IMPACT OF SERVICE QUALITY, CUSTOMER SATISFACTION, CUSTOMER RELATIONSHIP MANAGEMENT, ON CUSTOMER LOYALTY IN A MULTICUISINE RESTAURANT IN CHENNAI.

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Abstract: The purpose of the study is to investigate the effect of service quality, customer satisfaction, CRM (Customer relationship management) on customer loyalty. A Quantitative study was used for this research and results were concluded to measure the relationship between the variables of the study. This research has been conducted to examine the three factors that is service quality, CRM, and Customer satisfaction, This study founded that there is a positive relationship between Service Quality, customer satisfaction and CRM.

Keywords: Service Quality, CRM, customer satisfaction, customer loyalty.

Introduction: In today's world and chain of restaurants when we measure the customer loyalty we need to provide the best quality of service in the service marketing world whatever product we are trying to sell or try to market about the new product. Along with it customer satisfaction from the product also plays its role in sustaining the product in the particular market and also maintaining the brand name and also its product life cycle to retain for a longer period of time. CRM also plays a vital role as communication is the key for any type of business or marketing service. The last but not the least is pricing of the product on which the marketing of the product depends which clicks if the price of the product in the market is reasonable. It is well established that satisfied customers are key to long-term business success (Kristensen et al., 1992; Zeithami et al., 1996; McColl-Kennedy &Scheider, 2000).

INTRODUCTION
Objectives of the study
The objectives of the study are as following:
1. To investigate the influence of service quality on customer satisfaction in the services sector in multicuisine restaurant in Chennai
2. To examine the influence of Customer Relationship management on customer loyalty.
3. To examine the effect of Service quality on customer loyalty.
Problem Statement
In today's world service quality is very important.Service quality has been regarded an antecedent of customer satisfaction (Kim, Hertzman, & Hwanng, 2010),which in turn results in customer retention (Boonlertvanich, 2011).If the service quality is not maintained then it may lead to customer churn and if customer churn occurs for any valid reason then it will lead to revenue churn so maintaining service quality,CRM,Customer satisfaction and product price regarding the market is an important factor in the service industry.

Research questions

1. Is there a relationship between service quality and customer satisfaction in multicuisine restaurant service in Chennai?

2. Is there a relationship between service quality and customer Relationship management in Multicuisine restaurant service in Chennai?

3. Is there a relationship between customer satisfaction and customer loyalty in multicuisine service in Chennai

4. Is there relationship between product CRM and customer loyalty in Multicuisine services in Chennai?

Significance of the study

This study has been conducted to take direct feedback from the customers about quality of service and customer satisfaction and how our services and product to the customers can create a loyalty from the customers. Many service industries fails to keep track of the CRM,Customer satisfaction and service quality and fail the business itself while in competition with the competitors.

Literature Review

Jessy John, An analysis on the customer loyalty in telecom sector: Special reference to Bharath Sanchar Nigam limited, India(2011) The purpose of this article is to investigate the elements that affect BSNL mobile customers' customer loyalty. 100 customers in Jaipur city who use BSNL mobile services provided the samples. Being a mobile industry pioneer, BSNL still has a sizable client base, but over the past few years, this base has been steadily shrinking. The study looks into the factors that lead to steadfast consumer loyalty even in the presence of high-quality alternatives. The findings showed that BSNL's network quality, customer service, and value-added services increased customers' loyalty. The BSNL mobile services businesses are advised to address their server-related issues. This will help the client's position even more.

Anil Bilgihan, Gen Y customer loyalty in online shopping: An integrated model of

trust, user experience and branding(2016). According to generational theory, people of a same generation will have similar attitudes and ideas. The largest customer group for hotels globally will be Generation Y, or millenials. This population has a preference for travelling and prioritises spending their money on experiences rather than acquiring physical belongings. They have the ability to process website content at a significantly faster rate compared to previous generations. Additionally, they exhibit a higher degree of sentimentality and disloyalty compared to other client generations. As a result, it is anticipated that their responses to internet marketing would vary. The aim of this study is to develop and evaluate a comprehensive model that elucidates the factors influencing the loyalty of Generation Y towards a hotel booking service. An online survey was sent to a systematic random sample of 2500 individuals from the Gen Y generation in order to evaluate the study methodology. The findings indicate that trust is the primary factor influencing e-loyalty among Gen Y customers in online shopping.

