

Service Quality Measurement of Food and Beverage in a 5 (Five) Star Rated Hotel in Bangladesh-A Case Study

Khadiza Akter

Lecturer, Department of International Tourism and Hospitality Management, Primeasia University
Star Tower 12, Kemal Ataturk Avenue, Banani, Dhaka-1213, Bangladesh
Tel: +8801686612899 Email: khadizafarha@gmail.com

Shelamony Hafsa

Lecturer, Department of International Tourism and Hospitality Management, Noakhali Science and Technology University, Noakhali-3814, Bangladesh
Tel: +8801797528555 Email: shelamonyhafsa@gmail.com

Mehedi Hasan Sakib*

Department of International Tourism and Hospitality Management, School of Business
Primeasia University, Dhaka-1213, Bangladesh
Tel: +8801865433382 Email: mehedihasan2375@gmail.com

Abstract

In the hospitality industry, food and beverage service is crucial for the satisfaction of guests. Based on the SERVQUAL model, this study seeks to measure the service quality based on customers' perceptions of the food and beverage offerings in restaurants of one of Bangladesh's 5-star hotels. The Dhaka Regency Hotel & Resort was chosen as the study's location. In this study, primary as well as secondary sources of information were utilized. A self-administered questionnaire was utilized to obtain the primary data from the respondents. Examining previous studies and scholarly articles on the measurement of food and beverage service quality led to the identification of the variables used in the questionnaire. The data have been analyzed using SPSS software, and the results have been discussed. This study considered five dimensions, or roughly ten dimensions, related to the service industry as the variable for measuring the service quality disparity. The analysis indicates that the service quality of the food and beverage departments of five-star hotels is highly dependent on the physical appearance of the service providers; the surrounding atmosphere; the food quality; the "approachability", "Competence", "Courtesy", and "communication skills" of the employees; the safety & security system; and the personalized services provided to individual customers. Through a survey, this study also attempted to analyze the consumer market and their level of satisfaction with the food and beverage department's service quality at the Dhaka Regency Hotel & Resort.

Keywords: Service Quality, Food, and Beverage, Servqual, Customer Satisfaction.

DOI: 10.7176/EJBM/15-14-06

Publication date: July 31st 2023

1. Introduction

Food and Beverages is a more comprehensive and one of the most profitable industries worldwide. In some cases, food and beverages, followed by their service, ambiance and price, are considered to be the most crucial factor of guest satisfaction in restaurants of hotels (Ramanathan et al., 2016). Customers' expectation further service and their impressions of the service provider can be compared to determine the quality of service. The service will be deemed outstanding if the guests' perspectives surpass their expectations. If expectations and perceptions are the same, the service is deemed high quality, but if expectations are not met, the service is deemed poor quality (Carlsson & Md Hussain, 2010). Measuring the service quality is an inevitable task for the hospitality industry to accomplish the guest's satisfaction by analyzing their experience after availing the service. Hospitality industry organizations are trying to provide services according to the guest's expectations to grab repeated customers (Anwar & Abdullah, 2021).

(AbuKhalifeh & Som, 2012) state that it is still unclear why visitors return to a hotel and demand superior service from the food and beverage department. Food and beverage service personnel are recognizing the significance of customer-centric philosophies and adopting quality management strategies to manage their respective businesses. Managers place a greater emphasis on demonstrating that their services are customer-centric. They are attempting to make the guests aware of the delivery of continuous performance enhancement. Even though there are financial and resource constraints that service organizations must manage, it is crucial to understand the customers' expectations and measure any gaps in food and beverage service quality from the customers' perspective (Abukhalifeh & Som, 2013). Food and beverage service quality is currently a matter of concern. It has been attracting enough interest for the researcher to evaluate it as a potential research topic.

In Bangladesh, the hospitality industry is a rapidly growing sector. According to a provisional report of the Bangladesh Bureau of Statistics, Hotel and Restaurant Survey 2020, this industry contributed BDT 879268 million in GDP in the fiscal year 2019-2020 which is 7.34 times increase from BDT 119861 million in the fiscal year 2009-2010. The gross output was 886431 million taka in 2019-2020, whereas it was 351592 million taka in 2009-2010. It had also created employment opportunities for 22.83 lac people in 2019-2020 comparative to 9.03 lac in 2009-2010 (BBS Provisional Report, 2020). With the increasing significance of the service sector in Bangladesh's economy, measuring service quality has also become an essential concern. Although the importance of service quality and service quality measurement has been acknowledged, Bangladeshi research on the concept's structure and origins in the hotel industry is limited. The administrators of restaurants in five-star hotels must clarify service quality dimensions as they identify the bundles of service attributes consumers value. Consequently, this study aims to assess the service quality from the consumers' perspective at one of Bangladesh's 5-star hotels using the SERVQUAL model.

2. Literature Review

2.1 Service Quality

The hospitality industry has witnessed increasing competition for high service quality and customer satisfaction (Paryani et al., 2010). Service quality has been elusive (P. Crick & Spencer, 2011). The concept of service quality had aroused considerable interest because of the difficulties in defining it and measuring it (Wisniewski, 2001). The service providers of a restaurant need to treat the guests as if they are friends visiting their home. Service quality can be defined as the difference between customer expectations of service and perceived service. If expectations are more significant than performance, then perceived quality is less than satisfactory (A. Parasuraman et al., 1985)

2.2 Dimensions of Service Quality

Many researchers have faced difficulties in defining service quality. The importance of measurement of service quality is understandably high. The service providers consider that providing higher services is key to remarkably positioning themselves in the marketplace. Mr. Cronin & Taylor suggested that a performance-based measure of service quality may be an improved means of measuring the service quality construct rather than the SERVQUAL method based on the Gap Theory of Parasuraman & Zeithaml and Barry in 1985. They also suggested that service quality is an antecedent of consumer satisfaction (Cronin Jr & Taylor, 1994). The question thus arises, what are the components of the expressive service? Parasuraman, Zeithaml and Berry (1985) identified 10 factors. These are:

1. "Reliability - consistency of performance, doing it right the first time."
2. "Responsiveness - willingness or readiness of employees to provide the service."
3. "Competence - possessing the required skills and knowledge to perform the task."
4. "Access - approachability and eye contact."
5. "Courtesy - politeness, respect, consideration, and friendliness of contact personnel."
6. "Communication - keeping customers informed in a language they can understand."
7. "Credibility-trustworthiness, believability, honesty, and maintaining the customers' best interests at heart."
8. "Security - freedom from risk, danger or doubt."
9. "Understanding/knowing the customer - trying to know the customers' needs."
10. "Tangibles - the physical evidence of service such as the appearance of the personnel."

