
Customer Perspective of Restaurant Pre-booking System
Empirical Evidence from Dhanmondi Casual Restaurant,
Dhaka, Bangladesh

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We have no conflicts of interest to disclose.

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Abstract

The prime purpose of this study is to know the customer intention on systematic app-based pre-booking in Dhanmondi casual restaurants, Dhaka. For this study, survey was conducted among the customers via Facebook, LinkedIn and emails. There were '19 questions' in that questionnaire and we got 239 responses from this survey. Among the respondents, 170 people were willing to use pre-booking system. After analyzing these data sets, we were able to address some problems that customers face while visiting restaurants. We found positive relationship of necessity of pre-booking, pre-ordering and customer sincerity with customer intention regarding pre-booking, shortly 'customer intention'. Moreover, we found further information that there is positive relationship between waiting for table and feeling necessity of pre-booking. But No significant relationship between waiting time for food justified to customer and pre-ordering was found, Also, no significant relationship between actual waiting time for food and pre-ordering was found. The managers and owners of restaurants can use these findings to know about the problems customers usually face and try to minimize them. And also, they will find out if they launch a systematic online booking system, then what will be customers' intention towards the pre-booking system. Again, this study would help them to formulate their strategy of crowd management. As a result, we hope this study will have a positive impact on both restaurant owners and customers.

Keywords: Bangladesh, Necessity of Pre-booking, Customer intention, Pre-ordering, Customer sincerity.

Customer Perspective of Restaurant Pre-booking System

Empirical Evidence from Dhanmondi Casual Restaurant, Dhaka, Bangladesh

Restaurant Business is, now-a-days, the most prominent business type in Bangladesh. If we look at our cities or towns, we can see a bunch of restaurants. Again, people are also eager to go restaurants with either family or friends. But if we have a look deeply through the management system of restaurants, we will find that most of the management system is not well organized. As a result, they cannot meet customers' demand with better efficiency. We know Restaurant supply chain management is a broad system to analyze. Efficiency in supply chain management results in a successful restaurant business. One of the most important part of restaurant supply chain is the end customers i.e. the customers who visit the restaurants. The most successful restaurants have many things in common. One of them is satisfaction in overall customer experience. From secondary research, going through literature regarding restaurant business, we came to know about different problems that customers face during visiting restaurants. We found that many popular restaurants face a problem like customer overflow during pick hours. It is a common scenario that a customer may come to a restaurant and find that there is no seat to take and she/he has to wait to have a seat or to go out. Some people think that restaurants make them wait unnecessarily for a table to give a belief of popularity of the restaurant. Customers also feel ignored when they find staff too busy to attend them(Kool et al., 2010). This is responsible for losing potential customers without even understanding. This may make a bad impression in that customer's mind. Again, this kind of situation make chaos. While it is also true that the workflow in restaurant often depends on number of staff and seats available for customers at their preferred time. Every customer face waiting time between ordering the food and getting it served. Sometimes, it takes so long time that

hungry customers get angry(Kool et al., 2010) . These problems have negative impact on customer overall experience. Only good quality service can retain customers.(Rashed et al., 2018) Quality service makes customers eager to return.(Kuhl et al., 1992) A related term regarding quality service is responsiveness. Responsiveness refers to the eagerness to aid customer and supply quick service.(Kumavat, 2012). Responsiveness has a positive impact on customer satisfaction.(Bader M. A. Almohaimmeed, 2017) So, Proper time management can improve customer satisfaction which is a part of overall customer experience. Many researchers suggested digital table booking and pre-ordering service for proper management of restaurants as well as satisfy customers. (Rarh et al., 2018)(Suryani et al., 2019) Regarding restaurant business, we have got that some works have been done previously based on booking system. But research regarding booking system on a significant and important restaurant zone like Dhanmondi was not done before. Our contribution in this sector will be that we will specifically focus on problems the end customers face, how the problems affect the restaurant, try to suggest a pre-booking system and analyze customer intention regarding booking system. All of them will be based on customers of Dhanmondi casual restaurants.

Literature review and hypotheses

The main revenue stream of restaurants generally depends on the customers. Customers perception towards the restaurants can determine the growth of a particular restaurants. Customer satisfaction is necessary to build up a positive customer perception.(Han et al., 2018) Customers satisfaction depends on some precursors. These precursors subconsciously shape the perception towards the restaurants. Customers in restaurants often face some irregularities during their experiences like long waiting time(Dharmawirya, Mathias and Oktadiana, Hera and Adi, 2012), delay in food serving (Laurette Dube-Rioux, Bernd H. Schmitt, 1989)

Customers most of the time have the rarest time to wait for a long time for food. Perceived waiting time and actual waiting time often deviates from each other. The subtle difference could actually affect the intention of a customer.(Fraser et al., 2008). Long waiting time could even lead them towards shifting to another restaurant.Pre-booking has been incorporated in different sectors to render efficient services which has increased both the revenue and customer satisfaction.(Osborne & Doherty, 2016) The idea of Pre-booking in restaurant is not a new one. It has already been implemented in different countries using different mediums like phone call, android apps.(Schnitz, 2005)Preordering(Nasridinov et al., 2014) along with pre-booking can help the customers save their valuable time. Most of the customers already have a clear perception of food they are revisiting restaurants. Preordering could be a valuable addition with pre-booking if implemented properly.(Amiri, 2019)

An NoQ was suggested by (Rarh et al., 2018), it is a mobile app for customers while a website for restaurant. Time series prediction was used there. Benefits from both restaurant and customer end were discussed. For customers, the benefits discussed were that by entering their location, desired time, food type, they can search for a restaurant. The app has a GPS system to perform the tasks properly. They have opportunity to order food during booking. They can book table for multiple groups and they can also cancel reservation if they want. Online payment system is available for them the restaurants' benefits is that they can set different price for different tables based on conditions like AC, non-AC. They have opportunity to update any menu, add or remove it. They will be able to know customers' visiting tendency and identify loyal customers and give them discounts or complementary beverages. They have the opportunity to decide how many tables they want to keep available for reservation and they can cancel reservation on emergency purpose They will be able to specify timing from which they will start taking reservation.(Naveen

Kumar et al., 2020) also suggested pre-booking and pre-ordering by android mobile application. According to them, knowing the approximate time of customers' arrival to the restaurant after booking will allow the food to serve as soon as possible resulting in customers' ease. Based on the features available on different apps suggested in literatures, we asked our targeted customers about their experience and opinion to analyze their intention regarding booking system.

