


**IMPACT OF FOOD AND BEVERAGE QUALITY AND SERVICE QUALITY TOWARDS
CUSTOMER SATISFACTION AND CUSTOMER RETENTION, A STUDY OF FIVE-STAR
HOTELS**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 04 May 2023</p>	<p>Purpose: The objective of this study is to examine how customer happiness at five-star hotels is impacted by the quality of the F&B they receive and the services they receive, which in turn affects retention.</p> <p>Design/methodology/approach: A convenience sampling strategy was utilized to distribute a self-administrated survey to 386 guests who used the F&B services of five-star hotels in Delhi-NCR. The model and study's hypotheses were evaluated in this study using a structural assessment modelling methodology, with AMOS 20.0 serving as the evaluation tool.</p> <p>Findings: The outcomes of the study show that CS and its impact on customer retention are significantly and favorably influenced by quality of the cuisine and beverages, as good as the service.</p> <p>Theoretical framework: This study recognizes the magnitude of numerous customer satisfaction metrics from a managerial perspective to predict customer retention or re-purchase plans in the standpoint of a five-star eatery in Delhi. Managers should use this to assess their performance and gain a better grasp of the standard of F&B services.</p> <p>Research Implications: Since the current study was restricted to the capital city of India and because the responses may have been subjective, it cannot be said to be completely conclusive. The study shows, from a practitioner's perspective, that the F&B services departments of five-star hotels in New Delhi, India, have performed notably well in terms of the quality of their services and to categorize the regions of difference in provision and F&B product quality.</p> <p>Originality/Value: This study fills a research gap on customers' opinions on the provision of food and beverages in the food and beverage division of five-star hotels. It also advances knowledge of visitors' expectations and perceptions of the value of the F&B services.</p>
<p>Keywords:</p> <p>Service Quality; Five-star Hotel; Food & Beverage Department; Customer Retention; Delhi.</p> <div data-bbox="169 1041 478 1288" data-label="Image">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1994</p>

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IMPACTO DA QUALIDADE DE ALIMENTOS E BEBIDAS E QUALIDADE DE SERVIÇO NA SATISFAÇÃO E RETENÇÃO DO CLIENTE, UM ESTUDO DE HOTÉIS CINCO ESTRELAS

RESUMO

Objetivo: O objetivo deste estudo é examinar como a satisfação do cliente em hotéis cinco estrelas é impactada pela qualidade do F&B que recebem e pelos serviços que recebem, o que, por sua vez, afeta a retenção.

Design/metodologia/abordagem: Uma estratégia de amostragem por conveniência foi utilizada para distribuir uma pesquisa auto-administrada a 386 hóspedes que usaram os serviços de F&B de hotéis cinco estrelas em Delhi-NCR. O modelo e as hipóteses de estudo foram avaliados neste estudo por meio de uma metodologia de modelagem de avaliação estrutural, tendo o AMOS 20.0 como ferramenta de avaliação.

Resultados – Os resultados do estudo mostram que o CS e seu impacto na retenção de clientes são significativa e favoravelmente influenciados pela qualidade da culinária e das bebidas, bem como pelo serviço.

Estrutura teórica: Este estudo reconhece a magnitude de inúmeras métricas de satisfação do cliente a partir de uma perspectiva gerencial para prever a retenção de clientes ou planos de recompra do ponto de vista de um restaurante cinco estrelas em Delhi. Os gerentes devem usar isso para avaliar seu desempenho e obter uma melhor compreensão do padrão dos serviços de F&B.

Implicações da pesquisa: Como o estudo atual foi restrito à capital da Índia e porque as respostas podem ter sido subjetivas, não se pode dizer que seja completamente conclusivo. O estudo mostra, do ponto de vista de um profissional, que os departamentos de serviços de F&B de hotéis cinco estrelas em Nova Delhi, Índia, tiveram um desempenho notavelmente bom em termos de qualidade de seus serviços e para categorizar as regiões de diferença na provisão e na qualidade do produto F&B .