Samar Rahi, "Impact of Customer Perceived Value and Customer's Perception of Public Relation on Customer Loyalty with Moderating Role of Brand Image(2016)".

Norailis Ab. Wahab et al (2015) Influence of Customer Satisfaction, Service Quality, and Trust on Customer. In this research this study attempts to ascertain the relationship between customer happiness, service quality, and trust on customer loyalty in Malaysian Islamic banking and explore how these factors affect each other. The findings indicate that only one variable—satisfaction—significantly affects client loyalty. The objective of this research was to investigate the impact of brand image as a moderator on the relationship between customer perceived value and consumer perceptions of public relations, specifically in regard to customer loyalty. A study was conducted

on the banking sector in Pakistan. The study revealed that customer perceived value and customer perception of public relations had a significant positive influence of 94.0% on customer loyalty. The investigation revealed a robust and significant positive correlation among the proposed factors.

Azman Ismail al (2016) service quality as a predictor of customer satisfaction and customer loyalty. This study sought to investigate the relationships between service quality and customer loyalty as well as the relationships between service quality and customer satisfaction. This Analysis revealed a substantial correlation between customer loyalty and the service quality categories of tangible, reliability, responsiveness, assurance, and empathy. This research demonstrates that in the organizational sample, customer happiness and loyalty have increased due to service providers' capacity to effectively execute the quality dimensions when providing medical services.

Vithya Leninkumar (2017) The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. This research in the commercial banks of Sri Lanka, the relationship between customer pleasure and faith in client loyalty has been studied. The results showed a strong positive relationship between customer satisfaction and loyalty as well as between consumer trust and loyalty.

George F et al, Building, measuring, and profiting from customer loyalty (2015). The current investigation investigates the effects of this heterogeneity by empirically mapping current conceptual approaches using an item-level coding of existing loyalty research, and then examining how operational and study-specific characteristics moderate the strategy, loyalty, and performance process through the use of meta-analytic techniques.

Cecep Pahrudin et al, (2023) The Effect of Service Quality, Price Fairness and Corporate Image to Customer Retention Mediated by Customer Satisfaction on Low-Cost Carrier Airlines. This study intends to examine how customer satisfaction, service quality, and price fairness affect low-cost carrier airlines' ability to retain customers. customer satisfaction on customer retention has an effect. Customer satisfaction is also impacted by service quality, price justice, and corporate image.

Devanshi Dixit(2017) Global marketing strategies of McDonald's (with Reference to India and Russia).This research tells us that include the global, marketing strategies with product, pricing, promotion, menu food variation in both the countries and further future plans that company have in both the countries.

Rao Anees Tahir et al(2020) Evaluating the Impact of Customer Relationship Management (CRM) Strategies on Customer Retention(A Study of Fast Food Chains in Pakistan).In this research the results of this study demonstrate the relationship between customer orientation and service quality and customer retention. The selling of a business may also increase if the food quality is maintained, and there will be much less customer churn.

Hypothesis

There are four hypotheses that are defined by the relations between variables identified in the framework.

H1: There is positive relationship between service quality and customer satisfaction

H2: There is positive relationship between service quality and CRM.

H3: There is positive relationship between customer satisfaction and customer loyalty.

H4: There is positive relationship between product CRM and customer loyalty

Methodology

To assess the correlations between the factors indicated in the literature review, a numerical research study was carried out in the multicuisine restaurant service industry. The Likert scale was used in the design of the questionnaire, which was adapted from earlier research projects with good levels of reliability (Cronbach Alpha values all above 0.7). Customers of the multi-cuisine restaurant in Chennai who were there at that precise time were given the questionnaire. Each participant was requested to take part in the study by responding to a questionnaire based on their recent experiences with the service quality, product price, CRM, and customer satisfaction. The first section of the poll was broken down into four categories. Service Quality (SQ), Customer Satisfaction (CS), Customer Relationship Management (CRM), and Customer Loyalty (CL) make up these four aspects. The design of the survey's questionnaire is based on multiple-item measuring scales. The items were measured using a five-point Likert scale, where 1 represents strongly disagree (completely disagree), 5 represents strongly agree (completely agree), and 3 represents no opinion or not relevant (neutral).