Based on the literature review we came with 6 hypothesis which are described below:

H1: There is a significant and positive relationship between Waiting for table in restaurant with Feeling necessity of pre-booking

H2: Feeling necessity of pre-booking has positive and significant relationship with customer intention regarding pre-booking.

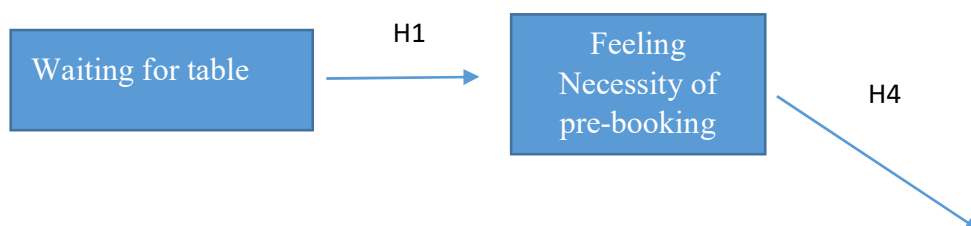
H3: Sincerity of the customers has a positive and significant relationship with customer intention regarding pre-booking.

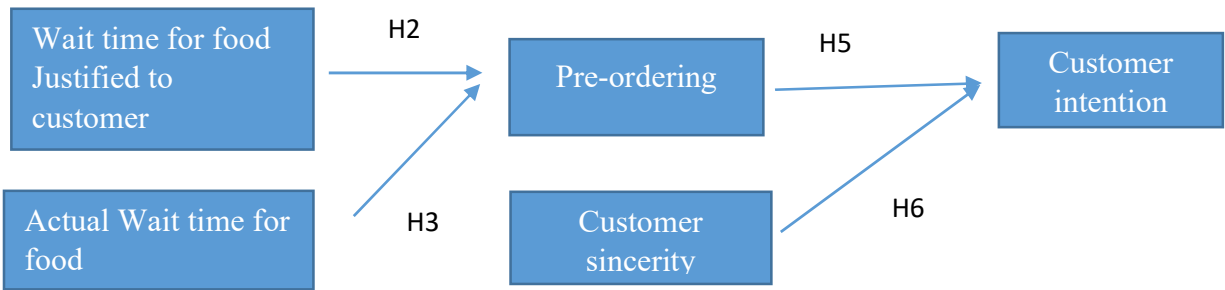
H4: There is a significant and positive relationship between waiting time for food justified to customer and pre-ordering food.

H5: There is a significant and positive relationship between actual waiting time for food with pre-ordering food.

H6: Pre-ordering food has a positive and significant relationship with customer intention regarding pre-booking.

Theoretical framework:





Methodology

Method of Data Collection

The primary objective of this research study was to find out customers intention regarding pre-booking. In order to fulfill the objective, we focused on both Primary research and Secondary research to interpret “Quantitative and Qualitative data”.

Data Collection for Qualitative data from Secondary Research

This research paper includes “Secondary Data” to validate the research objectives, research hypothesis empirically. We searched research papers which were related to our research paper. We included the data from published research paper, published articles, case study in literature review as a qualitative data.

Data Collection for Primary research

Our research employed an “Online Survey Questionnaires” which was our primary research to get targeted customer opinions. Online Survey technique was used as it was difficult to take feedback physically during Covid-19.

Sampling Technique and Sample Size: For our research paper targeted population was customers of Dhanmondi casual restaurant (can be anyone) going people but the number of population is unknown. So, **Convenient Sampling Method under non-probability sampling**

approach was used to select the respondent to avoid biasness. We have also mentioned in the Survey titles “Customer Experience in Dhanmondi Casual Restaurant.

Research data has been collected from a sample of the targeted respondent of unknown population. The equation that has been used to determine the sample size of unknown or infinite population is given below:

$$n = \frac{z^2 \times p(1-p)}{\epsilon^2}$$

Where,

z = levels of significance (z score)

ϵ = margin of error

p = proportion of population who visits Dhanmondi casual restaurants

n = sample size

We have calculated sample size at 95% confidence level at 8% margin of error and assumed 50% of population from infinite population who visits Dhanmondi Casual restaurants.

Calculation:

$$\text{Required Sample Size (n)} = \frac{1.96^2 \times 0.5(1-0.5)}{.08^2} = 150.06$$

We have received 239 responses from the respondent of our Survey Questionnaire where 69 people didn't want booking system by any way. So, our sample size (N) is 170. And it says that 71.12% of customers gave opinion about booking system and somehow was interested on a booking system.

Questionnaire Design

We created “Nineteen (19)” survey questions depending on Control variable, Independent Variable and Dependent variable. The questions were designed based on “Close-ended” questionnaire in order to make it easy for the respondents to fill-up the survey form. Respondent’s personal information were taken anonymously in order to ensure respondents privacy. Animated pictures were used in Survey form so that respondents find it interesting to fill up the form.

Survey form was divided into four sections to make the questions understandable. In research questionnaire we used Likert Scale (1 to 5) to measure and interpret the data.

In control variable we collected Age, gender, occupation, income, frequency of visit. First five questions were asked to measure these variables. To know more about their experiences, five other questions were asked. Next nine questions were asked to know about their opinion and intention regarding pre-booking and pre-ordering. Among nineteen questions, four were not used directly in correlation and regression analyses. They were taken to show descriptive studies only. Total ten questions were asked to measure independent and dependent variables. Research questionnaire was developed on the basis of previous research idea.(Antonides et al., 2002)Also ,as described in literature review, some researcher (Fraser et al., 2008) (Naveen Kumar et al., 2020) suggested app based online booking system and mentioned some advantages from both customer and restaurant end. Some of the advantages mentioned gave us idea to make questions for our questionnaire.

We used “Online Survey” solely to collect the data from the customer for primary research because our research was based on “Customers opinion”. This opinion can justify our research purpose.

Pilot Survey was conducted, before conducting our final survey. We did it to validate our research questionnaires and to find out whether our research questionnaire was understandable or not, whether there was any confusion or not. And, we selected our targeted customers around 15 people who were the customers of casual restaurants in Dhanmondi in order to find out the reliability and validity of our data. In our “Survey Questionnaire” we mentioned our area of survey which is casual restaurants of Dhanmondi. We shared our “Survey link” in different facebook group, in LinkedIn, in mail to get response from the targeted respondent. The survey was started from 11th September 2020 at 6:30 p.m. to 16th September at 1.30 a.m.

