

Analysis Of the Effects of Food and Beverage Service Policies and Procedures in India.

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ABSTRACTS

It is generally accepted that the hospitality business, which encompasses housing, catering, transportation, tourist attractions, entertainment, etc., may play a significant role in a country's overall economic prosperity. One of the most lucrative and popular industries, the food and beverage service industry is essential to the success of any destination. It's no secret that the hospitality industry relies heavily on the food and beverage industry to thrive. Sales of food and drinks to visitors are a major source of income and profit for hotels. Therefore, hotels may gain an advantage over their rivals by implementing new strategies for serving food and drinks to their customers. As a result, the purpose of this research is to shed light on the myriad of elements that influence food and drink service in the hotels of India that served as case studies.

KEYWORDS: - food and beverage service, Hospitality Industry, Indian Hotel Industry, Marketing, physical environment

INTRODUCTION

Providing genuine care and compassion to a stranger, acquaintance, or whomever is in need is what is meant by the term "hospitality." One of the most important parts of the tourist business is the hospitality industry, which entails welcoming and entertaining guests. The hospitality sector includes the provision of travel, lodging, food and drink, conference facilities, and leisure and amusement opportunities (The International Institute of knowledge Mgmt, ICOHT-2017). The food service industry has rapidly expanded to become one of the world's most lucrative markets. The hotel's food and beverage department is one of the business's true moneymakers. Factors that seriously affect the success of the food and beverage profit division include service quality and style, as well as the contentment of guests. To keep customers coming back, you need to be able to recognize and anticipate their wants and provide for them before they ever ask. The ability to recognize and anticipate guest requirements and to meet those demands is crucial to achieving high levels of customer satisfaction. Restaurant owners in the modern day are concentrating on developing novel menu items in order to draw customers in. They are trying to come up with a way to accomplish something completely new.

In recent years, the provision of food and drink has become an integral part of the global hospitality sector. Developing countries like India have benefited greatly from the food and beverage industry. As a result, it's crucial that businesses in the service industry comprehend not just what their customers want, but also how they think, feel, and react to the service they get. Information technology has had a profound impact on the landscape of food and service practices throughout the globe, and India is no exception. This transformation has been seen in recent years in service operations in terms of organizational structure, revenue, innovation, and IT, etc. To meet the ever-evolving needs of diners, the hospitality business has seen a radical transformation in recent decades, with services like home delivery becoming more commonplace. Many restaurants in this industry have begun to place a greater emphasis on innovative dishes as a result of the increasing number of guests from different ethnic backgrounds. It has been widely acknowledged throughout the last several decades that the hotel business is a major force in the expansion of the service sector, one of the three most important economic sectors in any industrialized or emerging country. One of the most crucial principles for a service business in today's competitive industry is to build and sustain loyal client relationships.

One of India's most dynamic and quickly growing sectors, the food and beverage service industry has seen remarkable expansion in recent years (KPMG, 2016). Causes include shifting population structures, rising consumer incomes, urbanization, and the expansion of the organized retail sector (KPMG, 2016). The foodservice business in industrialized countries like the United States is increasing at a rate of roughly 10% per year, and this rapid expansion can be attributed in large part to technological advancements in the sector (Aaron Allen & Associates, 2017). In addition, the analysis predicted that by 2021, its size will have increased by a factor of 2. About 31% of the Indian consumption basket is devoted to food and drink, which is far higher than the percentages in the United States (9%), Brazil (17%), and China (25%). This is due in large part to the rapidly changing nature of restaurant trends in India (POSIST, 2017). There are reportedly 1.5 million restaurants in India, yet only 3,000 of them belong to the "organized sector."

The hospitality sector is becoming widely recognized as an important area of study. For both emerging and developed countries, this sector has proven more fruitful in terms of employment, GDP, and societal progress. In 2016, the food service industry accounted for 5.56 million employments, and by 2021, that figure is projected to rise to between 8.5 and 9 million. This is according to the National Restaurant Association of India's (NRAI) Indian Food Industry Report (2016). There has also been an increase in the total amount of tax collected from the service sector, with 2016 seeing tax collection of Rs. 22,000-22,400 crores from both chain and freestanding restaurants; this is expected to rise to Rs. 42,000-45,000 crores by 2021. There has been a dramatic rise in the popularity of dining at restaurants rather than at home, and the service industry as a whole has expanded rapidly in recent years. Managers at the eatery are fixated on improving their service delivery methods. In today's highly competitive hospitality sector, the consumer is undoubtedly king; after all, he may pick and choose from a wide variety of dining establishments to satisfy his cravings. As a result of the inherent uncertainty of providing a service, service providers must constantly strive to meet and surpass their customers' expectations.