ANALYSIS AND FINDINGS

An Analysis and survey of 150 customers were taken in the restaurant and feedback form were collected from then and analysis was done based on the research constructs. Correlation between the constructs were analyzed using SPSS Statistics 25 so it is was statistically justified that all the factors are inter-related in which service quality, CRM of the product and customer satisfaction leads to customer loyalty. Factor analysis was implemented and it came significant with rotated matrix.

1.Correlations between Service Quality and customer satisfaction.

			SQT	SQR	SQRe	SQE	SQA	CS
Kendall's tau_b	SQT	Correlation Coefficient	1.000	.707**	.636**	.649**	.624**	.661**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQR	Correlation Coefficient	.707**	1.000	.672**	.597**	.706**	.623**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQRe	Correlation Coefficient	.636**	.672**	1.000	.579**	.695**	.676**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50
	SQE	Correlation Coefficient	.649**	.597**	.579**	1.000	.623**	.564**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	50	50	50	50	50	50
	SQA	Correlation Coefficient	.624**	.706**	.695**	.623**	1.000	.612**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	50	50	50	50	50	50
	CS	Correlation Coefficient	.661**	.623**	.676**	.564**	.612**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	50	50	50	50	50	50
Spearman's rho	SQT	Correlation Coefficient	1.000	.822**	.766**	.769**	.758**	.792**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQR	Correlation Coefficient	.822**	1.000	.803**	.726**	.812**	.748**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQRe	Correlation Coefficient	.766**	.803**	1.000	.691**	.815**	.817**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50
	SQE	Correlation Coefficient	.769**	.726**	.691**	1.000	.745**	.683**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	50	50	50	50	50	50
	SQA	Correlation Coefficient	.758**	.812**	.815**	.745**	1.000	.725**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	50	50	50	50	50	50

CS	Correlation Coefficient	.792**	.748**	.817**	.683**	.725**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	50	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

2.Correlations between Service Quality and CRM.

			SQT	SQR	SQRe	SQE	SQA	CRM
Kendall's tau_b	SQT	Correlation Coefficient	1.000	.707**	.636**	.649**	.624**	.516**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQR	Correlation Coefficient	.707**	1.000	.672**	.597**	.706**	.439**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQRe	Correlation Coefficient	.636**	.672**	1.000	.579**	.695**	.461**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50
	SQE	Correlation Coefficient	.649**	.597**	.579**	1.000	.623**	.573**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	50	50	50	50	50	50
	SQA	Correlation Coefficient	.624**	.706**	.695**	.623**	1.000	.448**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	50	50	50	50	50	50
	CRM	Correlation Coefficient	.516**	.439**	.461**	.573**	.448**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	50	50	50	50	50	50
Spearman's rho	SQT	Correlation Coefficient	1.000	.822**	.766**	.769**	.758**	.655**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQR	Correlation Coefficient	.822**	1.000	.803**	.726**	.812**	.583**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50
	SQRe	Correlation Coefficient	.766**	.803**	1.000	.691**	.815**	.593**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50

SQE	Correlation Coefficient	.769**	.726**	.691**	1.000	.745**	.721**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	50	50	50	50	50	50
SQA	Correlation Coefficient	.758**	.812**	.815**	.745**	1.000	.585**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	50	50	50	50	50	50
CRM	Correlation Coefficient	.655**	.583**	.593**	.721**	.585**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.

3.Correlations between Customer Satisfaction and Customer Loyalty.

		CS	CL
CS	Pearson Correlation	1	.788**
	Sig. (2-tailed)		.000
	N	50	50
CL	Pearson Correlation	.788**	1
	Sig. (2-tailed)	.000	
	N	50	50

4.Correlations between CS and CL

			CS	CL
Kendall's tau_b	CS	Correlation Coefficient	1.000	.679**
		Sig. (2-tailed)	.	.000
		N	50	50
	CL	Correlation Coefficient	.679**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50
Spearman's rho	CS	Correlation Coefficient	1.000	.802**
		Sig. (2-tailed)	.	.000
		N	50	50
	CL	Correlation Coefficient	.802**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Communalities

