

Improving Service Quality of the Restaurant Staff: A Case Study of Deutsches Eck Pub & Restaurant

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Abstract

This study focused on improving the service quality of the restaurant staff in terms of communication, assurance and responsiveness at Deutsches Eck pub and restaurant. The researcher conducted the survey of the restaurant service by using questionnaires with 35 selected customers and conducted the interviews with two managements in the Pre-ODI and Post-ODI phases. Interview data was used as qualitative data. Mean and frequency were used as the quantitative data from the questionnaire. Paired Sample T – Test was used to determine the initial impact of ODI in improving the service quality in terms of communication, assurance and responsiveness. After the implementation of the OD interventions to 14 service staffs, those activities were found to be effective. The customers were more satisfied with their expected service in the restaurant. There was significant difference between the Pre and the Post ODI on communication, assurance and responsiveness. Thus, the continuous development is leading the restaurant service to go beyond customer's expectation.

Keywords: improving, service quality, communication, assurance, responsiveness

Introduction

Regardless of what type of business, every single one of them is an organization composing of people, product, service and process. World is changing every day. Many restaurants have to stop their business due to the economic crisis and new restaurants open. To survive high competition in the business, continuous improvement of the restaurant service is the important key.

To operate a successful restaurant, involves not only providing excellent food quality but also providing excellent customer service. The customer is the important and determines the success of the restaurant business. As Deutsches Eck pub and restaurant is well-known in Bangkok, customers expect to receive the excellent service. Therefore, this study focused on improving service quality in terms of communication, assurance and responsiveness through OD interventions.