

**E-SERVICE AND CUSTOMER SATISFACTION IN THE  
RESTAURANT BUSINESS IN NEPAL**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial  
fulfillment of the requirements for the Master of Business Studies (MBS)**

**By**

**Manisha Adhikari**

**Campus Roll No: 3497/075**

**Exam Roll No: 13548/19**

**T.U. Regd. No:7-2-38-473-2014**

**Shanker Dev Campus**

**Kathmandu, Nepal**

**June, 2024**

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## **CERTIFICATION OF AUTHORSHIP**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **“E-Service and Customer Satisfaction in the Restaurant Business in Nepal ”**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of this dissertation.

.....

Manisha Adhikari

Date:

**REPORT OF RESEARCH COMMITTEE**

Ms. Manisha Adhikari has defended research proposal entitled “**E-Service and Customer Satisfaction in the Restaurant Business in Nepal**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Dr. Pitri Raj Adhikari and submit the dissertation for evaluation and viva-voce examination.

.....  
Dr. Pitri Raj Adhikari  
Dissertation Supervisor

Dissertation Proposal Defended Date:  
.....

Dissertation Submitted Date :  
.....

.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Research Department

Dissertation Viva-voce Date:  
.....

## APPROVAL SHEET

We, the undersigned, have examined the dissertation entitled “**E-Service and Customer Satisfaction in the Restaurant Business in Nepal**” presented by Manisha Adhikari candidate for the degree of Master of Business Studies (MBS Semester) and conducted the viva voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

.....  
Dr. Pitri Raj Adhikari  
Dissertation Supervisor

.....  
Internal Examiner

.....  
Internal Expert

.....  
External Expert

.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Chairperson, Research Committee

.....  
Asso. Prof. Dr. Krishna Prasad Acharya  
Campus Chief

## **ACKNOWLEDGMENT**

I would like to forward my deepest gratitude to Dr. Pitri Raj Adhikari of Shanker Dev Campus who support me with their invaluable scholarly supervision, constructive comments and suggestions that allow me to furnish this dissertation report in this final format.

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**Manisha Adhikari**

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## ABBREVIATIONS

AS	Assurance
Avg	Average
Com	Communication
CS	Customer Satisfaction
E	error term
Em	Empathy
F	Frequency
Rel	Reliability
Res	Responsiveness
SA	Strongly Agree
SD	Strongly Disagree
SEE	Standard Error of Estimate
SERVQUAL	Service Quality
SLC	School Leaving Certificate
SPSS	Statistical Package for Social Science
Std. Dev	Standard Deviation
$\beta_0$	Intercept of the dependent variable

## **ABSTRACT**

Service quality is a critical factor for the success of the restaurant industry in Nepal. This study focuses on the relationship and impact between e-service quality and customer satisfaction. The research uses simple random sampling for sampling the data. Data from 190 customer responses were analyzed. The instruments are descriptive statistics and inferential statistics. To analyze the reliability and validity of the data Pearson Correlation is used. The results indicate a positive correlation between service quality variables (reliability, responsiveness, payment options, assurance, communication, and web design) and customer satisfaction. The study found a positive relationship between service quality variables and customer satisfaction. This means that improving service quality will increase customer satisfaction. The research adds to the understanding of e-service quality and its impact on customer satisfaction in the Nepalese restaurant industry.

*Keywords: E-service quality, Customer Satisfaction, Reliability, Responsiveness, Tangibility Communication etc.*

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**APPENDICES**  
**APPENDIX-I**  
**QUESTIONNAIRE**

Here's a sample survey questionnaire on service quality and customer satisfaction in the restaurant business:

**Section 1: General Information**

1. Gender:

- Male
- Female

2. Age:

- a) 10-20 years
- b) 20-30 years
- c) 31-40 years
- d) 41 and above

3. Profession

Business

Service

Housewife

Students

4. Academic qualification

- a) PhD
- b) M.phil.
- c) Master
- d) Bachelor
- e) Intermediate
- f) SLC and below

5. Income level

- a) Below-10000
- b) 20000-30000
- c) 30000-40000
- d) Above 40000

**Section 2: Service Quality**

Please use the following table to rank your responses to the situations given below.

