

TO STUDY CUSTOMER SATISFACTION ON TABLET MENU IN RESTAURANT OF J.W MARRIOTT, PUNE

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Abstract : Tablet base menu best ordering has been considering the best replacement for the customer and as a point of less use of paper for menu design due to its reduction in cost of labour as well as providing a new experience to the customer these days. Now days digital service adopted in hospitality industry instead of this most of the restaurant system in low although the system is well documented manner. This ordering system has raised few questions to the study customer's technology readiness state which is crucial to determine acceptance level towards the system. Their acceptance will in turn in satisfaction level referred as customer information satisfaction level in this paper reflecting the usage of technology in the system .A survey questionnaire among customer taken of J W Marriott with a total of 211respondent where all data found usable. Result were revealed that majority of the respondents were optimistic with new technologies with certain age group customer but other age group slight concerns with issue of security while using it and they prefer manual menu card the study shows. Finding of this study will at least contribute to the knowledge readiness in particularly in food service. This study shows success and efficiency of Technology adding beneficial to the existing facilities.

IndexTerms - Tablet menu, Technology Customer satisfaction.

I. INTRODUCTION

Every Hospitality Industry is acutely aware that success is based upon providing customer satisfaction. The Hotel and Restaurant recognized this when adopting its standard of Business practices. A key stone in this effort is technology which help in representing the accurate product display according to customer demand now a days many customer concerned about the order which is served to them and moreover about their choices This publication has been developed to assist the food service operators in properly representing the foods offered for sale in their restaurant though placing order by Tablet Menu and Printed Menu. This representation involves not in Printed Menu but in Tablet Menu graphic illustration of dishes photographs gives more clear idea to guest about their selection and reduces the cost of paper and labour of verbal depiction by employees. The specific types of error are limitless and Tablet menu help in reducing describes some of most likely kind of mistakes. The ultimate customer satisfaction leads to grow hospitality industry and it can be achieve by technology interface that is Tablet menu representing menu offering with choices ,creativity and appealing merchandising is no way restricted and help customer through new ordering and usage experience.

A. Problem statement

The main reason of the study is to analyze the impact of tablet menu service quality on customer satisfaction in terms of customer usage and ordering experience and increase customer turn over.

B. Significance of the study

The purpose of this study is to build an evaluation metric for existing print menu and digital restaurant menus and increase the standard of service quality for customer satisfaction. The questionnaire and evaluation based survey will formulate customer satisfaction level and increasing growth of digitalization which help in improving the quality service and increase customer seat turn over by providing customer satisfaction.

Literature Review

As per Zuraini (2018) advancement of technology leads to customer satisfaction in meal experience by placing order through tablet menu. The technology base ordering system enhance the restaurant operation to their customer which include three main attributes that is technology usability, menu information and menu design. The purpose of this research reveals that restaurateurs who implemented self service menu tablet ordering system have highly dominated customer satisfaction and technology usability emerges will ensure the survival and growth of an organization .[1]Sheryl E. Kimes states in a survey that electronic order is growing fast now online food ordered given by mobile, app with a text message according to him reason for online order gives customer convenient and control his research shows online food ordered users is youngster due to their desire of interaction specially Italian food particularly pizza is far and common ordered despite of availability of internet and phone app still there are non users those are having technology anxiety and they prefer telephone call and restaurant preference those offer delivery now restaurateurs must ensure that ordering system gives users perception of control and also be convenient.[2]M.I. Zulkifly's research in 2016reveals that Tablet based menu is the best replacement for the traditional paper based menu card which help in reducing the number of service failure, controlling labor cost and providing new experience to customer his research reveals customer specially younger generation not hesitate to use technologies but still doubt regarding technology security and concern. The study shows the tablet menu base system solve customer indecision and waiting time serves as a statement of intent that restaurant are keeping pace with technologies to meet their customer requirement and expectation.[3]

