Antecedents of Customer Satisfaction towards Zomato: A Case Study using SERVQUAL Scale

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Abstract: *Due to swift advancement and lifestyle of the people, there is transitional shift from traditional dine out to modern dine in for food. Many new food deliverers are offering theses services through online portal and one such famous deliverer is Zomato. Therefore, the study makes an attempt to analyse the customer satisfaction towards e-services offered by Zomato in Mangalore city, Karnataka state. SERVQUAL scale is employed for analyzing the e-service gaps comparing the expected service and perceived service quality. For the survey, 165 respondents' responses were collected. The data was run through SPSS software for analysis. Results of the study indicates that customers are satisfied with the e-service quality of Zomato in respect to "website or app design, reliability and responsiveness." However, there is a service gap in security aspect and information aspect as the expected mean is higher than perceived mean score. The study highlights the variables of SERVQUAL scale and gives the findings of Zomato companies' gap analysis which will enable company to focus on enhancing service quality of those aspects which has negative gaps.*

Keywords: SERVQUAL scale, Gap analysis, Reliability, Responsiveness
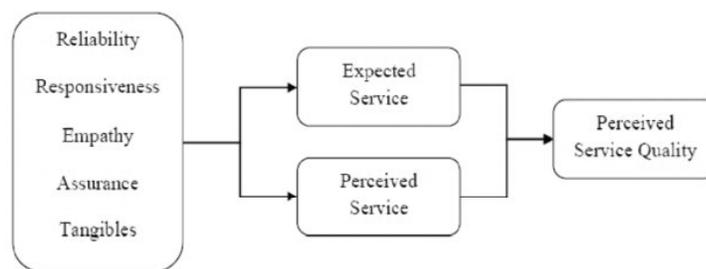
Introduction:

In places like shopping malls, workplaces, and bulk purchases from apartment areas, the home delivery or takeout model has earned a lot of new customers especially purchase for those who have missed breakfast due to work. People at the United Nations desire a larger assortment of workplace lunches and parties, as well as the ability to order in. Everyone appears to be awestruck by the convenience and speed with which food can be ordered and delivered over the internet. Furthermore, the convenience of purchasing groceries through a smart phone app or application programme has snatched some market share away from the tried-and-true "kirana" or "mom-and-pop shops" (Gupta, 2019). Many restaurants have stepped to partner with online deliverer, one such popular online deliverer is Zomato, a collaborator to an

integrator of Indian food delivery services and eateries launched in 2008. Pankaj Chaddah and Deepinder Goyal are the business owners of Zomato which provides order cards, food related information, and collect feedback from diners. Zomato can be found in more than twenty-four countries. All through the seasons, it has transformed on itself into an internet nutritious food arena. Customers can place order of their choice from nearby eateries using Zomato app or website. They have delivery apparatus that take orders from the partner restaurant and deliver the ordered food to the customers at their desired location. They follow good principles such as resilience, acceptance, ownership, humility, spark and judgement (Panigrahi, 2020).

Theoretical Framework:

SERVQUAL Model

Figure 1: SERVQUAL Model (Parasuraman, et.al., 1985)

Furthermore, "RATER" model is a shorter iteration of the "SERVQUAL Model" as it considers only five key components for evaluating quality of service, whereas, the "SERVQUAL model "has ten attributes to determine quality of service. Interaction between user and the service-providing firm, as well as information exchange inside the entity, is very important to examine the degree of quality of service. In a nutshell, the "SERVQUAL Model "lays down five gaps among customer's needs and service received from the firm namely, "Knowledge gap, Standards gap, Delivery gap, Communications gap and Satisfaction gap"(Zeithaml, et.al., 1996) (Mulder, 2018).

Zeithaml,et.al , an American marketing experts in 1988 designed and executed the "Service Quality Model", or "SERVQUAL Model". This technique records and evaluates quality of service level a customer experiences. Formerly, the experts aligned their interest to get an effective programme for improving the quality of product. However, enhancing efficiency of related services bank, and servicing firm. This framework gives ten important key attributes (Figure 1) required for examining quality of service such as- "Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Knowing the customer and Tangibles."

