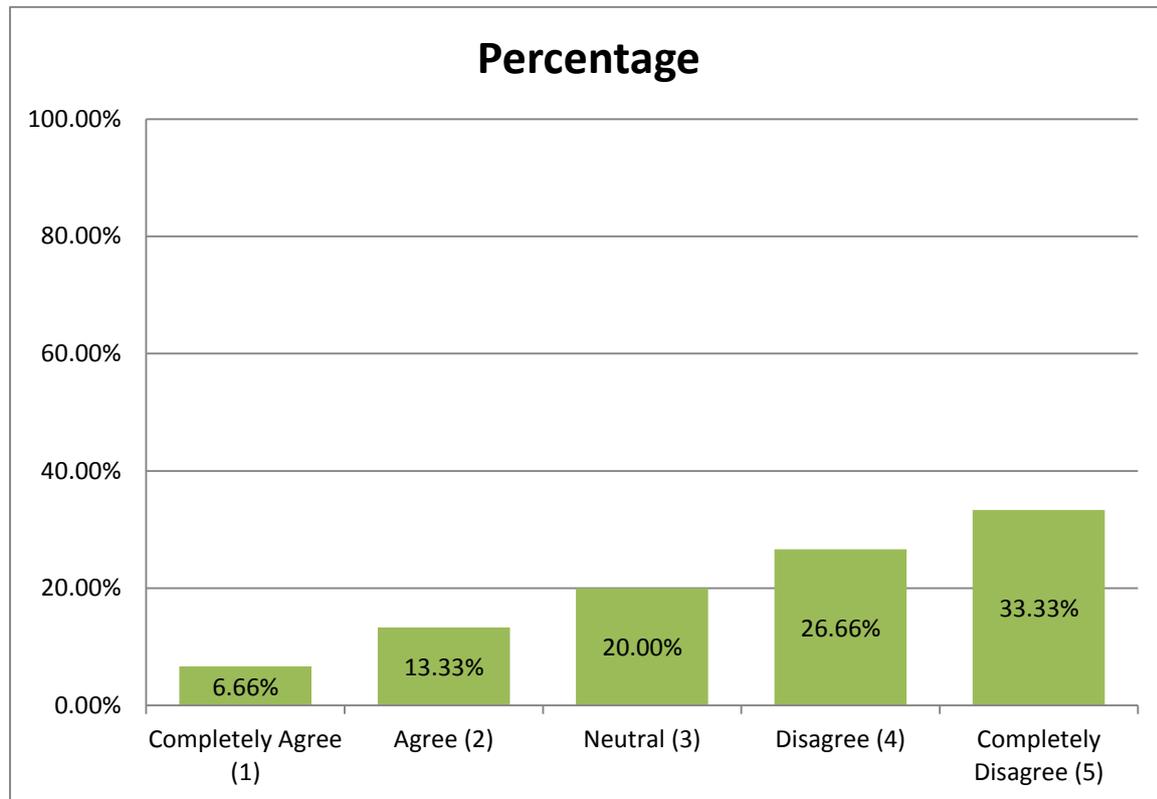
Question Number 09: The Price is reasonable with the quality foods service.



Interpretation:

Measuring the good quality food of restaurants in Dhaka city keeping the foods neat and clean is the most important issues. If restaurants owner wants to increase the profit without this issues is quietly impossible. It will be said that this the large issue to satisfy the customers. If restaurants provide the good quality service by neat and clean customer will satisfied. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 6.66% customers are completely agreed with my question. On the other hand, 20.00% Customers are completely Disagree. Then the 20.00% Customers are agreeing with the question. In Contrast, 26.66% Customers is Disagree & 26.66% customers are Neutral with my Statement. In above percentages we see that 26.66% Customers are Neutral & 26.66% are Disagree with the statement in a restaurant for a good quality Service.