Originalidade/Valor: Este estudo preenche uma lacuna de pesquisa sobre a opinião dos clientes sobre o fornecimento de alimentos e bebidas na divisão de alimentos e bebidas de hotéis cinco estrelas. Também aumenta o conhecimento das expectativas e percepções dos visitantes sobre o valor dos serviços de F&B.

Palavras-chave: Qualidade de Serviço, Hotel Cinco Estrelas, Departamento de Alimentos e Bebidas, Retenção de Clientes Délhi.

IMPACTO DE LA CALIDAD DE LOS ALIMENTOS Y BEBIDAS Y LA CALIDAD DEL SERVICIO EN LA SATISFACCIÓN Y RETENCIÓN DEL CLIENTE, UN ESTUDIO DE HOTELES DE CINCO ESTRELAS

RESUMEN

Propósito: el objetivo de este estudio es examinar cómo la felicidad del cliente en los hoteles de cinco estrellas se ve afectada por la calidad de los alimentos y bebidas que reciben y los servicios que reciben, lo que a su vez afecta la retención.

Diseño/metodología/enfoque: se utilizó una estrategia de muestreo de conveniencia para distribuir una encuesta autoadministrada a 386 huéspedes que utilizaron los servicios de F&B de hoteles de cinco estrellas en Delhi-NCR. El modelo y las hipótesis del estudio se evaluaron en este estudio utilizando una metodología de modelado de evaluación estructural, con AMOS 20.0 como herramienta de evaluación.

Hallazgos: los resultados del estudio muestran que CS y su impacto en la retención de clientes están influenciados de manera significativa y favorable por la calidad de la cocina y las bebidas, así como por el servicio.

Marco teórico: este estudio reconoce la magnitud de numerosas métricas de satisfacción del cliente desde una perspectiva gerencial para predecir la retención de clientes o los planes de recompra en el punto de vista de un restaurante de cinco estrellas en Delhi. Los gerentes deben usar esto para evaluar su desempeño y obtener una mejor comprensión del estándar de los servicios de F&B.

Implicaciones de la investigación: dado que el estudio actual se limitó a la ciudad capital de la India y debido a que las respuestas pueden haber sido subjetivas, no se puede decir que sea completamente concluyente. El estudio muestra, desde la perspectiva de un profesional, que los departamentos de servicios de F&B de hoteles de cinco estrellas en Nueva Delhi, India, se han desempeñado notablemente bien en términos de calidad de sus servicios y para categorizar las regiones de diferencia en la provisión y la calidad de los productos de F&B. .

Originalidad/Valor: Este estudio llena un vacío de investigación sobre las opiniones de los clientes sobre la provisión de alimentos y bebidas en la división de alimentos y bebidas de los hoteles de cinco estrellas. También avanza el conocimiento de las expectativas de los visitantes y las percepciones del valor de los servicios de F&B.

Palabras clave: Calidad de Servicio, Hotel Cinco Estrellas, Departamento de Alimentos y Bebidas, Retención de Clientes, Delhi.

INTRODUCTION

The demand for services is rising quickly today, and every service provider is competing to offer its customers, particularly those of five-star hotels' restaurants the best possible service (Abdullah et al.,2022). Businesses in the F&B service sector must not lone focus on the quality of their products and the level of customer service they provide (Aftab et al.,2016). In accumulation to the taste and eminence of the food, eminence of beverages, clients frequently consider quality of the service when evaluating the eminence of outlets of Five-star hotels (Akoya et al.,2015). Quality of service and outstanding employee performance also significantly contribute to customer happiness (Abdullah et al.,2018).