LITERATURE REVIEW

Bisui, Ratan et.al. (2021) Abstract In the current state of the hotel industry, a plethora of low-cost establishments have opened their doors. Hotels are struggling to keep clients and keep their

food outlets up to par in the current economic climate. The quality of a company's services is directly correlated to the amount of satisfaction and loyalty of its customers. Repeat business from satisfied consumers is one of the most important factors in any company's success. Therefore, this study's goal is to investigate the connection between happy customers and future business at the restaurants and bars of low-cost hotels. The relationship between service quality and client satisfaction was investigated using a quantitative research strategy. There were 150 people that answered the survey. The hypothesis was examined by descriptive and correlative analysis. Our findings indicate that respondents' experiences with budget hotels' onsite dining establishments were less than satisfactory. It's also not worth the money, and the food isn't very good, and the service is slow. The findings of this study have several applications for the hotels and restaurants in Ludhiana's lowest price bracket. It will help them identify problem areas and learn how to fix them so they can increase client happiness and loyalty. Service quality, customer loyalty, an on-site restaurant, a low price point, and a comfortable stay all play a role in the success of any hotel.

Moslehpour, Massoud et.al. (2018) The urge to eat and drink are two of the most fundamental physiological requirements of visitors. These vital concerns must be taken into account if you want your vacation to go well. Organizations in the tourism industry rely on happy clients. The seasonality, regionality, and quality of the ingredients available dictate the extent to which the many ways food might be prepared can be separated apart. The research team in Sakarya, Turkey set out to learn more about the connections between the agricultural logistics and licensed accommodation businesses in the area. This study's sample contains three 5-star, three 4-star, eight 3-star, and one 2-star establishments. The government has approved all of the storage facilities for food and agricultural goods. This study's findings were gleaned through in-person interviews carried out at 19 different tourist marketplaces selling agricultural goods. The study's conclusions are based on interviews with hotel executives and food manufacturers. Businesses that provide food and agricultural goods to a wide range of lodging establishments provided the data used in this analysis. There is a wide range in the number of rooms and beds available at the various accommodation types included in this research. Based on the data, it seems that hotels place a premium on supporting the local farms in their immediate vicinity. There isn't a single restaurant or hotel that accepts tourists that serves organic cuisine.

Chand, Mohinder et.al. (2018) This research looks at how different food and drink serving methods are received by customers in Chandigarh, India. Quantitative and qualitative methods of analysis are used in the study. Existing research was used to inform the development of a standardized questionnaire to assess the levels of customer satisfaction with food and beverage service methods. The sample size was 435 consumers who made purchases at food and drink establishments in Chandigarh, India. There was a total of 58 questions on the study instrument, including topics like "Dining Environment," "Menu," "Food & Beverage," "Service Staff," "Overall Satisf" An study of the data revealed that the service personnel had a 54.4% R² coefficient of determination in its influence on customers' happiness. What this means is that one element accounts for 64.9% of customer satisfaction, whereas the other variables account for 45.6%. It's possible that the findings of this research will be used by the management of restaurants and other food service businesses to shape policies that will lead to higher levels of customer satisfaction and better procedures for serving food and drinks.

Chowdhury, M., et.al. (2020) Here, we look at how the COVID-19 pandemic, a new coronavirus illness, is affecting the food and drink sector. Methods for mitigating the pandemic's short-, intermediate-, and long-term effects are outlined. With this goal in mind, we use a qualitative, multiple-case-study technique, surveying eight sample organizations and gathering responses

from fourteen individuals working in the Bangladeshi food and beverage sector. The results reveal that this pandemic will have severe short-term effects, such as product expiration, a lack of working capital, and the constrained operations of distributors, and complicated and unknown medium- to long-term effects. There is a general consensus that over the long run, businesses will see declines across a range of performance criteria, including return on investment, GDP contribution, and headcount. In addition, businesses may need to network with several channels of distribution and potential business partners. The research suggests a number of actions that industry managers may take to better adapt to the new conditions that will exist during and after the COVID-19 period. While this study is innovative and makes important theoretical and practical contributions, it overlooks the needs of smaller and medium-sized food and beverage businesses. Therefore, it's possible that smaller businesses won't be able to benefit from the effects and methods we highlight.

Mohinder C. Dhiman (2013) The goals of this article are twofold: to investigate the connection between OP and demographic characteristics, and to analyze the effect of bar service operating methods (BSOP) on OP. In a survey of 362 bar managers, the effects of 59 service operations methods and 6 demographic factors on business results were analyzed. The study's working hypothesis was examined using the bivariate test and the analysis of variance. Apparently, "there is a beneficial association between the bar service operating procedures and organizational success," as shown by the findings. In addition, the findings provide several actionable and managerial takeaways that might boost organizational output as a whole.