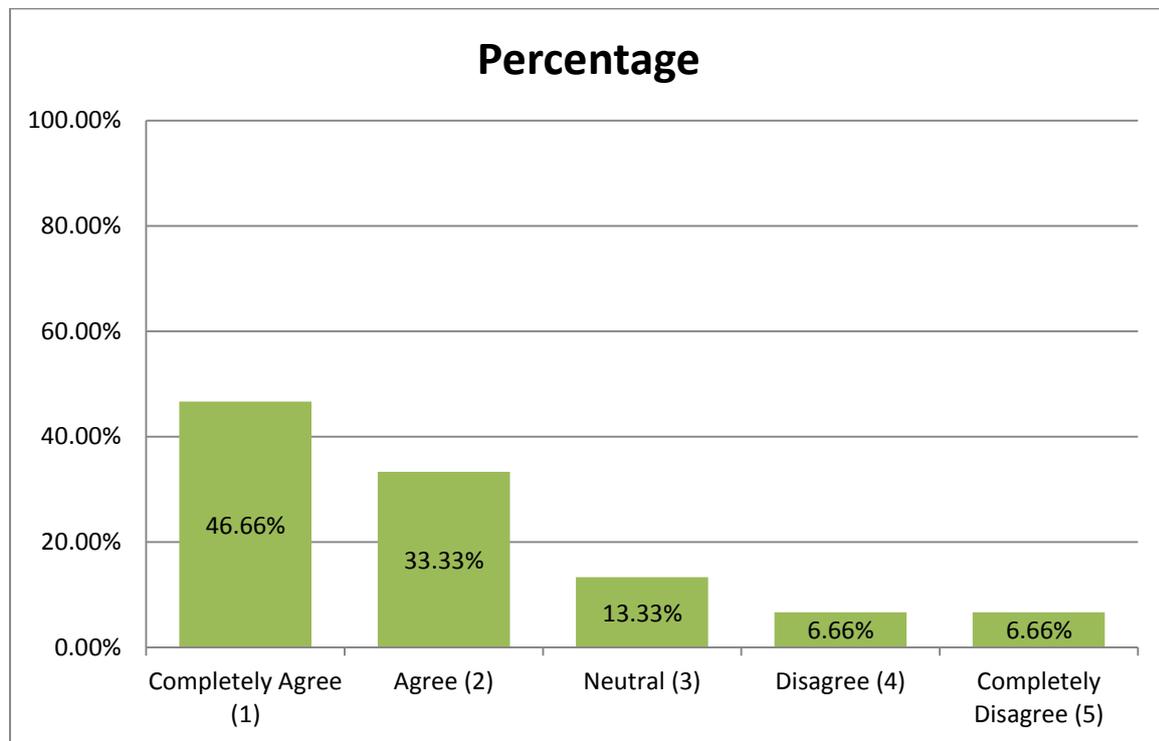
Question Number 10: The Waiter does not want to help the customers.



Interpretation:

The waiter is the most important part for a restaurant. If the waiter does not help the customers or customer will not satisfied behavior of the waiter. When customer feels some problem if in this situation. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 6.66% customers are completely agreed with my question. On the other hand, 33.33% Customers are completely Disagree. Then the 13.33% Customers are agreeing with the question. In Contrast, 26.66% Customers is Disagree & 20.00% customers are Neutral with my Statement. In above percentages we see that 33.33% Customers are completely Disagree with the statement in a restaurant for a good quality Service.

