

The Relationship between Operational Efficiency and Service Quality of Restaurants with Reference to Waters Edge

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Operational efficiency and service quality are regarded as important components in business practices. Service quality in the tourism and hospitality industry is considered as the core of the business because the success of the tourism and hospitality industry depends on the level of service quality and delivery. The higher operational efficiency provides competitive advantages that are critical to the success of the service oriented business. However, the researcher has observed that the operational efficiency of the employees are lacking in the restaurant operations. Therefore, the objective of this study is to identify the relationship between the operational efficiency and the service quality of the restaurant. The study was conducted as a case study at Pranzo restaurant of Waters Edge. A questionnaire survey was conducted as the primary data collection technique and the entire population of the restaurant, 50 employees, were considered as the sample of the study. This study propose that an operational efficiency of the restaurant is depending on seven dimensions such as customer orientation, management support, quality of work environment, employee engagement, job satisfaction, organizational citizenship behavior and turnover intention which are independent variables while the service quality is the dependent variable. Mainly, the correlations and regression analysis were employed to analyze the collected data and the result indicates that there is a strong, positive relationship between the operational efficiency dimensions and the service quality of the restaurant. Finally, it is concluded that the service quality of the restaurant can be increased by improving the operational efficiency as there is a high positive correlation between dependent and independent variables. The findings can be used by the restaurants industry to take management decisions related to operational processes and service quality.

Keywords: Customer Satisfaction; Operational Efficiency; Restaurants Industry; Service Quality