Data Collection from Survey Questionnaire:

We have already mentioned that we received 239 responses from the respondent of our Survey Questionnaire where 69 people didn't want booking system by any way. So, our sample size (N) is 170.

Among them ,58.2% were male and 41.8% were female. Concerning their age 5.9% respondents were below or equal 20 years, 80% respondents were 21-25 years, 11.2% were 26-30 years, 2.9% were 31-35 years. Regarding occupation respondents 80% were students, 16.5% were service holder, 1.2% was self-employed, and 2.4% were other occupations. In case of monthly income about 32.9% were under no income source, 42.4% were below or equal to 15,000 taka (BDT), 7.6% were under 15,001-30,000 taka (BDT), 5.3% were under 30,001-40,000 taka (BDT), 11.8% were under more than 40,000 taka (BDT).

Data analysis technique:

We analyzed our primary data from 170 respondents. In order to ensure the reliability and validity of results we employed different quantitative statistical tool “(Descriptive Statistics) Frequency distribution, ‘Valid percentage’, ‘Bar charts’ to show descriptive studies, and “Co-

relation (spearman's rank order correlation- because our variables were ordinal except gender and occupation) and Regression to measure the impact of one variable to another variable". To measure reliability of the items under variables, Cronbach's alpha was used. From coefficient table of Regression analyses, unstandardized coefficient B was used to test the hypothesis.

We entered the data from Survey Questions into Statistical Package for Social Sciences (SPSS) program (IBM SPSS Statistics 20) to analyze the data.

Questionnaire findings and Variable measurements:

As mentioned before, customers were asked 19 questions. Among them, five variables are used to measure control variables namely age, gender, occupation, monthly income, frequency of visit and their descriptive are shown in methodology.

Hours spent in a restaurant was asked and Appendix A shows that among 170 people 68.8 percent people spend less than 2 hours in a restaurant, 30 percent customers spend 2-3 hours and only 1.2 percent spend 3-4 hours (see Appendix A). Restaurant authority can use these percentages to predict approximate hour spent by customers and can have idea when they can get the table free for other customers.

Then customers were asked to share their experiences by answering some questions. They were asked if they ever had to wait for getting a table in a restaurant in their desired time. The frequency table and bar chart in Appendix B say that it's not very uncommon scenario to wait for a table in a restaurant. Then they were asked if their chances of revisit in that particular restaurant decreases due to waiting for table. 63.5 percent customers among 170 gave positive opinion that their revisit tendency actually decreases (see Appendix C).

Then they were asked two questions regarding food service time. 1st one is how much time, they think, is okay for them to wait for getting food. 2nd one is how much time, on average, they actually have to wait for getting food. Descriptive statistics shows that 62.4 percent customers think that they should wait below 20 minutes for getting food (Appendix D). But actually, 24.1 percent people face below 20 minutes wait time. 71.8 percent customers have to wait for 21-30 minutes for getting food (Appendix E). Restaurants can get an idea of customers' opinion on waiting time and actual waiting time to improve their service.

Five-point Likert scale has been used to take responses from customers to measure variables namely waiting for table, feeling necessity of pre-booking, pre-ordering, customer sincerity and customer intention regarding pre-booking shortly named as 'customer intention'. Waiting for table and feeling necessity of pre-booking have 1 item each to measure these variables. Customers were asked how often they had to wait for a table in their favorite restaurant. The scale was a five-point Likert scale with 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often. To measure necessity of pre-booking, customers were asked how much they think pre-booking is necessary in a restaurant. The scale ranged from 1 to 5 with 1=not at all necessary, 2= necessary, 3=moderately necessary, 4=important, 5=very necessary. Then they were asked how they want to book a table i.e. via mobile app or by a phone call to restaurant. 74.1 percent customers wanted to use mobile app. Compared to this, only 25.9 percent wanted to book by phone call (Appendix F). To measure pre-ordering, two items were used. 1st one is that if pre-ordering is available, how often they are going to order their desired food items during booking .The scale ranged from 1 to 5 with (1=never, 2=rarely, 3=sometimes, 4=often, 5=very often) .2nd one is if advance payment of some part of bill is required for food pre ordering, then how likely are they to pay in advance via

bKash or other services. The scale ranged with (1=not likely at all, 2=slightly likely, 3=somewhat likely, 4=likely, 5=very likely) .The Cronbach alpha for Pre-ordering is 0.594.

Two items were used to measure customer sincerity regarding pre booking. 1st one is how much likely is that they will reach on time in restaurant after they have made booking. The scale was (1=not likely at all, 2=slightly likely, 3=somewhat likely, 4=likely, 5=very likely) and 2nd one is, if they have to cancel the booking, how likely is that they will let know the restaurant authority within a fixed time. The scale was (1=not likely at all, 2=slightly likely, 3=somewhat likely, 4=likely, 5=very likely). The Cronbach alpha for customer sincerity is 0.554.

Two items to measure customer intention. 1st one is, if they get good service by using pre booking, how likely is that they will repetitively use it. The scale was (1=not likely at all, 2=slightly likely, 3=somewhat likely, 4=likely, 5=very likely). 2nd one is how likely it is that their chances of revisit in their favorite restaurant will increase because of pre- booking facility. The scale was (1=not likely at all, 2=slightly likely, 3=somewhat likely, 4=likely, 5=very likely). Cronbach alpha is found 0.700 for customer intention.

Finally, customers were asked if they would agree to share their exit time with the restaurant for convenience of the restaurant authority to schedule another booking for other customers. 57.7 percent of customer gave positive answer on this question (Appendix G). So restaurant can get an idea about their exit time and schedule this time in the app for another booking. This can save their time.

Correlation analyses:

As our variables are ordinal (except gender and occupation), we used spearman's rank order correlation.