Satisfaction can be viewed as a general principle; a part of satisfaction is supporting good quality criteria are typically used to describe CS according to which it is the outcome of the consumer's satisfaction (Zeithaml and Bitner, 2003), (Ariani, D. W., 2023). (Olivers., 1997). It is revealed whether a feature of a Product or service, or the Product or service itself, has a pleasurable level of intake-correlated success (Abdullaeva, 2020). In other words, it is not necessary to have complete wellbeing to know a service or product (Ali et al.,2018).

Some earlier studies (Ali et al., 2013), (Almohaimmeed, 2017), (Alrousan, & Abuamoud, 2013), (Al-Tit, 2015), (Alzoubi et al.,2021), (Antun et al.,2010), (Ali, & Amin, 2014), investigated the connection between service excellence and contentment, loyalty and fulfillment, loyalty and trust, and trust in loyalty. Since this study is unique, the researchers attempt to determine how customer retention is affected by service quality and Food and beverage quality, contentment, and trust in the face of fierce market competition in the Five-star hotel restaurants (Barber et al.,2011). In the competition to outperform other eateries, excellent and fresh food is essential (Bei, & Chiao, 2001) (Asubonteng et al.,1996). Hence, offering high-quality meals, high-quality beverages, and the best service possible is one of the best methods to ensure restaurant success (Bilgin, 2017).

Consumers judge the value of services based on their overall satisfaction with the experience and the level of quality of the provided services. a luxury hotel Services are aware that they can compete more successfully if they can set themselves apart from their rivals in terms of superior client satisfaction and service quality. Due to the intangible nature of services and the steadily expanding service industry, five-star hotel restaurants still struggle to provide their patrons with high-quality service. To make sure that customers in the restaurants of five-star hotels receive the necessary quality of services, as this will help the country's economy by focusing more on leisure activities. Since Delhi-NCR is the country's capital, it will be able to

provide top-notch service in response to the needs of the impedingly competitive global business environment, enabling five-star hotels to continue to be profitable.

The current study ranks the caliber of the F&B services offered by five-star hotels in Delhi-NCR, the nation's capital. (Sahni, Mohsin, & 2017) carried out study on the variables that affect guests' decisions regarding fine dining restaurants in Delhi-NCR. Research was done on mice delegates' satisfaction with luxury accommodations and convention venues (Vaid, & Vaid, 2020). There is a dearth of research on luxury hotel restaurants in Delhi-NCR in the literature, despite several studies on chain restaurants (Tripathi, Dave, and Upadhyaya, et al. 2017, Biswas, & Verma 2022), cafés, tourists, and their demand viewpoint. (Mohsin & Lockyer2010) investigated how upscale hotels in New Delhi thought their services were of high quality.

LITERATURE REVIEW

Customer value, as defined by (Ghimire, 2012), is the assessment of the products and services a customer receives comparative to the cost they paid. Remarkable value is the weight that consumers give to both the items they receive and the things they offer, according to (Zeithaml, 1988). (Giebelhausen et al.,2016). Also, a conceptual product is a unique interpretation of everything offered to fulfil customer demands and wants in accordance with organisational competencies, capacities, and purchasing power to achieve an organization's aim (Gronroos,1990). Quality of a product or meal is described as an endeavour to light the requirements and requirements of customers and to deliver it in a way that meets those expectations (Ha & Jang 2010). Food of great quality is delicious, fresh, and presented nicely (Ha & Jang, 2012). The four components of food quality, according to (Han, & Kim 2009), are freshness, presentation, a variety of meals and beverages, and well-crookedness (Sugiyono, 2014).

Customer satisfaction is characterised as a factor that determines whether a post-purchase attitude reflects a favourable or unfavourable outcome depending on individual consumer experience (Canny, 2014), (Bahia et al.,2023). It is a fulfilment of the demand from the public (Zhong & Moon, 2020). There are three aspects of customer satisfaction: suitability of the satisfaction, desire to suggest, and repurchase intention (Namkung & Jang, 2008). Repurchase intent depicts customers' potential to engage in future behaviours, whereas behaviours reflect the level of conduct that can be objectively observed (Namkung & Jang, 2008). It is described as the consumer's intent to buy goods or services again in the future

(Wang & Yu, 2016). The four components of customer retention are transactional, referential, preferred, and exploratory, according to Ferdinand, who is cited by (Saidani and Samsul, 2012).