RESEARCH METHODOLOGY

From a general standpoint the "research design" is the plan or framework that will be used to carry out the study. It lays forth the steps that must be taken in order to gather the data required to construct or solve research issues. This research looks at how different strategies for serving food and drinks affect both the happiness of customers and the success of businesses. The goal of data collection is to provide comprehensive and correct representations of an area of interest by the systematic gathering of information from several sources. In order to answer predetermined research questions, put forward and test hypotheses, and assess outcomes, one must engage in the practice of data collection and analysis. Sample design refers to the strategy used to choose a representative subset of a study's population for analysis. There are two main kinds of sampling designs used in research: probability sampling and non-probability sampling. A probability sampling method was employed for this investigation. To ensure that all parts of the population are fairly represented in the sample, this method uses a probability distribution. Just because the odds are known does not imply everyone has an equal shot. In this research, customers in restaurants and bars served as the unit of analysis. Statistical information was gathered from the Analysis unit using a multi-stage sampling strategy. F&B Managers were given a packet of 40 questionnaires to use for data collection. It was discovered during questionnaire screening that the number of responses received back from each outlet varied; consequently, in order to preserve the statistical integrity and consistency of the data, only 25 respondents from each food outlet were considered in the present study; this yielded a total of 450 respondents, one for each of the 18 outlets. In addition, 15 of the original 450 questionnaires were determined to be unsuitable for the research because of missing values, and their data was removed from the dataset. Therefore, N=435 was the total number of participants in the study.

DATA ANALYSIS

Demographic profile

Table -1 demographic profile of the respondent

PROFILE	RESPONDENT	FREQUENCY	PERCENTAGE
AGE	25-31	87	20
	32-38	109	25.06
	39-45	92	21.15
	46-52	64	14.71
	53-59	45	10.34
	More than 60	38	8.74
	Total	435	100 %
GENDER	Male	255	58.6
	Female	180	41.4
	TOTAL	435	100%
MARITAL STATUS	Married	230	52.9
	unmarried	205	47.1
	TOTAL	435	100%
INCOME	Less than 1 lakh	205	47.13
	1-2 lakh	185	42.53
	2-3 lakh	27	6.21
	3-4 lakh	11	2.53
	More than 4 lakhs	7	1.61
	TOTAL	435	100
EDUCATION	Up to high school	6	1.38
	Bachelors	130	29.89
	Masters	230	52.87
	Doctorate	69	15.86
	TOTAL	435	100

Table-1 The current study surveyed 435 people; among them, 87 (20%) were between the ages of 25 and 31, 109 (25.06%) were in the 32–38-year age range, 92 (21.15%) were in the 39–45-year range, 64 (14.71%) were in the 46–52-year range, 45 (10.34%) were in the 53–59-year range, and 38 (8.74%) were 60 or older. The accompanying table details the percentage of male and female diners at the Chandigarh restaurant during the duration of the research. As a whole, there are 435 participants; 58.6% are men (255), while 41.4 are women (180 are females). Consequently, the findings suggested that men were overrepresented in the sample relative to females. the proportion of married people in the overall sample. Around half (52.9%; 230) of the 435 respondents are married, while about a fourth (47.1%; 205) are single. From what we can gather from these numbers, it seems that most of Chandigarh's restaurants cater to families. that 47.13 percent of respondents had an annual income of less than 1 Lakh, 42.53 percent had an annual income of between 1 and 2 million, 6.21 percent had an annual income of between 3 and 4 million, 2.53 percent had an annual income of between 3 and 4 million, and 1.61 percent had an annual income of 4 million or more. the end outcome of respondents' levels of education. From the data in the table, we can infer that 52.87 percent of respondents had a postsecondary

degree and that 29.8 percent had completed high school. There are 15.86% Ph.D. holders in the sample, compared to 1.38 percent High School dropouts, according to the statistics.

Customer happiness was regressed against the scale sum of the five dimensions identified in the component analysis to better understand the role that food and beverage dimensions play in shaping overall customer satisfaction.

The findings of the regression analysis between the five aspects and customer satisfaction are shown in Table 2. In regression analysis, R square is used to measure how stable a connection is. The food and beverage service practices dimensions accounted for an adjusted R square of 0.517, which meant that they explained 51.1% of the variance in customers' satisfaction. Results show that characteristics related to food and beverage service procedures positively affected customer satisfaction levels. The results corroborated the consensus in the literature that bettering food and beverage service methods helps in increasing customer satisfaction in the specific setting of Food Outlets in Chandigarh, India.

