



The Impact of Service Quality in the Success of Traditional Catering Businesses in Coimbatore

S. Hariharan ¹ and V. Vetrivel* ²

¹Research Scholar (Ph.D), Department of Business Administration, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai-600117.

²Assistant professor and Research Supervisor, Department of Business Administration, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai-600117.

vvetrivel.sms@velsuniv.ac.in

Abstract. The purpose of this study was to investigate how Coimbatore's traditional catering businesses fare in relation to service quality. It is specifically focused on food quality and taste, customer service, menu variety, food presentation, cleanliness and hygiene, staff professionalism, and overall service quality. Through a detailed research methodology that involved surveys and interviews with customers and caterers in Coimbatore, it gathered valuable insights into the determinants of traditional catering services. The findings revealed that service quality is crucial in shaping customer satisfaction and loyalty towards these businesses. The importance of providing high-quality services cannot be overstated. Customers expect their caterer to deliver delicious food with impeccable taste that satisfies their cravings. It seeks exceptional customer service where their needs are attended to promptly and professionally. It highlighted the need for continuous improvement to meet evolving customer expectations while staying competitive. By enhancing service quality across all aspects outlined above - from ensuring delectable cuisine to maintaining rigorous standards of cleanliness - caterers can create memorable experiences for their clientele. This study emphasizes how vital it is for traditional catering businesses in Coimbatore to prioritize service quality to achieve long-term success by understanding the significance placed by customers on factors such as food quality and taste, customer service, menu variety, food presentation, and staff professionalism.

Keywords: Service Quality, Traditional Catering Businesses, Customer Service, Menu Variety, Food Presentation and Staff Professionalism.

1 Introduction

The success of catering establishments lies not only in their sumptuous offerings but also in the quality of service they provide. Every aspect of these well-known establishments, from the caliber and flavor of the food to the service they offer,

© The Author(s) 2024

N. V. Suresh and P. S. Buvanewari (eds.), *Proceedings of the International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF 2024)*, Advances in Economics, Business and Management Research 283,

https://doi.org/10.2991/978-94-6463-433-4_10

shapes their reputations and customer loyalty. This article is a discussion of how service quality affects the success of traditional catering businesses in Coimbatore. Its significance, effect on consumer happiness and loyalty, and present tendencies in an ever-changing market are all covered in the essay. Every aspect of these well-known establishments, from the caliber and flavor of the food to the service they offer, shapes their reputations and customer loyalty. This article is a discussion of how service quality affects the success of traditional catering businesses in Coimbatore. Its significance, effect on consumer happiness and loyalty, and present tendencies in an ever-changing market are all covered in the essay.

The impact of service quality on the success of traditional catering businesses is a multifaceted and critical aspect that encompasses various dimensions. The significance of customer involvement in turning sustainability into a market opportunity has been emphasized, highlighting the strategic role of performance monitoring systems [9]. Additionally, According to a study, food hygiene training and qualification levels are affected by business status, personnel characteristics, and managers' perceptions of risk, highlighting the importance of training and qualification levels in ensuring service quality[10]. Customer service, the restaurant's atmosphere, and the quality of the food are all important factors in determining how well-known and popular certain restaurants are. This article presents a case study of traditional catering enterprises in Coimbatore and discusses how service quality affects their success. Topics covered include the significance of the topic, its effect on consumer happiness and loyalty, and the most recent developments in an ever-changing market [8]. The COVID-19 pandemic has also prompted adaptations in the marketing strategy of catering businesses, with a shift towards digital marketing and online sales to mitigate the impact of the pandemic[11]. Moreover, the complexity of catering business operations has been identified as a factor that can impact food safety, emphasizing the need for effective strategies to enhance safety and quality in production and services [4]. In addition, the value of documenting food safety in small and less developed catering businesses has been assessed, highlighting the importance of documentation in ensuring adherence to food safety standards[16]. The trust gained by consumers in caterers through high-quality services, including excellently prepared meals, food safety, and efficient service, underscores the pivotal role of service quality in building consumer trust and satisfaction[7]. Focusing on these aspects of service quality can help traditional catering businesses thrive by satisfying their customers' expectations for delicious food choices presented beautifully while ensuring cleanliness and professionalism from well-trained staff members who deliver exceptional customer service experiences throughout every interaction with clients.