Doug A. Bowman and Chadwick A.Wingrave in a research have studied various types of menu in virtual environment. Researcher has evaluated design of TULIP menu and menu system using Pinch Gloves and has also compared it to two common alternatives like floating menus and pen and tablet menus. According to this study it is been observed that pen and tablet menu is quicker in its usage approach.[4]According to Bhargave, Ashutosh (2013)digital ordering system for restaurant using android integrates digital hotel management lot of hotel industry system and develop new application such as ordering system KOT billing system customer relation management(CRM) system together . it is found that this system help in increasing quality and speed of service and attract more customer for personalized service in control choosing their desire from dining to ordering to payment and feedback it help in adding efficiency of maintaining the restaurant and billing section.[5]Liwei Hsu's study in 2013 explored innovation of technology to uphold its service quality. Studies have suggested that technology would lead to beneficial on operation performance. As an advancement of menu displaying the electronic based menu provides great opportunity to restaurant owner and manager to stay informed about the development of restaurant technology and its application study shows how innovative restaurant technology and information provides on the menu had positive influence on the customer satisfaction.[6]

Rousseau C (2011) stated in a conference proceeding that of tablet menus in a restaurant is apparently one of the foremost imperative and highly promoted undertakings within the current modern nature of the hospitality division and also adds to the statement that is is due to increment within the significance of technology. It is also observed that there is significant increase in the utilization of tabletop and handheld food ordering gadgets.[7]Parashar, Neha (2017) in a research paper concludes that increasing number of Smartphone's and food delivery applications have now become a big hit with tech-savvy individuals across India. Researcher also spoke about several availability of several apps for ordering food at their convenience, where they can order food at their comfort from home.[8]Rao researched in 2015 and found that food ordering is a process of ordering food from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient.[9] Awojide, Simon (2018) in a research paper studies that the use of information and communication Technology has improved a lot of businesses by digitalizing their business processes. Traditional ordering of food in a Restaurant has brought a pile of Challenges. Researcher finds that Food Ordering system (FOS) and has provided a digital design for such system. It also discusses the advantages associated with integrating the system across the Restaurant Business.[10]Shinde Resham (2014) in research paper have studied that android technology system help in fetching the all the information from the centralized database which helps in customer tablet , kitchen display the cashier counter and it increase the customer usability on technology and help in restaurant staff to efficiency and accuracy for reducing human error and it is less expensive gives a positive feedback from customer.[11]Garg Anshul (2018) stated in conference paper that customers now a days more conscious about their health and claiming for dietary information and nourishment from the eateries and due space limitation in the menu card lead to burden on client while selecting and due to limitation and issues numerous food service operation have turned to innovation to enhance the menu ordering system.[12]Pulos E & Leng K (2010) revealed that restaurant have

incorporated nutritional information in their menus with the hope of increasing health literacy , there are still others have not done this labeling menu with nutritional information and calorie content as requirement for chain restaurant is consider as most important.[13]

Research Methodology

A descriptive research design which crosses sectional in nature was a main approach to study. A customer from two restaurants made up the study population in this study which enables researcher to obtain at least 221 completed questionnaire data collection process. A non probability sampling through convenience sampling was chosen as the sampling method where the evident needed to answer the research questions could only be provided by those who had the experience of tablet ordering so that their technology usage level and customer satisfaction level can be measured. This study has tapped the respondents who exited the restaurant without disturbing diners while patronized restaurant and perhaps invited more friendly and honest answer for the research.

The scale was adopted and adjustment were made in order to facilitate this study . From the adopted scale the researcher developed the scale below. The questionnaire were used to rate the extent to which participant agree or disagree with a statement to facilitate this a five point Likert- type scale ranging from 5 (strongly agree) to 1 (strongly disagree) was used.

Result and Analysis

Demographic Information

The survey administered was able to capture 211 respondents. After an analysis of the data a general picture of the respondents was generated. Table 1 provides demographic information regarding the respondent's gender. This table includes frequencies and percentage of each gender base on the analysis it was noted that 50 percent of the respondent were female (n=101). The majority of the respondent from age between 25-60 year old.

