

THE IMPACT OF BANQUET SERVICES ON CUSTOMER SATISFACTION IN HYDERABAD, PAKISTAN

Ikramuddin Junejo^{*1}, Zain Mehdi², Anesh Kumar³, Younis Ali⁴, Ali Armlan⁵

¹Faculty of SZABIST Hyderabad Campus, Department of Management Sciences

ikramuddin8022@yahoo.com*

^{2,3,4,5}Students of BBA, SZABIST Hyderabad Campus, Department of Management Sciences

ABSTRACT: *Banquets and Marriage lawn have got huge trending industrial changes these days as people are demanding more verities and preferred over a huge category of determinants which affect their satisfaction for Banquet services. But, in other than this banquet industry has got a huge level of competition bringing more quality services to attract customer, where all these marketers are all aimed towards providing the highest level of customer satisfaction. Primary data has been collected by 150 respondents through adopted questionnaires. The respondents were the consumers located in different areas of Hyderabad, Pakistan. The analytical tool used in this present study is to test the proposed hypothesis via Reliability analysis and Multiple Regression analysis in SPSS software. Results can be concluded as there is a significant impact of Location, Pricing, and Reliability on customer satisfaction. However, it has been found out that Pricing does have a significant impact on customer satisfaction for Banquet Services in Hyderabad, Pakistan. Based on these finding, it is suggested to the marketer to increases the level of customer satisfaction and maintain their quality of services for Banquet Services in Hyderabad, Pakistan should keep these factors in their mind for future marketing strategies.*

Keywords: Customer Satisfaction, Location, Price, Reliability, Banquet Services.

INTRODUCTION

Customer satisfaction related to any brand is customer's assessment towards any real proceeding, implementation [1]. Customer satisfaction is an active consumer behavior attitude towards any expression of contentment, and it is consumer evolution of contentment status or feeling with any brand [2]. Customer satisfaction is now considering as one of the most significant element today's competitive environment as this element help to build a long-term powerful relationship with their customer it also helps in making consumer devoted and dedicated to one's brand or product.

Background

The first one independent variable discussed as price. Defines price, price is a quality of money that is paid by customers to avail of any service or product or it is an accumulated amount of worth that customer payout in change for utilizing any product/ facility [3]. Studies have also represented this effect as that customer's buying behavior and decision-making process in high effect by a fair price level it's affecting their customer satisfaction and dedication to that brand this effect is directly or intermediately observed. [4]. It can also define as a successful location decision is one which considers all factor of physical location, demo-graphic environment or according to physiological behavior all elements and it also must consider any variation in this element would affect the success of any business based on location appeals [6].

Location or physical sites on any business have a strong impact on customer satisfaction and purchase intention. Reliability relates to calculations that provide a constant same outcome with the same product and effect. Reliability usually checks the persistency, accuracy, replication, and level of trust over its result. Reliability helps to measure the consistency of results at various periods but over a constant test person with a constant environment and from a repeated experimental test or research [6].

The best reliability shows the accuracy in the decision making the process of customers usually while making

purchase decision especially for the one who prefer reliable information and knowledge about a brand or product.

Objectives of the Study

- I. To examine the impact of Location on customer satisfaction in banquet market Hyderabad, Sindh.
- II. To Identify the impact of Pricing on the customer satisfaction banquet market of Hyderabad, Sindh
- III. To determine the impact of Reliability on customer satisfaction banquet market Hyderabad, Sindh.