In the competitive landscape of the catering industry, traditional catering businesses face numerous challenges in maintaining their relevance and success. One crucial factor that significantly influences the performance and sustainability of these businesses is the quality of service they provide to their customers. Service quality plays a pivotal role in shaping customer satisfaction, loyalty, and ultimately the profitability of catering establishments. Understanding the impact of service quality on the success of traditional catering businesses is essential for owners and man-

agers to make informed decisions and implement strategies that enhance their competitive advantage in the market. Service quality is a multidimensional concept that encompasses various aspects such as responsiveness, reliability, assurance, empathy, and tangibles. In the context of traditional catering businesses, delivering high-quality services goes beyond just providing delicious food; it involves creating memorable experiences for customers from the moment they inquire about services to the post-event follow-up. The level of service quality directly influences customer perceptions, word-of-mouth recommendations, repeat business, and overall brand reputation.

In the end, everything from the quality and flavor of the food to the service they offer determines the reputation and loyalty of these restaurants. Presented here is an analysis of how conventional catering businesses in Coimbatore fare when it comes to service quality. In this post, we talk about its significance, how it affects customer happiness and loyalty, and the latest trends in this ever-changing business. In a saturated market where competition is fierce, traditional catering businesses must differentiate themselves from competitors to attract and retain customers. Service quality can serve as a powerful differentiator that sets a business apart from its rivals. Businesses that prioritize service excellence are more likely to stand out in the minds of consumers and gain a competitive edge in an increasingly crowded marketplace. The financial performance of traditional catering businesses is closely tied to the quality of service they deliver. Satisfied customers are willing to pay premium prices for exceptional service and are less price-sensitive compared to dissatisfied customers. Catering companies can boost their income, client lifetime value, and profitability by concentrating on service quality improvement. This will allow them to charge higher prices and attract more customers. Investing in training staff, implementing efficient processes, soliciting feedback from customers, and continuously striving for excellence are essential steps for traditional caterers looking to thrive in a dynamic and demanding industry.

1.1 Importance of service quality

Service quality is of utmost importance for the success of any business, and traditional catering businesses are no exception. In the highly competitive food industry, service quality can be a key differentiating factor that separates one catering business. Customers today have high expectations regarding the quality of service they receive. They want delicious food and expect prompt and friendly customer service. How a catering business handles inquiries, takes orders, and responds to special requests can leave a lasting impression on customers. Service quality directly influences customer satisfaction. The likelihood of a client being satisfied with their experience increases when they are treated with kindness and consideration by employees who go out of their way to fulfill their demands. Customers who consistently receive excellent service are more inclined to develop trust and loyalty towards a particular catering business. They become regular patrons and may even choose that caterer for special events or recommend them to others.

1.2 Service quality and Customer satisfaction

If a company can keep its customers happy, it will succeed. On the other hand, poor service quality can lead to customer dissatisfaction. If the food is not up to par or there are issues with cleanliness or professionalism, it can significantly impact the overall dining experience for customers. Customer satisfaction is closely linked to repeat business and loyalty. When customers are happy with the service they receive from a catering business in Coimbatore, they are likelier to become loyal patrons who return for future events or recommend the company to others.

In today's competitive market landscape, where numerous options are available for consumers regarding catering services in Coimbatore, providing high-quality service becomes essential for businesses looking to thrive and stand out from their competitors. Traditional catering businesses have a greater chance of satisfying their clientele by delivering excellent service quality across all aspects of their operations - from preparing and presenting food items to maintaining clean and hygienic facilities. To succeed in this industry requires attention to serving mouth-watering dishes and creating memorable experiences through exceptional customer care. The impact of superior service quality cannot be understated: it directly impacts customer satisfaction, which ultimately translates into increased loyalty towards traditional catering establishments here in Coimbatore!