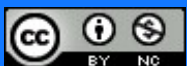|	Initial	Extraction
CRM (Customer Relationship Management) 8.I feel CRM strategies is mainly concerned with the consumers interests.	1.000	.796
9.I feel secured & satisfied with CRM strategies of the retail outlet.	1.000	.860
10.Business is better with CRM rather than without.	1.000	.902
11.I think time has come to make use of CRM extensively in retail.	1.000	.741
12.CRM leads to improve the customer base in retail.	1.000	.769
13.I am feeling safe in the transaction.	1.000	.861
14.This restaurant presents the innovative services	1.000	.789
15.This restaurant contacts with me and informs me about new campaigns and services.	1.000	.863
16.The personnel of this restaurant are sincere, helpful and kind.	1.000	.802
17.The personnel of this restaurant understand my demands quickly and fulfill them immediately.	1.000	.851
18.The personnel of this restaurant use an easy-to-understand language while giving service.	1.000	.772
19.At this restaurant, all the news regarding the customer is collected regularly.	1.000	.805
Customer Satisfaction: 20.I am satisfied with the performance of the employees	1.000	.809
21.I am satisfied with the overall services range offered by the restaurant.	1.000	.779
22.I am satisfied with the overall service quality offered by the restaurant.	1.000	.731
23.The products and services offered by this restaurant meet my needs.	1.000	.768
Customer Loyalty: 24.I intend to continue using services from this restaurant outlet for a long time.	1.000	.905

25.I am willing to say positive things about this restaurant outlet to other people.	1.000	.849
26.I recommend to my friends and colleagues to visit & purchase through the same restaurant outlet as I do.	1.000	.851
27.This restaurant has a positive image.	1.000	.747
28.I will go on using the same restaurant.	1.000	.798
29.This restaurant is a leading restaurant in the industry.	1.000	.844
Service Quality:SERVQUAL dimensions Tangibility (physical facilities, equipment and appearance of personnel) 49.Modern-looking equipment	1.000	.800
50.Visually appealing facilities	1.000	.907
51.Visually appealing materials	1.000	.831
52.Neat appearance of employees	1.000	.811
Service Quality: Reliability (ability to perform the expected service dependably and accurately) 53.Delivery of promises	1.000	.820
54.Dependability in handling the customers	1.000	.869
55.Correct performance of the service the first time.	1.000	.868
56.Maintenance of error-free records and accurate information about prices	1.000	.898
57.Delivery of services at the time promised	1.000	.824
Service Quality:SERVQUAL dimensions Responsiveness (willingness to help customers and provide prompt service 58.Keeping customers informed about when the service will be performed	1.000	.794
59.Willingness of staff to provide help promptly	1.000	.782
60.Providing prompt service to customers	1.000	.819
61.Responsiveness to customers' requests	1.000	.858
Service Quality:SERVQUAL dimensions Assurance (willingness to help customers and provide prompt service) 62.Keeping customers informed about when the service will be performed	1.000	.698
63.Willingness of staff to provide help promptly	1.000	.874
64.Providing prompt service to customers	1.000	.688
65.Responsiveness to customers' requests	1.000	.734
Service Quality: Empathy (caring, individualized attention provided to customers) 66.Understanding the customers' requirements	1.000	.756
67.Providing customers with individual attention	1.000	.780
68.Convenient operating hours	1.000	.784
69.Dealing with customers in a caring fashion	1.000	.792
70.Having the customers' best interest at heart	1.000	.821

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.788	40.428	40.428	17.788	40.428	40.428	6.445	14.648	14.648
2	3.436	7.809	48.237	3.436	7.809	48.237	5.222	11.869	26.516
3	2.876	6.535	54.773	2.876	6.535	54.773	4.460	10.136	36.653
4	2.643	6.008	60.781	2.643	6.008	60.781	4.406	10.014	46.666
5	2.415	5.488	66.269	2.415	5.488	66.269	4.313	9.802	56.469
6	1.950	4.433	70.702	1.950	4.433	70.702	3.903	8.871	65.340
7	1.762	4.005	74.706	1.762	4.005	74.706	2.794	6.351	71.691
8	1.502	3.414	78.120	1.502	3.414	78.120	2.135	4.852	76.543
9	1.327	3.016	81.136	1.327	3.016	81.136	2.021	4.593	81.136
10	.985	2.239	83.375						
11	.851	1.933	85.308						
12	.802	1.822	87.130						
13	.689	1.566	88.696						
14	.688	1.563	90.259						
15	.520	1.182	91.441						
16	.494	1.122	92.563						
17	.480	1.092	93.654						
18	.340	.773	94.428						
19	.338	.768	95.196						
20	.285	.647	95.843						
21	.269	.611	96.453						
22	.213	.484	96.937						
23	.186	.424	97.361						
24	.171	.390	97.750						
25	.160	.364	98.114						
26	.141	.321	98.435						
27	.123	.281	98.716						
28	.120	.273	98.988						
29	.097	.221	99.209						
30	.068	.156	99.365						
31	.066	.150	99.515						
32	.052	.118	99.633						
33	.046	.104	99.736						
34	.032	.072	99.808						
35	.022	.050	99.858						
36	.018	.041	99.899						
37	.014	.033	99.932						
38	.014	.032	99.964						
39	.007	.016	99.980						
40	.006	.013	99.993						
41	.002	.004	99.997						
42	.001	.002	99.999						
43	.000	.001	100.000						