Limitations of the Study

The present study has some limitations. Firstly, the primary data for this study was collected only from the educated, employed people and people who had the experience of banquet services whereas the level of respondents for this much vaster then the respondents selected. Secondly, this study has investigated the impact of services on customer satisfaction only in the banquet market here the predictors for customer satisfaction are limited along with limitation to only the Banquet industry. Lastly, the present study has some geographical limitations as it's restricted only to the banquet market of Hyderabad, Sindh, Pakistan due to limited time and insufficient funds.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Location and Customer Satisfaction

Determine the impact of customer satisfaction on urban hotel location. The purpose this study to know that which type of location customer mostly prefer to select a hotel in urban areas, the data was collected online from 220 Los Angeles hotel which includes 8185 respondents who checked in during one year. The result was found that customer selects those locations which have easy accessibility, surrounding of environment and transport facility. The accessibility means easy to approach like airports, restaurants, malls, etc. this study shows that accessibility, green environment, fountains, public transports are very much important for a location for customer satisfaction [7].

Impact of price, service, location, and facilities on customer satisfaction, the study was conducted in Star hotel in Tawangmangu, Skripsi thesis, universities Muhammadiyah Surakarta. The main goal of this study is to know that, how customer satisfaction is effect by services, facilities, location, and price. The survey was conducted from 100 respondents. The primary data has been used and questionnaires were used as a tool for the collection of data. The analytical tool was used in this study and it is classical assumption test, the analysis of data (F and T-test, Multiple linear regression and coefficient of determination), the finding of this research was there are significant positive correlation between location, price, services, facilities on the satisfaction of customers. Based on this study it has been concluded that price, location, service, and facilities should be given more attention because of its impact on customer satisfaction [8].

Effect of design, Price, and location on the decision of purchase and customer satisfaction, the object of study is to evaluate the effect of design; location and purchasing decision mediate pricing on customer satisfaction. The study was conducted a survey questionnaire in Kota banda Aceh, the total respondents of this research were 100. The findings examine that location, design, and price have a positive impact and it's directly affecting customer satisfaction and purchasing decision, at city Banda ache. Based on this study it has been recommended that location, design, and price could increase customer satisfaction by providing their best [9].

H1: There is a significant impact of location on customer satisfaction in the banquet market Hyderabad, Pakistan.

Pricing and Customer Satisfaction

Effect of price, service quality, and brand-image on customer satisfaction in telecommunication sectors Pakistan. The purpose of this study to know that how much price, service quality and brand image impact on customer satisfaction, the study consist of primary data which was collected from 200 sample size and only 165 completed questionnaires were received, which means the rate of response was 82.5%. The questionnaire was filled from the business and educational sector of Gujranwala. Pakistan. The findings show a significant impact of brand-image, service-quality, and price on customer satisfaction; from the results, the telecommunication sector could get help because this research provides a positive outline to the telecommunication sector from which they can maximize their customer satisfaction [10].

Effect of perceived price-fairness on loyalty and customer satisfaction, the target of this study is to know the effect of perceived price fairness on the loyalty of customer and customer's satisfaction. The data was collected from the customers of different Nigerian hotels. for the data, multiple regression was used. The online survey was conducted from the online reservation system, the results of this survey observed that Price-fairness has a significant constructive impact on loyalty and customer satisfaction and it is also cleared that the independent variable raises customer satisfaction and loyalty. It is expected that the results of this study will maximize customer satisfaction by providing these facilities [11].

The effect of Price and Service-quality on customer's satisfaction, the main purpose of this research is to know how much customer satisfaction is affected by service-quality and price, the descriptive analysis was used for the verification. The questionnaires were used for the data collection which was taken from 110 respondents from the population. The survey was conducted in Mutiara hotel Bandung, Indonesia. Through statistical tests the hypothesis testing was done, the results show that these variables independent variable price and service-quality have a significant impact on customer satisfaction. It is expected that the results of this study will maximize customer satisfaction by providing these facilities [12].

H2: There is a significant impact of pricing on customer satisfaction in the banquet market Hyderabad, Pakistan.