(Please make a tick mark on the appropriate option)

<b>Perception</b>								
Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree				
1	2	3	4	5				
<b>Independent Variables</b>								
<b>Reliability</b>	<b>Service quality measurement variables</b>			<b>Perception</b>				
REL 1	Service Speed, Taking Ordering, food and process was best.			1	2	3	4	5
REL 2	Staff are sincerely handling customers' needs.			1	2	3	4	5
REL 3	Pricing to the all customers was same.			1	2	3	4	5
REL 4	Delivered orders within the promised time frame.			1	2	3	4	5
REL 5	Error Free Service.			1	2	3	4	5
REL 6	The price of the extra service at restaurant was familiar.			1	2	3	4	5

5. Indicate and briefly describe any problems or incidents you had at the restaurant that weren't included above but had a significant impact on how you saw it as being more or less dependable.						
<b>Responsiveness</b>	<b>Service quality measurement variables</b>					
RES 1	Employee was helpful and willing to the customers help.	1	2	3	4	5
RES 2	Providing Prompt Service to Customer.	1	2	3	4	5
RES 3	The employee are friendly to customer.	1	2	3	4	5
RES 4	Customer get helped when needed.	1	2	3	4	5
RES 5	Customer order are delivered as they want.	1	2	3	4	5
RES 6	Important or necessary information shared to customers.	1	2	3	4	5
7. Indicate or quickly describe any additional experiences you had at the hotel, whether or not they were described above. Include details about how accommodating the staff was to you and how it may have influenced your opinion of the property.						
<b>Empathy</b>	<b>Service quality measurement variables</b>					
EMP 1	Restaurant provides convenient business hour.	1	2	3	4	5

<b>EMP 2</b>	Listening to customer issue and or request correctly.	1	2	3	4	5
<b>EMP 3</b>	Personal attention to the customer was good.	1	2	3	4	5
<b>EMP 4</b>	Customer feels that employees adequately listened to their issue or request.	1	2	3	4	5
<b>EMP 5</b>	Restaurant focuses to fulfill customers' needs.	1	2	3	4	5

9. Indicate or quickly describe any additional circumstances or experiences—whether or not they were stated above—that may have given you the impression that the hotel and its staff genuinely cared about your well-being while you were dining there.

<b>Payment Option</b>	<b>Service quality measurement variables</b>					
<b>PAY 1</b>	Available payment options are convenient and easy to use	1	2	3	4	5
<b>PAY 2</b>	The payment process is quick and efficient.	1	2	3	4	5
<b>PAY 3</b>	The variety of online payment options offered meets my needs and preferences.	1	2	3	4	5
<b>PAY 4</b>	The variety of payment options offered meets my needs and preferences.	1	2	3	4	5
<b>PAY 5</b>	Customers are feeling safe and secure to paying online.	1	2	3	4	5
<b>PAY 6</b>	Overall, I am satisfied with the payment options available for e-service quality in this restaurant.	1	2	3	4	5

1. Indicate or briefly describe any other factors—positive or negative—that you feel had an

impact on how satisfied you were with the restaurant's staff's level of customer service.						
<b>Tangibles</b>	<b>Service quality measurement variables</b>					
TAN 1	The ambience of the restaurant was best..	1	2	3	4	5
TAN 2	Appealing physical facilities were provided.	1	2	3	4	5
TAN 3	Restaurant uses modern and fashionable latest equipment.	1	2	3	4	5
TAN 4	Restaurant have visually appealing materials (Pham plate or Brochures).	1	2	3	4	5
TAN 5	The environment/decoration was photo/Instagram friendly.	1	2	3	4	5
13. Indicate or briefly explain about any other aspect mentioned above or not that you experienced at the restaurant in regards to how tangibles were to you that may have affected your view of the restaurant in a more or less positive point of view						
<b>Communication</b>	<b>Service quality measurement variables</b>					
COM 1	Clear and understandable information of services was provided.	1	2	3	4	5
COM 2	Explains about the foods and services in detail.	1	2	3	4	5
COM 3		1	2	3	4	5

	Assure the consumer that a need was handled.					
COM 4	Friendly Behaviors to the customers and others.	1	2	3	4	5
COM 5	Menu of the restaurant was fully detailed and informative.	1	2	3	4	5