Table: Correlation Table

	CV, IV, DV's	1	2	3	4	5	6	7	8	9	10	11	12
1	Age	1											
2	Gender	-0.078	1										
3	Occupation	.622**	-0.105	1									
4	Monthly Income (BDT)	.459**	-.285**	.561**	1								
5	Frequency of visit	0.112	0.029	0.113	0.044	1							
6	Waiting for table	0.133	-0.141	0.112	-0.107	0.036	1						
7	Wait for food customer perception	0.043	0.032	-0.03	0	0.057	-0.027	1					
8	Actual wait for food	-0.089	.182*	-.157*	-.188*	-0.124	-0.079	.230**	1				
9	Necessity of pre-booking	-0.068	-0.116	0.001	-0.016	0.048	0.190*	-0.004	0.121	1			
10	Preordering	0.131	-0.087	0.131	0.096	0.013	0.215*	0.057	0.041	.305**	1		
11	Customer sincerity	0.008	0.099	-0.015	-0.106	0.144	0.053	0.027	-0.004	.228**	0.14	1	
12	Customer intention	0.077	-0.097	0.032	0.041	-0.043	.226*	-0.016	0.039	.406**	.434**	.304**	1

Note: N=170, Spearman rho, * $p < 0.05$; ** $p < 0.01$. For convenience, significant values are filled yellow.

There are total 12 variables in the correlation table. 5 variables are control variables, namely age, gender, occupation, monthly income, frequency of visit. Waiting for table is the independent variable while feeling necessity of pre-booking is the dependent variable. And wait time for food justified to customer and actual wait time for food are the independent variables while pre-ordering is the dependent variable. Finally, necessity of pre-booking, pre-ordering, customer sincerity are the independent variables while customer intention is the dependent variable. In this analysis, necessity of pre-booking and pre-ordering play the role of bi-foliate variable which means once they act as independent variable and then again act as dependent variable. The control variables don't have significant relationship with waiting for table, necessity of pre-booking, pre-ordering, customer sincerity and customer intention. Waiting time for food justified to customer and actual waiting time for food has significant and positive correlation of 0.230. But it is a poor correlation. Waiting for table has positive and significant correlation of 0.190 with feeling necessity of pre-booking. So, people who face waiting has a relationship with feeling necessity of pre-booking. But this relationship is also poor. Now, all the independent variables i.e. necessity of pre-booking, pre-ordering, customer sincerity has significant and positive correlation with dependent variable customer intention. Necessity of pre-booking and customer intention has positive and significant correlation of 0.406. This is a moderate correlation. Pre-ordering has positive and significant correlation with customer intention of 0.434. It's also a moderate correlation. Customer sincerity has positive significant correlation of 0.304 with customer intention. This is a poor correlation. Necessity of pre-booking and customer sincerity has positive and significant and poor correlation of 0.228. Necessity of pre-booking and pre-ordering has positive significant correlation of 0.305.

So, people who feel pre-booking is necessary, has a relationship with pre-ordering food. But this one has poor correlation also.

RESULT

Regression analyses

Model 1

In model 1, the independent variable is 'Waiting for table' and dependent variable is 'Feeling necessity of pre-booking'.

Table 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203 ^a	.041	.035	1.026
a. Predictors: (Constant), waiting for table				

Interpretation: The model summary shows relationship with waiting for table and feeling necessity of pre-booking. The R square value 0.041 is very low which means this model is only 4 percent responsible to measure necessity of pre-booking. So, there are many other predictors to measure Necessity of pre-booking. The model is not a good predictor of 'Necessity of pre-booking'.

Table 2

ANOVA						
Model 1		Sum of Squares	df	Mean Square	F	Sig.
	Regression	7.566	1	7.566	7.185	.008
	Residual	176.910	168	1.053		
	Total	184.476	169			
a. Dependent Variable: Feeling necessity of pre-booking						
b. Predictors: (Constant), waiting for table						

Interpretation: ANOVA table shows positive F value of 7.185 and p value $0.008 < 0.05$.

The p value tells the model is statistically acceptable. Though the model lacks sufficient predictors, but there is a significant impact of waiting for table on necessity of pre-booking according to Anova analysis.

Table 3

Coefficients						
Model 1		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.883	.239		12.049	.000
	waiting for table	.212	.079	.203	2.681	.008
a. Dependent Variable: Necessity of pre-booking						

Interpretation: B value for waiting for table is 0.212 with p value $0.008 < 0.05$. This is a statistically significant value. B value indicates 100% change in waiting for table cause 21.2 % change in Necessity of Pre-booking.

Model 2

In model 2, the dependent variable is food pre-ordering and independent variables are wait time for food justified to customer and actual wait time for food.

Table 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.081	.007	-.005	1.06814
a. Predictors: (Constant), actual wait for food, wait for food customer perception				

Interpretation: The model summary shows R square of 0.007 which is very low. The model is not a good predictor of pre-ordering.

Table 5

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	1.269	2	.634	.556	.575 ^b
	Residual	190.533	167	1.141		
	Total	191.801	169			
a. Dependent Variable: Pre-ordering						
b. Predictors: (Constant), actual waiting time for food, waiting time for food justified to customer						

Interpretation: ANOVA table has a very low F value. Also, the model is not statistically significant as $p > 0.05$. The Wait for food justified to customer and Actual wait time for food doesn't have significant impact on Pre-ordering.

Table 6

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	2.866	.299		9.586	.000
	Wait for food customer perception	.061	.150	.032	.404	.686
	Actual wait for food	.114	.130	.069	.881	.380
a. Dependent Variable: Pre-ordering						

Interpretation: Coefficient table shows B value of 0.061 for ‘waiting time for food justified to customer’ and 0.114 for ‘actual waiting time for food’. But above all, $p > 0.05$. The values are not statistically significant. Which indicates, 100% change in actual wait time for food might not change overall pre-ordering significantly. Same holds good for the variable ‘waiting time for food justified to customer’.

Model 3

Table 7

Model Summary				
. Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	.528 ^a	.278	.265	.73181
a. Predictors: (Constant), Necessity of pre-booking, customer sincerity, Pre-ordering				

The model summary is used to have a regression analysis. Here dependent variable is customer intention and independent variables are feeling necessity of pre-booking, pre-ordering and customer sincerity. The model summary shows R square to be 0.278. This indicates, the dimensions used is 27.8% responsible to measure customer intention.

Table 8

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
3	Regression	34.277	3	11.426	21.334	.000
	Residual	88.901	166	.536		
	Total	123.178	169			
a. Dependent Variable: Customer intention						
b. Predictors: (Constant), feeling necessity of pre-booking, customer sincerity, Pre-ordering						

Interpretation: Now the above table shows the Anova analysis. The F value is positive (21.334), and significance is $0.000 < 0.05$. So, the model is statistically significant and the used model is sufficient to measure customer intention in restaurants in this study. Also, there is significant positive correlation between independent variables and dependent variable. it is literally evident that Necessity of pre-booking, customer sincerity and pre-ordering has significant impact on Customer intention.