1.3 Service quality on customer satisfaction and customer loyalty

Customer loyalty is the ultimate goal for any business, and traditional catering businesses in Coimbatore are no exception. The effect of service quality and customer satisfaction on customer loyalty cannot be underestimated. When it comes to catering services, customers expect delicious food and exceptional service. Food quality and taste play a significant role in satisfying customers' appetites, but the overall experience determines their loyalty. Every interaction matters from the moment they inquire to the delivery of their order. Customer service is crucial in creating a positive experience for clients. Prompt responses to queries or concerns, friendly interactions with staff members, and exceeding expectations can leave a lasting impression on customers. Menu variety is another crucial aspect that contributes to customer satisfaction. Offering diverse options that cater to different tastes and dietary restrictions ensures that every guest feels valued and included. Food presentation adds visual appeal to the dining experience. When dishes are beautifully plated and garnished with care, it enhances the aesthetic pleasure and perceived value of the meal. Cleanliness and hygiene go hand in hand with customer satisfaction. Customers want assurance that hygienic professionals who prioritize safety standards prepare their food in a clean environment. Staff professionalism plays a vital role as well. Polite behavior, efficient service, and proper attire all contribute to building customer trust. Good service quality leads to satisfied customers likely to become loyal patrons of traditional catering businesses in Coimbatore. Building solid relationships through consistently delivering excellent services fosters trust between companies and their clientele.

1.4 Traditional Catering Businesses in Coimbatore

Coimbatore, known as the "Manchester of South India," is an industrial hub and a city that takes immense pride in its culinary heritage. Traditional catering businesses in Coimbatore have been thriving for decades, serving delectable dishes infused with authentic flavors. One trend that has gained momentum in recent years is the fusion of traditional and modern cuisines. Caterers are now experimenting with unique combinations to cater to the evolving taste buds of their customers. From innovative starters to creative dessert options, these catering businesses are pushing boundaries and delighting food enthusiasts. Another notable trend is the emphasis on locally sourced ingredients. With a focus on sustainability and supporting local farmers, caterers incorporate fresh produce into their menus. This not only ensures superior quality but also promotes community development. Furthermore, there has been a surge in demand for customized menus tailored to specific dietary preferences or requirements, such as vegan, gluten-free, or organic options. Traditional catering businesses have adapted to this shift by offering diverse choices that can accommodate various tastes and lifestyles.

In addition to food, service quality plays a crucial role in shaping the success of traditional catering businesses in Coimbatore. Customers expect impeccable hospitality coupled with promptness and professionalism from caterers. Alongside delicious cuisine, excellent customer service has become paramount for creating memorable dining experiences. Moreover, technology has made its mark on this industry too. Many traditional catering businesses now offer online ordering platforms or mobile applications for convenient access and seamless transactions. This digital transformation enables customers to browse menus effortlessly while ensuring efficient delivery services. As Coimbatore continues to evolve into a vibrant culinary destination filled with discerning palates seeking exceptional dining experiences, it's heartening to witness traditional catering businesses adapt and thrive amidst changing trends. These establishments continue to preserve age-old recipes while embracing innovation - genuinely embodying the essence of Coimbatore and gastronomy at its finest.

1.5 Need for the study.

In Coimbatore, the traditional catering industry is flourishing, with many companies competing for customers' attention. Therefore, it is vital to comprehend the key elements that contribute to their accomplishments. A crucial factor in this regard is service quality, as it directly affects customer satisfaction and loyalty. Today's customers demand delicious cuisine, top-notch customer service, diverse menus, appealing food presentation, high cleanliness and hygiene standards, and professional staff. By conducting a thorough examination of the role of service quality in Coimbatore's traditional catering enterprises, we can gain valuable insights into how these factors impact customer experiences. This research will help caterers identify areas where improvements are needed and develop strategies to meet evolving consumer expectations.

Moreover, understanding what drives customer satisfaction and loyalty can provide caterers with a competitive edge in this bustling market. By consistently delivering exceptional service quality, businesses can attract new customers while retaining existing ones. Therefore, there is an urgent need for research explicitly focused on the relationship between service quality and the success of traditional catering businesses in Coimbatore.