Table 1- Frequencies Gender

Gender	Frequency	percentage
Male	106	50%
Female	101	47%
Missing values	4	1.89%
Total	211	100%

Table 2 :- Present a summary of the frequencies and percentage for the demographic information information concerning the age of the respondents. Based on the analysis 5.6 % were 30-35 old , 9.4% were 35-40 old, 11.3 % were 40-45 old, 21.3% were 45-50 old, 23.6% were 50-55%, 26,6% were 55-60 old and older than 60 . Five (5) of the respondents failed to state their age on questionnaire.

Table 2 Frequency Age

Age	Frequency	Percentage
30-35	12	5.68
35-40	20	9.47
40-45	24	11.37
45-50	45	21.32
50-55	50	23.69
55-60	45	21.32
>60	10	4.73
Missing values	5	2.36
Total	211	100.0

Table 3:- presents a summary of the frequencies and the percentage for the demographic data concerning the educational background of the respondent . The result indicated that 38.3% of the respondent had bachelor degree, 29.3% had a master degree and 32.2% had a doctorate degree .Ten(10) of the respondent did not report their educational background.

Table 3 Frequencies Educational Background

Education	Frequency	Percentage
Bachelor degree	81	38.38
Master degree	62	29.38
Doctorate degree	68	32.22
Missing values	10	4.73
Total	211	100.0

Table 4 presents the summary of the frequencies and percentage for the demographic information concerning the respondents occupational status. The analysis of the results show that 16.5% of the respondent were students, 18.9% were self employed 52.1% were employed and 7.58% , Majority of the respondent in the study were employed. Ten (10) of the respondent did not open their occupational status.

Table 4 – Frequencies Occupation

Occupation	Frequency	Percentage
Student	35	16.58
Self employed	40	18.95
Employed	110	52.13
Unemployed	16	7.58
Missing values	10	4.13
Total	211	100.0

Table 5 provide a summary of the frequencies and percentage for respondents ownership and usage of Touch screen Smartphone such as an i Pad Android etc. An analysis of data indicated that 42.6% of the respondent did not own a Touch screen Smartphone and the remaining 56.8 % did owned one. It was also noted that 40% of the respondent never utilized a Touch screen smart phone while 60 % have used a Touch screen smart phone before.

Table 5 Frequencies : ownership and usage of Touch screen Smartphone

Own a Touch Screen	Frequency	Percentage
No	90	42.65
Yes	120	56.87
Total	211	100.0

Used a Touch Screen	Frequency	Percentage
No	50	23.69
Yes	160	75.82
Total	211	100.0

Independent samples T-test

Table 6 present the findings from a series of independent- samples T test . The Test were done to examine if there was any significant difference between the Electronic tablet based menu and the Traditional paper based menu on customers ordering satisfaction. Based on the analysis of the results , the T- test indicates there were significant difference between the two groups. The mean for all Electronic tablet based menus were higher than that of the Traditional paper based menus in all cases. Thus it can be seen that individuals that utilized the electronic tablet based menus were significantly more satisfied with ordering experience.The finding support H1.

Table 6 Ordering Experience mean Difference between Electronic Tablet –based Menus and Traditional Paper –based Menus

Sr.No.	Item variable	Electronic Tablet based mean (M1)	Paper mean (M2)	Electronic Tablet based (SD1)	Paper mean (SD2)	t- value	Significant
1	I could visualized what my order would look like	4.9	4.1	0.2	0.3	32.23	p<0.01
2	I had a good understanding of the menu ingredients in my order	4.8	3.9	0.12	0.16	65.37	p<0.01
3	I had a good understanding of how my order will e prepared	4.5	4.11	0.13	0.2	23.75	p<0.01
4	I felt certain about what i ordered	4.9	4.01	0.16	0.3	38.02	p<0.01
5	I was happy with what I ordered	4.6	4.2	0.1	0.2	25.98	p<0.01
6	I felt in control over what I ordered	4.8	4.6	0.12	0.13	16.42	p<0.01
7	In general, I felt like I was informed about menu items	4.9	4.2	0.13	0.9	11.18	p<0.01
8	Studying the menu was enjoyable	4.89	3.9	0.1	0.8	17.84	p<0.01
9	I was satisfied with the ordering process	4.7	4.5	0.1	0.36	7.78	p<0.01