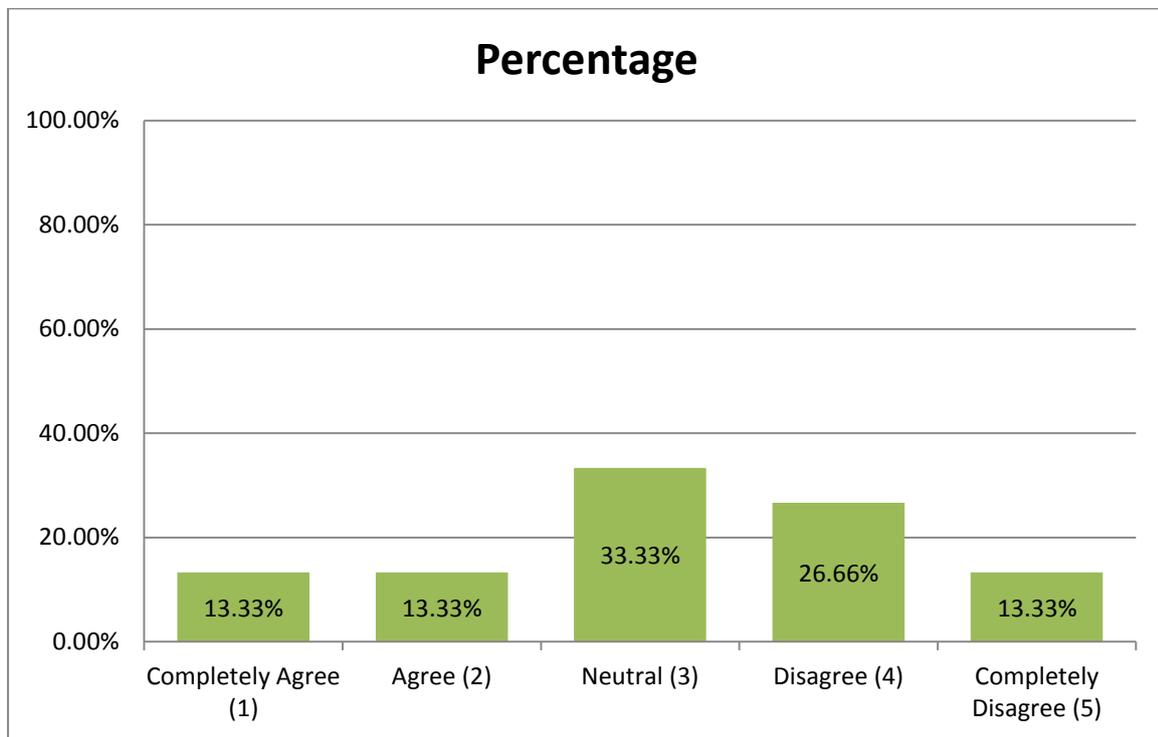
Question Number 11: You think that service holder should understand your desire elements.



Interpretation:

Several service holders do not understand or do not want to wait for sometimes. Most of the Customers or service holders have some urgent works sometimes in this situation they requested to provide quick services. If provide the services customer feel happy and satisfied on this restaurants. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 46.66% customers are completely agreed with my question. On the other hand, 6.66% Customers are completely Disagree. Then the 33.33% Customers are agreeing with the question. In Contrast, 6.66% Customers is Disagree & 13.33% customers are Neutral with my Statement. In above percentages we see that 46.66% Customers are completely agreed with the statement in a restaurant for a good quality Service.

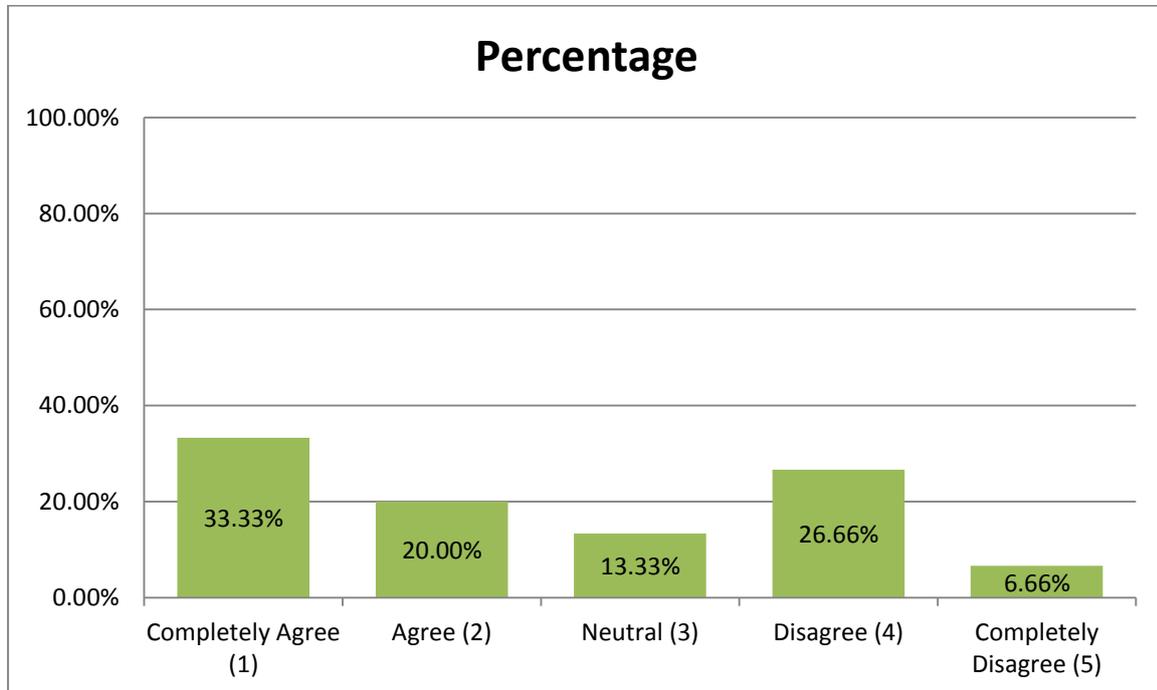
Question Number 12: When waiter to be busy to respond promptly to customer requests.