Reliability and Customer Satisfaction

Impact of service quality on customer satisfaction in the restaurant industry, the objectives of the study are to examine reliability and service quality's impact on customer satisfaction of the restaurant market in Pakistan. The random samplings were choosing from different demographic areas. The fast-food and conventional food restaurants were selected in this research. The primary data was conduct with the help of a questionnaire which includes 152 respondents for the collection of data. The outcomes of this research had found that there is a highly significant relationship between service quality (reliability, responsiveness, empathy tangibles, and assurance) on customer satisfaction. Therefore, the owners of the restaurants in Pakistan need to look upon these factors of the satisfaction of the customer in the restaurant industries of Pakistan [13].

To determine the influence of the reliability of the service quality on customer satisfaction, the main goal of this research to observe the impact of reliability, dimension of Ecommerce on Libyan customer satisfaction, Likert scale questionnaires were used for the data, the random sampling was used and respondents were 384. through using SPSS18 Cronbach's Alpha-Test was used to test reliability, Cronbach's Alpha shows a calculated result 0.8 in a survey, Alpha is greater and equal to 0.7, because of the result of the survey the reliability is adaptable. The outcomes illustrate that there is a strong positive relationship between service quality, reliability and customer satisfaction. This research concludes that in E-commerce business reliability is very important for customer satisfaction because it keeps personal information secure and the more customers' data secured the more will be customer satisfy [14].

Examine the relationship between reliability and self-services on customer satisfaction in banking service sectors. The goal of this study was to examine the relationship between reliability and responsiveness of A.T.M service satisfaction in this research the data has been collected with the help of questionnaire which includes 271 sample size, the SPSS software was used to analyze the data the results show on the customer that the service dimensions that is reliability, dependability, consistency, and timeliness are significantly important for the maximizing the customer satisfaction. It is expected that this study will help to increase the level of customer satisfaction by providing these services dimensions [15].

H3: There is a significant impact of Reliability on Customer Satisfaction in Banquet service in Hyderabad, Pakistan.

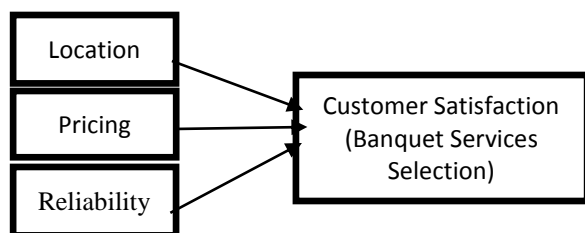


Figure 1: Conceptual Framework

MATERIAL AND METHODS

Data Source

The data source of the study is 'Primary', which involves the collection of research data directly from the respondents. In other words, the primary source is the direct data source related to the subject or problem. Here, data will be collected directly from the participants using a structured adapted questionnaire based on a factor affecting customer satisfaction in the banquet market Hyderabad, Pakistan.

The population of the Study

The population of a research study is participants or the respondents of the study that possess similar characteristics or traits. As the aim of the study is to explain the factor affecting in banquet market of Hyderabad, Pakistan, therefore the population of the study consists, Job Persons, Married couples.

Sampling Strategy

In the primary research, sampling is an important component, which determines the number of respondents participating in the research study. Due to several constraints, including time, geographic and finance, a study needs to select a subset of the population. The sampling process can be either probability or non-probability. In this case, the 'convenience sampling' technique is used, which is a form of non-probability sampling and considers accessibility and proximity of the respondents.

Sample Size

The most acceptable way of determining the sample is 10:1 (10 samples for one item. According to proposed a rule of thumb that in case of quantitative and Multiple Regression Analysis is good enough to sample size criteria as (number of items *10). In our case, the Total number item is 12*10 =120. But we used 170 same questionnaires, 18 are discarded and the remaining 150 questionnaires are our sample size with a response rate of 88.2 percent.

RESULTS

Respondent's Profile

Table 1 indicates the respondent profile. Respondents' characteristics such as Gender, Age, Income and Working hours categorized in order to achieve the objectives of this study. The demographics of respondents are shown in below Table 1.

