
A STUDY OF CUSTOMER SATISFACTION IN FOOD AND BEVERAGE SERVICE

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ABSTRACT

Customer satisfaction plays a crucial role in the success of the food and beverage (F&B) industry. With increasing competition in restaurants, hotels, and cafes, maintaining high levels of customer satisfaction has become essential for business growth and sustainability. This study focuses on analyzing the factors that influence customer satisfaction in food and beverage services. The research examines aspects such as food quality, service efficiency, pricing, ambiance, cleanliness, and staff behavior. Data for this study is generally collected through surveys, customer feedback, and observation methods. The findings indicate that quality of food, prompt service, and staff hospitality significantly influence customer satisfaction levels. The study concludes that improving service quality and maintaining consistent standards can enhance customer loyalty and overall business performance. catering services continuously compete to attract and retain customers. Customer satisfaction is a key factor that determines

1. INTRODUCTION

The food and beverage industry is one of the fastest-growing sectors in the hospitality industry. Restaurants, hotels, cafes, and whether customers will return to a restaurant or recommend it to others.

Customer satisfaction refers to the degree to which customers feel that their expectations have been met or exceeded by the service provided. In the food and beverage sector, satisfaction is influenced by multiple elements such as taste, presentation of food, cleanliness, service speed, and the attitude of staff members.

In today's digital age, customer satisfaction has become even more important because customers often share their experiences through online reviews and social media. Positive reviews can help attract new customers, while negative experiences can damage the reputation of a restaurant.

Therefore, understanding customer expectations and delivering high-quality food and service is essential for the success of any food and beverage establishment.

2. Objectives of the Study

The main objectives of this study are:

To understand the concept of customer satisfaction in the food and beverage industry.

To identify the factors affecting customer satisfaction in food and beverage service.

To analyze customer expectations regarding food quality and service.

To evaluate the role of staff behavior and hospitality in customer satisfaction.

To provide suggestions to improve customer satisfaction in food and beverage service.

3. Importance of Customer Satisfaction in F&B Industry

Customer satisfaction is extremely important in the hospitality industry because satisfied customers are more likely to return and recommend the establishment to others.

Some major reasons why customer satisfaction is important include:

3.1 Customer Loyalty

Satisfied customers tend to revisit the same restaurant or hotel. Loyal customers contribute to consistent revenue.

3.2 Positive Word of Mouth

Customers who have a good experience often recommend the restaurant to friends, family, and colleagues.

3.3 Competitive Advantage

In a competitive market, restaurants that maintain high customer satisfaction levels gain an advantage over competitors.

3.4 Business Growth

Satisfied customers increase sales and contribute to the long-term success of the business.

4. Factors Influencing Customer Satisfaction

Several factors influence customer satisfaction in food and beverage services.

4.1 Food Quality

Food quality is one of the most important factors affecting customer satisfaction. Customers expect fresh ingredients, proper taste, and attractive presentation.

4.2 Service Quality

Fast and efficient service plays a significant role in satisfying customers. Delays in food delivery can negatively affect customer experience.

4.3 Staff Behavior

Polite, friendly, and helpful staff create a positive dining experience for customers.

4.4 Cleanliness and Hygiene

Clean dining areas, hygienic kitchens, and properly maintained utensils increase customer confidence.

4.5 Ambience and Environment

Lighting, music, interior design, and seating arrangements influence the overall dining experience.

4.6 Price and Value for Money

Customers expect reasonable prices for the quality of food and service they receive.

5. Research Methodology

Research methodology refers to the methods used to collect and analyze data for the study.

5.1 Research Design

This study uses a descriptive research design to analyze customer satisfaction in food and beverage services.

5.2 Data Collection

Data can be collected using two types of sources:

Primary Data

Primary data is collected directly from customers through:

Questionnaires

Interviews

Surveys

Secondary Data

Secondary data is collected from:

Books

Journals

Research articles

Websites

5.3 Sample Size

The study may involve collecting responses from approximately 50–100 customers who have experienced food and beverage services in hotels or restaurants.

5.4 Data Analysis

Collected data can be analyzed using charts, graphs, and percentage analysis to understand customer satisfaction levels.

6. Customer Expectations in Food and Beverage Service

Customers have several expectations when visiting restaurants or hotels. These expectations influence their overall satisfaction.

Some common expectations include:

Fresh and tasty food

Quick service

Clean dining environment

Friendly staff

Reasonable prices

Comfortable seating arrangements

If these expectations are met or exceeded, customers are more likely to have a positive dining experience.

7. Challenges in Maintaining Customer Satisfaction

Although many restaurants strive to provide excellent service, they face several challenges.

7.1 High Customer Expectations

Customers today expect high-quality food and service at reasonable prices.

7.2 Staff Training

Untrained staff may fail to provide proper service, which can lead to customer dissatisfaction.

7.3 Competition

The presence of many restaurants makes it difficult to retain customers.

7.4 Consistency

Maintaining consistent food quality and service standards can be challenging.

8. Suggestions for Improving Customer Satisfaction

The following suggestions can help improve customer satisfaction in food and beverage services:

Provide regular training for staff to improve service quality.

Maintain high standards of food quality and hygiene.

Ensure quick and efficient service.

Create a comfortable and pleasant dining environment.

Listen to customer feedback and take corrective actions.

Offer attractive menus and reasonable pricing.

9. CONCLUSION

Customer satisfaction is a critical factor in the success of the food and beverage industry. The study highlights that food quality, service efficiency, staff behavior, cleanliness, and ambiance are the main factors influencing customer satisfaction.

Restaurants and hotels that focus on improving these aspects can enhance customer experiences and build strong customer relationships. By understanding customer expectations and continuously improving service quality, food and beverage establishments can achieve long-term success and maintain a competitive position in the hospitality industry.