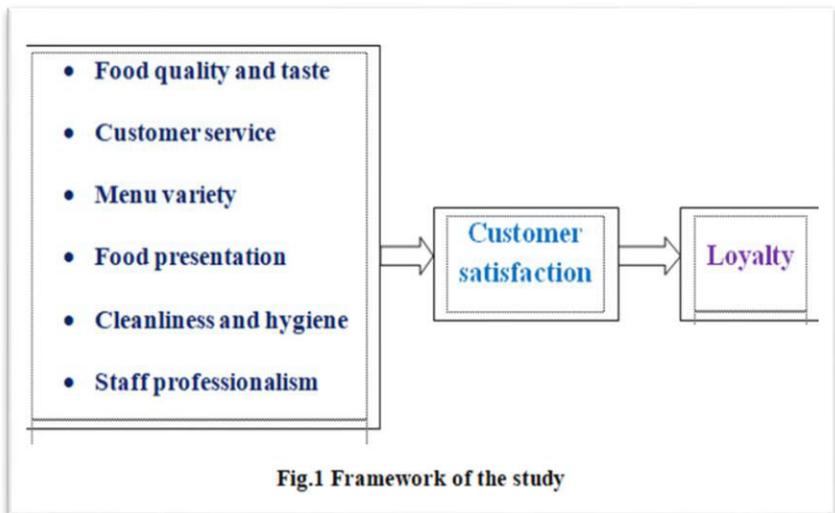
1.6 Scope for the study

This study explores the impact of service quality on the success of traditional catering businesses in Coimbatore. Focusing on customer satisfaction and loyalty, it will analyze various factors contributing to service quality, such as food quality and taste, customer service, menu variety, food presentation, cleanliness and hygiene, and staff professionalism. Coimbatore is known for its rich culinary traditions and vibrant catering industry. However, there needs to be more research available explicitly addressing the significance of service quality in this context. This study seeks to fill this research gap by providing valuable insights into how traditional catering businesses can enhance their services to meet evolving consumer expectations. By examining the determinants of conventional catering services in Coimbatore and understanding their influence on customer satisfaction and loyalty, this study will provide actionable recommendations for caterers to improve their offerings. It will also shed light on current industry trends that businesses could leverage to gain a competitive edge. Through an extensive research methodology involving surveys and interviews with customers and analysis of existing literature and case studies, this study aims to generate comprehensive data that can benefit both practitioners in the catering industry and researchers interested in similar contexts.

1.7 Research gap of the study

To understand the impact of service quality on the success of traditional catering businesses in Coimbatore, it is essential to identify any existing research gaps in this area. While studies have been conducted on customer satisfaction and loyalty in various industries, there needs to be more specific research focusing on traditional catering businesses and their unique challenges. One significant research gap lies in understanding how food quality and taste, customer service, menu variety, food presentation, cleanliness and hygiene, and staff professionalism all contribute to service quality in traditional catering businesses. Although customers acknowledge the need for these factors, more research is necessary to determine how they specifically affect overall service quality. Additionally, while studies have shown that customer satisfaction positively affects loyalty towards a business, little attention has been given to examining this relationship within the context of traditional catering services. Understanding how high levels of service quality can lead to increased customer satisfaction and ultimately foster greater loyalty will provide valuable insights for caterers looking to thrive in Coimbatore's competitive

market. Understanding how high levels of service quality can lead to increased customer satisfaction and ultimately foster greater loyalty will provide valuable insights for caterers looking to thrive in Coimbatore's competitive market. By addressing these research gaps through rigorous data collection and analysis methods explicitly tailored for traditional catering businesses in Coimbatore's unique setting, this study aims to shed light on the importance of delivering exceptional service quality. The findings may guide caterers seeking ways to enhance their offerings and ensure long-term success amidst evolving consumer preferences. Achieving this goal effectively requires careful consideration regarding selecting appropriate research methodologies and identifying variables that directly impact service quality within the scope of traditional catering services. Using such an approach, the researchers aim to bridge existing knowledge gaps and offer practical recommendations for industry practitioners based on empirical evidence rather than mere speculation or assumptions.



2 Review of literature

The performance of conventional catering enterprises heavily relies on the level of service provided, as shown in multiple research studies. [17] examined the correlation between conventional catering companies' service quality and the loyalty of their clientele. Similarly, [1] examined the role of service quality in achieving competitive advantage in traditional catering businesses. The results indicate that service quality is a critical factor in achieving competitive advantage. The study found

that businesses with higher service quality scores had a higher market share and higher profitability than those with lower service quality scores. Moreover, [12] looked at investigates how traditional catering companies' service quality relates to their customers' happiness.[3] in traditional catering companies looked at how service quality affected their reputation and brand image. According to the results, a good reputation and brand image are the results of providing high-quality service, which in turn can bring in more consumers and make existing ones more loyal.. Similarly, [15] and [13] both studied how traditional catering companies fared during economic downturns in relation to service quality. The results show that when the economy is in a slump, providing high-quality service is even more important for attracting and retaining clients.[2] looked explored how classical catering companies' service quality affected employee happiness and retention. High service quality, according to the results, increases staff happiness and retention, which in turn decreases training expenses and boosts operational efficiency. Additionally, A sustainable innovation design framework for catering service quality has been proposed by [5]. This delves into the correlation between conventional catering companies' financial success and the quality of their services. Research shows a favorable relationship between service quality and financial success; thus, companies that score higher on service quality measures also tend to perform better financially.