Keeping in mind the above gaps, the study has made an attempt to analyze each of them-

Gap 1: Difference between consumer website design or app expectations and perceptions of consumers

Gap 2: Difference between consumer reliability expectations and perceptions of consumers

Gap 3: Difference between consumer responsiveness expectations and perceptions of consumers

Gap 4: Difference between consumersecurity expectations and perceptions of consumers

Gap 5: Difference between consumer information expectations and perceptions of consumers

Related Works:

Table 1: Contribution by different authors

Sl. NO	CONTRIBUTION	REFERENCE NUMBER
1.	The significance of Swiggy and Zomato on restaurant industry was investigated in the research article. Individuals are intensively utilising their services as a result of improvements in internet technologies, which have boosted the expansion of online food services.	Gupta (2019)
2.	Electronic service attributes are crucial for a performance of the company in the e-service model. Of late, businesses have realised that emphasizing solely on an online presence and a low price is unsustainable for long-term success.	Zeithaml, et.al. (2000)
3.	The study analysed the various criteria or factors that consumers use to measure the digital and online value of their e-services and processes. This study also identified and examined the traits that customers consider to be a requirement, as well as the factors that influence consumer delight such as quality of web page, dependability, ease of maintenance, security, credibility, responsiveness, authenticity, personalization, and certainty.	Madu, et.al. (2002)
4.	Eateries, cafes, and pubs are some of the fastest-growing enterprises. It also benefits the sharing of operational experiences with the creation of business models which will be successful. Therefore, in broad sense, India's dine-out trend has decelerated. As a result of the lack of successful marketing practises for generating initiatives for different customer groups, consumers are reluctant to spend extra income in cafés and restaurants.	Frederick, et.al., (2021)a
5.	An exploratory study was carried out in respect to the factors of quality of service from two separate category of the group vis a vis online buyers and non-buyers. Accessibility, customization, privacy, consistency, simplicity of use, and legitimacy are the six major service quality aspects found by the researchers for internet purchasers. Ability to respond, convenience of use, customization, availability, and privacy are the aspects for online non-purchasers.	Yang & Jun (2002)
6.	E-commerce is increasingly highlighting the importance of service quality. When compared to things purchased through traditional channels, e-commerce is more cost-effective, viable, and convenient. The study concluded that the most crucial factor of e-commerce performance is service quality.	Santos (2003)
7.	An increasing number of businesses are engaging in online trading platforms to offer their products to a significant number of individuals. Because every business operates in the internet market, it is necessary for them to come up using something unique in order to attract customers and drive revenue.	Sohn &Tadisina (2008)
8.	The study examined the correlation between the quality factors and overall service quality, willingness to buy, and user satisfaction. For the purpose of evaluating the research approach, 297 online customers were polled.	Lee & Lin (2005)
9.	The perspectives of consumers who order meals utilising OFD's apps such as "Swiggy, Zomato, and Uber Eats in Ludhiana" are detailed in study. The author focused over those who order meals online utilising the aforementioned applications.	Raina, et.al. (2018)
10.	As highlighted in a study report emphasizing on Zomato's marketing management and strategic in order to become a forerunner in the online food service business. The analysis is set in the context of Zomato, which is the nation's largest online food ordering portal. Zomato has established itself as a powerful brand that places a premium on ensuring that customers are comfortable with the services they provide. The research helps in understanding the various attributes required by which the Zomato manages its business operations in the budding industry.	Sparta, et.al. (2019)
11.	Zomato's positioning approach, marketing strategy, and comprehensive SWOC analysis were examined in the research paper. As per the analysis, Zomato could extend into remote regions and offer simulated restaurant tours to improve the capabilities of its services. The analysis concludes that Zomato's positioning tactics are very much in obtaining market share, but that more methods are needed to sustain in the market.	Frederick & Parappagoudar (2021) b ; Frederick, (2022)c
12.	The lack of users to critique items online throws the service at stake. Customers are afraid that their data will be compromised if they use an ethernet connection on the Internet, posing a security risk. Online food aggregators should guarantee that their customers' personal information is kept private and secure while making payments through online transactions.	Frederick &Parappagoud ar (2021)d

