

Service Quality among Selected ‘Chop Bar’ (local restaurants) Operators in Koforidua, Eastern Region, Ghana.

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Abstract

The study assessed the quality of customer service delivered by ‘chop bar’ (local restaurants) operators and satisfaction levels among customers in Koforidua. Snowball sampling was used in selecting 5 chop bars. A sample of 200 customers was used. Purposive sampling was used to select and interview owners of the chop bars. Self-administered questionnaire comprising 17 close-ended and 3 open-ended questions were used. 14 of the 17 questions were designed on Likert 5-point attitude evaluation scale. The study indicated that 70% of the customers are satisfied with service quality of the chop bars, but 30% are not. This means that there are still significant service quality gaps in terms of tangibles or physical evidence, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985) that the chop bars must endeavour to close to improve customer service delivery, loyalty and business growth.

Key words: tangibles; reliability; responsiveness; assurance, and empathy.

1. Introduction

There is no doubt that competition has become more intense across industries. Consequently, many organizations have realized that it is no longer enough to compete on the traditional elements of marketing, namely: product quality, promotion, distribution, and price only. In view of this, most contemporary organizations that are success-oriented are gradually realizing how effective and competitive customer service or customer care strategy can be used to differentiate their products and services from the competition to facilitate customer loyalty and long-run business survival. “Chop bars” (local restaurants) in Koforidua are not left out in this trend. Chop bars play a very important economic and cultural roles in the tourism and hospitality industry in Ghana, especially in Koforidua. In addition to creating jobs for people, they make tourists in the region, especially the foreign ones have a feel of typical local Ghanaian dishes. However, the quality of customer service delivery among most of the bars seems to be mediocre. The study attempts to examine the quality of customer service delivery at these chop bars to identify service delivery gaps that should be filled to improve customer satisfaction and loyalty.

1.1 The Problem

The fact that chop bars provide breakfast, especially launch, and in some instances supper for workers and tourists in Koforidua, ranging from a set of people in both the public and private sectors indicates that chop bars are engaged in a very important economic activity in Koforidua. But then with the level of competition ever intensifying entities that operate in this sector must be competitive enough to remain in this lucrative sector. As indicated in the introduction, customer service has become a key tool for creating competitive advantage for facilitating sustainable customer loyalty of every business enterprise today. In spite of this, customer service practices among chop bar operators seem to leave much to be desired. This is because customers often complain about one form of dissatisfaction or the other after patronizing most of these chop bars. As a result, most chop bars have existed for ten years or even more but have not been able to grow significantly. The study attempts to assess the quality of customer service among five chop bars in Koforidua to identify customer service gaps that need to be filled to serve as a guide for improving service quality to facilitate customer loyalty and business growth.

1.2 General Objective

The study assesses the quality of customer service among five chop bars in Koforidua to identify service gaps that need to be filled to serve as a guide to improve service quality.

1.3 Specific Objectives

The study evaluated the tangibles of these chop bar; reliability of staff in delivering service quality; responsiveness of staff to customers; level of assurance of staff give to customers; and the level of empathy of staff towards customers.

1.4 Research Questions

The following are the research questions: What is the quality of tangibles of these chop bars? How reliable are staff of these chop bars in customer service delivery? What is the level of responsiveness of staff to customers? What is the assurance level staff give customers? How empathetic are staff towards customers?

1.5 Significance of the Study

The study will identify the possible customer service gaps and suggest to management and staff how to develop improvement strategies to scale up service quality. Furthermore, it will serve as a source of secondary data for academics and marketers who would want to conduct similar research.

1.6 Scope of the Study

The study focused on chop bars in Koforidua. It included customers, staff and management of these chop bars due to lack of time and funds for a larger scale of work.

1.7 Limitations of the Study

Financial constraints: The researchers' work was not funded and so was funded from the researchers' meager income and affected the sample size and quantity of data gathered for the study. **Data:** Secondary data were inadequate for the literature review of the study as the researchers wished they could gather more current information. **Sampling method:** Because data on chop bar activities are not readily available, non-probability sampling technique such as snow balling, accidental and purposive were used in spite of their inherent weakness of not affording every element in the population equal opportunity of being selected for the study.

2.0 LITERATURE REVIEW

Service quality is influenced by expectations, process quality and output quality. In other words, the standard of service is defined by customers who have experienced that service and used their experience and feelings to form judgement (Chen et al., 2001). Customer service quality and customer satisfaction are so closely related that one can hardly talk about one without the other. A development of service quality by Gronroos (1984a) distinguishes between 'technical' and 'functional' quality:

i. **Technical quality** refers to the relatively quantifiable aspect of a service that consumers receive in their interaction with a service firm. It forms important bases for judging service quality because it can easily be measured by both customer and service provider. Examples of technical quality include the waiting time at a chop bar and the reliability of its services. This, however, is not the only element that makes up perceived service quality.

ii. **Functional quality:** Because services involve direct consumer-producer interaction, consumers are also influenced by how the technical quality is delivered to them. This is what Gronroos describes as functional quality and cannot be measured as objectively as the elements of technical quality. In the case of queues at these chop bars, functional quality is influenced by such factors as the environment in which queuing takes place and customers' perceptions of the manner in which queues are handled by staff of the restaurant. Gronroos also sees an important role for a service firm's corporate image in defining customers' perceptions of quality, with corporate image being based on both technical and functional quality. See figure 1.