3 Research Methodology

The reliability and accuracy of the data collected depend heavily on the research approach used in this study. It gives a methodical way to look at how traditional catering companies in Coimbatore make money based on service quality. First, we combed through the catering industry's existing theories and models on customer happiness, loyalty, and service quality to identify what was already out there. This helped identify key determinants such as food quality and taste, customer service, menu variety, food presentation, cleanliness and hygiene, and staff professionalism that enhance service quality. Next, a mixed-methods approach was adopted for data collection. Quantitative surveys were administered among customers of various traditional catering businesses in Coimbatore to gather their perspectives on service quality levels and their corresponding levels of satisfaction and loyalty. Totally 417 respondents participated in this study as a sample size. The collected data from all these sources underwent rigorous analysis using statistical tools and software such as SPSS. The findings were interpreted based on established theories and concepts in consumer behavior literature. By employing this robust research methodology encompassing qualitative interviews, quantitative surveys, and secondary research analysis supported by statistical tools such as descriptive, rank correlation and regression were used to examine the relationship between the independent and independent variables.

4 Data Analysis and Interpretation

Table 1 Respondent's opinion towards Customer satisfaction

. Customer satisfaction	Mean	SD
The food served was delicious and met my expectations	3.38	1.47
The service was prompt and attentive	3.52	1.39
The prices were reasonable and fair	3.34	1.52

Primary data computed

The table 1 provided displays the mean and standard deviation (SD) for customer satisfaction ratings in three different aspects: food quality, service promptness, and pricing fairness. Customers' reported levels of satisfaction are represented by the mean values, while the dispersion of responses around the mean is shown by the standard deviations. Just above average, customers gave the cuisine a moderately satisfactory rating. The standard deviation suggests that opinions on food quality varied considerably among customers, with some having very positive experiences and others less so. The service received higher satisfaction ratings compared to food quality, with a mean score above 3.5. The lower standard deviation indicates that there was less variability in customer opinions regarding service promptness and attentiveness. Customers found the prices to be reasonable and fair on average, though slightly lower than their satisfaction with service. The higher standard deviation suggests that there was more diversity in perceptions of pricing fairness among customers.

Overall, the table suggests that while customers generally found the service prompt and attentive, opinions were more mixed when it came to food quality and pricing fairness. The standard deviations indicate that there was a range of experiences and opinions among customers in each category.

Table 2 Respondent's opinion towards Customer loyalty

. Customer loyalty	Mean	SD
Continue using the catering services in the future	3.36	1.52
Recommend the catering services to your friends or colleagues	3.60	1.46

Primary data computed

In Table 2, respondents' opinions were examined regarding customer loyalty to traditional catering businesses, including whether they would continue to use the catering services in the future and whether they would recommend them to their

friends and colleagues. Each statement was then compared with its mean and standard deviation. Based on the mean scores, it is evident that the majority of respondents prioritize recommending the catering services to their friends or colleagues (3.60), followed by using them in the future (3.36). Furthermore, the standard deviation value confirms that there is no variation among the group of respondents. Out of all the statements related to customer loyalty, it was found that recommending catering services to others had the highest mean value. This aligns with our findings that many respondents indeed recommended our services to their friends or colleagues.

Table 3 Respondent's opinion about the quality of the catering service

S.No	Quality of catering service	Mean	Std. Deviation	Mean Rank	Chi-square value	P-value	Multiple comparison test
1	Food quality and taste	3.239	1.329	3.14	268.91	0.000	5
2	Customer service	3.456	1.24	3.64			3
3	Menu Variety	3.581	1.2	4			1
4	Staff professionalism	3.364	1.294	3.48			4
5	Cleanliness and hygiene	3.104	1.434	2.85			6
6	Food presentation	3.539	1.191	3.89			2

Primary data computed, *significant at one percent level

The quality of catering services encompasses a range of factors, such as food taste and quality, customer service, menu variety, staff professionalism, cleanliness and hygiene, and food presentation. Participants were required to rate their satisfaction with these aspects of catering services. The above table displays the results, with mean values falling between 3.10 and 3.58. This suggests that respondents generally perceive the catering services to be of moderate quality. The accompanying standard deviation values indicate a minimal level of variation in their opinions.