Mr. Zeithaml states in his research that service quality is an in-depth assessment that reflects the customer's perception of specific service dimensions: "dependability, responsiveness, assurance, empathy, and tangibles. Satisfaction", on the other hand, is determined by impressions of service quality, the quality of the product, the cost, as well as situational and personal factors. By supplying advantages, service quality influences customer satisfaction. For instance, if consumers assume they are in a McDonald's restaurant, they will receive the same food, service, and high quality regardless of the restaurant's location. (Zeithaml & Bitner, 2003). The physical aspects of the establishment had the most powerful impact on the guests. Other service quality dimensions were essential to guests, such as contact performance and encounter performance between guests and employees (Kang et al., 2004 cited in Al-Rasheed & Saleh K., 2014). In this paper, Al-Rasheed & Saleh K. mentioned that for restaurants or food and beverage divisions, key variables are "*Taste and variety of food*", "*service flexibility of waiters/waitresses*" and "*environment of a restaurant*". Al-Rasheed specified some vital hypotheses to test the influence of service quality on the satisfaction level of guests staying in a 5 (Five) star rated hotel. To test this hypothesis, the researchers employed the arithmetic averages Mean and Standard Deviations for all paragraphs pertaining to the correlation between restaurant service levels and hotel guests' gratification.

Parasuraman et al. (1985 & 1988) define "*perceived service quality*" as the comprehensive evaluation by customers of the excellence or superiority of a service. Following the exploratory definition of service quality as perceived by customers, it is the difference between the consumer's expectations of service and his perceptions of

the actual service received. The majority of recent research on service quality has been conducted within the structure of the SQ (service quality) paradigm, which was derived from an in-depth examination of

Parasuraman et al. (1985 and 1988) and Zeithaml et al. (1996), which was cited in (AbuKhalifeh & Som, 2012). Therefore, the quality service experience depends much on the personal views of each customer and employee and how these intersect. Douglas and O'Connor (2003) investigated the extent of the quality perception divide between management and customers. A survey of hotel managers and visitors in Ireland revealed that there was, in fact, a disparity between the managers' perceptions of consumers' expectations and the consumers' actual expectations. (Douglas & Connor, 2003) discovered that staff members' perceptions of consumers' expectations were more similar, despite the fact that there were still differences. Garvin, D.A., (1987) proposed eight quality dimensions that can serve as a framework for strategic analysis: "performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality."

2.3 Relationship between Customer Satisfaction and Service Quality

In a market-driven organization, customer gratification is regarded as one of the most essential outcomes of all marketing activities. The apparent purpose of customer satisfaction is to expand a business, obtain a larger market share, and acquire repeat and referral business, which results in increased profitability (Barsky, 1992). Guests are satisfied when their expectations are met or exceeded (A. P. Parasuraman et al., 1988). Providers of services must be able to comprehend the behavior and requirements of guests to meet their expectations. Numerous researchers studied customer fulfillment. In addition, service quality will likely affect consumer behavior intentions (Yap & Kew, 2007). consumer satisfaction requires service quality, which is tied to consumer perceptions and expectations (Carlsson & Kabir, 2010). Oliver (1997) argues that service quality can be defined by contrasting consumer expectations regarding the service they will receive with their perceptions of the service provider. This indicates that if perceptions exceed expectations, the service will be deemed exceptional, if perceptions and expectations are equal, the service will be deemed good, and if expectations are not met, the service will be deemed poor (Oliver, 2014).

2.4 Relationship between Customer Loyalty and Service Quality

consumer loyalty refers to the likelihood that a consumer will return or continue to use the same product or other products of the same organization, make business suggestions, and either intentionally or unintentionally provide strong recommendations, references, and publicity. (AL-Rousan et al., 2011) Loyal customers resist price inducements from competitors and typically purchase more than less loyal customers. Customer loyalty refers to the behavior of repeat consumers and those who provide positive ratings, reviews, or testimonials (Ramesh Kumar & Advani, 2005). It is not only about customers providing positive word-of-mouth publicity about a product/service by telling their friends and family, but it is also a process, a program, or a group of programs designed to keep a guest satisfied so that he or she will provide additional business.

2.5 Service Quality of the Food and Beverage Division

Food and beverage quality of service refers to services that satisfy customers' requirements and expectations. There are three components to food and beverage service quality: facilities and equipment, in-kind services, and product and service quality. Specifically, the quality of service in catering services refers to the service provided by the restaurant waiter, excluding food as part of the value form (Ender, 2018). To improve the quality of service in the catering industry, service providers must first comprehend their customers' food and beverage service requirements, according to this essay. From a practical standpoint, food and beverage service customer demand for hospitality businesses is concentrated primarily in the following areas: "*Timely and fast service efficiency* (Rose, 2000, 2018), "*Courtesy and respect in service attitude, Warm and sincerity in service passion, Cordial and friendly service details*" (Bolman & Deal, 2013) and "*Understanding and comforting service skills.*"

Nield et al. (2000) investigated the role and significance of food service in satisfaction among visitors and regional distinctions in satisfaction levels. Analysis of the findings reveals that there were significant differences in the satisfaction perceptions of three tourist groups regarding value for money, quality of food, the number of dishes, food service standards, variety of dishes, presentation of food and speed of service in general, and bread, coffee, meat, and soup in particular. (Nield et al., 2000) found that the quality of food, value for money, diversity of dishes, attractiveness of the surrounding area, and food presentation were the factors that significantly influenced the overall food service experience in Romania. In addition, their research revealed that food service is a significant contributor to tourist satisfaction and that there are substantial differences in the happiness levels between Eastern and Western European tourists and Romanians. They affirm that guest satisfaction is essential to the revenue generation of any hotel's food and beverage division.

2.6 Methods for Measuring the Service Quality

Gronroos conceptualized the service assurance model for the first time in 1984. He believed that for a company to

be effective, the business owner needs to comprehend how consumers perceive the service offered. It was an initial attempt to put a natural model for gauging perceived service quality. This model's lack of an explanation for measuring technical and functional characteristics was its primary flaw. Numerous researchers have stated that service quality is multidimensional. SERVQUAL and SERVPERF are the most popular and well-known models for measuring service quality. In recent years, scientists have placed a greater emphasis on hierarchical-multilevel structures for the perception of service quality. According to Ghotbabadi et al. (2015), assessing the perception of guests after the service has been rendered is more fruitful than comparing expectations and perception. The Gap Theory was proposed by Parasuraman, Zeithaml, and Berry (1985) as a new model for assessing service quality by measuring the gap between perceived service and expected service. Based on the disparity between consumer expectations and perceptions, this theory introduced ten dimensions for measuring the gaps in their service quality model: "dependability, responsiveness, competence, access, courtesy, communication, credibility, security, comprehension, and tangibles." In 1988, the authors refined their findings and model, but the structure of the model and theory remained the same; the number of dimensions was reduced to five: Reliability, Responsiveness, Assurance (which includes "Communication, Competence, credibility, Courtesy, and security), tangibles, and empathy" (which provides for access and Understanding). This model was revised in 1991 and 1994, but its construction and dimensions for the five suggested sizes remained unchanged (Ghotbabadi, Feiz, and Baharun, 2015).