15. Indicate or briefly explain any other aspect mentioned above or not that you experienced at the restaurant in regards to how communicative employees were to you that may have affected your view of the restaurant in a more or less positive point of view

<b>Web Design</b>	<b>Service quality measurement variables</b>					
WEB 1	Visual Appeal: The restaurant's website has an attractive and visually appealing design	1	2	3	4	5
WEB 2	Ease of Navigation: It is easy to find the desired information and navigate through the.	1	2	3	4	5
WEB 3	Loading Speed: The website loads quickly, and I don't experience significant delays.	1	2	3	4	5
WEB 4	User-Friendly Interface: The website's interface is intuitive and easy to use, allowing smooth interaction and engagement.	1	2	3	4	5
WEB 5	Responsiveness: The website is optimized for different devices (e.g., mobile phones, tablets) and adjusts well to various screen sizes.	1	2	3	4	5
WEB 6	Overall, I am satisfied with the e-service quality provided through the restaurant's website.	1	2	3	4	5

17. Indicate or briefly explain any other aspect mentioned above or not that you experienced at the restaurant in regards to how personalize employees were to you that may have affected your view of the restaurant in a more or less positive point of view

<b>Customer satisfaction</b>	<b>Customer satisfaction measurement variables</b>					

CVS 1	Satisfied with the Services provided by the restaurant.	1	2	3	4	5
CVS 2	I will recommend the restaurant to family & friends.	1	2	3	4	5
CVS 3	The restaurant meets your expectation.	1	2	3	4	5
CVS 4	The restaurant staff's effort to accommodate your preferences.	1	2	3	4	5
CVS 5	The restaurant Made me feel valued as a customer.	1	2	3	4	5
CVS 6	Always be a regular customer of the restaurant.	1	2	3	4	5

Thank You

Researcher,  
Manisha Adhikari  
MBS  
Shnaker Dev Campus

## APPENDIX-II

### Analysis of Dependent & Independent Variables

#### Analysis of Reliability

---

Descriptive Statistics			
Reliability	N	Mean	Std. Deviation
1. Service Speed, Taking Ordering, food and process was best.	400	2.85	0.9701
2. Staff are sincerely handling customers' needs.	400	2.96	1.0324
3. Pricing to the all customers was same.	400	2.89	1.0707
4. Delivered orders within the promised time frame.	400	3.04	0.9531
5. Error Free Service.	400	2.99	0.0813
6. The price of the extra service at restaurant was familiar.	400	3.14	1.1279

---

*Field Survey: 2024*

#### Analysis of Responsiveness

---

Descriptive Statistics			
Responsiveness	N	Mean	Std. Deviation
1. Employee was helpful and willing to the customers help.	400	2.78	1.12
2. Providing Prompt Service to Customer.	400	3.16	1.14
3. The employee are friendly to customer.	400	2.67	1.09
4. Customer get helped when needed.	400	2.87	1.03
5. Customer order are delivered as they want.	400	2.80	1.05
6. Important or necessary information shared to customers.	400	2.80	1.13

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*Field Survey: 2024*

### Analysis of Empathy

Descriptive Statistics			
Empathy	N	Mean	Std. Deviation
1. Restaurant provides convenient business hour.	400	2.63	1.17
2. Listening to customer issue and or request correctly.	400	2.74	1.05
3. Personal attention to the customer was good.	400	2.64	1.08
4. Customer feels that employees adequately listened to their issue or request.	400	3.02	1.11
5. Restaurant focuses to fulfill customers' needs.	400	3.04	1.09

*Field Survey: 2024*

### Analysis of Payment Option

Descriptive Statistics			
Payment option	N	Mean	Std. Deviation
1. Available payment options are convenient and easy to use	400	2.71	1.154
2. The payment process is quick and efficient.	400	3.17	1.101
3. The variety of online payment options offered meets my needs and preferences.	400	3.14	1.067
4. The variety of payment options offered meets my needs and preferences.	400	3.11	1.098
5. Customers are feeling safe and secure to paying online.	400	3.01	1.099
6. Overall, I am satisfied with the payment options available for e-service quality in this restaurant.	400	2.99	1.091