H₀=opinion about the quality of catering service is found to be similar among all respondents.

To test the stated hypothesis, the Friedman test is utilized, with a mean rank falling between 2.85 and 4.00 and a significant chi-square value of 268.906 at the 1% level, leading to rejection of the hypothesis. This indicates a variation in catering service quality among them. In order to determine which catering service has the highest quality, the Friedman multiple comparison test is conducted. As a result, six statements are divided into six categories: menu variety ranks first, food

presentation second, customer service third, staff professionalism fourth, food quality and taste fifth, and cleanliness and hygiene last.

Table 4 Quality of catering service and Customer satisfaction

Quality of catering service	Customer satisfaction	
	r-value	p-value
Food quality and taste	0.548	0.001*
Customer service	0.557	0.001*
Menu Variety	0.365	0.001*
Staff professionalism	0.513	0.001*
Cleanliness and hygiene	0.296	0.001*
Food presentation	0.447	0.001*

Primary data computed, *significant at one percent level

Ho: There is no relationship between the quality of catering service dimensions and customer satisfaction.

To test the hypothesis, a Pearson correlation analysis was conducted, resulting in significant p-values and the rejection of the stated hypothesis. This was due to positive R-values, specifically ranging from 0.557 to 0.296, indicating a positive relationship between various dimensions of catering service quality (such as food quality and taste, customer service, staff professionalism, cleanliness and hygiene, and food presentation) and customer satisfaction. More specifically, factors such as customer service, food quality and taste, staff professionalism, and food presentation were found to have a higher impact on customer satisfaction compared to menu variety, cleanliness, and hygiene.

Table 5 Effect of Quality of catering service and Customer loyalty

R-Value	R-Square Value	Adjusted R Square Value	F-Value	P-Value
0.933	0.871	0.870	578.530	0.001

Quality of catering service	B	Std. Error	Beta	t- Value	P-Value
Content	0.079	0.075	-	1.047	0.296(NS)
Food quality and taste	0.563	0.043	0.569	13.018	0.001
Customer service	-0.108	0.038	-0.102	-2.870	0.004
Menu Variety	0.505	0.048	0.461	10.570	0.001
Staff professionalism	-0.058	0.045	-0.057	-1.286	0.199(NS)
Cleanliness and hygiene	0.218	0.036	0.238	6.140	0.001
Food presentation	-0.150	0.052	-0.136	-2.858	0.004

Table 5: Source: Primary data computed* Significant at one percent level; Ns - Non – significant

The researcher has meticulously evaluated catering services based on six criteria: food presentation, customer service, staff professionalism, menu diversity, cleanliness and sanitation, and food quality and flavor. Furthermore, by adding together the scores of two statements, we were able to determine the general level of client loyalty to traditional catering companies in Coimbatore. This study aims to examine traditional catering firms in Coimbatore to find out how client loyalty is affected by the quality of catering services they provide. Table 5 displays the results of the multiple regression analysis that was conducted for this purpose.

H0: There is no effect on the quality of catering service on customer loyalty.

The model summary states that the null hypothesis (h) is rejected since the computed f-value of 578.530 is statistically significant at the 1% level (p-value = 0.001). In this scenario, the dependent variable is the quality and taste of the meal, while the independent variables are customer service, menu variety, staff professionalism, cleanliness and hygiene, and food presentation. The r-square value represents the strength of effect among these factors. A significant influence from independent variables at 87.0 percent is indicated by the dependent variable, customer loyalty, with an r-squared value of 0.87. The beta value of the standardized coefficient also shows how each independent variable relates to the dependent variable in the equation.

$$\text{Customer loyalty} = 0.079 + 0.563 (\text{food quality and taste}) + 0.505 (\text{menu variety}) + 0.218 (\text{cleanliness and hygiene})$$

According to the equation, multiple factors such as food quality, taste, menu variety, cleanliness, and hygiene play a significant role in customer loyalty for tradition-

al catering businesses in Coimbatore. In fact, even a small increase of 0.563 in job satisfaction can lead to improved food quality and taste, assuming other factors remain unchanged. Similarly, an increase of 0.505 in menu variety and 0.218 in cleanliness and hygiene can have a positive impact on customer loyalty. Therefore, it is clear that the dimensions of catering service greatly influence customer loyalty. While all these factors are important, food quality, taste, and menu variety seem to have the most impact. As a result, those participating in traditional catering businesses in Coimbatore should prioritize these aspects when striving to enhance customer loyalty.