Table 9

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	1.678	.334		5.018	.000
	Pre-ordering	.270	.055	.337	4.870	.000
	Customer sincerity	.201	.074	.188	2.731	.007
	Necessity of pre-booking	.175	.058	.214	2.995	.003
a. Dependent Variable: Customer intention						

Interpretation: The table shows the B values for different variables. The B value of Necessity of pre-booking is 0.175 and p value $0.003 < 0.05$ which indicates a 100% change is Necessity of pre-booking causes 17.5% change is overall customer intention. The B for pre-ordering is 0.270 with $p=0.000 < 0.05$ which indicates a 100% change in pre-ordering causes 27.0% change is overall customer intention. The B value for customer sincerity is 0.201 with

$p=0.007<0.05$ which indicates 100% change in customer sincerity causes 20.1% change in overall customer intention.

Hypothetical Decision

Hypothesis one:

Direct and significant relationship between Waiting for table and feeling necessity of pre-booking is dealt by this hypothesis. As seen from table 3, the relationship between Waiting for table and feeling necessity of pre-booking is statistically significant, ($B = 0.212, p<0.05$). So, hypothesis one is accepted.

Hypothesis two:

Direct and significant relationship between waiting time for food justified to customer and pre-ordering is dealt by this hypothesis. As seen from table 6, the relationship between these two variables is not statistically significant, ($B = 0.061, p>0.05$). So, hypothesis two is rejected.

Hypothesis three:

Direct and significant relationship between actual waiting time for food and pre-ordering is dealt by this hypothesis. As seen from table 6, the relationship between these two variables is not statistically significant, ($B = 0.114, p>0.05$). So, hypothesis three is rejected.

Hypothesis four:

Direct and significant relationship between Necessity of pre-booking and Customer intention is dealt by this hypothesis. As seen from table 9, the relationship between these two variables is statistically significant, ($B = 0.175, p<0.05$). So, hypothesis four is supported.

Hypothesis five:

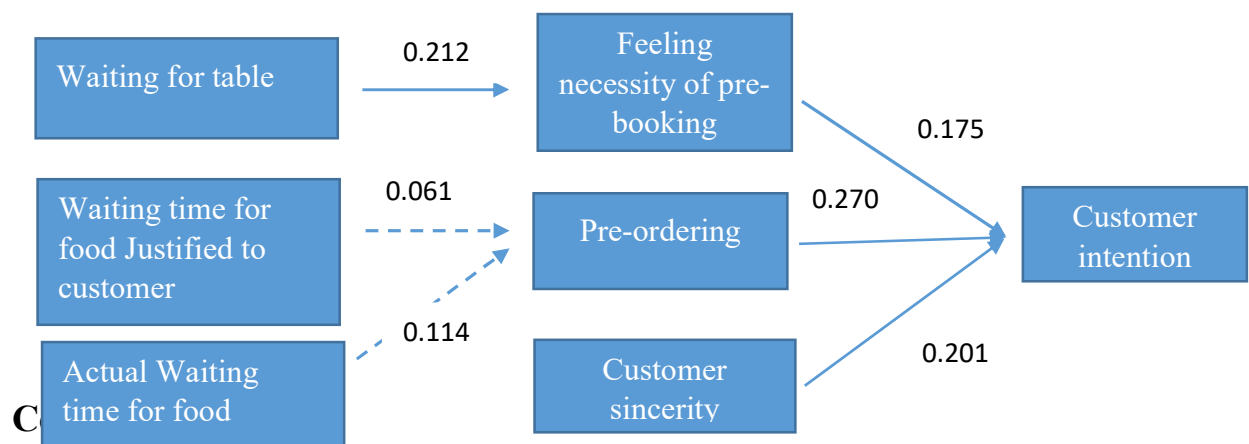
Direct and significant relationship between Pre-ordering and Customer intention is dealt by this hypothesis. As seen from table 9, the relationship between these two variables is statistically significant, ($B = 0.270$, $p < 0.05$). So, hypothesis five is supported.

Hypothesis six:

Direct and significant relationship between Customer sincerity and Customer intention is dealt by this hypothesis. As seen from table 9, the relationship between these two variables is statistically significant, ($B = 0.201$, $p < 0.05$). So, hypothesis Six is supported.

Significant model of the study:

B values are shown



Conclusion

The broad objective of this research paper was to evaluate customer intention regarding pre-booking system in Dhanmondi Casual restaurants. This paper also showed descriptive statistics of customers' experiences and opinions. It shows that the waiting time for food justified to customer and actual waiting time for food faced by customers has some imbalances. Restaurant should focus to improve the condition. Also, long waiting for table decrease their chances of revisit in the restaurant. This phenomena is a threat for the restaurant authority and can lose their customers. As among 239 respondents, 71.19 % respondents showed interest in booking. So, restaurant can introduce a systematic booking system. And among 170 interested customers, 74.1% showed interest for an app-based booking system. The app detail was not discussed in this research broadly. But literatures can give detailed idea of the features that can be included for customers ease. Now if restaurants' launch a booking system then how customer will behave was discussed. The independent variables namely feeling necessity of pre-booking, pre-ordering and customer sincerity have most influential impact on customer intention regarding booking. The correlation analyses show significant positive relationship between the independent variables (feeling necessity of pre-booking, pre-ordering, customer sincerity) and dependent variable (customer intention). Regression analyses in model 3 shows significant impact of feeling necessity of pre-booking, pre-ordering and customer sincerity on customer intention. To conclude, restaurant authority can introduce an app-based booking system and by this customer and restaurant will both be benefited.

Limitations

The sample size and duration of collecting responses was limited. And visiting restaurants to collect data was not possible. The correlation table showed some significant but poor correlation

between variables. These correlations can be of little practical importance. Again, some variables had only one item each. The Cronbach alpha for two variables were below 0.7. So, the reliability is not very strong. More samples and items under variables could have improved the correlations and reliability.

Directions for further Research

This research paper basically tried to find out the problems that customer face as well as solution for those problems as “Pre-booking”. In our research paper we asked the people “how likely is that their chances of revisit in his/her favorite restaurant because of pre-booking facility” which was under Customer Intension Variable. 68.3 % respondents gave positive responses to visit. So, this same variable (Customer Intension) can further be used to make future research to know if “Service quality of pre-booking will increase the customer visit in restaurant. As the feature of apps were not discussed broadly, all the features suggested in literature can be used to know if those actually improved overall service quality of restaurants and customer experience.