13.	Restaurantsand e-food delivery are expanding at a rapid rate, owing to the frequent migration of experts into metropolises and rising urbanisation of India's environs. As a result, there has been a spike in number of mobile phones and food delivery apps. Food delivery apps have become highly popular among Indian tech geeks. Different factors such as price, timely delivery, prior-experience, convenience, food quality and e-service quality influences the customers for willingness to buy.	Frederick & Bhat (2021)e
14.	Since the colonial period, India's purchasing habits have shifted dramatically. People who were born after the state's establishment face scarcity on a daily basis. They don't care about frills or fancy features, and will purchase only what is available, regardless of volume. The discretionary income of the middle class is rising, and the emphasis is moving from conserving to shopping. Customers, on either side, have full freedom to browse as many sites as they want before making a selection. The paper investigated three major factors such as perceived value, service quality and system quality as influences for customer satisfaction.	Frederick (2022)f
15.	The study employed TOWS matrix, QSPM analysis and IFE and EFE analysis on online food services. The results of the study concludes that socio- economic pattern of people have changed over the time and therefore, quick delivery options with advanced technology fastens the life of people and this aggregator should also improve their services with good nutritional food supply with other related diversification and eco-friendly packaging.	Frederick (2022)g
16.	A focus group study was conducted by use of "ABCD analysis framework" to identify the most affecting factors for "online food delivery services". The study includes the various determinant issues such as supplier, food delivery partner, customer and food technology. It was observed that advantageous factors such as increase in uniqueness, responsiveness, reliability, convivence, safety, privacy, usage, etc. reaped all the other factors.	Frederick & Bhat (2021)h

Conceptual Model:
Based on the findings by prior studies research, the structure for a new scale or framework has been built. The SERVQUAL Dimension is the term coined to this proposed scale which was and
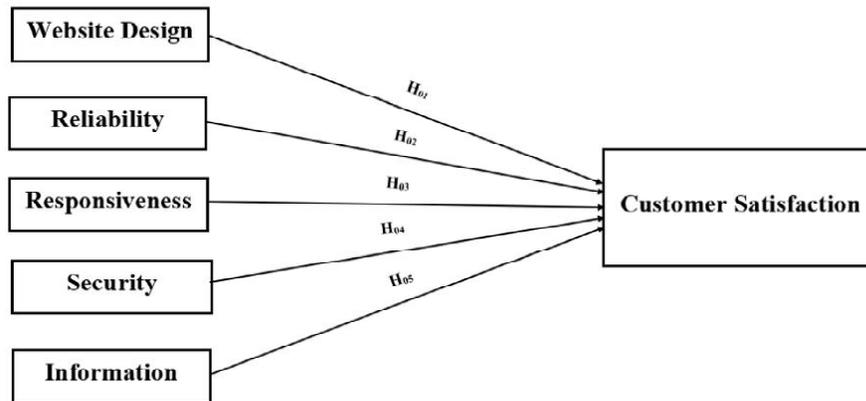
propounded by Parasuraman, et al, in the year 1985 and 1988 which tailored to different aspects representing e-service interface. Keeping in mind the SERVQUAL scale, conceptual model is framed:

Figure 1: Conceptual Model for Customer Satisfaction towards Zomato
Source: Author

Research GAP:

Following the epidemic, the online food delivery market has witnessed an increase. Consumers are increasingly turning away from traditional dining establishments in favour of takeout or home delivery. Further, considering millennials don't have enough time to prepare meals these days, food deliveries serve as a holy grail for them. Hence, many online food delivery services have encashed the opportunity to capture the market demands. One such leading company in market is Zomato which is preferable option among many people. Therefore, keeping the demands and changes in lifestyle pattern of people, it necessitates studying the affecting factors for customer's satisfaction towards services of Zomato considering SERVQUAL scale.

Research Agenda:

Following is the research agenda for the study:

(1) Does Website Design have impact on customer satisfaction towards e-services of Zomato?

(2) Does Reliability have impact on customer satisfaction towards e-services of Zomato?

(3) How Responsiveness impacts customer satisfaction towards e-services of Zomato?

(4) How does Security impacts customer satisfaction towards e-services of Zomato?

(5) Will Information have any impact on customer satisfaction towards e-services of Zomato?

Objectives of the Study:

(1) To analyze Website Design having an impact on customer satisfaction towards e-services of Zomato.

(2) To assess Reliability having an impact on customer satisfaction towards e-services of Zomato.

(3) To determine Responsiveness having an impact on customer satisfaction towards e-services of Zomato.

(4) To evaluate Security having an impact on customer satisfaction towards e-services of Zomato.

(5) To analyze Information having an impact on customer satisfaction towards e-services of Zomato.

Hypotheses for the Study :

The following hypotheses are developed for the study:

H_{01}: There is a significant difference in Website design expected and perceived mean score towards Zomato.

H_{02}: There is a significant difference in Reliability expected and perceived mean score towards Zomato.

H_{03}: There is a significant difference in Responsiveness expected and perceived mean score towards Zomato.

H_{04}: There is a significant difference in Security expected and perceived mean score towards Zomato.

H_{05}: There is a significant difference in Information expected and perceived mean score towards Zomato.