Cronin and Taylor (1992) proposed a refined model in which the performance of service providers is the sole factor that must be measured to determine service quality. They argued that service quality is a consumer's attitude and that the efficacy of the service (perceived service) is the only metric for service quality. Based on SERVQUAL's conceptualization and measurement of service quality, they proposed a new model, SERVPERF, which used performance as the only measurement for service quality. Cronin and Taylor (1992) attempted to measure performance with the exact "dimensions as Reliability, Responsiveness, assurance, tangibles, and empathy for service quality measurement," except the "expectation-perception" gap (Ghotbabadi et al., 2015). According to Dabholkar, Thorpe, and Rentz (Dabholkar et al., 1996), a new paradigm for service quality was introduced in 1996 to develop dimensions and construction using SERVQUAL and SERVPERF. They proposed a Hierarchical Structural Model for measuring service quality in retail store environments in this new model. In their proposed paradigm, three stages were included. In addition, derivative models such as DINESERV (Stevens et al., 1995), LODGQUAL (Getty & Thompson, 1994), and LODGSERV (Knutson et al., 1990) have bolstered the significance of SERVQUAL. In this report, the service quality of the food and beverage division of the Dhaka Regency Hotel and Resort's food and beverage division will be evaluated using the SERVQUAL Method, which was proposed in 1985 by Parasuraman, Zeithaman, and Berry.

2.7 SERVQUAL Method- The Gap Theory

SERVQUAL is an evaluation scale that endeavors to measure the customer's perception of service industry standards. SERVQUAL is not an abbreviation. It comprises five dimensions or constructs. They consist of Dependability, Responsiveness, Tangibles, Assurance, and Empathy (Parasuraman, Zethaml, and Berry, 1985, 1988). The dependability of a service refers to its dependability and precision. The Responsiveness of an employee is measured by his or her speed and willingness to address a customer's requirements. The tangibles include a company's physical appearance, the quality of its apparatus, and the arrival of its employees. Assurance quantifies an employee's trustworthiness and the level of customer confidence imparted.

Empathy refers to the uniqueness of service and whether or not specialized service is ingrained in the company's culture. In addition to the gaps between employer expectations, employee expectations, and customer expectations, SERVQUAL incorporates ten determinants outlined in the earlier section of the literature review that influence the five constructs. These factors include Courtesy, Expertise, Credibility, and Safety. In addition, they have accessibility, communication, consumer knowledge, dependability, and Responsiveness. The five constructs derived from these ten determinants constitute RATER, a permanent SERVQUAL rating system (Parasuraman, Zethaml, and Berry, 1985). This model permits calculating the relative significance of any discrepancies between the expectations and perceptions of visitors dining in restaurants and receiving room service of food and beverages. This model may also assist hotel and restaurant management to concentrate on strategies and tactics to close critical gaps. SERVQUAL can be used or adapted to assess service quality in various contexts. Another benefit of this model is that it can compare competitors' services.

3. Aim of the Study

This study aims to measure the service quality of the food and beverage division with the help of guests' perceptions who have food and beverages from the 5-star hotels in Bangladesh, the Dhaka Regency Hotel and Resorts. Dhaka Regency has started providing guests food and beverage services since its journey in 2007. There are four outlets of food and beverage department of Dhaka Regency which promptly provide 24-hour food and beverage services to the guests. This aim of this study has been selected because no such in-depth research has been done before to

measure the service quality of food and beverages in any restaurant of a 5 star rated hotel in Bangladesh. This survey will be conducted with the help of a survey questionnaire by comparing the guests' expectations and experiences. The results could help to understand what attributes are essential to understand better the Dhaka Regency Hotel & Resort customers and design experiences that match their expectations.

4. Methodology

In this study, both the exploratory & the descriptive research designs have been followed. To complete the Exploratory research, the observation method first has been used to collect information about this topic. Then previous studies and research insights about the problem or topic of the study have been studied. The important variables for the study have been identified. To complete the Descriptive research, the survey method has been used. Survey method helps to obtaining information based on the questioning of respondents. The survey of this study has been accomplished through a questionnaire. The questionnaire has been developed by considering the variables identified. By the help of this questionnaire, the guests' expectations and the perceptions of the guests about the service quality of food and beverage outlets of Dhaka Regency have been collected. This in-depth study on food and beverage service quality has still not gained the researchers' attention. For this study, the researchers approached some international 5-star brand in Dhaka, Bangladesh. Because of the privacy policy of the property and the guests, they didn't allow this type person to person in-depth research survey. Being a national brand, "Dhaka Regency Hotel & Resort" claim that they provide 5-star rated service quality, it was selected by the researchers as one of the authors completed an internship at the food and beverage service department of Dhaka Regency Hotel and Resort.

The survey was conducted on a sample size of 110 respondents who were taking food and beverage services from different outlets of the food and beverage department of Dhaka Regency Hotel & Resort. A sampling process of the Convenient Judgmental method was used during the survey. For collecting data, both primary and secondary sources have been used. The primary data sources were personal observations on different situations and personal interviews of guests having food and beverage services from different outlets of food and beverage department of Dhaka Regency Hotel & Resort covering 6 months. A questionnaire was developed to collect data. All the guests were personally asked to complete and return the form immediately. A 5 (Five) Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) was used to measure the level of perception measurement of the guest. The responses of respondents were categorized into five groups and given weight from a minimum of 1 to a maximum of 5; then assigned point 1 for the answer 'strongly disagree'; 2 for 'disagree'; 3 for 'neither agree or disagree', 4 for 'agree' and 5 for 'strongly agree'. If one strongly agrees with a particular statement, we assume that he/she is delighted with that aspect. If one strongly disagrees with a specific statement, it was assumed that he/she has a negative attitude or dissatisfaction with that specific aspect.

For analyzing the collected data, Microsoft Excel & statistical software IBM SPSS_Statistics_26.0 was used to get the statistical analysis part, including mean, standard deviation, percentage of every variable, frequency table distribution of valid percentage, cumulative percentage, mean, and standard deviation. A descriptive analysis method was also used. The main limitation of this type of survey, precisely measuring service quality or customer perceptions, is the unwillingness of the guests to assist with the survey and provide their opinion. The lack of comparable and up-to-mark previous studies on service quality measurement of restaurants of 5-star rated hotels in Bangladesh was also a great challenge for this survey.

5. Data Analysis and Discussion

5.1 Demographic Profile of the Respondents

Previous studies show that the choices of foods vary based on gender and age (Westenhofer, 2005). The people's origin-destination has also significantly impacted food and beverage choices and taste preferences.

