A study on measuring service quality of Domino's in Panvel Region

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	Abstract
	The purpose of this study is to measure service quality of Domino's in Panvel Region. Dominos is one of the oldest & finest fast food restaurants since the 1960s. Dominos pizza is most preferred by the customers. The retail franchise outlet of dominos, on the Forbes Private 500 list, Domino's has the position of the 200th largest private firm. In addition to specialty items like flavored crust pizzas, Domino's offers a wide range of 'pizza products, including pan, thin-crust and deep-dish pizzas'. Here the primary & Secondary method is used for data collection for the research. A Structured Questionnaire was prepared to collect data from the respondents for the analysis. It is observed that Paired Sample T-test (Perceived & Expected Mean) and Reliability Analysis is used for scale data. Resulting into P-value 0.971 which indicates that scale data is quite reliable and reductant. factors like "Reliability, Price & Usage, Assurance, Ambience, Empathy" etc are used to measure service quality of Domino's in Panvel Region. It is concluded that variables like Convenient staff, order & Management systems, location, cleanliness proves no significant difference between expected and perceived mean of service quality of Dominos in Panvel Region.
CC License CC-BY-NC-SA 4.0	***Keywords:** Service Quality, Dominos, Customer Satisfaction, Panvel Region*

Introduction.

The corporate headquarters of the American pizza delivery and takeaway giant Domino's Pizza is located in Ann Arbour Charter Township, Michigan. Tom and James Monaghan, brothers, started the business in 1960 as a one-store operation after buying DomiNick's Pizza in Ypsilanti, Michigan. In 1965, the company changed its name to Domino's Pizza, and it quickly became a franchise. In 2004, the once privately held business went public.

"Exceptional people on a mission to be the best pizza delivery company in the world!" is the core of Domino's vision. Domino's is dedicated to providing its enormous and continuously expanding customer base with delicious pizza delivered to their doorstep in 30 minutes or less. We also strive to make our customers' lives more enjoyable and exciting. Domino's continuously works to create goods that appeal to its customers' tastes and create a wow factor. Domino's is a firm believer in the "think local, act regional" approach.

Literature Review

1. **Bhagat, S., & Ravi, S. S. (2017) Here** researchers has tried to identify that within the restaurant industry, the fast food sector is one of the most significant and fastest-growing subsectors. In addition, it's a very competitive and dynamic industry with an excessive number of restaurant chains vying for the same clientele. The subject of "what fast food restaurant does youth prefer?" has gained immense attention.This study aims to comprehend the perception of young Indian consumers, with a particular focus on big players such as McDonald's, KFC, Pizza Hut, Dominos, Taco Bell, Subway, and Papa John's. Based on primary data obtained from 275 respondents in Bangalore city using a standardized questionnaire, this empirical study was carried out. Numerous characteristics were looked at, including flavor, variety, cost, location, and service.

2. **Aftab, J., Sarwar, H., Sultan, Q. U. A., & Qadeer, M. (2016)**.Service quality (SQ) is defined as the difference between customer expectations and perceptions of services provided by companies. Service quality has become a key factor in customer satisfaction in fast food restaurants in Pakistan. Service quality has been found to be an important determinant of customer satisfaction (Parasuraman et al. 1988; Spreng and Mackoy, 1996). Service quality is not only a key factor in customer satisfaction in industry but also in today's evolving service industry

3. **Karim and Chowdhury, 2014**. Researchers have attempted to investigate the two main considerations when choosing a restaurant: quality and taste. Consumers have become more picky and demanding, and they always want to try new things with their money. They have also discovered that the Indian restaurant business has matured by trying to satisfy Indian palates, expanding its offerings, and competing with global behemoths while still offering superior customer service.

4. **Yesodha Devi N & , Kanchana V.S. (2009)** Researchers have attempted to investigate the two main considerations when choosing a restaurant: quality and taste. Consumers have become more picky and demanding, and they always want to try new things with their money. They have also discovered that the Indian restaurant business has matured by trying to satisfy Indian palates, expanding its offerings, and competing with global behemoths while still offering superior customer service.

5. **Seppanen, Etal., (2004)** Researchers have examined that consumers always expect a product or service of better quality, which is easy to use or consume and of lower costs than ever before. By improving operations, a business or an organization can improve internal efficiency, effectiveness, adaptability and customer service.

6. **Tse and Wilton (1988)** Researchers have examined that satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectation and actual performance of the product as perceived after its consumption.

Research Gap

Various studies have been undertaken with respect to customer satisfaction, but this research is confined to measuring service quality of dominos limited to panvel region.

Objectives:

1. To examine the difference between Expected and Perceived Service quality of Dominos in Panvel Region.
2. To suggest appropriate measures to improve service quality of Dominos in Panvel Region.

Hypotheses:

Ho: There is no significant difference between Expected and Perceived Service quality of Dominos in Panvel Region.
H1: There is a significant difference between Expected and Perceived Service quality of Dominos in Panvel Region

Research Methodology:

Sr. no	Parameters	Units
1.	Research Design	Descriptive Research Design
2.	Research Area	Respondents who have visited dominos
3.	Sampling Unit	Customers
4.	Sampling Frame	Panvel Region (Old Panvel & New Panvel Area)
5.	Sampling Method	Non-Probability (Purposive Sampling)
6.	Data Collection	Primary & Secondary Sources
7.	Tool for data collection	Google form (questionnaire)
8.	Hypothesis Testing Method	Reliability & Parametric Paired Sample T-Test
9.	Software Use	SPSS 20

DATA ANALYSIS

Reliability Analysis
As per reliability analysis Cronbach's Alpha is used for a scale data P-value < 0.05, Here Cronbach's Alpha P-value as 0.971 which indicates that scale data is quite reliable and reductant.