Research Methodology :

The study employed primary data for collecting the responses from 165 respondents who used Zomato services for ordering food. Structured questionnaires were adopted from Hiray, et. al. (2022) and distributed among the customers residing in Mangalore city, Karnataka State. Further, for analysis, collected data was run thru SPSS software to find the reliability and analyze the gaps. Paired sample t-test was used to measure the service quality gap between expected and perceived.

Analysis:

Reliability Analysis:

The internal consistency of the data was analysed with Cronbach's alpha which is 0.929 and 0.701 for expected and perceived e-service quality respectively which acceptable as good value.

GAP Analysis:

Gap 1: Website design

The tangible variable in SERVQUAL model refers to physical properties of the variable like place, machines, workforce, technology, etc. Zomato offers its services through online channel like website or app, therefore, e-service quality in that respect is tangible variable. This includes the design factor which influences the attraction of the customers to view and access the website or app. In addition, accuracy and compatibility of the mentioned variable is very crucial, as a default in any, can lead negative perception among the potential customers leading to brand switching behaviour. Well managed website or app can help in gaining good customer base with loyalty.

Table 4: Results of responsiveness gap analysis

E- Service quality	Expected (E)		Perceived (P)		GAP (PM- EM)	t-Value	p-Value
	Mean (M)	SD	Mean (M)	SD			
1. Quick response is given on Customer Queries.	3.50	1.102	3.58	1.054	0.073	-.635	.526
2. Quick redressed on Customer problems	3.49	1.097	3.61	1.213	0.121	-1.008	.315
3. There is Proper and sufficient information regarding contacts and performance delivery	3.68	1.052	3.61	1.172	-0.079	.691	.491
Overall Responsiveness Gap	**10.68**	**3.251**	**10.79**	**3.439**	**0.115**	**-.952**	

Table 2 results state that the expected value for website/app designi.e 10.87 is less than the perceived mean score of 11.24 indicating customers are satisfied with e-service quality of Zomato in respect to the well-designed structure, well managed website and compatibility quality. Out of three indicators, application compatibility has the highest gap score of 0.200 indicating customers find Zomato application very easy to use. The total overall gap score shows that the value is 0.370 which is positive indicating high satisfaction level towards website/app service quality. Therefore, the hypothesis one is supported.

Reliability:

Every firm should be able to render said services promptly with accurate features. Therefore, reliability is an important variable in SERVQUAL model. This refers to quality of e-service in respect to providing services as promised such as delivery with accuracy and fulfilling the order as placed and maintaining integrity.

Table 3: Results of reliability gap analysis

E- Service quality	Expected (E)		Perceived (P)		GAP (PM- EM)	t-Value	p-Value
	Mean (M)	SD	Mean (M)	SD			
1. Services are provided as promised	3.67	1.111	3.68	1.052	0.012	-.116	.908
2. Application is open and available 24X7	3.63	1.231	3.78	1.116	0.152	-1.184	.238
3. There is accuracy in service delivery.	3.56	1.120	3.76	1.119	0.195	-1.682	.094
Overall Reliability Gap	**10.86**	**3.461**	**11.22**	**3.287**	**0.359**	**-2.981**	

Table 3 results state that the expected value for reliability is 10.86 which is less than the perceived mean score of 11.22 indicating customers are satisfied with e-service quality of Zomato in respect to the promised service, accessibility and accuracy. Out of three indicators, accuracy of e-service quality has the highest gap score of 0.195 indicating customers find Zomato services very accurate and prompt in delivery. The total overall gap score shows that the value is 0.359 which is positive indicating high satisfaction level towards reliability e-service quality. Therefore, the hypothesis two is supported.

Gap 3: Responsiveness

Displeased customers seek help from customer service executive, and a quick response in solving the problems or queries of the customers can ensure responsiveness on the part of the firm. The company has to redress the complaints on time to keep retaining the customers confidence and trust over the company.

Table 4: Results of responsiveness gap analysis

E- Service quality	Expected (E)		Perceived (P)		GAP (PM- EM)	t-Value	p-Value
	Mean (M)	SD	Mean (M)	SD			
1. Quick response is given on Customer Queries.	3.50	1.102	3.58	1.054	0.073	-.635	.526
2. Quick redressed on Customer problems	3.49	1.097	3.61	1.213	0.121	-1.008	.315
3. There is Proper and sufficient information regarding contacts and performance delivery	3.68	1.052	3.61	1.172	-0.079	.691	.491
Overall Responsiveness Gap	**10.68**	**3.251**	**10.79**	**3.439**	**0.115**	**-.952**	

Table 4 results state that the expected value for responsiveness is 10.68 which is less than the perceived mean score of 10.79 indicating customers are satisfied with e-service quality of Zomato in respect to the quick response for their queries and problems. However, adequate information in respect to contacts and performance delivery is not received as the gap score indicated negative value of 0.079. Therefore, the total gap score is less but positive of 0.115 indicating customers experience responsiveness from Zomato. Therefore, the hypothesis three is supported.