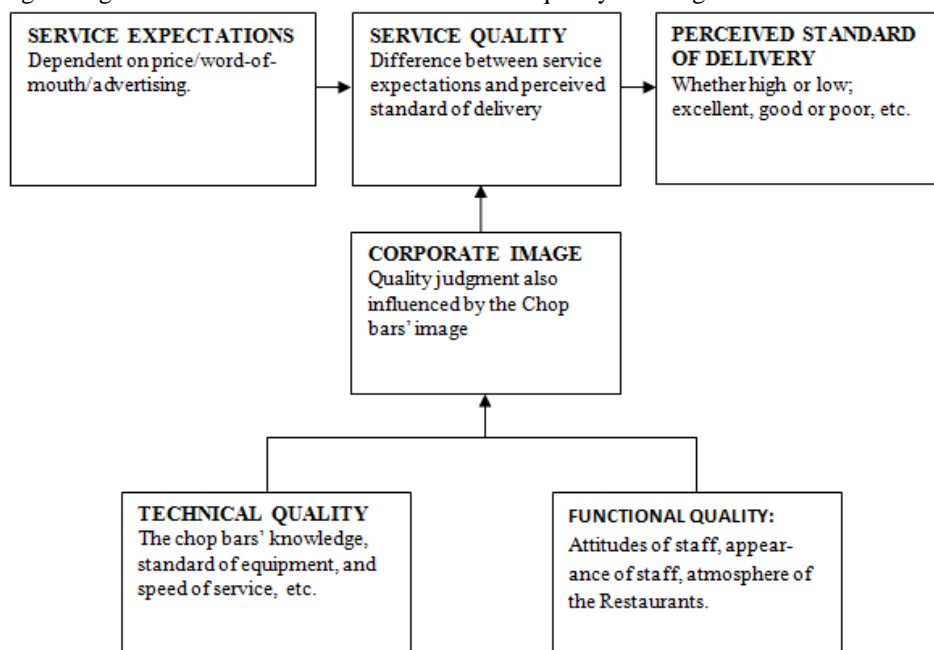


Figure 1: Adapted from "Consumers' perception of technical and functional quality" applied to the Restaurant's practice (Gronroos, 1984b).

2.1 Service Quality Management

According to Palmer (2008) 'quality is determined by the difference between what a customer expects and the perceived level of actual performance'. These findings have evolved from a set of qualitative marketing research procedures, culminating in quantitative technique for measuring service quality that is known as SERVQUAL (Parasuraman et al., 1985). The SERVQUAL model has been widely applied in the service industry. The SERVQUAL model can be used by companies to better understand the expectations and perceptions of their customers. It is applicable across a broad range of services industries and can be easily modified to take account of the specific requirements of a company. In a nutshell, the model provides a framework or guideline for an investigatory instrument, which can be adapted or added to as needed. SERVQUAL is originally based on a generic 22-item questionnaire, which is designed to cover five broad dimensions of service quality that the research team consolidated from their original qualitative investigations. The five dimensions covered, with some description of each of them are as follows:

2.2 Dimensions for Evaluating Service Quality

Based on this service-quality model, researchers have identified the following five determinants of service quality in order of importance (Berry and Parasuraman, 1985):

- i. **Reliability:** Ability to perform the promised service dependably with consistency and accuracy. Reliability means performing the service right the first time.
- ii. **Responsiveness:** The willingness to help customers and to provide prompt service.
- iii. **Assurance:** The knowledge and courtesy of employees and their ability to convey trust and confidence.
- iv. **Empathy:** The provision of caring and individual attention to customers' problems.
- v. **Tangibles:** The appearance of physical facilities, such as cutlery and furniture sets, television and radio sets, the building, equipment, personnel, communication materials, etc.

Inability of any firm to meet these criteria reduces quality of customer service delivery. The model, shown in figure 2, identifies five (5) gaps that cause unsuccessful quality customer service delivery.

