

RESEARCH PAPER

Service quality and customer satisfaction in organised and unorganised food service sector

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ABSTRACT

This study was conducted with twin objectives of exploring the gaps between perceived service quality and expected service quality in organised and unorganised food service sector and to study the relationship between service quality and customer satisfaction in organised and unorganised food service sector. The study was conducted at Hyderabad city with a sample size of 267 respondents using systematic sampling technique. The data was collected through a structured questionnaire from organised and unorganised food joints. The results reveal that there is a gap between perceived service quality and expected service quality in organised food service sector. But in case of unorganised food service sector, there is no gap between perceived service quality and expected service quality. The service quality score is negative for organised food service sector and positive for unorganised food service sector. The study concludes that there is linear relationship between service quality and customer satisfaction. Assurance is the strongest predictor of customer satisfaction in organised food service sector while tangibles are the strongest predictor of customer satisfaction in case of unorganised food service sector.

KEY WORDS : Service quality, Customer satisfaction, Perceptions, Expectations, Gaps, Food service sector

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