Interpretation:

If measuring the service Quality of restaurants in Dhaka city this is the most important because don't provide quick services customer will be dissatisfied. For the customer satisfaction prompt services are very necessary things. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 13.33% customers are completely agreed with my question. On the other hand, 13.33% Customers are completely Disagree. Then the 13.33% Customers are agreeing with the question. In Contrast, 26.66% Customers is Disagree & 33.33% customers are Neutral with my Statement. In above percentages we see that 33.33% Customers are neutral with the statement in a restaurant for a good quality Service.

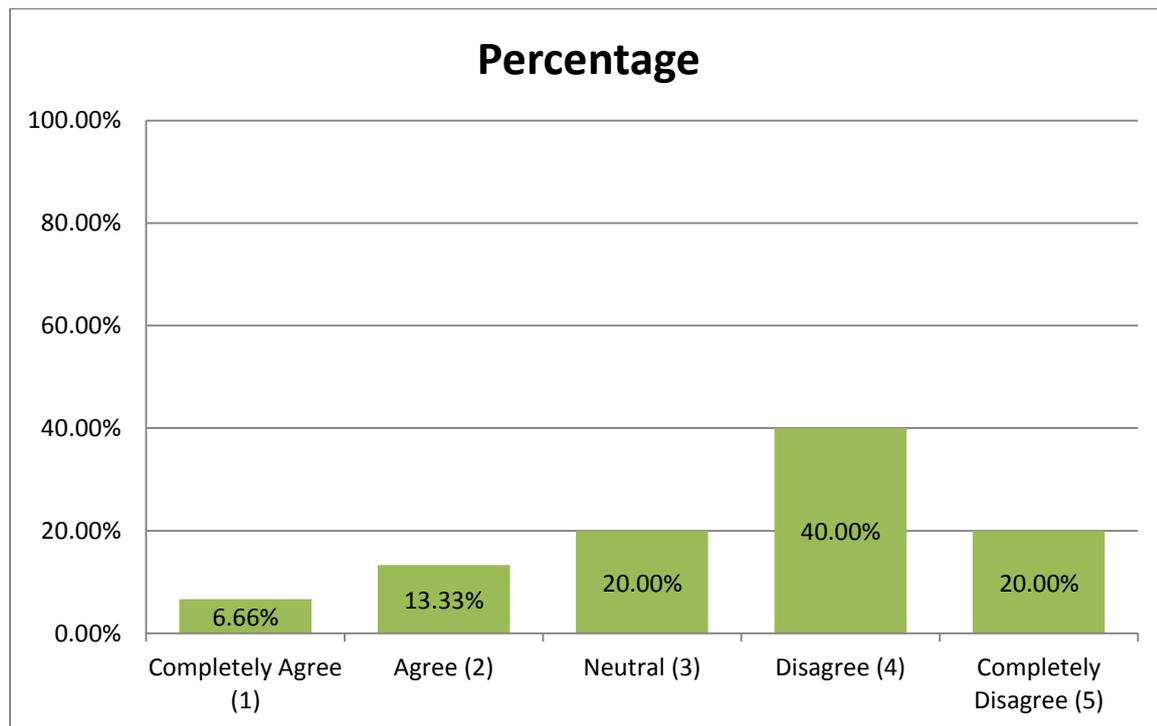
Question Number 13: A large number of foods available in a menu but it have limited number of foods items.