Table 7 presents an analysis on the difference between the Electronic Tablet based menu and the Traditional paper based menu as it relates usability based on the analysis , there was significant differences between both menus across almost all the indicators of usability with the exception of two . it shows sense of participation reported a non significant differences (Electronic tablet based menu mean=4.9and the traditional paper mean=3.2) additionally there was also no significance difference when it came to too much information was present between Electronic Tablet based menu=4.8 and the traditional paper menu= 3..6 H2 was supported based on this analysis.

Table 7 Usability mean Difference between Electronic Tablet –based Menus and Traditional Paper – based Menus

Sr.No.	Item variable	Electronic Tablet based mean (M1)	Paper mean (M2)	SD1	SD2	t- value	Significant
1	Finding information about menu item was easy	4.9	3.2	0.12	0.2	105.87	p<0.01
2	The information in the menu was well organized	4.8	3.6	0.13	0.23	65.98	p<0.01
3	Use of colours on the menu was pleasant	4.9	2.6	0.15	0.4	78.21	p<0.01
4	The contrast of the lettering with the background made the reading of the material on the menu easy	4.8	2.8	0.23	0.12	111.99	p<0.01
5	The menu increased my sense of participation in the ordering process	4.2	3.2	0.14	0.16	68.32	p<0.01
6	The size of the lettering in the menu made reading the material easy	4.6	4.1	0.14	0.18	31.85	p<0.01
7	There was too much information presented on the menu at any given time	4.8	2.3	0.16	0.2	141.78	p<0.01
8	The menu was visually appealing and influenced my purchase decision	4.9	3.2	0.13	0.6	40.22	p<0.01

Table 8 depict a summary of the results for a series of T-test which were done to analyze if there was any significant difference between whether or not respondents had dined at the Restaurant of JW Marriott before on the satisfaction gained from ordering experience utilizing the Electronic Tablet based menu. The results indicated that there was no significant difference.

Table 8 Comparative ordering satisfaction Mean Differences:

Item Variable	Yes Mean	No Mean	Chi value	Significance
I felt more certain about what i ordered	187	24	125.91	p<0.01
I felt happier with what i ordered	198	13	162.2	p<0.01
I was more satisfied with the ordering process	186	25	122.84	p<0.01

Recommendation and Suggestion

Consumers are becoming more conscious and concerned about the impact they have on the environment (glass 2007) thus the hospitality industry has been campaigning for “sustainable” initiatives and digitalization. Customer satisfaction of electronic menus can lend to support to this as there will be reduction in the use of paper in the being utilized in the restaurant industry for the reprinting of Restaurant Menus. With the use of Electronic Tablet menu, restaurateurs have the ability to add vast variety of information to the menu such as Restaurant information, hours of operation daily special and events with little concern of overcrowding the menu. This can be achieved adding information on tablet. Customers have the option of choosing the information they want to view without feeling overburdened. Who utilized the Electronic Tablet based menus, they were happy that they had the option of viewing the nutritional information. However with a traditional paper based menu all the information is presented on the menu whether or not the customer wants to view the information.

Conclusion

The study also indicated that the respondents very satisfied with the Tablet menus. In most Restaurants especially in the dinner session the lights are very dim and may present difficulty for elderly guest to read from tradition paper base Menu and it help to increased satisfaction gained from the ordering experience for some of the customers. The study also indicated that the usability of the Electronic Tablet based menu had a significant impact on the customer’s comparative satisfaction when it comes to usability. with this information restaurant operators should ensure that the technology being implemented in the restaurant are easy for their customer to utilize and minimize error by service staff Thus it is very important that when implementing technology for human computer interface, consideration to be given.

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