In this paper only restaurants of Dhanmondi casual restaurants (Dhaka City) were taken to evaluate the research objective. So, there is scope to research it on other location basis like it can be based on whole Dhaka City or other important restaurant zones.

As our paper showed that 80% of our participants were students, so an idea can be acquired that mostly students visit Dhanmondi casual restaurants. Special features and discount offer that can attract students in booking system can be a field of interest for further researches. This research paper can be further used to aid the “Restaurant Owners” to analyze the “Impact of pre-booking system on Restaurants Profitability”.

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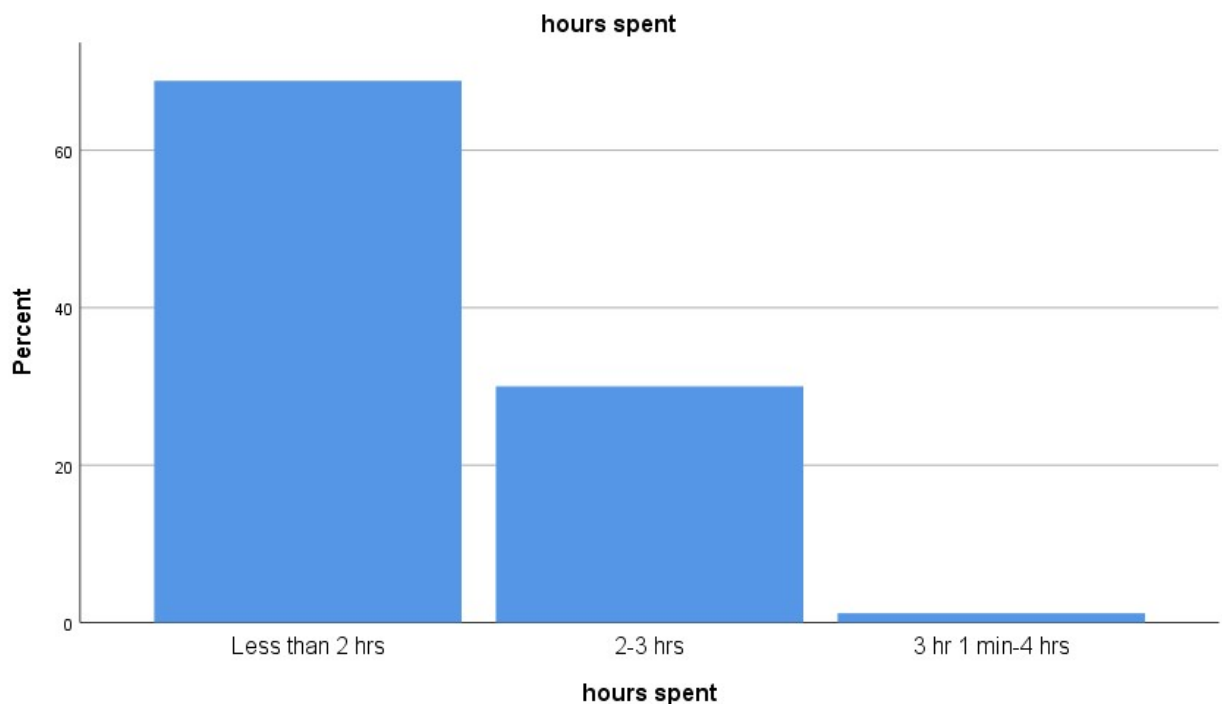
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Appendix-A

Data for 170 customers.

Hours spent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 hrs	117	68.8	68.8	68.8
	2-3 hrs	51	30.0	30.0	98.8
	3 hr 1 min-4 hrs	2	1.2	1.2	100.0
	Total	170	100.0	100.0	