Interpretation:

For large number of foods available in a menu but it have limited number of foods items because maintain the service quality of a restaurant using healthy food ingredients, hygienic raw materials must be needed. Without hygienic foods service quality don't ensure in the restaurants. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 33.33% customers are completely agreed with my question. On the other hand, 6.66% Customers are completely Disagree. Then the 20.00% Customers are agreeing with the question. In Contrast, 26.66% Customers is Disagree & 13.33% customers are Neutral with my Statement. In above percentages we see that 33.33% Customers are completely agreed with the statement in a restaurant for a good quality Service.

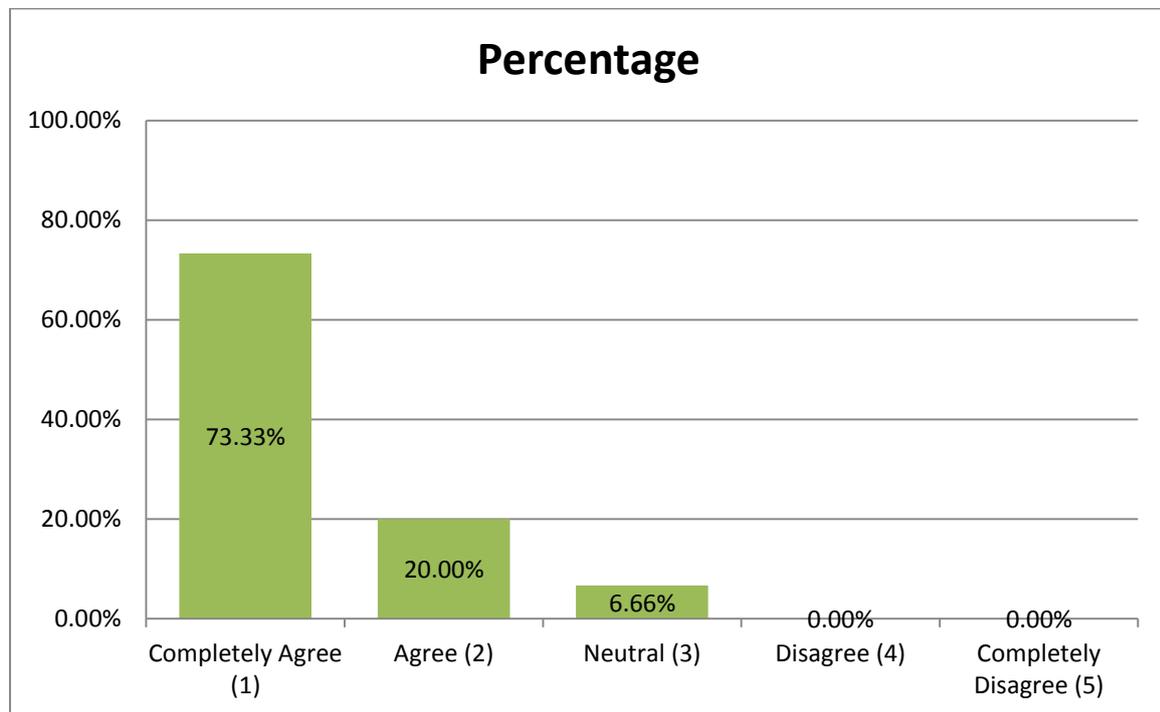
Question Number 14: You believe that they provide their services quickly.



Interpretation:

Most of the Customers have urgent works sometimes in this situation they requested to provide quick services. If they provide the services quickly customer feel happy and satisfied on this restaurants. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 6.66% customers are completely agreed with my question. On the other hand, 20.00% Customers are completely Disagree. Then the 13.33% Customers are agreeing with the question. In Contrast, 40.00% Customers is Disagree & 20.00% customers are Neutral with my Statement. In above percentages we see that 40.00% Customers are Disagreed with the statement in a restaurant for a good quality Service.