Table: 2 THE IMPACT OF THE FIVE FOOD & BEVERAGE SERVICE PRACTICES FACTORS ON CUSTOMER SATISFACTION

R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
.712(a)	.524	.517	.452	6	32.341	.000
Regression Coefficients						
Variables	Beta	t	Sig.			
Dining Environment	.473	9.563	.000*			
Menu	.323	6.293	.000*			
Food & Beverage	.354	7.640	.000*			
Service Staff	.420	9.210	.000*			
Overall Satisfaction	.429	9.370	.000*			

* p<0.01

To evaluate the impact of food and beverage service practices on organizational performance in F&B Outlets

Table 3: Correlation coefficients between Food & beverage service Practices and organization performance Variables

Performance Variables	Food & beverage service Practices (Factors)				
	Dining Environment (DE)	Menu	Food & Beverage (FB)	Service Staff (SS)	Overall Satisfaction (OS)
Comfortability	0.443**	0.481*	0.320	0.412**	0.472**
Cleanliness	0.471**	0.542**	0.472*	0.384	0.471***
Value for Money	0.430***	0.398***	0.279**	0.300**	0.443**
Service Quality	0.370	0.371	0.295	0.275	0.307***
Food and Beverage Quality	0.470***	0.260**	0.280**	0.445***	0.390**
Overall assessment (OA)	0.487	0.385**	0.370	0.479*	0.453*

Note: * $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$;

In order to investigate the impact of food and beverage service practices on organizational performance in F&B Outlets in F&B outlets or we can say to test Hypothesis 3, statistical tool correlation of coefficient was administered which helps to understand the relationship between two or more than two variables. 5 performance variables (Table 3) were measured on Likert scale ranging from 1 strongly disagrees, 2= Disagree, 3 Neutral, 4=Agree, 5 Strongly Agree. The dimension Comfortability is highly correlated with Menu (ME) at 5% (* $p \leq 0.05$) level, Service Staff (SS) and Overall Satisfaction (OS) at 10% (** $p \leq 0.01$) level Food and Beverage (FB) dimension did not have any statistical effect on the comfortability. Further Service staff did not show any effect on Cleanliness dimensions whereas the rest of the performance variables i.e., Dining Environment, (DE), Menu (ME), Food and Beverage (FB), and Overall Satisfaction (OS) had a significant correlation with cleanliness, Overall satisfaction is at 1% level (*** $p \leq 0.001$), Menu (ME), Dining Environment (DE) and Overall Satisfaction (OS) are at 10% level and Food and Beverage (FB) at 5% level of significance. Value for money dimensions is highly correlated with Dining Environment (DE) and Menu (ME) at 1% level of significance whereas the Service practice variables Food and Beverage Quality (FB), Service Staff and Overall Satisfaction (OS) were moderately correlated to Value for money dimension, all the three variables were at 10% level of significance. The variable Overall Satisfaction (OS) was significantly correlated with the Service Quality (SQ) Dimension, further all other service practice variables did not show any correlation towards Service Quality. The food and beverage Quality is highly correlated with Dining Environment (DE) and Service Staff (SS) variables where both these variables are at 1% level of significance and the other service practices variables, Menu (ME), Food and Beverage (FB), and

Overall Satisfaction (OS) were moderately correlated with Food and beverage quality dimension and all the three variables were at 10% level of significance.

CONCLUSION

The current study explores various food and beverage service practices which have not been tested in the past literature. Thereby these dimensions will give new insights to hospitality research. To be in the competition and to beat the competition hotel organizations have always strived to innovate new food and beverage practices, thus the result of these and further investigation will prove to be of academic importance for further research and corporate importance to the F&B manager of restaurants in a hotel, food and beverage service department is responsible for menu planning, serving, control, staff training, hygiene, restaurant layout etc. Researchers have found that these have contributed to the better management of food and beverage serving practices in hotels. These can help a hotel in outsmarting its competition and earn huge profits. Therefore, this study tries to disclose different factors that affect food and beverage service practices in sampled hotels of India. The data was collected with the help of a 5 point Likert Type scale from the food and beverage service managers or supervisors. The changes taking place in people's life styles have caused the habit of eating outside to evolve so it is very important for the restaurants that give always customer new experience of dining, as per previous studies most of the restaurants focuses only in food but the food alone may not bring people to a restaurant at the first time but the lure might be an eye-catching of exterior design, entertainment, a great media review, or a word of mouth recommendation will pull the customer to visit the restaurants. The decor, ambience and service standards must all contribute to the customer's perception of the dining experience. As we discuss some of the new innovation in food and beverage service sector, it has both positive and negative impacts.

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