*Field Survey: 2024*

### Analysis of Tangibility

Descriptive Statistics			
Tangibility	N	Mean	Std. Deviation
1. The ambience of the restaurant was best.	400	2.81	1.078
2. Appealing physical facilities were provided.	400	2.91	1.019
3. Restaurant uses modern and fashionable latest equipment.	400	2.96	1.041

4. Restaurant have visually appealing materials.	400	2.64	1.11
5. The environment/decoration was photo/Instagram-friendly.	400	2.85	1.084

*Field Survey: 2024*

### **Analysis of communication**

<b>Descriptive Statistics</b>			
<b>Communication</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Clear and understandable information of services was provided.	400	2.81	1.072
2. Explains about the foods and services in detail.	400	2.90	1.084
3. Assure the consumer that a need was handled.	400	2.87	0.999
4. Friendly Behaviors to the customers and others.	400	2.74	1.101
5. Menu of the restaurant was fully detailed and informative.	400	2.74	1.115

*Field Survey: 2024*

### **Analysis of Web Design**

<b>Descriptive Statistics</b>			
<b>Web Design</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. The restaurant's website has an attractive and visually appealing design	400	2.89	1.025
2. It is easy to find the desired information and navigate through the.	400	3.00	1.155
3. The website loads quickly, and I don't experience significant delays.	400	3.04	1.095
4. The website's interface is intuitive and easy to use, allowing smooth interaction and engagement.	400	2.94	1.094
5. The website is optimized for different devices and adjusts well to various screen sizes.	400	2.82	1.074
6. Overall, I am satisfied with the e-service quality provided through the restaurant's website.	400	2.83	0.988

*Field Survey: 2024*

**Analysis of Customer satisfaction**

---

<b>Descriptive Statistics</b>			
<b>Customer Satisfaction</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Satisfied with the Services provided by the restaurant.	400	2.88	1.001
2. I recommend the restaurant to family & friends.	400	2.79	1.027
3. The restaurant meet your expectation.	400	3.01	1.094
4. The restaurant staff's effort to accommodate your preferences.	400	2.83	1.066
5. The restaurant Made me feel valued as a customer.	400	2.68	0.990
6. Always be a regular customer of the restaurant.	400	3.14	3.167

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*Field Survey: 2024*

**E-SERVICE AND CUSTOMER SATISFACTION IN THE REST...****By: Manisha Adhikari**As of: Jun 7, 2024 11:12:56 AM  
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ABSTRACT Service quality is a critical factor for the success of the restaurant industry in Nepal. This study focuses on the relationship and impact between e-service quality and customer satisfaction. The research uses simple random sampling for sampling the data. Data from 190 customer responses were analyzed.

**The instruments are descriptive statistics and inferential statistics. To analyze the reliability and validity of the data**

Pearson Correlation is used. The results indicate a positive correlation between

**service quality** variables ( **reliability, responsiveness** , payment options, **assurance, communication, and** web design) **and customer satisfaction**

. The study found a positive relationship between service quality variables and customer satisfaction. This means that improving service quality will increase customer satisfaction. The research adds to the understanding of e-

**service quality and its impact on customer satisfaction in the**

Nepalese restaurant industry. Keywords: E-service quality, Customer Satisfaction, Reliability, Responsiveness, Tangibility Communication etc. CHAPTER-I INTRODUCTION 1.1 Background of the Study In order to satisfy customers, the restaurant business is a fiercely competitive, customer-focused sector that mostly depends on offering top-notch services. In the restaurant industry, consumer happiness and loyalty are increasingly influenced by the quality of the services provided. The restaurant business, which serves the expanding needs and tastes of customers looking for eating experiences, is a dynamic and fiercely competitive market. The notion of service quality and customer happiness is crucial in determining the longevity and prosperity of restaurants, particularly in this demanding commercial setting. Customer satisfaction is the measure of how satisfied consumers are with their total eating experience, whereas service quality is the extent to which a restaurant meets or exceeds their expectations (Kotler & Keller, 2016), Since they have a direct influence on patron loyalty, repeat business, and good word- of-mouth referrals, restaurants need to understand and improve service quality and client satisfaction. Customers who are happy with a restaurant are more inclined to stick around and recommend it to others,