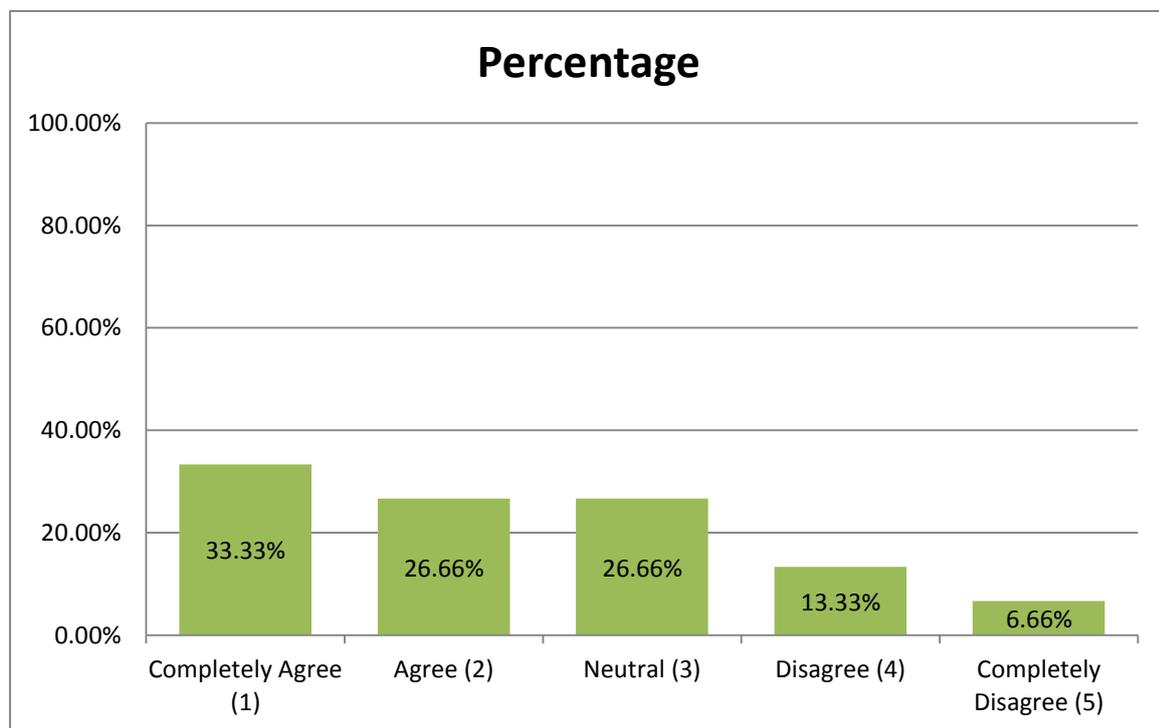
Question Number 15: Customers feel very happy / safe when employees give their service nicely.



Interpretation:

Customers feel very happy/ safe when employees give their service nicely it is true. When customers take some support from employee customer must be feel safe. If customers did not get support from employees they will not feel happy/ safe that issues will be harmful for the restaurants business. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 73.33% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 20.00% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 6.66% customers are Neutral with my Statement. In above percentages we see that 73.33% customers are completely agreed with the statement in a restaurant for a good quality Service.