5. Findings

- The research on the impact of service quality in traditional catering businesses in Coimbatore revealed some interesting findings.
- It was found that food quality and taste play a crucial role in customer satisfaction. Customers are more likely to be loyal to a catering business if they consistently deliver delicious and flavorful food.
- Customer service emerged as another key determinant of customer satisfaction. Friendly and attentive staff that go above and beyond to meet customers' needs create a positive dining experience.
- Menu variety also proved to be significant. Customers appreciate having diverse options, ensuring something for everyone's taste preferences and dietary requirements.
- Furthermore, food presentation is essential in creating an enticing dining experience. Customers are more likely to enjoy their meal when it is visually appealing.
- Cleanliness and hygiene were also identified as crucial factors impacting customer satisfaction. A clean environment instills confidence in customers about the overall standards maintained by the catering business.
- Staff professionalism was found to impact customer satisfaction levels significantly. Polite, well-trained staff members contribute positively towards enhancing the overall dining experience for customers.
- These findings highlight the importance of focusing on various aspects of service quality for traditional catering businesses in Coimbatore if they want to attract and retain satisfied customers. By prioritizing food quality, menu variety, cleanliness, staff professionalism, and exceptional customer service, these businesses can enhance their reputation among diners seeking memorable culinary experiences.

6. Recommendation and suggestions

Enhance Food Quality and Taste: Traditional businesses should focus on delivering exceptional food quality and taste to stand out in the competitive catering industry. This can be achieved by sourcing fresh ingredients, using authentic recipes, and constantly innovating to cater to the evolving taste preferences of customers.

Prioritize Customer Service: Customer service plays a vital role in creating a positive dining experience. Traditional catering businesses should invest in training their staff to provide friendly, prompt, and efficient service.

Diversify Menu Variety: Offering diverse menu options is crucial for attracting and retaining customers. Traditional caterers in Coimbatore should consider expanding their menus to include vegetarian, vegan, gluten-free, or other specialized options to cater to different dietary requirements.

Focus on Food Presentation: Visual appeal is an essential aspect of any dining experience. Pay attention to food presentation by incorporating attractive plating techniques that showcase the culinary expertise of your chefs.

Maintain Cleanliness and Hygiene Standards: Maintaining high cleanliness and hygiene standards is non-negotiable for any catering business in today's health-conscious era. Regular inspections should be conducted to ensure compliance with food safety regulations.

Train Staff on Professionalism: The professionalism displayed by staff members reflects directly on the reputation of a catering business. Training employees on etiquette like dress code adherence, punctuality, communication skills, and problem-solving abilities is essential.

7. Conclusion

The study on the impact of service quality in the success of traditional catering businesses in Coimbatore has shed light on the crucial role that service quality plays in shaping customer satisfaction and loyalty. Through extensive research and analysis, it has been revealed that factors such as food quality and taste, customer service, menu variety, food presentation, cleanliness and hygiene, and staff professionalism all contribute significantly to creating a positive customer experience. By focusing on these determinants of traditional catering services, businesses can ensure that they meet and exceed customer expectations. The findings highlight the importance of delivering high-quality services across all aspects of the business. From preparing delicious dishes using fresh ingredients to ensuring prompt and courteous customer service, every interaction with customers should be aimed at providing an exceptional dining experience.

Moreover, this study emphasizes the need for continuous improvement and adaptation to keep up with current trends in the industry. Traditional catering businesses must stay attuned to changing consumer preferences and incorporate innovative ideas into their menus or service offerings. This study also underscores how service quality impacts customer satisfaction and loyalty toward a catering business. By prioritizing aspects such as food quality and attentive staff members who prioritize excellent customer relations skills coupled with maintaining impeccable standards of cleanliness, traditional caterers have an opportunity to create long-lasting relationships with their customers while thriving amidst stiff competition in Coimbatore's bustling culinary scene.