You can see in above table 2, the Reliability Statistics, the value of Cronbach's Alpha is used for final decisions about the reliability of studied data. On that basis, we can level of reliability in terms of poor or good, in our case Cronbach's

Alpha value of Customer satisfaction 0.73 or 73%, Location 0.82 or 82%, Pricing 0.79 or 79%, Reliability 0.80 or 80%, The conclusion for reliability for all the variables can be drawn as data is reliable.

Table: 1 Respondent's Profile

Gender	Frequency	Percent
Male	68	45
Female	82	55
Total	150	100
Age		
18-28	60	40
29-39	54	36
Above-40	36	24
Total	150	100
Income		
20,000-30,000	57	38
31,000-40,000	60	40
Above-40,000	33	22
Total	150	100

Reliability Analysis

Table: 2 Reliability Analysis

Variables	Number of items before analysis	Number of items after analysis	Cronbach's Alpha Value
Customer Satisfaction	3	2	0.73
Location	3	3	0.82
Pricing	3	3	0.79
Reliability	3	2	0.80

Model Summary

Table: 3 Model Summary

Variables	R ²
Location	0.201 or 20.1%
Pricing	
Reliability	

The Model Summary table 3, explains the fitness of the model in percentages and it also reveals the dependent variable explains by the independent variables. In our study, the value of R square shows 20.1% fitness of our model.

ANOVA

Table: 4 ANOVA

Model	Significant value
Regression	0.000

The ANOVA table 4, shows the fitness of a model with the help of sig value, the p-value should be less than 0.05. In this study, the ANOVA table reveals that the P-value is 0.000 which indicated that our model is fit and we can explain the individual impact of the independent variable concerning the dependent variable.

Coefficients

Table: 5 Coefficients

Model	Standardized Coefficients (Beta)	Significant value
Constant		0.000
Location	0.243	0.009
Pricing	0.295	0.001
Reliability	0.015	0.025

The Coefficient table 5, shows two important values i.e. beta-value and p-value. The beta value indicates the relation between the independent and dependent variables. The p-value reveals the impact of an independent variable on the

dependent variable. In our case, all independent variables such as Location, Pricing, and Reliability are found to have a positive and significant impact with the dependent variable (customer satisfaction).

Hypothesis Testing

Table: 6 Hypothesis Testing

S. No	Independent Variable	Hypothesis	Remarks
01	Location	H1	Accepted
02	Pricing	H2	Accepted
03	Reliability	H3	Accepted

It can be seen in table 6, results revealed that all alternative hypotheses are accepted in the present study.

DISCUSSION

Based on this study's results, all independent variables such as Location, Pricing and Reliability are considered important for the selection of Banquet selection in Hyderabad, Pakistan. First, Pricing has more influence as compared to other important factors due to higher beta value (0.295) with p-value (0.009). Similarly, a study conducted by [16] in Kaunas, in this study they suggested that the price has a significant influence on service loyalty. Second, customers of Hyderabad, Pakistan had given priority to Location with beta value (0.024). Furthermore, studies on location and customer loyalty [17], in this restaurant services are evaluated in terms of location. In this study authors found to have a similar impact of location on customer satisfaction for this study for Banquet services in Hyderabad, Pakistan. Third, Reliability is found to have positive (beta value= 0.015) and significant (p-value=0.025) for the Banquet services of Hyderabad, Pakistan. Customers are looking for these three factors such as Location, Pricing and Reliability are important for the future success of Banquet services, in Hyderabad, Pakistan.

CONCLUSION

The main goal of this study was to find the impact of different quality services on customer satisfaction in the Banquet market of Hyderabad, Sindh, Pakistan. In the previous studies, researchers have investigated the impact of service quality on customer satisfaction in banking, telecom industry, hotel, E-commerce services, and restaurant industry but in this study, we have limited and specified the scope by determining the impact of customer satisfaction in the banquet industry. Pricing strategies should be designed and implemented concerning the findings of this study, because of customer satisfaction mainly dependent on Hyderabad, Pakistan for this factor. However, Location and Reliability also cannot be ignored for Banquet Services in Hyderabad, Pakistan in the future.