| 44 | 1.458E-5 | 3.314E-5 | 100.000 | | | | | | | | |

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component								
	1	2	3	4	5	6	7	8	9
CRM (Customer Relationship Management) 8.I feel CRM strategies is mainly concerned with the consumers interests.								.493	
9.I feel secured & satisfied with CRM strategies of the retail outlet.	.558		-.491				.433		
10.Business is better with CRM rather than without.							.767		
11.I think time has come to make use of CRM extensively in retail.						.475	.490		
12.CRM leads to improve the customer base in retail.		.661					.410		
13.I am feeling safe in the transaction.	.696								
14.This restaurant presents the innovative services	.704								
15.This restaurant contacts with me and informs me about new campaigns and services.	.663		-.423						
16.The personnel of this restaurant are sincere, helpful and kind.	.452				.521				
17.The personnel of this restaurant understand my demands quickly and fulfill them immediately.	.625		-.426						
18.The personnel of this restaurant use an easy-to-understand language while giving service.	.759								
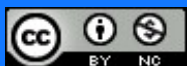
19.At this restaurant, all the news regarding the customer is collected regularly.	.451	-.676						
Customer Satisfaction: 20.I am satisfied with the performance of the employees	.760							
21.I am satisfied with the overall services range offered by the restaurant.	.754							
22.I am satisfied with the overall service quality offered by the restaurant.	.590							
23.The products and services offered by this restaurant meet my needs.	.659	-.418						
Customer Loyalty: 24.I intend to continue using services from this restaurant outlet for a long time.	.722							
25.I am willing to say positive things about this restaurant outlet to other people.	.740	-.493						
26.I recommend to my friends and colleagues to visit & purchase through the same restaurant outlet as I do.	.615		.509					
27.This restaurant has a positive image.	.668							
28.I will go on using the same restaurant.	.507		.597					
29.This restaurant is a leading restaurant in the industry.	.784							
Service Quality:SERVQUAL dimensions Tangibility (physical facilities, equipment and appearance of personnel) 49.Modern-looking equipment	.832							

	1	2	3	4	5	6	7	8
50.Visually appealing facilities	.537					.486		
51.Visually appealing materials	.744							
52.Neat appearance of employees	.708					.435		
Service Quality: Reliability (ability to perform the expected service dependably and accurately) 53.Delivery of promises	.806							
54.Dependability in handling the customers	.529		.579					
55.Correct performance of the service the first time.	.750	-.426						
56.Maintenance of error-free records and accurate information about prices	-.683	.432						
57.Delivery of services at the time promised	.500							
Service Quality:SERVQUAL dimensions Responsiveness (willingness to help customers and provide prompt service 58.Keeping customers informed about when the service will be performed	.665						.441	
59.Willingness of staff to provide help promptly	.489				-.569			
60.Providing prompt service to customers	.662	-.422						
61.Responsiveness to customers' requests	.736		.579	-.413				

Service Quality:SERVQUAL dimensions Assurance (willingness to help customers and provide prompt service) 62.Keeping customers informed about when the service will be performed	.633								
63.Willingness of staff to provide help promptly	.787			-.423					
64.Providing prompt service to customers	.401		.544						
65.Responsiveness to customers' requests	.681								
Service Quality: Empathy (caring, individualized attention provided to customers) 66.Understanding the customers' requirements	.670			.475					
67.Providing customers with individual attention	.745								
68.Convenient operating hours	.498	.653							
69.Dealing with customers in a caring fashion	.680								
70.Having the customers' best interest at heart	.641								