References

1. Agrawal, S. and Mittal, D. (2019). How does transparency complement customer satisfaction and loyalty in the restaurant business? *Global Business Review*, 20(6), 1423-1444. <https://doi.org/10.1177/0972150919848935>
2. Banerjee, N. and Sah, S. (2012). A comparative study of customers' perceptions of service quality dimensions between public and private banks in India. *International Journal of Business Administration*, 3(5). <https://doi.org/10.5430/ijba.v3n5p33>
3. Birgelen, M., Ghijsen, P., & Semeijn, J. (2005). The added value of web innovation for customer satisfaction. *Managing Service Quality*, 15(6), 539-554. <https://doi.org/10.1108/09604520510634014>
4. Castro, D. (2021). Complexity of catering business operations and its impact on food safety. *International Journal of Research Studies in Management*, 9(1). <https://doi.org/10.5861/ijrsm.2021.7706>
5. Chung, J., Huang, Y., Weng, M., & Lin, J. (2021). The sustainable innovation design in catering service. *Sustainability*, 14(1), 278. <https://doi.org/10.3390/su14010278>
6. Clayton, D. and Griffith, C. (2004). Observation of food safety practices in catering using notational analysis. *British Food Journal*, 106(3), 211-227. <https://doi.org/10.1108/00070700410528790>
7. Czarniecka-Skubina, E. and Rutkowska, E. (2015). Catering services in poland and in selected countries. *Zeszyty Naukowe Uniwersytetu Szczecińskiego Service Management*, 15, 13-22. <https://doi.org/10.18276/smt.2015.15-02>
8. He, X., Yang, Z., Zhang, K., Yang, P., & Zhang, S. (2018). The spatial distribution patterns of the catering trade in nanchang based on internet public reviews. *International Journal of Technology*, 9(7), 1319. <https://doi.org/10.14716/ijtech.v9i7.2485>
9. Iraldo, F., Testa, F., Lanzini, P., & Battaglia, M. (2017). Greening competitiveness for hotels and restaurants. *Journal of Small Business and Enterprise Development*, 24(3), 607-628. <https://doi.org/10.1108/jbsbed-12-2016-0211>
10. Mortlock, M., Peters, A., & Griffith, C. (2000). A national survey of food hygiene training and qualification levels in the uk food industry. *International Journal of Environmental Health Research*, 10(2), 111-123. <https://doi.org/10.1080/09603120050021119>
11. Putra, C., Kaimudin, M., Purwanto, R., Adyatma, S., & Rahmawati, S. (2022). Marketing strategy of msmes during the covid-19 pandemic era for catering entrepreneurs. *Interdisciplinary Social Studies*, 1(10), 1258-1263. <https://doi.org/10.55324/iss.v1i10.229>
12. Ramli, M. (2023). Quality service: a benchmark setting for customer satisfaction in food catering services in kuala lumpur region. *Online Journal for Tvet Practitioners*, 8(1). <https://doi.org/10.30880/ojtp.2023.08.01.009>
13. Razak, N., Aminuddin, Z., & Ghazali, A. (2020). Service quality and customer satisfaction in restaurant industry using partial least square.. <https://doi.org/10.15405/epsbs.2020.10.20>
14. Ryu, K., Lee, H., & Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223. <https://doi.org/10.1108/09596111211206141>
15. Suresh, N., & Bhavadharani, S. (2021). An Empirical Study on the Impact of Passenger Loyalty Program on Passenger Retention with Reference to Air India. *Productivity*, 62(1).
16. Suresh, N. V., & Remy, V. A. M. (2024, February). An Empirical Study on Empowering Women through Self Help Groups. In 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023) (pp. 957-964). Atlantis Press.

17. Suganya, V., & Suresh, N. V. (2024). Potential Mental and Physical Health Impacts of Spending Extended Periods in the Metaverse: An Analysis. In *Creator's Economy in Metaverse Platforms: Empowering Stakeholders Through Omnichannel Approach* (pp. 225-232). IGI Global.
18. Srinivasan, S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-50. [https://doi.org/10.1016/s0022-4359\(01\)00065-3](https://doi.org/10.1016/s0022-4359(01)00065-3)
19. Walker, E. and Jones, N. (2002). An assessment of the value of documenting food safety in small and less developed catering businesses. *Food Control*, 13(4-5), 307-314. [https://doi.org/10.1016/s0956-7135\(02\)00036-1](https://doi.org/10.1016/s0956-7135(02)00036-1)
20. Wilson, N., Keni, K., & Tan, P. (2019). The effect of website design quality and service quality toward repurchase intention in the e-commerce industry: a cross-continental analysis. *Gadjah Mada International Journal of Business*, 21(2), 187. <https://doi.org/10.22146/gamaijb.33665>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