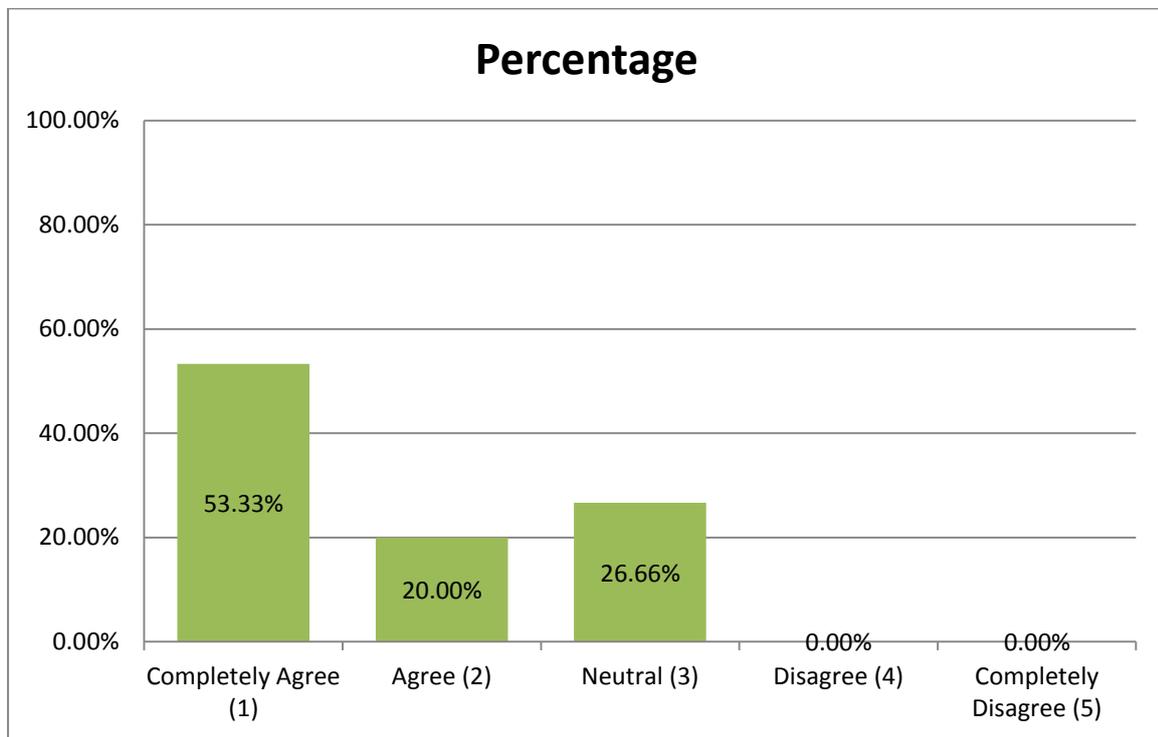
Question Number 16: You think that the waiters have the ability to understand and share the feelings you & others.



Interpretation:

The waiters have the ability to understand and share the feelings you & others sure it must be need the waiters In restaurants different services are provided, different food items are sold but every customer has different needs. All customers are not same demands so waiters should understand customers need. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 33.33% customers are completely agreed with my question. On the other hand, 6.66% Customers are completely Disagree. Then the 26.66% Customers are agreeing with the question. In Contrast, 13.33% Customers is Disagree & 26.66% customers are Neutral with my Statement. In above percentages we see that 33.33% customers are completely agreed with the statement in a restaurant for a good quality Service.

Question Number 17: Polite behaviors complete lack of understanding & sympathy with customers by give good service of food.



Interpretation:

Polite behaviors complete lack of understanding & sympathy with customers by give good service of food. Politeness is necessary for restaurants business If employee are not polite and their behavior are not satisfying them customers will not interest about this restaurants in next time. As a result restaurants will loss the customers. For the Service Gap Model Analysis in restaurant sectors in Dhaka city was measured the service quality of restaurants with Customers. So measured a Survey most of the restaurants in Dhaka City for collect some important information about my Questionnaire. In my survey we had seen that 53.33% customers are completely agreed with my question. On the other hand, 0.00% Customers are completely Disagree. Then the 20.00% Customers are agreeing with the question. In Contrast, 0.00% Customers is Disagree & 26.66% customers are Neutral with my Statement. In above percentages we see that 53.33% customers are completely agreed with the statement in a restaurant for a good quality Service.

Chapter-5

Suggestion & Recommendation

To doing the survey there had to see lots of problem and barriers. To develop the restaurant sector, the service holder has to be satisfy the customer by fulfill their requirement, and desire. To achieve the restaurant goal by providing better service and quality, the restaurant have to be follow some rules and regulations. Like:

- ❖ Restaurant has to be clean. Because clean restaurant liked by the customer. They feel good.
- ❖ When customer do any claim, Then try to solve this immediately.
- ❖ Try to be adjusting the service with customer demand.
- ❖ Many restaurants are providing unhealthy food. That is bad for the health. So to customer satisfaction and believes, they should have to be provides hygienic food.
- ❖ Behavior of the restaurant employee should be well. That can feel the customer well.
- ❖ For better service quality the employee should provide quick service to the customer for their satisfaction.
- ❖ The city corporation of Dhaka city should have to be taking step to measure the service quality. By taking the step, many problems can be solved.