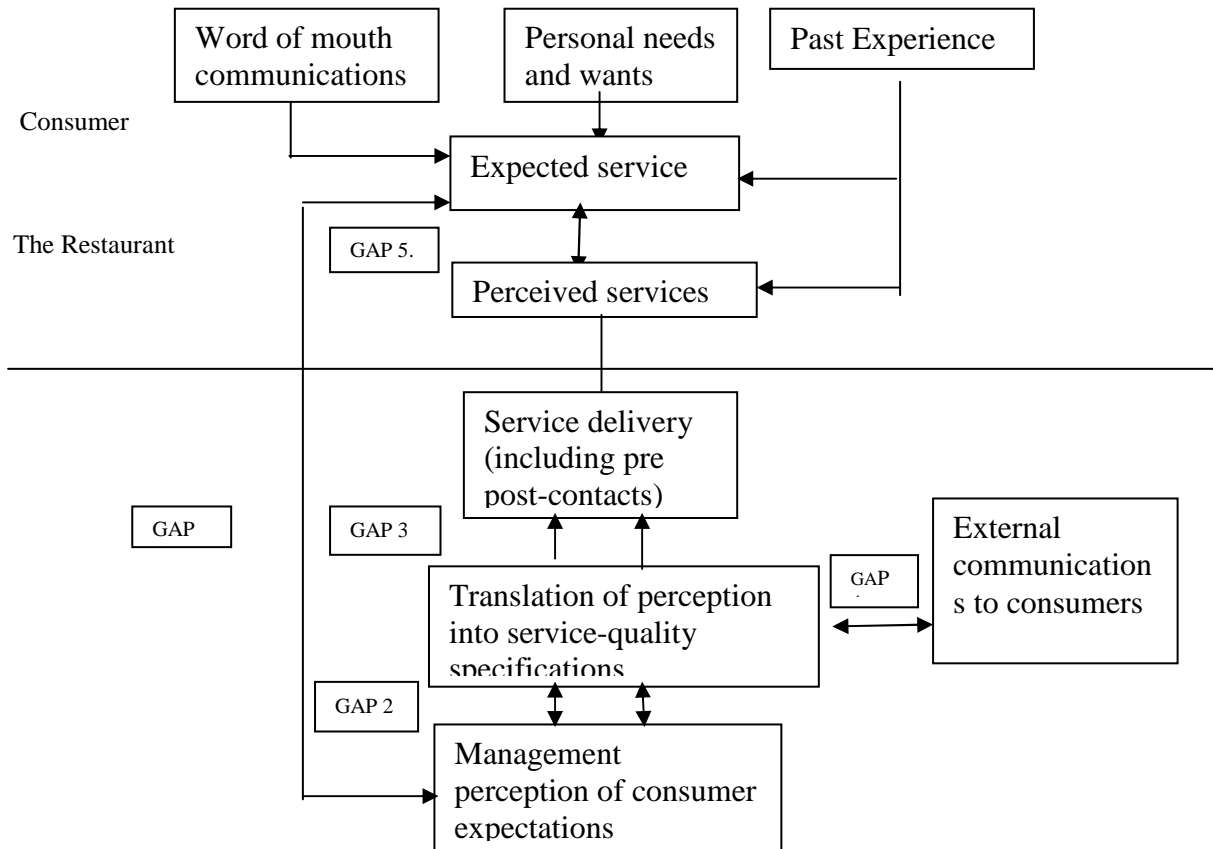
2.3 Gaps that cause unsuccessful Quality Service Delivery

Parasuraman, Zeithaml, and Berry (1985) identified five gaps that cause unsuccessful quality service delivery:

- i. Gap between customer expectation and management perception: Management does not always correctly perceive what consumers want. For example, management of these chop bars may think that customers always want standardized service, but customers may want local dishes with more customized services.
- ii. Gap between management perception and service-quality specification: Management might correctly perceive customers' wants, but not set specific performance standard. For example, the chop bars' managers may tell attendants to give fast service without specifying it in minutes.
- iii. Gap between service-quality specifications and service delivery: Personnel might be poorly trained, incapable, poorly motivated, unwilling to meet the standard; or they may be held to conflicting standards, such as taking time to listen to customers and serving them fast.
- iv. Gap between service delivery and external communications: Customer expectations are affected by statements made by company representatives and advertisements. For example, if the chop bars' advertisements and brochures show beautiful buildings, but customers arrive and find the interior decor to be cheap and tacky looking, external communications have distorted the customers' expectations.
- v. Gap between perceived service and expected service: This gap occurs when the customer misperceives the service quality. For example, top-official of these chop bars may keep calling key customers on cell phones to show care, but some of them may interpret this as an indication that something is really wrong with their persons which the chop bar management perhaps wants to find out.

According to McDaniel, Lamb, and Hair (2006) "when any one or more of these gaps are large, customers perceive service quality to be low. As the gaps shrink, customers perceive improvement in service quality." This implies that managers of service organizations such as "chop bars" should always endeavor to close these gaps as soon as they are detected.

Figure 2: SERVQUAL GAP MODEL



Source: A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry, "A Conceptual model of Service Quality and its implication for Future Research," *Journal of Marketing*, 49 (1985): 41-50.

This framework was used to guide this study in measuring customer service quality and satisfaction levels among customers of the selected chop bars. Literature on the topic indicates that, while the majority of research suggests that service quality is a vital antecedent to customer satisfaction (Parasuraman et al., 1985; Cronin and Taylor, 1992), there is also evidence to suggest that satisfaction may be a vital antecedent of service quality (Bitner, 1990). Irrespective of which view is taken, the fact remains that the relationship between satisfaction and service quality is strong when examined from either direction.

Thus, satisfaction affects assessment of service quality and assessment of service quality affects satisfaction (McAlexander et al., 1994). This indicates that both are vital in helping buyers develop their future purchase intentions. In an empirical study of the relationship between satisfaction and quality, Iacobucci, Ostrom, and Grayson (1995) concluded that the key difference between the two constructs is that quality relates to managerial delivery of the service while satisfaction reflects customers' experience with that of service. They also advanced a very important argument that quality improvements that are not based on customer needs (and wants) will not lead to improved customer satisfaction. It is important that chop bars take note of this when taking steps to improve service quality.

According to Salter J. M (1991) it is believed that 96 percent of dissatisfied customers never complain; 60 to 90 percent of these "silent" dissatisfied customers will not buy from you again; 90 percent of those who complain will not buy from you again. Although Salter's statistics is alarming and may not necessarily be always applicable in situations where customers are addicted to the company's product or service; or where the company enjoys monopoly, it is important that every firm should have a customer satisfaction program of which customer service quality is an integral component.