CS and business profitability are strongly simultaneous with product and SQ (Kotler & Keller, 2016). Better food quality will increase customer satisfaction in a restaurant. Higher client satisfaction will also result from increased service quality (Moorthy et al., 2017). As a result, the first hypothesis contends that the eminence of the food meaningfully affects CS, whereas the second contends that the quality of the services significantly affects CS. Repurchase intentions and customer satisfaction are related long-term relationships with brand consumers can be maintained through a company's ability to satisfy them (Mkono, 2012). These customers will buy the brand again because they think it will meet their demands. Thus, the third hypothesis—that there is a link between customer happiness and the intent to return—can be backed up (Konuk, 2019).

Providing customers with high-quality food and services that meet their expectations will consumer contentment (Koc et al., 2017). food and service standards, and customer satisfaction all influence the client's intention to make another purchase (Qaralleh et al., 2023). Customers visit Five-star hotel outlets because it can satisfy clients' expectations from the moment, they arrive the food's flavour and quality, as well as the calibre of their offerings (Jani & Han, 2011). Consequently, the fourth whether customer happiness has a substantial influence on food quality Repurchase Intention, and the consumer intervenes in service quality Repurchase intention is significantly impacted by satisfaction (Hidayat et al., 2020). Considering the justification for putting up a theory about this study's design so that it may be viewed (Jin et al., 2018).

HYPOTHESIS FORMULATION

H1 Food and Beverage quality has a positive impact on customer satisfaction,

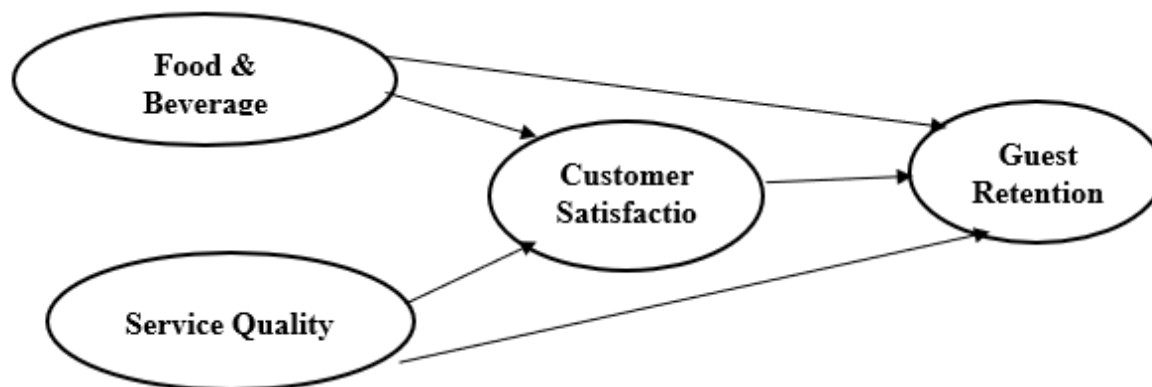
H2 Service quality has a positive impact on customer satisfaction.

H3 Satisfaction has a positive impact on Customer retention.

H4 Food and Beverage quality intervened by customer satisfaction has a positive impact on customer retention.

H5 Service quality intervened by customer satisfaction has a positive impact on Customer retention.

Figure 1: Hypothesis Model



(Prepared by the Authors, 2023).