REFERENCES

- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). "The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention". *Journal of Marketing*, 69(4), pp. 210–218.
- Kim, M. J., Chung N. B., and, Lee, C., K. (2011). "The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea". *Tourism Management* 32 (2011), pp. 256–265.
- Philip, K. (1991). *Principles of marketing*. Englewood Cliffs, N.J.: Prentice-Hall.
- Martin-Consuegra, D., Molina, A. and Esteban, A. (2007), "An integrated model of price, satisfaction, and loyalty: An empirical analysis in the service sector". *Journal of Product & Brand Management*, Vol, 16 issues, 7, pp. 459-468.
- Parsa, H.G., J. Self, S. Sydnor-Busso and, Yoon, H. (2011). "The Impact of Affiliation, Location, and Size on Restaurant Failures", *Journal of Foodservice Business Research*, pp. 40-48.
- Ibrahim, N., K., Taufika., A. S., Adzmira, H. S., (2016). "Customer Satisfaction on Reliability and Responsiveness of Self Service Technology for Retail Banking Services". *Procedia Economics and Finance* Vol, 37, pp. 13 – 20.
- Yang, Y., Mao, Z., and, Tang, J. (2017). "Understanding Guest Satisfaction with Urban Hotel Location". *Journal of Travel Research*, Volume: 57 issue: 2, pp. 243-259.
- Falakh, A., Nur, F., and, Murwanti, S.E. (2016). "Analysis of Effect the Price, Service, Facilities and Location to Customer Satisfaction Star Hotel in Tawangmangu". Skripsi thesis, Universitas Muhammadiyah Surakarta.
- Li, J. (2013). "Factors Affecting Customer Satisfaction and Customer Loyalty towards Belle Footwear Company in Lanzhou City, Gansu Province of the People's Republic of China". *Journal of Business and Management*, Volume 14, Issue 2, pp. 41-48.
- Malik, A. (2012). "Effect of price, service quality, and brand-image on customer satisfaction in telecommunication sectors Pakistan". *International Journal of Business and Social Science*, Vol. 3 Issue. 23, pp. 150-156.
- Haktanir, M. (2014). "Effect of perceived price-fairness on loyalty and customer satisfaction". *Journal, Business and Economic Research*, Vol. 6, Issue. 1, pp. 24-35.
- Foster, I., B. (2016). "The effect of Price and Service-quality on customer satisfaction". *American Research Journal of Humanities and Social Sciences*, pp.12-25.
- Murad, A., and, Ali, K. (2015). "Impact of Service Quality on Customer Satisfaction in Restaurant Industry". *Singaporean Journal of Business and Economics and Management studies*, Vol.4, NO.6, pp. 12-25.
- Hamed. F. Omar, H., Saadan, K. B., and, Seman K. B, (2015). "To Determine the Influence of the Reliability of the Service Quality on Customer Satisfaction". *Macrothink Institute's international journal of learning and development*, Vol, 5, Issue. 1, pp. 86-89.
- Iberahim, H., Mohd, T., N., K., Mohd A. A.S., and, Saharuddin, H. (2016). "Examine the relationship between reliability and self-services on customer's satisfaction in banking service sectors", *Procedia Economics and Finance* Volume 37, pp. 13-20.
- Virvilaite, R., Saladiene, V., and, Skindaras, D. (2009). "The Relationship between Price and Loyalty in Services Industry". *Inzinerine Ekonomika-Engineering Economics*, pp. 96-104.
- Parsa, H.G., J. Self, S. Sydnor-Busso and, Yoon, H. (2011). "The Impact of Affiliation, Location, and Size on Restaurant Failures", *Journal of Foodservice Business Research*, pp. 40-48.