Essentially, the Five Determinants of Service Quality as published by Berry and Parasuraman (1991) and the Gap model of Service Quality published by Parasuraman, Zeithaml, and Berry (1985) formed the framework for the study.

3.0 METHODOLOGY

Profile of the five chop bars selected for the study

- **Abease Chop bar:** Established in 1973 by Madam Opokua Dora, Abease is one of the most popular chop bars in Koforidua. It is located after the Koforidua Polytechnic traffic light opposite Universal Hostel along Koforidua – Accra road. The chop bar has twenty employees and serves local Ghanaian dishes like fufu, banku, omotuo, and konkonte with assorted Ghanaian soups adored with various species of meat and fish.
- **Big T Chop bar:** Owned by Mr. Henry Dasinor, Big Tetteh (Big T) Chop bar was established in 1990. It provides services like fufu, banku, omotuo and konkonte, assorted Ghanaian soups, meat and fish. In addition to the chop bar is a drinking spot. The Chop bar is located at behind Jackson Park close to the Municipal Assembly, with ten employees at the moment.
- **Nyame Bekyere Chop bar:** Nyame Bekyere Chop bar is owned by Madam Victoria Letsu with a family of five. It is located opposite Legion Hall, close to Barclays Bank. It was established in December 1988 and specializes in making banku with either okro stew or soup. It has a total number of ten (10) employees.
- **Enye Nyame Den Chop bar:** enye Nyame Den is owned and managed by Mr. and Mrs. Oduro Anyaa. It started in 1992 and now employs six workers. It is located adjacent to B. FOSTER along the Koforidua railway line. It prepares fufu, banku, omotuo, konkonte and akple with various Ghanaian soups and stews adored with various types of meat and fish.
- **Obaa Yaa Chopbar:** Although it started in 2010, Obaa Yaa Chop bar is one of the most popular chop bars in the New Juaben Municipality. It is owned and operated by Madam Abena Gyamfua and located on the Koforidua Polytechnic - Oyoko highway, Abrewa Nkwanta and employs seven workers. It provides dishes like fufu, banku and omotuo with various Ghanaian soups in addition to a drinking spot. None of these chop bars has either a vision or mission statement.

3.1. Population of the Study: The population of the study is made up of the management, staff and customers of these chop bars in the Koforidua.

3.2. Sample Size and Sampling Procedure: Due to time and financial factors and the fact that data on the population of the study were not documented, non-probability sampling methods were used. Thus snowball sampling was used in selecting the 5 chop bars. A sample size of 200 respondents was used. Convenience sampling was used in selecting the 40 respondents for each of the chop bars involved in the study. Purposive sampling was used to interview the owners and managers of the chop bars.

3.3. Instruments used to gather data: Given the objectives and nature of the target population, a self-administered questionnaire comprising 17 close-ended and 3 open-ended questions used. 14 of the 17 questions were designed on Likert 5-point scale. This was used to evaluate statements on a scale of agreement among customers about their attitude to the chop bars' customer service quality within the framework of the SERQUAL model, i.e. tangibles or physical evidence, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985). In addition, unstructured personal interviews were conducted among the managers of the chop bars for more insights. To observe things for themselves, the researchers went to these chop bars as customers and bought food to have a fill of how staff perform customer service.

3.4. Procedure for Data Collection: It was not difficult obtaining data because all the chop bars were friendly and happy about the project. The researchers were introduced to the customers of the chop bars. The management entreated their customers co-operate with the researchers to achieve the objectives of the study. The questionnaires were distributed personally by the researchers to customers and where necessary helped them out. The researchers through personal interview also gathered information from customers, staff and managers. Secondary data were gathered from text books, journals, internet, while primary data were gathered from the customers through questionnaires and personal interviews. The personal interviews were used to gather data from management.

3.5. Procedure for Data Analysis: Data collected from the primary source were sorted, edited, counted to determine their respective frequencies and percentages. Descriptive statistical method was used. Tabulations and cross-tabulations, and charts were used to present data.

4.0 RESULTS AND DISCUSSIONS

Questionnaires, interviews and observation were the main instruments used to gather primary data for the study. Questionnaires were mainly used for customers, interviews were used for management and observations were made for more insights. Descriptive statistic, tabulations, cross-tabulations, and charts were used to analyze the data. 170 questionnaires were retrieved from the 200 administered. Out of the 170 retrieved, 144 were males representing 84.7% while 26 were females representing 15.3%. See Table 1 of Appendix I.

4.1.0 GENERAL INFORMATION

4.1.1 Gender distribution of respondents: More males (i.e. 84.7%) patronize chop bars than females (15.3%) and this is most probably because most males do not cook in their home. See Table 2 of Appendix I

4.1.2. A distribution of respondents' age range (in years): Age 15-20 (5.9%) - this low percentage may be as result of the fact that most people of this age brackets still live with their parents or relatives and therefore eat at home. Most of the respondents fall within the following age brackets: 21-25 (38.8%), 26-30 (27.1%), and 31-35 (16.5%). These high percentages may be due to the fact that most people of these age brackets are working class spinsters and bachelors who hardly eat at home, while respondents within the age brackets of 36-40 and 41 or more are only (4.7%) and (7.1%) respectively. This indicates that although they belong to the active working class, only few of them i.e. (4.7%) and (7.1%) respectively in these age brackets eat from chop bars. See Table 2 of Appendix I