Table 1: Frequency distribution of Gender, Age, and Nationality

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	80	72.7	72.7	72.7
	Female	30	27.3	27.3	100.0
	Total	110	100.0	100.0	
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(19-25)	10	9.1	9.1	9.1
	(25-30)	41	37.3	37.3	46.4
	(31-35)	28	25.5	25.5	71.8
	(36-40)	16	14.5	14.5	86.4
	(41-50)	10	9.1	9.1	95.5
	(51-60)	5	4.5	4.5	100.0
	Total	110	100.0	100.0	
Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	America	6	5.5	5.5	5.5
	Australia	6	5.5	5.5	10.9
	Bangladesh	22	20.0	20.0	30.9
	Canada	1	.9	.9	31.8
	China	5	4.5	4.5	36.4
	Congo	2	1.8	1.8	38.2
	Cyprus	6	5.5	5.5	43.6
	Dubai	7	6.4	6.4	50.0
	England	6	5.5	5.5	55.5
	France	2	1.8	1.8	57.3
	Germany	3	2.7	2.7	60.0
	India	13	11.8	11.8	71.8
	Ireland	1	.9	.9	72.7
	Japan	9	8.2	8.2	80.9
	Malaysia	2	1.8	1.8	82.7
	Philippine	11	10.0	10.0	92.7
	Qatar	1	.9	.9	93.6
	Russia	5	4.5	4.5	98.2
	Saudi Arabia	1	.9	.9	99.1
	Somalia	1	.9	.9	100.0
Total	110	100.0	100.0		

Table 1 shows that among the respondents, the gender distribution was 72.7% male and 27.3% female. So, from this statistic, it can be said that the majority of the respondents were male, and a few were female. Among the respondents, a maximum of 37.3% belong to the age limit of 25-30; and a minimum of 4.5% belong to the age limit of 51- 60. Also, 25.5% belong to the age limit of 31-35, and 14.5% belong to the age limit of 36-40. So, from this statistic, it indicates that most of the respondents of this survey belong to the age of 25-40. Among the respondents, a maximum of 20.0% were from Bangladesh; the second highest, 11.8% were from India; the third highest, 10.0%, were from the Philippines. A ratio of 6.4% were from Dubai and a ratio of 5.5% of respondents were from each of America, Australia, Cyprus and England. Also 4.5% of respondents were from China. It indicates that most of the respondents belong to the area of Asian regions like Bangladesh, India, the Philippines and Dubai. Other countries like Canada, France, Germany, Congo, Malaysia, and Russia consist of an insufficient number of respondents for this survey.

5.2 Presentation and Analysis of Service Quality Measuring Variables

In the following part, the respondent's number and purpose of visit to restaurants of Dhaka Regency preferred meals and beverages, preferred outlets and broadly 18 other variables of service quality measurement were mentioned and discussed.

Table 2: Frequency Distribution of Number and Purpose of Visit in Dhaka Regency

Number of visits in Dhaka Regency Hotel							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Once	30	27.3	27.3	27.3	2.29	1.061
	Twice	38	34.5	34.5	61.8		
	Three-time	22	20.0	20.0	81.8		
	More than three times	20	18.2	18.2	100.0		
	Total	110	100.0	100.0			
The purpose of visit							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Business	40	36.4	36.4	36.4	1.85	0.752
	Leisure	46	41.8	41.8	78.2		
	Official /Job	24	21.8	21.8	100.0		
	Total	110	100.0	100.0			

Table 2 shows that among the 110 respondents, 34.5% visited Dhaka Regency only twice. 27.3% visited once, 20% visited Dhaka Regency three times, and 18.2% visited more than three times. According to the data analysis, the mean value is 2.29, indicating that most respondents visited Dhaka Regency twice. The value of the standard deviation is 1.061, which indicates that there is a very high distance between the values. Whereas 41.8% visited Dhaka Regency for leisure purposes, 36.4% visited Dhaka Regency due to Business purpose and 21.8% visited for official work or job purposes. From the data analysis part, the mean value of purpose of visit in Dhaka Regency is 1.85 which indicates that most of the respondents had visited in Dhaka Regency due to their leisure purpose like visiting Bangladesh for the first time or experiencing the culture of Bangladesh or spending quality time with family on the weekends. Another majority of the people visited for Business purposes and a very few of them came to Dhaka Regency for their official work or job purpose. The standard deviation value is 0.752, which indicates that the distance among the values is little high and is centered to the mean value.

Table 3: Frequency distribution of Meal and Beverage preferences of guests in Dhaka Regency

Preferred Meal							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Breakfast	24	21.8	21.8	21.8	2.17	0.765
	Lunch	43	39.1	39.1	60.9		
	Dinner	43	39.1	39.1	100.0		
	Total	110	100.0	100.0			
Preferred Beverage							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Alcoholic	36	32.7	32.7	32.7	2.21	1.050
	Non- Alcoholic (Carbonated)	30	27.3	27.3	60.0		
	Non -Alcoholic (Non-Carbonated)	29	26.4	26.4	86.4		
	Juice	15	13.6	13.6	100.0		
	Total	110	100.0	100.0			

From the frequency table 3, we can see that among the 110 respondents, 39.1% showed their interest in lunch and another 39.1 % showed their interest in having dinner at Dhaka Regency, but only 21.8% preferred breakfast. The mean value of meal preference of guests is 2.17, which indicates that most of the guests chose to have lunch and dinner than breakfast at the restaurants of Dhaka Regency. The standard deviation value is 0.765, which indicates that the difference among the values is relatively high. In the case of beverages preference, we see among 110 respondents, 32.7% showed their eagerness for alcoholic beverages; 27.3% showed their preference for non-alcoholic but carbonated beverages; 26.4% respondents showed their preference for non-alcoholic and non-carbonated beverages; 13.6% showed their preference for beverages like juice or refreshment drink or mineral water. According to the statistical data analysis, the mean value of guest's preference about the beverage type is 2.21, which explains that most guests prefer to have beverages like non-alcoholic but carbonated drinks and non-

alcoholic and non-carbonated drinks.

Table 4: Frequency distribution of F&B outlet preference of Dhaka Regency

		Preferred Outlet				Mean	Standard Deviation
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Grandiose	29	26.4	26.4	26.4	2.25	0.988
	Grill on the Skyline	39	35.5	35.5	61.8		
	Shisha Lounge	28	25.5	25.5	87.3		
	Comfee	14	12.7	12.7	100.0		
	Total	110	100.0	100.0			

Frequency distribution table 4 shows that 35.5 % of total respondents showed their interest in having a meal in the 'Grill on The Sky Line' (rooftop & poolside) restaurant of Dhaka Regency; 26.4% showed their interest in 'Grandiose' (fine dining) restaurant and 25.5% respondents showed their interest for 'Shisha' (snacks, kebab, grills, and shisha facilities) Lounge and 12.7% respondents showed to have food at 'Comfee' (private & cozy) lounge. According to the statistical analysis, the mean value of outlet preference of guests is 2.25, which indicates that guests prefer the Grill on the Skyline restaurant more other than any other restaurant while having a meal in Dhaka Regency. The standard deviation value is 0.988, which also supports the value for the mean.