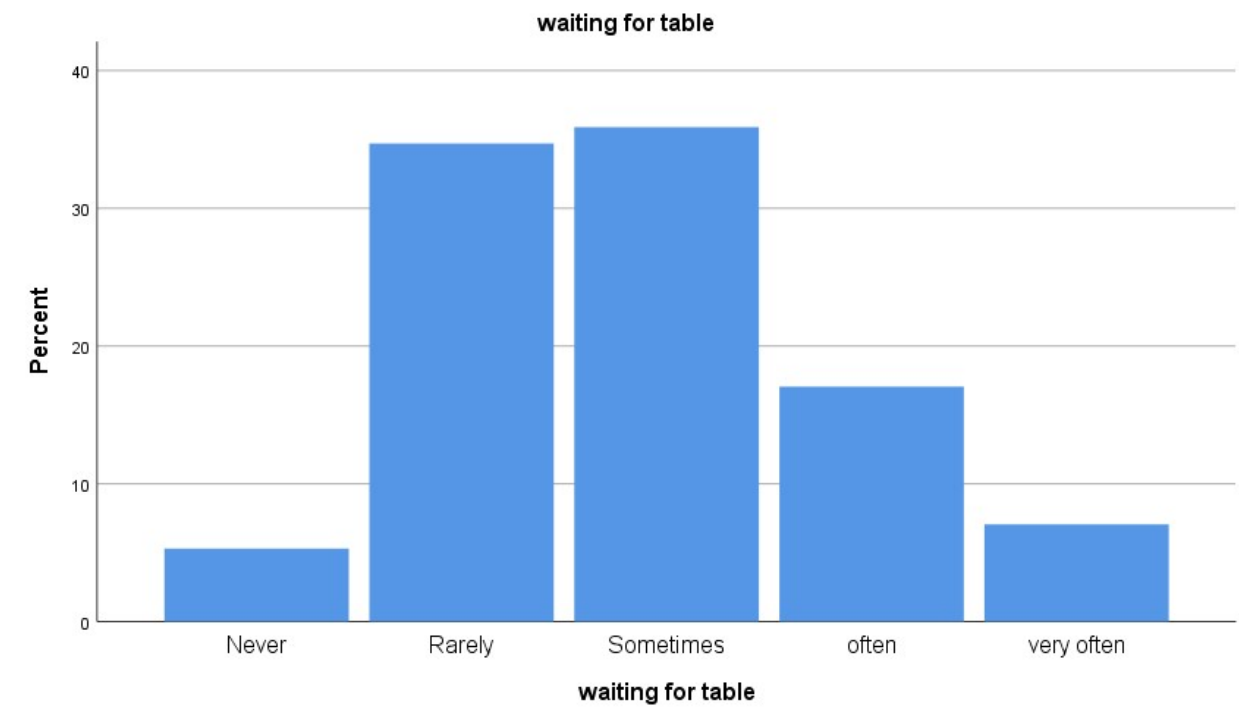
N=170



Appendix B

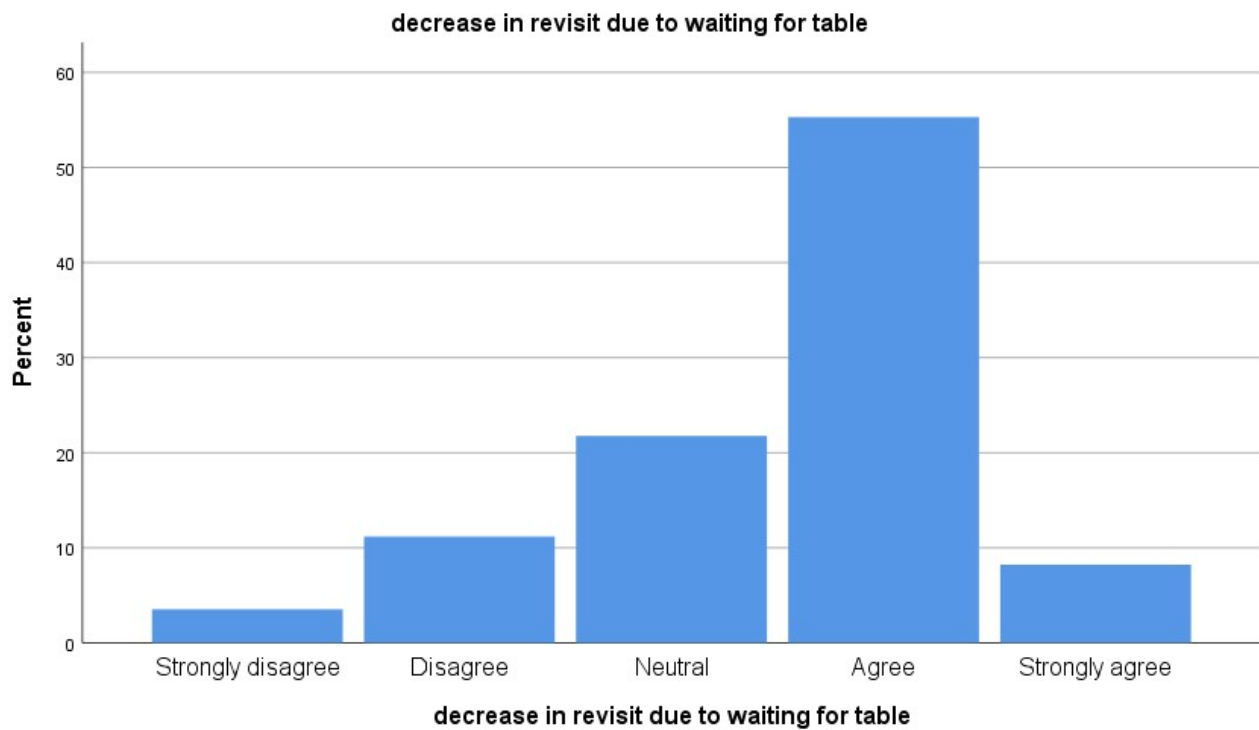
Waiting for Table					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	9	5.3	5.3	5.3
	Rarely	59	34.7	34.7	40.0
	Sometimes	61	35.9	35.9	75.9
	often	29	17.1	17.1	92.9
	very often	12	7.1	7.1	100.0
	Total	170	100.0	100.0	

N=170



Appendix C

Decrease in Revisit due to Waiting for Table					
N=170		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.5	3.5	3.5
	Disagree	19	11.2	11.2	14.7
	Neutral	37	21.8	21.8	36.5
	Agree	94	55.3	55.3	91.8
	Strongly agree	14	8.2	8.2	100.0
	Total	170	100.0	100.0	



Appendix D

Waiting time for food justified to customer					
N=170		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below or equal 20 minutes	106	62.4	62.4	62.4
	21-30 minutes	62	36.5	36.5	98.8
	41-60 minutes	2	1.2	1.2	100.0
	Total	170	100.0	100.0	



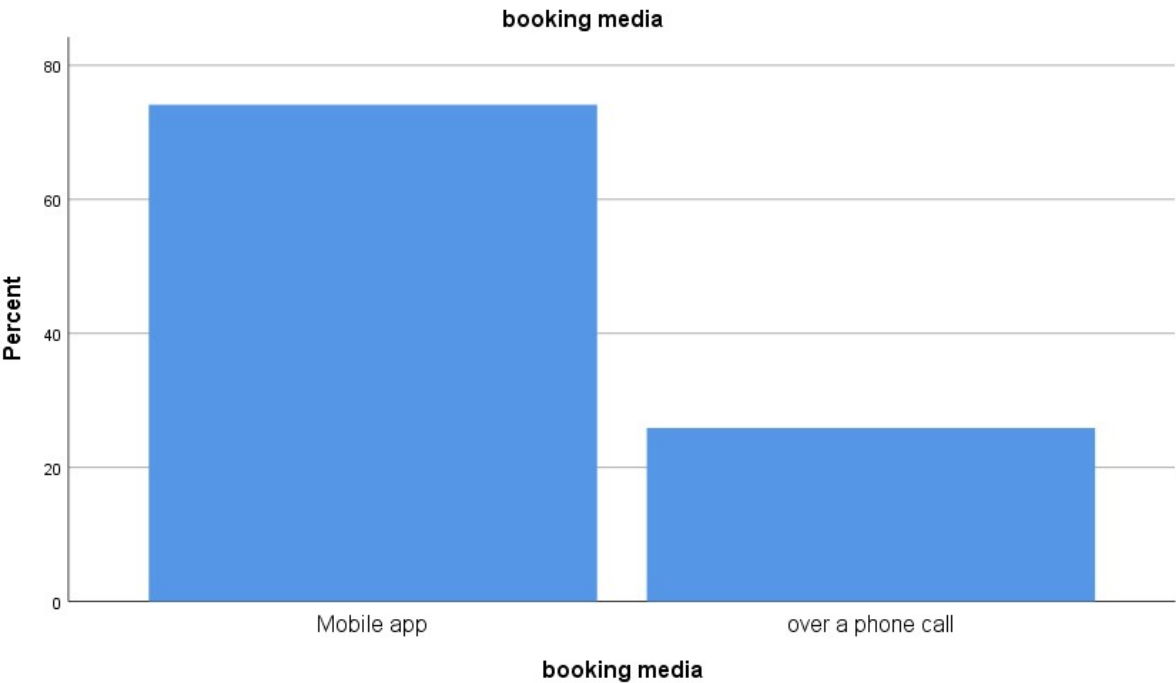
Appendix E

Actual Waiting time for Food					
N=170		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below or equal 20 minutes	41	24.1	24.1	24.1
	21-30 minutes	122	71.8	71.8	95.9
	41-60 minutes	6	3.5	3.5	99.4
	More than 1 hr	1	.6	.6	100.0
	Total	170	100.0	100.0	