4.1.3. A distribution of respondents' occupations: 23.5% were trader/business, 20% were civil servants, 17.6% were professionals, 20.0% were students and 18.8% were into other occupations. See Table 3 of Appendix I

4.1.4. Respondents' ratings of quality of food: 20% believe that quality of the food is very high; 68.2% believe that the quality is high, 10.6% are not sure of the quality, and 1.2% are not satisfied with the quality. This indicates that most people who visit these chop bars enjoy the food but 11.8% think otherwise. Therefore these chop bars should find out the causes of the indifference and the dissatisfaction among these customers. See Table 4 Appendix I

4.2.0 DIMENSIONS FOR EVALUATING SERVICE QUALITY

4.2.1. Reliability: i.e. ability to perform the promised service dependably with consistency and accuracy.

Statement: Staff are reliable in meeting customers' expectations

41.2% strongly agree that the staff meet customers' expectation, 36.5% agree, 16.5% are not sure, 2.4% disagree, 3.5% strongly disagree, to the statement that customers can depend on staffs in meeting their expectations. See Table 5 of Appendix I

4.2.2. Responsiveness: i.e. the willingness to help customers and to provide prompt service.

Statement: Staff are willing to provide prompt services

44.7% agree that staff deliver prompt service to customers, 24.7% strongly agree, 22.4% were not sure, 4.7% strongly disagree and 3.5% disagree. See Table 6 of Appendix I

Statement: Staff are willing to help customers in difficulty

43.5% agree that staff show willingness to help customers in difficulties, 27.1% strongly agree, 17.6% were not sure, 9.4% of them strongly disagree and 2.4% disagree. See Table 7 of Appendix I

4.2.3. Assurance: i.e. the knowledge and courtesy of employees and their ability to convey trust and confidence.

Statement: Staff are aware of their responsibility to customers

24.7% strongly agree, 52.9% agree, 9.4% were not sure and 9.4% disagree and 3.5% strongly disagree. In other words, 77.6% agree that staff of chop bar services knows there duties, 12.9% disagree. See Table 8 of Appendix I

Statement: Staff attitude inspire confidence and trust in customers

53% agreed that staff are inspire confidence and trust in serving their customers, 18.8% strongly agree, 17.6% were not sure, 9.4% disagree and 1.2% strongly disagree.

In effect, 71.8% think that staff are to be trusted with much confidence. This means that staff of these chop bars are trustworthy, 10.6% disagree that staff inspire confidence and trust. See Table 9 of Appendix I

Statement: Staff are courteous in providing service

47.1% agree that staffs care for customers, 23.5% strongly agree, 21.2% were not sure, 4.7% strongly disagree and 3.5% disagree. In other words, 70.6% believe staffs of chop bar are caring, 8.2% disagree and 21.2% do not know. See Table 10 of Appendix I However, it was observed that most of the chop bar staff do not know how important the customer is to the business.

4.2.4. Empathy: i.e. the provision of caring and individual attention to customers' problems.

Statement: Staff are caring and give customers quality individual attention

51.8% agreed that staff give customers individual attention, 24.7% strongly agreed, 8.2% are not sure, 4.7% strongly disagreed and 10.6% disagreed. Generally, most customers (76.5%) think that staff give individual customer attention. See Table 11 of Appendix I It was however observed that some customers think they are special and therefore must be given special treatment.

4.2.5. Tangibles: i.e. The appearance of physical facilities, such as cutlery and furniture sets, television sets and radio sets, the buildings, equipment, personnel, communication materials, etc.

Statement: television sets, sound systems, electric fan, chairs and tables are available.

16.5% of the respondents strongly disagree, 60% agree, 12.9% are not sure, 4.7% disagree, and 5.9 strongly disagree. See Table 12 of Appendix I. This shows that most customers are comfortable with the available facilities at these chop bars but 4.7% are not satisfied. However, it was observed that some of the chop bars do

not have the required facilities to serve customers and that many customers go to these bars mainly for food, every other thing is secondary.

Statement: the facilities at the chop bars are in good condition.

56.5% agree, 9.4% strongly agree, 16.5% were not sure, 11.8% disagree and 5.9% strongly disagree. See Table 13 of Appendix I. This indicates that 76.5% think the chop bars facilities are of high quality; only 15.3% believe the facilities of the chop bars are not good.

It was however observed that the physical facilities of Abease, Enye Nyeme Den, ObaaYaa, and Nyame Bekyere chop bars were not good enough because sitting positions were not comfortable enough; they were open places exposed to all kinds of flies; electric fans and television sets too were not available at these bars at the time.

Statement: Menu boards or cards are available at the chop bars.

31.8% were not sure whether the chop bars provide menu board or card, 23.5% agree that chop bars provide menu board, 21.2% strongly disagree that the chop bars provide menu board or card, 12.9% and 10.6% disagree and strongly agree respectively. See Table 13 of Appendix I. This implies that 41.1% customers agree that the chop bars provide menu boards or cards, 34.1% agree that these chop bar do not provide menu board, 31% are not sure whether the bars have menu boards or cards to make choice of dish easier for customers.