Table 5: Frequency distribution of guest's opinions about the quality of food

		Dhaka Regency provides exceptional quality of food.				Mean	Standard Deviation
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Neither Agree nor Disagree	16	14.5	14.5	14.5	4.27	0.703
	Agree	48	43.6	43.6	58.2		
	Strongly Agree	46	41.8	41.8	100.0		
	Total	110	100.0	100.0			

When the guests were asked about the quality of the food and beverages, they responded. From frequency table 5, we can see that 43.6% of the respondents agree. Another majority of 41.8% of respondents strongly agreed on the quality of food and beverages. Only 14.5% of respondents showed neither agree nor disagree on this factor. According to the statistical analysis, the mean value is 4.27, supporting that most of the guests agree or strongly agree with this fact.

Table 6: Guest's Opinion about Food Hygiene of Dhaka Regency

		The restaurants of Dhaka Regency maintain Food Hygiene.				Mean	Standard Deviation
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Neither Agree nor Disagree	11	10.0	10.0	10.0	4.38	0.663
	Agree	46	41.8	41.8	51.8		
	Strongly Agree	53	48.2	48.2	100.0		
	Total	110	100.0	100.0			

Literature review showed that maintaining food hygiene is essential to service quality. From frequency table 6, we can see that 48.2% of them responded that they strongly agree. 41.8% answered that they agree, and the other 10% responded that they neither agree nor disagree. About 90% of respondents gave their opinion between agree and strongly agree. The statistical analysis shows that the mean value is 4.38, which also concurs that guests agree or strongly agree with this statement. On the other hand, the standard deviation value is 0.663, which explains that the values are situated closer to the mean value. So, we can say that the literature review concept matches the collected data and statistics from this survey. Dhaka Regency maintains food hygiene in their restaurants.

Table 7: Guest's perception of the surrounding environment

		The quality of the surrounding atmosphere maintains a 5-star rating.				Mean	Standard Deviation
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Neither Agree nor Disagree	4	3.6	3.6	3.6	4.55	0.568
	Agree	41	37.3	37.3	40.9		
	Strongly Agree	65	59.1	59.1	100.0		
	Total	110	100.0	100.0			

From frequency table 7, we can see that 59.1% strongly agreed and 37.3% agreed. Only 3.6% of them neither agreed nor disagreed. In total, 96.4% gave their opinion between strongly agree and agree. Only 3.6 % were neutral. According to the statistical analysis, the mean value is 4.55, which also explains that most guests agree that the surrounding atmosphere affects the guest's satisfaction and Dhaka Regency provides a quality surrounding

atmosphere.

Table 8: Guest's opinion about the process of serving food and beverage and clearing them after being consumed

The process of serving the food and clearing them after being consumed is perfect.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Disagree	2	1.8	1.8	1.8	4.13	0.803
	Neither Agree nor Disagree	23	20.9	20.9	22.7		
	Agree	44	40.0	40.0	62.7		
	Strongly Agree	41	37.3	37.3	100.0		
	Total	110	100.0	100.0			

The guests of Dhaka Regency were asked whether the process of serving the food and clearing them after consumption is good or not. From frequency table 8, we can see that 40% agreed. That 37.3% of them strongly agreed. 20% of the respondents mentioned that they are neutral about this aspect. Only 1.8% disagreed with this aspect. So, almost 77.3% of total respondents are centered around agree and strongly agree. According to the statistical analysis, the mean value is 4.13, indicating that most of the guests are staying in the class of agree.

Table 9: Guest's opinion about service persons

Service Persons are taking care of guests when the guest is having meal.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	1.8	1.8	1.8	3.73	1.100
	Disagree	17	15.5	15.5	17.3		
	Neither Agree nor Disagree	22	20.0	20.0	37.3		
	Agree	37	33.6	33.6	70.9		
	Strongly Agree	32	29.1	29.1	100.0		
	Total	110	100.0	100.0			

From frequency table 9, among the total respondents, 33.6% agreed with this aspect, 29.1% strongly agreed, 20% neither agreed nor disagreed, and around 17.3% disagreed and strongly disagreed. According to the statistical analysis, the mean value is 3.73, and the standard deviation is 1.10. It explains that the guest's opinions refer to the agreed scale. So, we can say that most of the respondents agree with this question about Dhaka Regency that they are taking care of the guests when they are having a meal.

Table 10: Guest's opinion about the Reliability of service quality of Dhaka Regency

The service quality of food and beverages of Dhaka Regency is reliable.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Disagree	1	.9	.9	.9	4.14	0.818
	Neither Agree nor Disagree	27	24.5	24.5	25.5		
	Agree	38	34.5	34.5	60.0		
	Strongly Agree	44	40.0	40.0	100.0		
	Total	110	100.0	100.0			

When the respondents of Dhaka Regency were asked about the Reliability of services of Dhaka Regency, from the frequency table 10, we can see that 40% strongly agreed. But 34.5% only agreed, and 24.5% neither agreed nor disagreed with this statement. The rest of 0.9% disagreed with the statement. Around a total of 74.5% of total respondents gave their opinion between agree and strongly agree. According to the statistical analysis, the mean value is 4.14, which explains that the guests are more likely to be between the class of agree and strongly agree. The standard deviation is 0.818, demonstrating that the values are not very close to their mean value. So, the statistics generated from the survey support that the service quality of food and beverages of Dhaka Regency is reliable.

Table 11: Guest's opinion about the employee's Responsiveness

The employees who are serving food are responsive.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	1	.9	.9	.9	3.92	0.987
	Disagree	9	8.2	8.2	9.1		
	Neither Agree nor Disagree	25	22.7	22.7	31.8		
	Agree	38	34.5	34.5	66.4		
	Strongly Agree	37	33.6	33.6	100.0		
	Total	110	100.0	100.0			

From the frequency table 11, we found that 34.5% agreed and 33.6% strongly agreed with the Responsiveness of the service persons working at the restaurants of Dhaka Regency. 22.7% were neutral, and only 8.2% disagreed. The statistical data mean value was 3.92, indicating that most respondents agreed and strongly agreed. The standard deviation value is 0.987, which seems scattered from the mean value. So, we can say that the service persons' Responsiveness impacts the overall service quality.

Table 12: Guest's perception of the employee's Competence.

The employees who are serving the food are competent.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Disagree	6	5.5	5.5	5.5	4.05	0.866
	Neither Agree nor Disagree	20	18.2	18.2	23.6		
	Agree	46	41.8	41.8	65.5		
	Strongly Agree	38	34.5	34.5	100.0		
	Total	110	100.0	100.0			

From the frequency table 12, we can see that 41.8% of the respondents agreed with this statement, 34.5% of the respondents strongly agreed, 18.2% of them neither agreed nor disagreed, and only 5.5% of the respondents disagreed with this statement. According to the statistical data analysis, we find that the mean value is 4.05, which also explains that most of the respondents showed their opinion between the classes agree and strongly agree. The standard deviation value is 0.866, demonstrating that the values are far from their mean value.