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Rotated Component Matrix[a]

	Component								
	1	2	3	4	5	6	7	8	9
CRM (Customer Relationship Management) 8.I feel CRM strategies is mainly concerned with the consumers interests.								.769	
9.I feel secured & satisfied with CRM strategies of the retail outlet.				.525					.588

10.Business is better with CRM rather than without.								.903
11.I think time has come to make use of CRM extensively in retail.							-.735	
12.CRM leads to improve the customer base in retail.		.539			-.409			.416
13.I am feeling safe in the transaction.			.668					
14.This restaurant presents the innovative services		.700						
15.This restaurant contacts with me and informs me about new campaigns and services.			.811					
16.The personnel of this restaurant are sincere, helpful and kind.					.690			
17.The personnel of this restaurant understand my demands quickly and fulfill them immediately.		.437	.460		.476			
18.The personnel of this restaurant use an easy-to-understand language while giving service.		.560		.456				
19.At this restaurant, all the news regarding the customer is collected regularly.			.765					
Customer Satisfaction: 20.I am satisfied with the performance of the employees			.525	.500				
21.I am satisfied with the overall services range offered by the restaurant.	.435				.550			
22.I am satisfied with the overall service quality offered by the restaurant.		.477		.660				
23.The products and services offered by this restaurant meet my needs.					.694			

Customer Loyalty: 24.I intend to continue using services from this restaurant outlet for a long time.	.427			.782					
25.I am willing to say positive things about this restaurant outlet to other people.	.685								
26.I recommend to my friends and colleagues to visit & purchase through the same restaurant outlet as I do.				.819					
27.This restaurant has a positive image.	.458	.451	.450						
28.I will go on using the same restaurant.				.805					
29.This restaurant is a leading restaurant in the industry.	.560	.500							
Service Quality:SERVQUAL dimensions Tangibility (physical facilities, equipment and appearance of personnel) 49.Modern-looking equipment	.542								
50.Visually appealing facilities							.870		
51.Visually appealing materials	.558		.624						
52.Neat appearance of employees		.508					.446		
Service Quality: Reliability (ability to perform the expected service dependably and accurately) 53.Delivery of promises	.493		.627						
54.Dependability in handling the customers							.704		

55.Correct performance of the service the first time.	.705					.472			
56.Maintenance of error-free records and accurate information about prices		.693					.455		
57.Delivery of services at the time promised	.843								
Service Quality:SERVQUAL dimensions Responsiveness (willingness to help customers and provide prompt service 58.Keeping customers informed about when the service will be performed	.484					.625			
59.Willingness of staff to provide help promptly		.617							
60.Providing prompt service to customers						.676			
61.Responsiveness to customers' requests	.678	.470							
Service Quality:SERVQUAL dimensions Assurance (willingness to help customers and provide prompt service) 62.Keeping customers informed about when the service will be performed		.526		.503					
63.Willingness of staff to provide help promptly	.667	.440							
64.Providing prompt service to customers		.609							
65.Responsiveness to customers' requests	.698								
Service Quality: Empathy (caring, individualized attention provided to customers) 66.Understanding the customers' requirements		.625							

67.Providing customers with individual attention	.488			.503					
68.Convenient operating hours		.787							
69.Dealing with customers in a caring fashion			.644						
70.Having the customers' best interest at heart	.462	.488		.444					

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Transformation Matrix

Component	1	2	3	4	5	6	7	8	9
1	.507	.413	.395	.356	.351	.322	.211	.073	.116
2	-.369	.652	.194	-.079	-.009	-.557	.194	.213	-.044
3	.151	-.109	.192	-.730	.228	.014	.494	-.282	-.138
4	-.570	-.112	-.216	.188	.711	.173	.185	-.039	.101
5	-.311	-.337	.529	-.046	-.263	.252	.223	.495	.284
6	-.203	.046	.005	.394	-.445	.109	.520	-.565	-.046
7	.168	-.119	-.053	.000	.049	-.399	.053	-.208	.864
8	.030	.367	-.597	-.262	-.219	.418	.246	.289	.268
9	-.304	.339	.289	-.269	-.049	.383	-.506	-.421	.233

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Interpretation.
The research effectively illustrates the interrelation of service quality, customer relationship management, customer happiness, and customer loyalty within a multicuisine restaurant in Chennai. The results highlight the necessity of investing in service quality, executing effective CRM strategies, and prioritising customer satisfaction to cultivate customer loyalty and attain sustained commercial success. The managerial implications serve as a pragmatic framework for restaurant operators aiming to improve their service offerings and cultivate more robust client relationships.

a. Rotation converged in 22 iterations.