MATERIALS AND METHODS

This study examined the variables that induce customer happiness in the viewpoint of a five-star hotel eatery in India's capital city Delhi. The development of the hypothesis involved reviewing the body of prior research. Data collection involved conducting a questionnaire survey. The closed-ended survey was created after research into the body of literature. 26 measurement items in total were taken from various research, such as those by Ali et al. (2018), (Giebelhausen et al.,2016), (Gronroos,1990), (Bilgin, 2017). (Ha & Jang, 2010); (Han & Kim, 2009). (Namin, 2017), (Hidayat et al.,2020). There was no wrong answer, according to the respondents. It would not be revealed to others who they were. A poll was conducted among guests of five-star hotels in Delhi -NCR. The researcher produced a self-administrated questionnaire after reviewing the available information. There are four sections to the structured survey, on a 5-point Likert scale stretching from "strongly disagree" to "strongly agree," Part 1 was created to evaluate consumers' expectations of service quality (I). The same 5-point Likert scale is used in Part 2 to gauge how satisfied customers feel with their experiences. A 5-point Likert scale, from "extremely unhappy" to "very satisfied," was used in Part 3 to gauge consumers' overall satisfaction among the quality of the services they sensed. Data on the respondents' sociodemographic traits were included in Part 4. Surveys were run from December 2022 to March 2023. 400 replies have been collected in total, 386 of which are complete and usable. Complete responses weren't considered for the same analysis. There were 59 percent men and 41 percent women among the respondents.

Respondents were chosen using a practical sampling technique, which limited the selection to diners at five-star hotels. This study employed a SEM approach to evaluate the model and study's hypotheses, and AMOS 20.0 was the evaluation tool.

RESULTS AND DISCUSSION

Table I displays the descriptive statistics for the constructions in addition to the Cronbach's alpha scores. Cronbach's alpha has a default value of 0.70. (Nunnally, 1978). Each item's scores in this study are greater than the recognized maxim, demonstrating good internal consistency. Table-I

Table I (Questionnaire survey summary statistics)

Constructs	No of items	Mean	SD	α
Food & Beverage Quality	6	4.939	1.033	.0769
Service Quality	7	4.369	1.078	.0754
Customer Satisfaction	7	4.858	1.0745	.0896
Customer Retention	6	4.639	1.523	.0798

Notes: SD, standard deviation; α , Cronbach's α ; overall α $\frac{1}{4}$ 0.896
(Prepared by the Authors, 2023).

To acquire a more detailed justification of customer retention, and associations between variables in the measurement model were examined using the CFA. The model's goodness of fit was evaluated using a number of measures, including the 2 / degrees of freedom (2 /df) ratio, root-mean-square error of approximation (RMSEA), goodness of fit index (GFI), normed fit index (NFI), comparative fit index (CFI), and incremental fit index (GFI) (Hair et al., 2010; Iacobucci, 2010; Schumacker, 1992). Table II displays the goodness-of-fit statistics for the measurement model and structural model. Every measurement in the measurement model complies with the prescribed values. RMSEA = 0.042, GFI = 0.922, NFI = 0.901, CFI = 0.928, and GFI = 0.922 are all displayed in Table IV. As a result, the model's fit indices fall well within the threshold ranges advised by Hair et al. (2010), Iacobucci (2010), and Schumacker (1992). Every measurement in the measurement model complies with the prescribed values. It's displayed in Table II.

Table II: Model Fit

	Model Fit	Cut-off Criteria	Model Statistics
1.	CMIN		747.8
2.	DF		460
3.	CMIN/DF	< 4	1.623
4.	GFI	≥ 0.9	0.922
5.	AGFI	≥ 0.8	0.865
6.	NFI	≥ 0.9	0.901
7.	CFI	≥ 0.9	0.928
8.	RMR	≤ 0.1	0.024
9.	RMSEA	≤ 0.8	0.042