Table 13: Guest's perception of the employee's communication skill

The employees who are serving the food are communicative.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	3	2.7	2.7	2.7	3.83	1.108
	Disagree	11	10.0	10.0	12.7		
	Neither Agree nor Disagree	27	24.5	24.5	37.3		
	Agree	30	27.3	27.3	64.5		
	Strongly Agree	39	35.5	35.5	100.0		
	Total	110	100.0	100.0			

When this question was asked to the guests of Dhaka Regency, from frequency table 13, we can see that 35.5% of respondents strongly agreed and 27.3% agreed with this statement. According to the statistical data analysis, the mean value is 3.83, which also explains that the guests belong to the scales between agree and strongly agree. The standard deviation value is 1.108, demonstrating that the values are very far from their mean value. So, the service persons of the restaurants in Dhaka Regency are communicative, and the guests are not so concerned about the communication skill of the service providers.

Table 14: Guest's perception about the employee's approachability and eye contact.

The employees serving the food are properly approachable and make eye contact with the guests.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	3	2.7	2.7	2.7	3.56	1.154
	Disagree	21	19.1	19.1	21.8		
	Neither Agree nor Disagree	26	23.6	23.6	45.5		
	Agree	31	28.2	28.2	73.6		
	Strongly Agree	29	26.4	26.4	100.0		
	Total	110	100.0	100.0			

When the respondents were asked this question about service persons at Dhaka Regency, from the frequency table 14, we can see that 28.2% of them agreed with this statement. 26.4% of the respondents strongly agreed. 23.6% neither agreed nor disagreed, 19.1% disagreed, and only 2.7% strongly disagreed with the statement about Dhaka Regency. According to the statistical data analysis, the mean value is 3.56, which explains that most of the guests belong to the scale neither agree nor disagree and agree. The value of the standard deviation is 1.154, which depicts that the service persons have good approachability and do eye contact.

Table 15: Guest's Perception of the Employee's Courtesy

The employees who are serving the food have the Courtesy.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	3	2.7	2.7	2.7	3.90	1.075
	Disagree	11	10.0	10.0	12.7		
	Neither Agree nor Disagree	18	16.4	16.4	29.1		
	Agree	40	36.4	36.4	65.5		
	Strongly Agree	38	34.5	34.5	100.0		
	Total	110	100.0	100.0			

In the case of Dhaka Regency, the guest's perception about this statement, from table 15, shows that 10% of the guests disagreed, 16.4% neither agreed nor disagreed, and 36.4% agreed. The rest of the 34.5 % strongly agreed with this aspect. According to the statistical data analysis, we can see that the mean value is 3.90, which explains that the guests are more likely to be neutral and quite agree with this statement. The standard deviation is 1.075, demonstrating that the values are scattered from the mean value.

Table 16: Guest's opinion about the employee's ability to understand the guests

The employees who are serving the food understanding							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard. Deviation
Valid	Strongly Disagree	4	3.6	3.6	3.6	3.76	1.116
	Disagree	11	10.0	10.0	13.6		
	Neither Agree nor Disagree	27	24.5	24.5	38.2		
	Agree	33	30.0	30.0	68.2		
	Strongly Agree	35	31.8	31.8	100.0		
	Total	110	100.0	100.0			

From the frequency table 16, we can see that of the guests who are taking services from the food and beverage department of Dhaka Regency, 31.8% of them replied that they Strongly agreed, 30% of them said they approved and only 24.5% of them neither agreed nor disagreed with this statement in case of Dhaka Regency. According to statistical data analysis, the mean value is 3.76, which also means that the guest's opinions are between the classes of neither agree nor disagree and agree. The standard deviation value is 1.116, which explains that the values are very scattered from their mean value. So, we can say that all the data refer to the point that the food and beverage department of Dhaka Regency's service providers understands.

Table 17: Guest's perception of the employee's dress-up manner and fitness to serve the guests.

The employees who are serving the food are well dressed up and fit to serve the guests.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Neither Agree nor Disagree	7	6.4	6.4	6.4	4.47	0.616
	Agree	44	40.0	40.0	46.4		
	Strongly Agree	59	53.6	53.6	100.0		
	Total	110	100.0	100.0			

Tangibility refers to the physical evidence of service, such as the appearance of the personnel. It's one of the most critical factors for measuring service quality (A. Parasuraman et al., 1985). From the frequency table 17, we can see that 53.6% of the respondents from the Dhaka Regency strongly agreed with this statement. 40% of them agreed. 6.4% of the respondents said that they neither agreed nor disagreed. According to the statistical data analysis, the mean value is 4.47, which also refers to the a class of agree to agree strongly. The standard deviation value is 0.616, which means that the values are close to their mean value. So, when measuring the service quality of food and beverages department of Dhaka Regency, we can say that the service providers are well dressed up and fit to serve the guests and they have tangibility.

Table 18: Guest's opinion about the safety and security of Dhaka Regency

Dhaka Regency provides a safe and secure place for the guests.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Neither Agree nor Disagree	4	3.6	3.6	3.6	4.53	0.570
	Agree	44	40.0	40.0	43.6		
	Strongly Agree	62	56.4	56.4	100.0		
	Total	110	100.0	100.0			

From the frequency table 18, we can see that 56.4% of the respondents strongly agreed, 40% said they agreed and the other 3.6% neither agreed nor disagreed. According to the statistical analysis, the mean value is 4.53, which also means that the guests belong to the classes agree and strongly agree. The standard deviation value is 0.570, which means that the values are closer to their mean value.

Table 19: Guest's perception of the tastes and variety of food and beverages of Dhaka Regency

The taste and variety of foods and beverage is exquisite.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Neither Agree nor Disagree	15	13.6	13.6	13.6	4.32	0.703
	Agree	45	40.9	40.9	54.5		
	Strongly Agree	50	45.5	45.5	100.0		
	Total	110	100.0	100.0			

From the frequency table 19, we can see that 45.5% of the respondents strongly agreed with this statement in case of Dhaka Regency. 40.9% of the respondents agreed, and 13.6% neither agreed nor disagreed with this statement. According to the statistical data analysis, the mean value is 4.32, which also matches with the frequency table that the guests' opinion refers to the scale of agree to agree strongly. The standard deviation value is 0.703, which means that the values are very scattered from their mean value.

Table 20: Guest's perception of the statement that Service quality affects the guest's satisfaction

The service quality affects the guests' satisfaction.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Disagree	1	.9	.9	.9	4.32	0.765
	Neither Agree nor Disagree	17	15.5	15.5	16.4		
	Agree	38	34.5	34.5	50.9		
	Strongly Agree	54	49.1	49.1	100.0		
	Total	110	100.0	100.0			

From the frequency table 20, we can see that 0.9% of this survey's respondents in Dhaka Regency's case strongly disagreed with this statement. 15.5% of the respondents neither agreed nor disagreed. 34.5% of them agreed, and 49.1% of them strongly agreed with this statement. In total, 83.6% of the respondents who belong to the classes agree and strongly agree. According to the statistical analysis, the mean value is 4.32, which also

indicates that the guests agree with this statement. The standard deviation value is 0.765, which explains that the values are quite scattered from their mean value. So, from the above discussion, it can be said that according to the guests' perception, the service quality affects the guests' satisfaction level.