4.2.6 OBSERVATIONS

It was observed that, Abease and Nyame Bekyere chop bars do not have television, ceiling or standing fan and cutlery sets for customers. Big T chop bar do not have either ceiling or standing fan. Obaa Yaa chop bar has a television but it is placed away from customers. Nyame Bekyere and Enye Nyame Den chop bars needs to improve their buildings. Their building is not attractive enough to appeal to more people. It was also observed that almost all the chop bars have certain customers that these Chop bars provide them with special treatment or service as compared to other customers.

5.0 CONCLUSIONS

The study is a survey research which was undertaken to assess the service quality levels among chop bar operators in Koforidua. The objective of the research was to examine the tangibles, reliability, responsiveness; empathy and assurance of these chop bars. The population was made up customers, managers and owners five selected chop bars in Koforidua from which a sample of 200 customers was chosen. In all 170 of the questionnaire were retrieved. From the discussions above the following conclusions could be drawn:

- More males (84.7%) patronized chop bars than females (15.3%) and that majority of them are in their youthful age.
- Customers of the chop bars cut across all professions
- Most (88.2%) of the respondents are satisfied with the quality of food served at the chop bars; few (11.8%) of them are not.
- Reliability: the study indicates that most (77.7%) of the customers are satisfied with staff level of reliability; a significant percent (33.3%) of them are not.
- Responsiveness: most (69.4%) of the customers are satisfied the level of promptness in service delivery; 30.6% of them are not. Similarly, most (70.6%) of the customers are satisfied the level of help staff give to customers; 29.4% of them are not. This implies that though most of the customers are satisfied with the level of responsiveness among staff of the chop bars, a significant percentage (about 30%) of them are dissatisfied with the level of responsiveness among staff.
- Assurance: most (77.6%) of the customers are satisfied the level of knowledge of staff about their responsibilities to customers; 22.4% of them are not. Also, most (71.8%) of the customers are satisfied the level of confidence and trust staff attitude inspire in customers, but 28.2% of them are not. Similarly, most (70.6%) of the customers are satisfied the level of courtesy staff show in providing service to customers; 29.4% of them are not.
- Empathy: most (76.5%) of the customers are satisfied with the quality of care and the quality of individual attention staff give to customers; 23.5% of them are not.
- Tangibles: most (76.5%) of the customers agree that the chop bars have the facilities in question; about 23.5% of them disagree that they are available. On the condition of the facilities, most (65.9%) of the respondents agree that they are in good condition, 34.1% are not sure or disagree. On the availability of menu boards and cards, most (55.3%) the facilities at the chop bars are available; 44.7% disagree that they are available at the bars.

6.0 RECOMMENDATIONS

The study shows that a significant value of about 70% of the respondents are satisfied with the quality of the chop bars' service delivery on the bases of the five key service-quality dimensions in the SERVQUAL model. Although this is an indication the chop bars are performing satisfactorily, it must be pointed out that another

significant value of about 30% of the respondents are dissatisfied with the quality of the chop bars' service delivery on the same bases. This should be a source of concern to managements of the chop bars because literature supports the fact that it is always dangerous for any business to have a significant numbers of dissatisfied customers.

According to Salter J. M (1991) it is believed that 96% of dissatisfied customers never complain; 60 to 90% of these "silent" dissatisfied customers will not buy from you again; 90% of those who complain will not buy from you again. Salter's statistics might sound alarming and may not necessarily be always applicable in situations where customers are addicted or loyal to the company's product or service; or where the company enjoys monopoly; it is fairly applicable to chop bars because business entities in this industry do not enjoy monopoly; neither are the customers dogmatically loyal or addicted to any particular bar for good—they switch very often when they are satisfied or even for purposes of enjoying variety. In view of this, it is recommended that:

- Management set high but realistic customer service standards to close the gaps identified in the five key service-quality dimensions used in the evaluation.
- Comprehensive customer service training programmes should be organized for staff at least once at the beginning of every year or twice in a year to keep staff abreast with current customer service imperatives in the model.
- Managements of the bars should improve the hygiene and continually upgrade the tangibles of the bars to remain contemporary, serve customers better and competitive.

APPENDIX

Table 1: Gender distribution of respondents

Chop Bar	Issued	Retrieved					
		Total		Male		Female	
		freq	%	freq	%	Freq	%
Abease	40	32	80	26	81	6	19
Enye Nyame Den	40	38	95	30	79	8	21
Big T	40	32	80	26	81	6	19
Obaa Yaa	40	34	85	30	88	4	12
Nyame Bekyere	40	34	85	32	94	2	6
Total	200	170		144		26	

Source: Field survey, 2012

Table 2: Age and gender distribution of respondents

Age	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
15- 20	4	2.4	6	3.5	10	5.9
21- 25	54	31.8	12	7.0	66	38.8
26- 30	42	24.7	4	2.4	46	27.1
31- 35	24	14.1	2	2.4	28	16.5
36- 40	8	4.7	0	0	8	4.7
41 or more	12	7.1	0	0	12	7.1
Total	144	84.7	26	15.3	170	100

Source: Field Survey, 2012

Table 3: A distribution of respondents' occupations

Occupations	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Trading/ Business	36	21.2	4	2.3	40	23.5
Civil Servants	26	15.3	8	4.7	34	20.0
Professionals	28	16.5	2	1.1	30	17.6
Students	24	14.1	10	5.9	34	20.0
Others	30	17.7	2	1.2	32	18.8
Total	144	84.8	26	15.2	170	100

