

AN ANALYTICAL STUDY ON CUSTOMER SATISFACTION WITH SERVICES OFFERED BY SRI GANAPATHY CATERING SERVICES IN COIMBATORE DISTRICT

¹ Ms.C. Anithashree, Assistant Professor, Department of Management, Rathinam college of Arts and Science, Coimbatore

² Ramkumar K (RCAS2022BBA023) Student, BBA (CA), Rathinam college of Arts and Science, Coimbatore

ABSTRACT

Abstract

This study aims to evaluate customer satisfaction with the services provided by Sree Ganapathy Catering Service in Coimbatore District. In the highly competitive catering industry, delivering consistent service quality is essential for retaining customers and encouraging repeat business. The research focuses on key service components such as food quality, staff behavior, responsiveness, and the physical environment. Using structured questionnaires, data was collected from a sample of customers to understand their level of satisfaction and likelihood of revisiting the service. The study also examines how elements like reliability, empathy, and assurance contribute to overall customer perceptions. Findings from the analysis help identify strengths and gaps in service delivery, offering actionable insights to improve customer experience. This research contributes to a better understanding of customer behavior in the regional catering sector and supports strategic improvements for service excellence.

KEY WORDS: *Artificial Intelligence, Training & Development, AI Adoption*

1. INTRODUCTION

In the modern service sector, customer satisfaction is a key determinant of business sustainability and growth. Catering services, being a part of the hospitality industry, depend heavily on customer perception and feedback. Factors such as food quality, service efficiency, hygiene, and the overall dining experience influence customer loyalty and retention. In Coimbatore, where cultural events, weddings, and corporate gatherings are frequent, the role of catering services is prominent. This study focuses on Sree Ganapathy Catering Service, a well-known provider in the region, and aims to analyze how well it meets customer expectations through its service offerings.

1.1 Objective of the study:

- To evaluate the overall satisfaction level of customers availing services from Sree Ganapathy Catering Service.
- To identify customer expectations and compare them with actual service delivery.
- To analyze customer willingness to recommend or revisit the catering service.
- To provide suggestions for improving service quality and customer experience.

1.2 Scope of the Study:

- The study is limited to Sree Ganapathy Catering Service in Coimbatore District.
- It includes customers who have availed the service for events such as weddings, receptions, and corporate functions.
- Focus is given to service delivery, food quality, staff behavior, and the physical setup.
- The findings are based on customer feedback collected during a specific time period.

1.3 Importance of the Study

- Helps the catering service understand its performance from the customer's perspective.
- Highlights the strengths and weaknesses in current service delivery.
- Offers valuable insights to improve customer retention and referral rates.
- Contributes to academic research in the area of service quality and customer satisfaction in the catering sector.
- Assists future entrepreneurs and hospitality professionals in understanding consumer behavior.

2.REVIEW OF LITRATURE

- **Parasuraman et al. (1988)** developed the SERVQUAL model, identifying five dimensions of service quality which are widely used to measure customer satisfaction.
- **Oliver (1997)** defined customer satisfaction as the response resulting from comparing expectations and actual service performance, a key concept in understanding consumer behavior.
- **Kotler & Keller (2016)** emphasized that service quality plays a pivotal role in shaping customer perception, especially in service industries like catering.

- **Namkung and Jang (2007)** found that food quality, atmosphere, and service interaction significantly influence customer satisfaction in food service settings.
- **Zeithaml et al. (2006)** noted that reliability and responsiveness are critical factors for creating positive customer experiences in service delivery.
- **Andaleeb and Conway (2006)** demonstrated that customer satisfaction in restaurants is largely impacted by server behavior and promptness.
- **Han and Hyun (2017)** highlighted that customer emotions and service ambiance significantly affect

3. RESEACH METHODOLOGY:

3.1. Research Design

The study follows a descriptive research design to analyze the level of customer satisfaction.

3.2. Data Sources

- **Primary Data:** Collected using structured questionnaires from customers who have experienced the services of Sree Ganapathy Catering.
- **Secondary Data:** Journals, online articles, previous research papers, and industry reports.

3.3. Sampling Technique

- **Sampling Method:** Convenient sampling (non-probability sampling), as participants are chosen based on availability and willingness.
- **Sample Size:** 100 respondents (customers from various functions and events catered by Sree Ganapathy Catering Service).

3.4. Tools for Analysis:

- Percentage analysis

4. DATA ANALYSIS AND INTERPRETATION

TABLE 4.1:MODE OF CONTACT OF THE RESPONDENTS

- Interpretation**

From the above table it is inferred that, 28.6% of the respondent's mode of contact is family, 37.1 %of the respondents' mode of contact is friends, 29.5% of the respondent's mode of contact is neighbors, and 4.8% of the respondent's mode of contact is others.