Gap 4: Security

Online e-commerce creates perceived risk in minds of customers in respect to their personal information and banking transaction. Therefore, security aspect plays a crucial role in online business whereby the firm gives utmost safety to the customer by protecting their identity from fraudsters or hackers.

Table 5: Results of security gap analysis

E-Service quality	Expected (E)		Perceived (P)		GAP (PM- EM)	t-Value	p-Value
	Mean (M)	SD	Mean (M)	SD			
1. Zomato provides high protection for my banking transaction	3.75	1.063	3.79	.901	0.048	-.559	.577
2. Zomato provides high protection of my personal information	3.67	1.100	3.52	1.208	-0.152	1.158	.249
3. Zomato is secured, safe from any fraud or hacking	3.64	1.070	3.68	1.070	0.042	-.404	.687
Overall Security Gap	**11.06**	**3.233**	**11.00**	**3.178**	**-0.061**	**.195**	

Table 5 results state that the expected value for security is 11.06 which is more than the perceived mean score of 11.00which is comparative slightly high only by 0.6 indicating customers are not satisfied with e-service quality of Zomato in especially in respect to high protection towards their personal information. Although, the customers are satisfied with protection to banking transaction and safety from fraud and hacking as the gap score is positive i.e. 0.048 and 0.042 respectively, the overall gap score for Security is negative i.e. 0.061 indicating the customers are not satisfied with the security aspect. Therefore, the hypothesis four is not supported.

Gap 5: Information

Customers make buying decision if the information provided by the form is up to date, accurate or reliable and access to information is easy. Therefore, providing proper adequate information to the customers is very important to influence their purchase intention.

Table 6: Results of information gap analysis

E- Service quality	Expected (E)		Perceived (P)		GAP (PM- EM)	t-Value	p-Value
	Mean (M)	SD	Mean (M)	SD			
1. The Application provides up to date information.	3.64	1.012	3.75	1.010	0.103	-.928	.355
2. Application provides information which is easier to comprehend.	3.64	1.077	3.59	1.148	-0.057	.327	.745
3. Application provides correct and reliable and piece of information.	3.74	1.017	3.53	1.164	-0.214	1.064	.291
Overall Information Gap	**11.03**	**3.106**	**10.86**	**3.322**	**-0.168**	**.463**	

Table 6 results state that the expected value for information is 11.03 which is more than the perceived mean score of 10.80 which is high by 0.23 indicating customers are not satisfied with e-service quality of Zomato in especially in respect to information provided is easier to comprehend and in receipt of correct and reliable information. Although, the customers are satisfied with up-to-date information provided by Zomato as the gap score is positive i.e 0.103, the overall gap score for information is negative i.e 0.168 indicating the customers are not satisfied with the information aspect. Therefore, the hypothesis five is not supported.

Conclusion & Implications:

The primary benefit of using online food delivery services is convenience factor, therefore, food providers must determine if customers understand how to utilise the system to place an order. In general, service difficulties are more likely to occur in firms that are not focused on the requirements and demand of the customers. Foster, et al. (1989) advocated that "firms must immerse themself in the shoes of their users and specific requirements based on their preferences."In case of Zomato, users are delighted with the applications design and performance, content on the portal which is up to date and comprehensive, e- services are reliable, and the responsiveness towards complaints and queries. However, customers are not satisfied with security of sensitive and financial information and adequacy of information provided. Therefore, to serve the customers in a better and satisfying way, Zomato must adopt AI and robotic customer service supplanted by actual employees with add on with chat and phone calling. In addition, can enhance the quality but regularly updating the required information or content. Any returns and exchanges for poor-quality cuisine and misplaced food items must be handled properly and in default found in misbehaviour of the delivery apparatus should be subject to face severe consequences. Zomato should customize more services as per the needs of the users to make a profitable business in the long run. The tangible service i.e website design must further upgrade to make user more attracted to re-order again. Besides e-service quality should be render with promises so as to build trust and loyalty among the customers, therefore, to offer good service as delivery, Zomato should train their delivery apparatus with skill development training programmes as they directly deal with final user and can create a positive impression in the minds of the customers on the company's services.

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