Source: Field Survey, 2012

Table 4: A Distribution of responses on quality of food provided by chop bars

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Very High	30	17.6	4	2.4	34	20.0
High	96	56.4	20	11.8	116	68.2
Not Sure	16	9.4	2	1.2	18	10.6
Poor	2	1.2	0	0	2	1.2
Total	144	84.6	26	15.4	170	100

Source: Field survey, 2012

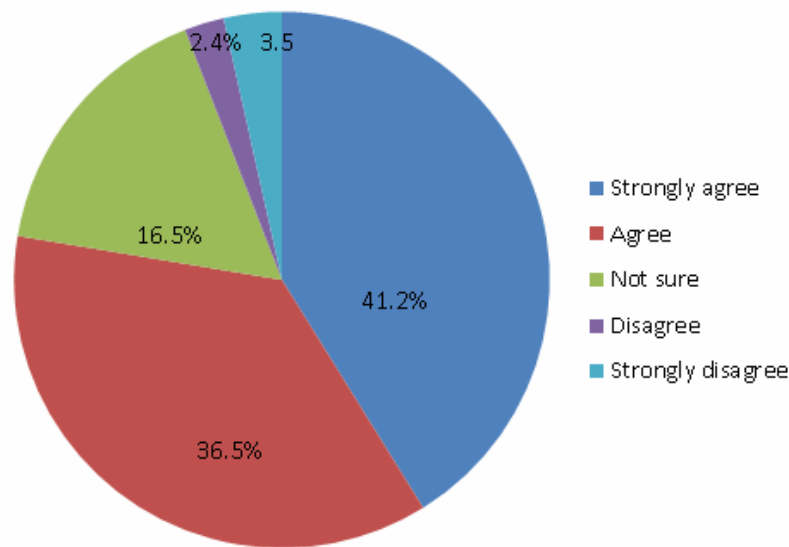
Reliability

Table 5: A distribution of responses on staffs' reliability in meeting customer's expectation

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	60	35.3	10	5.9	70	41.2
Agree	54	31.8	8	4.7	62	36.5
Not sure	24	14.1	4	2.3	28	16.5
Disagree	4	2.4	0	0	4	2.4
Strongly disagree	2	1.2	4	2.3	6	3.5
Total	144	84.8	26	15.2	170	100.0

Source: Field survey, 2012

Figure 1: Pie chart showing responses on staff reliability



Responsiveness

Table 6: A Distribution of responses on staffs' willingness to provide prompt services

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	40	23.5	2	1.2	42	24.7
Agree	60	35.3	16	9.4	76	44.7
Not sure	32	18.8	6	3.5	38	22.4
Disagree	6	3.5	0	0	6	3.5
Strongly disagree	6	3.5	2	1.2	8	4.7
Total	144	84.6	26	15.4	170	100.0

Source: Field survey, 2012.

Figure 2: Pie chart distribution of responses on staff willingness to render prompt service

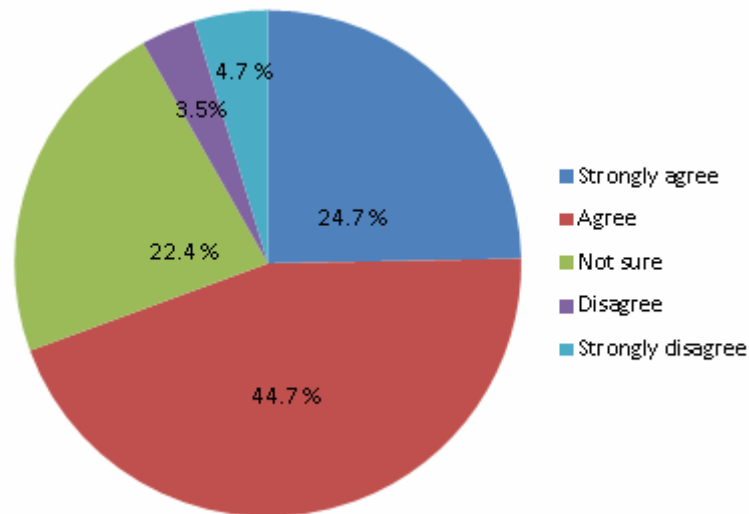


Table 7: A distribution of responses on staff's willingness to help customers in difficulty.

Rating	Male		Female		Total Frequency	Total Percentage
	Freq	%	Freq	%		
Strongly Agree	44	25.9	2	1.2	46	27.1
Agree	62	36.4	12	7.1	74	43.5
Not sure	28	16.4	2	1.2	30	17.6
Disagree	4	2.4	0	0	4	2.4
Strongly Disagree	6	3.5	10	5.9	16	9.4
Total	144	84.6	26	15.4	170	100

Source: Field Survey, 2012

Assurance

Table 8: A Distribution of responses on staffs' knowledge of their responsibility.