MANAGERIAL IMPLICATIONS.
The impact of service quality in restaurants on customer satisfaction, loyalty, and overall business success is of great importance. The implications for restaurant management in terms of service quality cover a wide range of areas, including operations, customer relations, and strategic planning. The following are several significant managerial implications:Training and Development: It is advisable to invest in ongoing training programs for personnel in order to

enhance their skills in customer service, communication, and knowledge of the products.Feedback Mechanisms: It is essential to establish mechanisms for obtaining customer feedback, such as surveys or comment cards, to identify areas for improvement.Employee Motivation and Engagement:Recognition and Incentives: It is recommended to acknowledge and reward employees for delivering outstanding service as a means to foster a positive and motivated workforce.Empowerment: It is beneficial to empower employees with the authority to make decisions that enhance the customer experience, thereby leading to improved service quality. Operational Efficiency:Standard Operating Procedures (SOPs): It is advisable to establish clear SOPs for various aspects of restaurant operations, ranging from order taking to food delivery, with the aim of ensuring consistency and efficiency.Technology Integration: It is recommended to implement technological solutions such as point-of-sale (POS) systems and reservation platforms to streamline operations and minimize errors. Online Presence: Make a big impression online with a well-designed website and active social media accounts. A good digital experience can impact loyalty, as many patrons research and select restaurants using online resources. Online Reservations and Ordering: Put in place effective procedures for online reservations and ordering. Easy and seamless services boost client satisfaction and can promote recurring business.

Brand Image and Reputation:

Brand Consistency: To preserve a favourable and consistent brand image, make sure that the level of service is the same in every branch or outlet.Crisis Management: To reduce the negative effects on the restaurant's reputation, establish procedures for quickly resolving service-related complaints.

Advantage of Competition:

Differentiation Strategies: In a crowded market, stand out from the competition by providing distinctive, memorable experiences to draw in new business and keep existing clients.Benchmarking: To find opportunities for improvement, compare the quality of your services on a regular basis to those of your competitors and the industry standards.CRM stands for customer relationship management.Database management: To enable individualised customer service and focused marketing initiatives, use CRM systems to gather and manage client information.Special Offers and Programmes: To reward loyal consumers and improve their experience overall, create special offers or loyalty programmes.

Cash Management:

Cost management: Make strategic investments in projects aimed at raising service quality and meeting customer expectations without needlessly raising expenses.Growth in Revenue: Positive word-of-mouth advertising, repeat business, and higher revenue can result from providing better services. Uniformity Throughout Multicuisine Offerings:Consistency in Quality: Uphold a high standard of quality throughout the wide variety of cuisines that are available. Whatever their gastronomic preferences, patrons ought to receive excellent service and cuisine. Reliability and trust are strengthened by consistency.

Employee Education: Make sure that employees are aware of the range of cuisines available so they can assist customers and make recommendations.Strategies for Localised Marketing:Recognising Local tastes: Chennai boasts a diverse food scene, therefore it's important to recognise local tastes. Tailoring menus, promotions, and marketing tactics to the local way of life can increase customer appeal and foster loyalty.Community Engagement: To foster a sense of community, take part in nearby celebrations, events, or sponsored activities. Developing a strong local presence helps encourage client loyalty.

CONCLUSION

This research empirically proves that 1.there is a positive correlation between Service Quality and Customer satisfaction in multicuisine restaurant Service in Chennai.2.There is a positive correlation between Service Quality and CRM.3.There is a positive correlation between Customer Satisfaction and customer loyalty.4.There is a positive correlation between CRM and Customer loyalty. After Factor analysis was implemented the outcome of the study states that Service Quality has a positive effect on customer satisfaction in the service sector in multicuisine restaurants in Chennai and Customer relationship management has a positive effect on customer Loyalty. Service quality was measured through 5 dimensions of Tangibility, Reliability, Responsiveness, Assurance and empathy and all together Service quality has a positive impact on Customer loyalty.

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