Mode of contact	No. of Respondents	Percentage
Family	30	28.6
Friends	39	37.1
Neighbors	31	29.5
Others	5	4.8
Total	105	100

respondent's mode of contact is family, 37.1 %of the respondents' mode of contact is friends, 29.5% of the respondent's mode of contact is neighbors, and 4.8% of the respondent's mode of contact is others.

- Majority (37.1%)** of the respondent's mode of contact is friends.

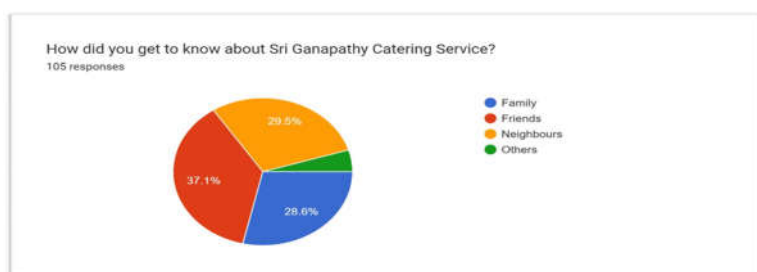


TABLE 4.1PREFERRED FOOD ITEMS?

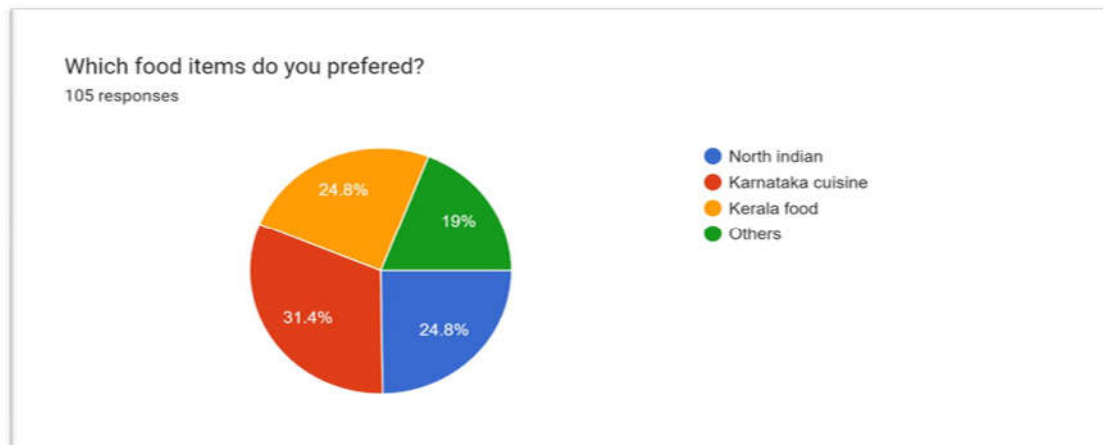
Preferred food items	No. of Respondents	Percentage
North Indian	26	24.8
Karnataka cuisine	33	31.4
Kerala food	26	24.8
Others	20	19
Total	105	100

Interpretation

From the above table it is inferred that, 24.8% of the respondents prefer North Indian food, 31.4% of the respondents prefer Karnataka cuisine, 24.8% of the respondents prefer Kerala food, and 19% of the respondents prefer other food.

Majority (31.4%) of the respondents prefer Karnataka cuisine.

CHART: 2 CHART SHOWING PREFERRED FOOD ITEMS OF THE RESPONDENTS



5. FINDINGS

- ❖ Majority (37.1%) of the respondent's mode of contact is friends.
- ❖ Majority (40%) of the respondent's year known is above 1 year.
- ❖ Majority (38%) of the respondent's purpose of visiting is wedding.
- ❖ Majority (66.7%) of the respondent's reason for purchase is quality.
- ❖ Majority (77.1%) of the respondents have availed home delivery.

6. SUGGESTIONS

The respondents suggested providing food for low price to increase no. of customer. The respondents suggested opening a branch at other areas. The customer suggests using banana leaves instead of plastic boxes which may satisfy the customer. The respondents suggest increasing the variety of food.

7. CONCLUSION

The entire project was planned with a view to study the level of "A STUDY ON CONSUMER SATISFACTION TOWARDS SRI GANAPATHY CATERING SERVICE is one of the key issues being monitored by every service provider. Through customer satisfaction and loyalty surveys the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer

satisfaction. Through a questionnaire, a mail in survey, an internet survey or a poll, it is very important for a business to know what their customers think about their service, how satisfied are they with what the company offers, or how loyal are the customers to their company

8.REFERENCES

1. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
2. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
3. Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>