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	36	21.2	6	3.5	42	24.7
Agree	74	44.0	16	9.0	90	52.9
Not sure	14	8.2	2	1.2	16	9.4
Disagree	14	8.2	2	1.2	16	9.4
Strongly disagree	6	3.5	0	0	6	3.5
Total	144	85.1	26	14.9	170	100.0

Source: Field survey, 2012

Figure 3: Pie chart representing responses on staff knowing their responsibility

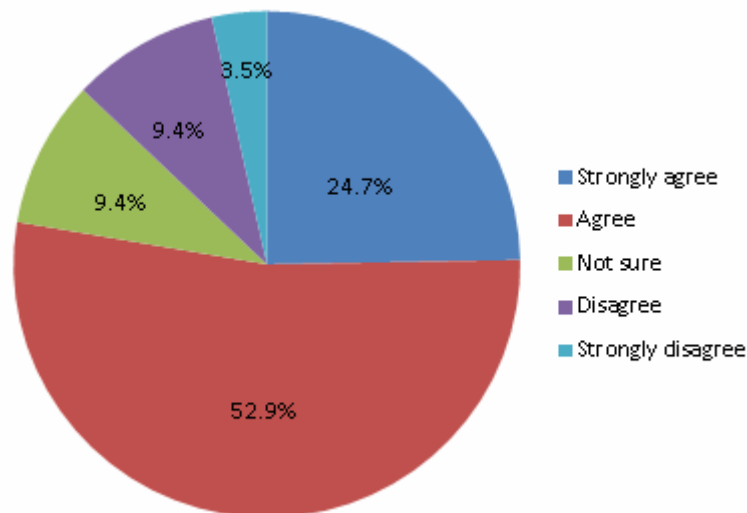


Table 9: A distribution of customers' confidence and trust in staff

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	32	18.8	0	0	32	18.8
Agree	74	44.0	16	9.0	90	53.0
Not sure	22	12.9	8	4.7	30	17.6
Disagree	14	8.2	2	1.2	16	9.4
Strongly disagree	2	1.2	0	0	2	1.2
Total	144	85.1	26	14.9	170	100.0

Source: Field survey, 2012.

Table 10: A distribution of whether staff care for customers or not

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	36	21.2	4	2.3	40	23.5
Agree	70	41.2	10	5.9	80	47.1
Not sure	30	17.6	6	3.5	36	21.2
Disagree	4	2.4	2	1.1	6	3.5
Strongly disagree	4	2.4	4	2.3	8	4.7
Total	144	84.9	26	15.1	170	100.0

Source: Field survey, 2012

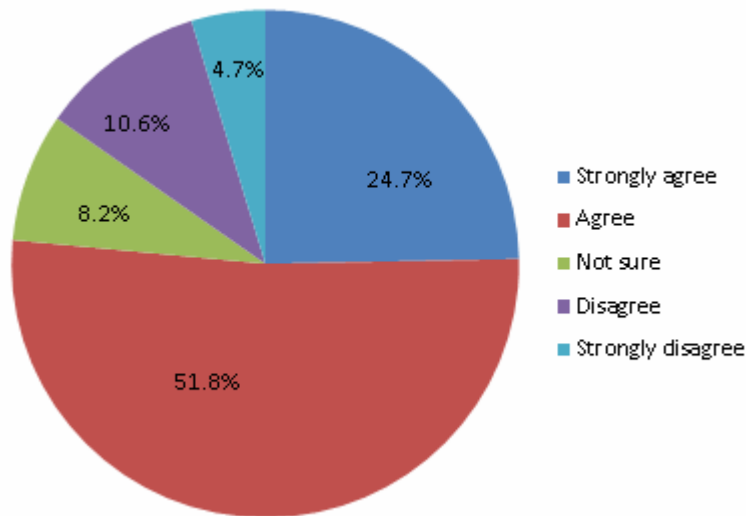
Empathy

Table 11: Responses on quality of attention staff give to customers

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	36	21.2	6	3.5	42	24.7
Agree	78	45.9	10	5.9	88	51.8
Not sure	12	7.1	2	1.2	14	8.2
Disagree	12	7.1	6	3.5	18	10.6
Strongly disagree	6	3.5	2	1.2	8	4.7
Total	144	84.8	26	15.2	170	100.0

Source: Field survey, 2012.

Figure 4: Pie chart representing responses on staff giving customer individual attention



Tangibles or Physical Evidence

Table 12: A Distribution of responses on availability of facilities

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	26	15.3	2	1.2	28	16.5
Agree	84	49.4	18	10.6	102	60.0
Not sure	20	11.8	2	1.1	22	12.9
Disagree	6	3.5	2	1.2	8	4.7
Strongly disagree	8	4.7	2	1.2	10	5.9
Total	144	84.7	26	15.3	170	100.0

Source: Field survey, 2012.

Table 13: A distribution of responses on quality of facilities

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	16	9.4	0	0	16	9.4
Agree	86	50.6	10	5.9	96	56.5
Not sure	18	10.6	10	5.9	28	16.5
Disagree	16	9.4	4	2.4	20	11.8
Strongly disagree	8	4.7	2	1.2	10	5.9
Total	144	84.7	26	15.3	170	100.0

Source: Field survey, 2012

Table 14: A distribution of responses on provision of menu boards or cards

Rating	Male		Female		Frequency	Percentage
	Freq	%	Freq	%		
Strongly agree	14	8.2	4	2.4	18	10.6
Agree	32	18.8	8	4.7	40	23.5
Not sure	52	30.6	2	1.2	54	31.8
Disagree	14	8.2	8	4.7	22	12.9
Strongly disagree	32	18.8	4	2.4	36	21.2
Total	144	84.6	26	15.4	170	100.0

Source: Field survey, 2012

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