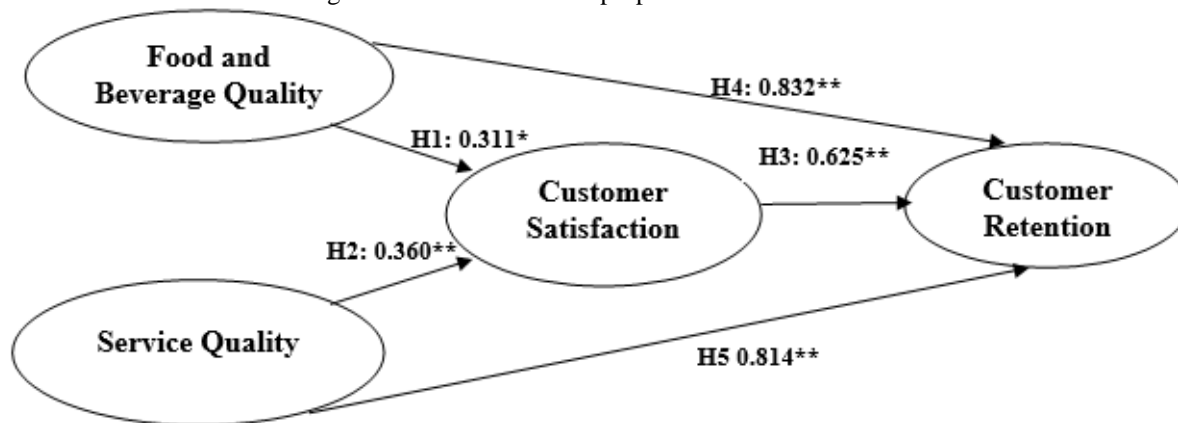
10.	ECVI	Smaller the better	2.524
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(Prepared by the Authors, 2023).

Modeling and testing of the structural hypothesis:

A organizational model was developed using the conceptual model's hypothesis as the starting point utilising Amos 17.0 for maximum likelihood estimate. Figure 2 displays the outcomes of the structural design. The usual model-fit indices, suggested values, and data are shown in Table III fitness findings from the structural model evaluation. Table II shows that the fit indicators, GFI (0.922), CFI (0.928), NFI (0.901), GFI (0.922), and RMSEA are all significant numbers (0.042) and meet the required requirements with the highest rigour. The RMSEA value has to be under 0.060. (Hair et al., 2010). Figure 2 displays the RMSEA values (0.043) that fall inside the threshold limit. displaying a more precise model.

Figure 2. The results of the proposed structural model



(Prepared by the Authors, 2023).

Table III: Structural model path analysis

Casual path		Hypotheses	Path Coefficient	t-statistics	Results
F&B Quality satisfaction	→ Customer	H1	0.311*	2.196	Supported
SQ	→ CS	H2	0.360**	2.592	Supported
CS retention	→ Customer	H3	0.625**	3.020	Supported
Food quality intervened by CS retention	→ Customer	H4	0.832**	4.979	Supported
SQ intervened by CS retention	→ Customer	H5	0.814**	4.904	Supported

Note: *,**Significat at $p < 0.05$ and $p < 0.01$ levels, respectively

(Prepared by the Authors, 2023).

The findings indicate that in the restaurants of Five-star hotel restaurants, F&B quality has a positive impact on CS, (H1). Once more, the quality of the service provided by five-star

restaurants has a beneficial effect on customer satisfaction (H2). Customer retention is positively impacted by satisfaction (H3). The programme Compared to other factors, the quality element has the biggest positive impact on CS aspects like food cost, Beverage's cost, and quality, in terms of consumer satisfaction and intent to repurchase, has a favorable impact on restaurants of Five-star hotel in Delhi (H4). The empirical study findings of this investigation satisfied its aims. The outcomes display a clear link between consumer trust and retention, especially food quality, Beverage quality value, and level of service. even when the setting, surroundings, and customer satisfaction played a mediation impact when satisfaction were adversely correlated between Dinners of Five-star restaurant customer satisfaction and customer retention characteristics. (H5) SQ and customer retention have a strong correlation, with customer satisfaction serving as the mediating factor.