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded[a]	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.987	30

Demographic Data

Sr.No	Gender	Percentage
1.	Male	59.9
2.	Female	40.01
	Total	100

Paired Sample T-Test

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	SE1 & SP1	147	.743	.000
Pair 2	SE2 & SP2	147	.712	.000
Pair 3	SE3 & SP3	147	.747	.000
Pair 4	PE1 & PP1	147	.640	.000
Pair 5	PE2 & PP2	147	.645	.000
Pair 6	PE3 & PP3	147	.620	.000
Pair 7	AE1 & AP1	147	.645	.000
Pair 8	AE2 & AP2	147	.657	.000
Pair 9	AE3 & AP3	147	.596	.000
Pair 10	CE1 & CP1	147	.689	.000
Pair 11	CE2 & CP2	147	.676	.000
Pair 12	CE3 & CP3	147	.729	.000
Pair 13	ASSE1 & ASSP1	147	.697	.000
Pair 14	ASSE2 & ASSP2	147	.694	.000
Pair 15	ASSE3 & ASSP3	147	.688	.000

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	SE1 - SP1	.238	1.669	.138	-.034	.510	1.730	146	.086
Pair 2	SE2 - SP2	.320	1.655	.137	.050	.590	2.342	146	.021
Pair 3	SE3 - SP3	.374	1.576	.130	.117	.631	2.879	146	.005
Pair 4	PE1 - PP1	.367	1.810	.149	.072	.662	2.461	146	.015
Pair 5	PE2 - PP2	.327	1.825	.151	.029	.624	2.169	146	.032
Pair 6	PE3 - PP3	.388	1.863	.154	.084	.691	2.523	146	.013
Pair 7	AE1 - AP1	.551	1.848	.152	.250	.852	3.616	146	.000
Pair 8	AE2 - AP2	.422	1.767	.146	.134	.710	2.894	146	.004
Pair 9	AE3 - AP3	.238	1.963	.162	-.082	.558	1.470	146	.144
Pair 10	CE1 - CP1	.537	1.701	.140	.260	.815	3.830	146	.000
Pair 11	CE2 - CP2	.272	1.742	.144	-.012	.556	1.894	146	.060
Pair 12	CE3 - CP3	.109	1.652	.136	-.160	.378	.799	146	.426
Pair 13	ASSE1 - ASSP1	.218	1.750	.144	-.068	.503	1.508	146	.134
Pair 14	ASSE2 - ASSP2	.442	1.729	.143	.160	.724	3.101	146	.002
Pair 15	ASSE3 - ASSP3	.347	1.715	.141	.067	.626	2.453	146	.015

If P Value < 0.05, Thus H0 is Rejected and H1 is Accepted

Interpretation

Sr.no	Variables	P Value	Results	Interpretation
1	SE1- Friendly behavior of staff	0.86	H1 Accept	There is a significant difference between Expected and customer Perceived Service quality of Dominos
2	SE2- Staff Appearance	0.21	H1 Accept	As there is a significant difference between expected of good staff

				appearance but customer perceived bad staff appearances
3	SE3- Attentive Staff	0.05	H0 Rejected	There is no significant difference between Expected and customer Perceived Service quality of Dominos
4	PE1- Reasonable Price	0.15	H1 Accept	There is a significant difference between Expected reasonable price but customer perceived high price rate of dominos
5	PE2- Proper Quantity of Food	0.32	H1 Accept	There is a significant difference between Expected proper quality of food but customer perceived bad quality of food
6	PE3- Worth of Money	0.13	H1 Accept	There is a significant difference between Expected worth of money but customer perceived that as per of comparison with of money for food is not worthy
7	AE1- Cleanliness	0.00	H0 Rejected	There is no significant difference between Expected cleanliness and customer get good cleanliness in dominos outlet
8	AE2- Level of Comfort	0.04	H0 Rejected	There is no significant difference between Expected level of comfort and the customer got good comfort in dominos outlet
9	AE3- Ambience	1.44	H1 Accept	There is a significant difference between Expected good quality of ambience but customer perceived bad quality of ambience in the dominos outlet
10	CE1- Convenient Location	0.00	H0 Rejected	There is no significant difference between Expected convenient locations and customer also get dominos outlet in convenient locations
11	CE2- Convenient for disabled person	0.60	H1 Accept	There is a significant difference between Expected convenient for disabled person but customer perceived that dominos is not suitable disabled person
12	CE3- Convenient operating hours	4.26	H1 Accept	There is a significant difference between Expected convenient operating hour but the customer perceived that their is a no convenient operating hour
13	ASSE1- Domino's delivers goods in a proper time	1.34	H1 Accept	There is a significant difference between Expected dominos delivers goods in proper time but the customer perceived to realised

				that dominos cannot provide food in proper time
14	ASSE2- Order management system & tracking is proper	0.02	H0 Rejected	There is no significant difference between Expected order management system & tracking is proper and customer got the best quality of service in order management system & tracking is proper
15	ASSE3- Delivery boy follows proper safety precautions	0.15	H1 Accept	There is a significant difference between Expected delivery boy follow proper safety precautions but customer perceived that delivery boy does not follow the proper safety precautions

Conclusion

Hence it is concluded that the expected and perceived service quality of Dominos has a significant difference in the variables like Friendly behavior of Staff, staff appearance, Reasonable Price, Proper quality of foods, worth of money, Ambience, Convenient for disabled persons, Convenient operating hours and online delivery of Pizzas. Dominos of Panvel Region should pay more concentration by increasing apt service quality for customer satisfaction and delight. Further Attentive Staff, Order Management Systems, Cleanliness was as expected by the customers which resulted into good service quality of Dominos.

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