Table 21: Guest's perception of the relationship between service quality and customer loyalty

There is a relationship between service quality and customer loyalty.							
		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Standard Deviation
Valid	Strongly Disagree	1	.9	.9	.9	4.27	0.887
	Disagree	3	2.7	2.7	3.6		
	Neither Agree nor Disagree	17	15.5	15.5	19.1		
	Agree	33	30.0	30.0	49.1		
	Strongly Agree	56	50.9	50.9	100.0		
	Total	110	100.0	100.0			

From the frequency table 21, we can see that 15.5% of the respondents neither agree nor disagree with this statement. Only 0.9% strongly disagreed, and 2.7% disagreed with the statement. But 30.0% of the respondents agreed with this statement, and 50.9% of the respondents strongly agreed with this statement. In total, 80.9% of the total respondents belonging to the classes agree and strongly agree. According to the statistical analysis, the mean value is 4.27, which also explains the frequency table in which the guests' opinions refer to the scale of agree to agree strongly. The standard deviation value is 0.887, which demonstrates that the values are close to their mean value. So, from the above discussion, it can be said that there is a strong relationship between service quality and customer loyalty.

5.3 Discussion

The five dimensions (A. P. Parasuraman et al., 1988), broadly 10 dimensions (A. Parasuraman et al., 1985), of the SERVQUAL method played a vital role in measuring the quality of food and beverage service at different outlets of Dhaka Regency Hotel & Resort. The survey questionnaire was developed based on the variables identified in the secondary data sources. Quality of food and a food hygiene maintenance are two major service quality dimensions specified in the SEVQUAL method (1985). According to the results (Table 5), the majority of the guests agreed (43.6%) and strongly agreed (41.8%) that Dhaka Regency provides exceptional quality of food, especially the local cuisine. As per the results from Table 6, around 90% of guests agreed and strongly agreed that service persons at Dhaka Regency is careful about maintaining food hygiene while serving the food to guests. Surround atmosphere of the restaurants is another influential dimension of service quality. As per Table 7, it is found that 96.4% of guests agreed and strongly agreed on the fact that Dhaka Regency is providing a 5-star rated surrounding environment at their restaurants. Providing a unique service and the promptness and process of serving the food and beverages are also fundamental aspects for the guests, which, as a result, affect the overall service quality of the organization. In the process of serving food and beverages, as per results table 8, almost 77.3% of guests agreed and strongly agreed that service persons of Dhaka Regency are following traditional food and beverage service. Also, the service persons clear the dirt accurately after the guests have food.

Among the five major dimensions of the SERVQUAL method, the Reliability of the service is vital. One of the essential variables, "Reliability," was determined by Parasuraman, Zeithamal, and Berry (1985) in their Gap Theory of Service Quality Measurement (SERVQUAL). Reliability refers to the consistency of performance and trustworthiness on the service quality. It is found that 74.5% of guests agree and strongly agree that the service persons of restaurants of Dhaka Regency are reliable (Table 10). Responsive refers to the willingness or promptness of the employees to provide the service, which was generated from The Gap Theory of Service Quality measurement (SERVQUAL) by Parasuraman et al. l in 1985. According to the results of Table 11, 68.1% of guests responded that they agree or strongly agree that service persons of Dhaka Regency are responsive. Competence refers to possessing the required skills and knowledge to perform the task. When we are talking about the service quality of a 5-star rated hotel or restaurant, the Competence of the service providers is a fundamental matter to consider. This was generated by Parasuraman, Zeithaml & Berry in their Gap Theory of the SERVQUAL Method in 1985. 76.3% of guests responded in between agree and strongly agree (Table 12) on the Competency level of the service persons of Dhaka Regency. On the other hand, Communication skill refers to the process of understanding guests demand and delivering the right message. Only 62.8% of respondents agreed or strongly agreed (Table 13) that the service persons of restaurants of Dhaka Regency have good communication skills.

From the results of Table 14, only 56.6% of respondents agreed or strongly agreed on the approachability and making eye contact of service persons of Dhaka Regency. The majority of 44.4% responded between neutral and strongly disagree. On the other hand, Courtesy refers to the qualities of respect, consideration and friendliness of service personnel. The food and beverage industry service providers must have the Courtesy to increase the level

of guest's satisfaction and maintain the quality of services. From the results of Table 15, around 70.9% of guests agreed and strongly disagreed with having Courtesy of the service persons. Understanding or knowing the customer's needs is crucial for service providers. When the guests were asked about the Understanding capability of the service persons, only 61.8 % responded in between agree and strongly agree (Table 16). 24.5 % were neutral and 13.6% responded in between disagree and strongly disagree. 'Tangibility' is one of the significant dimensions of the SERVQUAL method. Tangibility refers to the physical evidence of service, such as fitness, well dress-up, and poster of the personnel. As per table 17, 93.6% of respondents agreed or strongly agreed on the tangibility of the service persons of Dhaka Regency. Safety and security are a significant concern for tourists. Safety and security are great concerns for the service industry, which affects the overall service quality for a hotel or restaurant (A. Parasuraman et al., 1985).

While visiting a 5-star hotel, guests expect to feel safe and secure. From the results of Table 18, around 96.4% of guests responded in between agree and strongly agree. Regarding tastes and variety of food and beverages, the taste and type of foods and drinks affect the service quality of a restaurant or food and beverage industry (Al-Rasheed, 2014). As per table 19, 86.4% agreed and strongly agreed. The service quality of a service-providing organization very much dependent on the factor that the guests are satisfied with the level of services of foods and beverages (AL-Rousan et al., 2011); (A. Parasuraman et al., 1985); (Barsky, 1992). According to the result of table 20, it is found that 83.6% of respondents of this survey agreed and strongly agreed with this statement. The mean value is 4.32, and the standard deviation is 0.765, reflecting that customers decide on the relationship between service quality and customer satisfaction. Loyal customers are those who purchase the service or product repeatedly. The quality of a service providing in food and beverage industries affects the customer's loyalty for that organization (Ramesh Kumar & Advani, 2005); (Ramzi & Mohamed, 2010); (Idrisu, 2011). This survey is successful in proving that there is a close relationship between service quality and customer loyalty. According to Table 21, around 80.9% of respondents agreed and strongly agreed with this statement. Also 15.5% neither disagreed.