CONCLUSION

This study will be useful to Five-star hotel restaurant managers in a variety of ways. They might leverage these issues to improve diners' eating experiences and raise the bar for the entire restaurant sector. Metrics of client pleasure and loyalty are essential for improving the eating experience (Carranza et al., 2018). CS is induced by food, beverages, ambience, and service standards. Many scholars have argued in their study papers that higher service quality, higher prices, and higher food quality all have an impact on repeat business and better dining experiences in hotel and restaurant settings (Carranza et al., 2018; Ladhari et al.,2008); This study's main contribution is the discovery of elements that influence customer satisfaction by taking food and service quality into account. Customer happiness is positively impacted by their assessments of the quality of the food, beverages, and service. Second, using the managing effect of CS, we assessed the indirect correlation between factors of satisfaction, such as customer loyalty. According to this study, client satisfaction at restaurants in five-star hotels was positively impacted by the characteristics of the food and beverages. In this study, it is claimed that serving high-quality cuisine is the primary predictor of restaurant repeat business (Prepared by the Authors,2023).

The study's conclusions are in link with those of earlier analyses (Ali et al.,2018), The most important influencing factor for client happiness is service quality. This study discovered a strong correlation between customer happiness and service quality. This study's outcome is consistent with previous research's conclusions (Carranza et al., 2018; Alrousan, & Abuamoud, 2013. Figure 2 illustrates the substantial association between client happiness and

retention. It demonstrates that the factors that influence consumer satisfaction and intention to make another purchase are entirely and favorably mediated by customer satisfaction (Abdullah et al., 2022b). The findings of earlier conclusions (Carranza et al., 2018; Al-Tit, 2015; Abdullah et al., 2018) are consistent with this outcome.

From a managerial standpoint, this research acknowledges the value of several customer satisfaction factors to forecast client retention or purchase intentions in the setting of a five-star restaurant in Delhi. To increase customer satisfaction, their inclination to continue eating at the restaurant, and their propensity to suggest it to others, management should establish an inviting setting and ensure that the necessary amenities are available. According to the study's findings, CS is most strongly influenced by professional service quality. It is advised that restaurant management pay close attention to the caliber of service provided in their establishments. Service quality isn't something that can be measured in a direct way; instead, it's what people think about the service right away.

Regarding food & beverage quality, it is advised that eateries serve savory, multi-cuisine cuisine; various consumer groups also advise satisfying various customer levels. Customers are extremely sensitive to price; thus, pricing plans should be based on that of the competition as well as other internal and external considerations. The value of the food, drinks, and services are indirect predictors of consumer satisfaction and their likelihood of making repeat purchases. Customer loyalty increases with a higher degree of satisfaction.

This study has specific confines, the most important of which is that it mostly focuses on five-star hotels in Delhi, India. It is not possible to extrapolate the specific findings on the performance of the five-star hotels under study to other hotels in India, even if the 26-item technique should be suitable for examining the quality of the F&B services obtainable at other five-star hotels. Another restriction is the process employed to get the data. According to previous techniques for evaluating service quality, the expectations score should be obtained prior to the customer using the service, and the perception score should be taken after the consumer has used the service. Service quality, CS and Customer Retention were simultaneously recorded for this study at the Five-star hotel's eateries. Notwithstanding these limitations, we believe that our research greatly increases our identification of SQ, especially in relation to the F&B services offered by Delhi's five-star hotels. It could be wise to do further research, though. Future studies ought to include more hotels and a bigger sample size. The cultural differences among guests' assessments of the level of service at five-star hotels. are being investigated in a different study. This measure can also be used to investigate consumer

satisfaction and behavioral intentions. Future research will examine different housing options at Five-star hotels.

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ABBREVIATIONS

SQ (Service Quality)

CS (Customer Satisfaction)

F&B (Food & Beverage)

CFA (Confirmatory Factor Analysis).