Chapter-6

Conclusion

It is a matter of immeasurable happiness, respect and protest to have this opportunity to run up this project and finish it effectively. The restaurants have much possibility to achieve their goal and profit maximize in our country. The people of Dhaka city are economically well. Many people are eat out of the house and many people are spent their time in the restaurants with friends and family. The restaurant of Dhaka city is using this opportunity. The restaurant in Dhaka city has some problem to service quality. In this project that also measured about the problem.to full fill the demand of the customer the worker. The basic purpose of the report is identifying the service quality of restaurant to the customer, and full fills the demand of customer and make satisfy them. In the previous time the restaurant owner was not concern about the customer satisfaction. But in the current situation the restaurant owner is so much concern about the customer demand and satisfaction. In this project survey result is represent that, most of the work activity is open and focused by the customer, very few activities are hidden from the customer. In the previous time the restaurant owner did not take any feedback from the customer about the restaurant service. But now the restaurant owner takes feedback from the customer about their activities. The key analysis from this project report is that the service quality of the restaurants sector in Bangladesh is moderate.

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QUESTIONNAIRE ON

“Consumer Perception of Restaurants Services Quality”

Dear Sir/ Madam,

For fulfilling practical requirements of BBA program in “**United International University**”. I am doing research on the above topic. Please rate the following statements based on your opinion by using the following “**Five Points Likert Scale**”. It contains five different values the meaning of which is as follows:

1. Completely Agree 2. Agree 3. Neutral 4. Disagree 5. Completely Disagree.

Demography Details:

- I. **Age (Years)**- (a)15-25 (b)25-35 (c) 35-50 (d) 50-65 (e) 65-above
- II. **Gender**- (a) Male (b) Female (c) Other
- III. **Occupation**- (a) Study (b) Business (c) Service (d) Housewife (e) Others.
- IV. **Religion**- (a) Islam (b) Hindu (c) Christian (d) Buddhist (e) Others.
- V. **Marital Status** - (a) Single Life (b) Married Life (c) Other
- VI. **Last restaurant visited** -.....
- VII. **You visited there-**
 - a) Within 2 days
 - b) Within last week.
 - c) Within last month.
 - d) Within last 3 months.

No.	Items	Opinion				
01	You think that the Restaurant uses up-to-date equipment's (Light, Chair, AC, Table, etc).	1	2	3	4	5
02	You think that the waiter wear the uniform/ well-dress.	1	2	3	4	5

03	You have any Physical facilities are visually appealing with the Customers.	1	2	3	4	5
04	In your opinion, environment of restaurant in more important than food.	1	2	3	4	5
05	Eating Restaurant food is a reliable way for you to take care of the health of your family members.	1	2	3	4	5
06	The Restaurant is agreed with customer's opinion when you face any problems.	1	2	3	4	5
07	You think that the restaurant always Dependable to the customer.	1	2	3	4	5
08	The Restaurant keeps any records when the customers give the feedback.	1	2	3	4	5
09	The Price is reasonable with the quality foods service.	1	2	3	4	5
10	The Waiter does not want to help the customers.	1	2	3	4	5
11	You think that service holder should understand your desire elements.	1	2	3	4	5
12	When waiter to be busy to respond promptly to customer requests.	1	2	3	4	5
13	A large number of foods available in a menu but it have limited number of foods items.	1	2	3	4	5
14	You believe that they provide their services quickly.	1	2	3	4	5
15	Customers feel very happy/ safe when employees give their service nicely.	1	2	3	4	5
16	You think that the waiters have the ability to understand and share the feelings you & others.	1	2	3	4	5

17	Polite behaviors complete lack of understanding & sympathy with customers by give good service of food.	1	2	3	4	5
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Thank You for your time!

-----THE END-----
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