6. Conclusion

Service quality is needed to create customer satisfaction and is connected to customer perceptions and expectations (Carlsson & Md Hussain, 2010). During this study, the authors also found that satisfaction and quality are closely linked to market share and customer retention. My study aimed to measure the food and beverage service quality of restaurants in a 5-star rated hotel in Bangladesh. The survey was done on the conveniently reachable guests having food and beverages at different food and beverage outlets of Dhaka Regency Hotel and Resort. To fulfill the aim of this study, a wide range of previous research papers related to the topic was analyzed by the authors and mentioned in the introduction part. The authors have identified the 10 critical dimensions of the SERVQUAL Method-The Gap Theory of Parasuraman, Zeithaml & Berry stated in their research paper on SERVQUAL Method in 1985. These dimensions were used to develop a questionnaire for the survey on the guests visiting and having food and beverage services in different outlets of Dhaka Regency Hotel and Resort. A sample size of 110 respondents was chosen. After gathering all the data, Microsoft Excel was used to organize the data. IBM SPSS Statistics_26.0 analyzed it by identifying mean, standard deviation, valid & cumulative percentages, and pie chart presentation for each variable.

All the variables were individually analyzed as per the guests' perceptions. From the analyzed data, it is found that the respondents shared a positive view on the service quality of the food and beverage department of Dhaka Regency Hotel & Resort. The survey showed positive results for most variables like exceptional quality of foods, food hygiene, taking care of guests, Reliability, Competence, safety and security, tastes and variety of foods etc. Some neutral results were found for variables like taking care of guests and communication skills. The negative impact for variables like Courtesy, approachability, and understanding the guest's needs. So, Dhaka Regency needs to give more attention to appointing service persons who are more courteous, approachable, and Understanding of what guests are trying to interpret. From the data analysis part, it is found that the customer's perception of the relationship between service quality and customer satisfaction is also positive. The discussion mentioned that 83.6 % of the total respondents agreed with this statement. So, it can be said that when we are thinking about the satisfaction level of the customers, quality service must be ensured. In other words, Customer satisfaction level defines the quality of service. So, it can be summarized that the overall service quality of the food and beverage department of Dhaka Regency Hotel & Resort is satisfactory. The SERVQUAL method variables are effective tools for measuring service quality of service-providing organizations like hotels and restaurants.

References

- AbuKhalifeh, A. N., & Som, A. P. M. (2012). Service quality management in hotel industry: A conceptual framework for food and beverage departments. *International Journal of Business and Management*, 7(14), 135–141.
- Abukhalifeh, A., & Som, A. (2013). Service quality gaps: For food and beverages service division in Jordanian

- hotels. *Proceedings of the 3rd Regional Conference on Tourism Research, 29-31 October 2013*.
- Al-Rasheed, K. S. (2014). The evaluation of customers services quality in five star hotels in the city of Riyadh. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 4(1), 371–381.
- AL-Rousan, R., Mohamed, B., & Fernando, Y. (2011). The impact of tourism service quality on customer satisfaction: The case of five-star hotels in Jordan. *International Journal of Leisure and Tourism Marketing*, 2(2), 124–139.
- Anwar, G., & Abdullah, N. N. (2021). Inspiring future entrepreneurs: The effect of experiential learning on the entrepreneurial intention at higher education. *International Journal of English Literature and Social Sciences*, 6.
- Barsky, J. D. (1992). Customer satisfaction in the hotel industry: Meaning and measurement. *Hospitality Research Journal*, 16(1), 51–73.
- Carlsson, T., & Md Hussain, K. (2010). *Service Quality: Expectations, perceptions and satisfaction about service quality at Destination Gotland-A case study*.
- Cronin Jr, J. J., & Taylor, S. A. (1994). SERVPERF versus SERVQUAL: Reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1), 125–131.
- Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (1996). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science*, 24, 3–16.
- Douglas, L., & Connor, R. (2003). Attitudes to service quality—the expectation gap. *Nutrition & Food Science*.
- Garvin, D. A. (1987). *Competing on the Eight Dimensions of Quality*.
- Getty, J. M., & Thompson, K. N. (1994). A procedure for scaling perceptions of lodging quality. *Hospitality Research Journal*, 18(2), 75–96.
- Ghotbabadi, A. R., Feiz, S., & Baharun, R. (2015). Service quality measurements: A review. *International Journal of Academic Research in Business and Social Sciences*, 5(2), 267–286.
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44.
- Iddrisu, A. M. (2011). *Service quality and customer Loyalty: The case of the Mobile Telecommunication industry in Ghana*. [PhD Thesis].
- Knutson, B., Stevens, P., Wullaert, C., Patton, M., & Yokoyama, F. (1990). LODGSERV: A service quality index for the lodging industry. *Hospitality Research Journal*, 14(2), 277–284.
- Nield, K., Kozak, M., & LeGrys, G. (2000). The role of food service in tourist satisfaction. *International Journal of Hospitality Management*, 19(4), 375–384.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge.
- P. Crick, A., & Spencer, A. (2011). Hospitality quality: New directions and new challenges. *International Journal of Contemporary Hospitality Management*, 23(4), 463–478.
- Parasuraman, A. P., Zeithaml, V., & Berry, L. (1988). SERVQUAL A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12–40.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). *A Conceptual Model of Service Quality and Its Implications for Future Research—A. Parasuraman, Valerie A. Zeithaml, Leonard L. Berry, 1985*. <https://journals.sagepub.com/doi/abs/10.1177/002224298504900403?journalCode=jmxa>
- Paryani, K., Masoudi, A., & Cudney, E. A. (2010). *QFD Application in the Hospitality Industry: A Hotel Case Study*. <https://www.tandfonline.com/doi/epdf/10.1080/10686967.2010.11918258?needAccess=true&role=button>
- Ramanathan, R., Di, Y., & Ramanathan, U. (2016). Moderating roles of customer characteristics on the link between service factors and satisfaction in a buffet restaurant. *Benchmarking: An International Journal*, 23(2), 469–486. <https://doi.org/10.1108/BIJ-01-2015-0012>
- Ramesh Kumar, S., & Advani, J. Y. (2005). Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods. *Journal of Customer Behaviour*, 4(2), 251–275.
- Ramzi, M., & Mohamed, B. (2010). Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan. *International Journal of Economics and Management Engineering*, 4(7), 1702–1708.
- Stevens, P., Knutson, B., & Patton, M. (1995). DINESERV: A tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 5–60.
- Westenhoefer, J. (2005). Age and gender dependent profile of food choice. *Diet Diversification and Health Promotion*, 57, 44–51.
- Wisniewski, M. (2001). Using SERVQUAL to assess customer satisfaction with public sector services. *Managing Service Quality: An International Journal*, 11(6), 380–388.
- Yap, S. F., & Kew, M. L. (2007). Service quality and customer satisfaction: Antecedents of customer's re-patronage intentions. *Sunway Academic Journal*, 4, 59–73.

Bangladesh Bureau of Statistics (2020). A Provisional Report on "Hotel and Restaurant Survey 2020". Available at: (http://bbs.portal.gov.bd/sites/default/files/files/bbs.portal.gov.bd/page/b343a8b4_956b_4ca_872f_4cf9b2f1a6e0/2021-06-10-05-16-bf79e261090c57ea20c832165025383a.pdf)