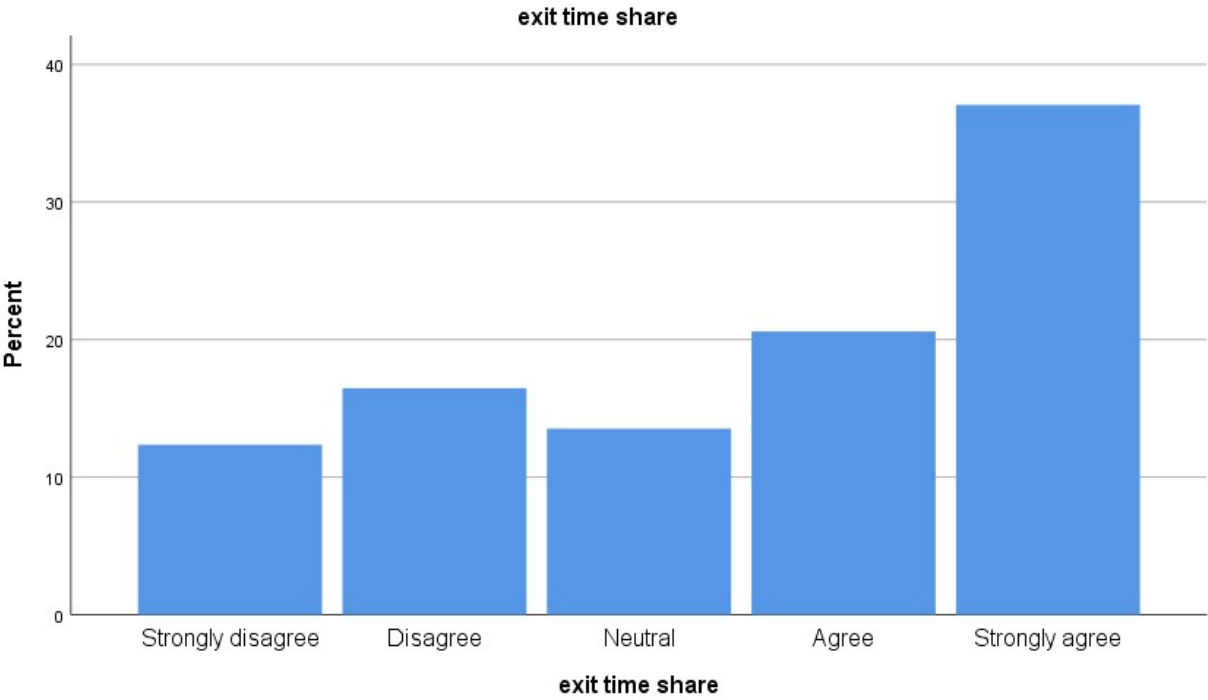
Appendix F

Booking Media					
N=170		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mobile app	126	74.1	74.1	74.1
	over a phone call	44	25.9	25.9	100.0
	Total	170	100.0	100.0	



Appendix G

Exit Time Share					
N=170		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	12.4	12.4	12.4
	Disagree	28	16.5	16.5	28.8
	Neutral	23	13.5	13.5	42.4
	Agree	35	20.6	20.6	62.9
	Strongly agree	63	37.1	37.1	100.0
	Total	170	100.0	100.0	



	Questions
	1. Age in years ○ Below or equal to 20 ○ 21-25 years ○ 26-30 years ○ 31-35 years ○ More or equal to 36 2. Gender ○ Male ○ Female ○ Other 3. Occupation ○ Student ○ Service holder ○ Businessman ○ Self-employed ○ Others 4. Monthly income (BDT) ○ No income source ○ Below or equal to 15,000 ○ 15,001 to 30,000 ○ 30,001 to 40,000 ○ More than 40,000 5. How frequently you visit restaurants in Dhanmondi ○ Rarely ○ Sometimes ○ Often ○ Very often

	6. Hours you spend in the restaurant ○ Less than 2 hours ○ 2-3 hours ○ 3hr 1 min-4 hours ○ More than 4 hours 7. I had to wait for the table in the scale of 1 to 5 (Never to Very Often) ○ Never ○ Rarely ○ Sometimes ○ Often ○ Very often 8. Chances of decreasing revisiting tendency due to waiting for table in the scale of 1 to 5 (Strongly Disagree to Strongly Agree) 9. The waiting time for food is justified for me ○ Below or equal to 20 minutes ○ 21-30 minutes ○ 41-60 minutes ○ More than 60 minutes 10. Actual waiting time for food in the restaurants I get ○ Below to equal to 20 minutes ○ 21-30 minutes ○ 41-60 minutes ○ More than 60 minutes
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Necessity of Pre-booking	11. How much you think pre-booking is necessary in a restaurant in the scale 1 to 5 (not at all important to very important) ○ Not at all important ○ Slightly important ○ Moderately important ○ Important ○ Very important
Booking Media	12. I would like to Pre-book through ○ Mobile App ○ Over a phone call
Pre-ordering	13. If pre-ordering is available, I will order my desired food items during pre-booking in the scale of 1 to 5 (Never to very often) 14. if advance payment of some part of bill is required for food in pre ordering, how likely you will pay advance via bKash or other services in the scale of 1 to 5 (Not Likely at all to Very Likely) ○ Not likely at all ○ Slightly likely ○ Somewhat likely ○ Likely ○ Very likely
Customer Sincerity	15. How likely or Unlikely is that you will reach restaurant on time after you make pre-booking in that particular restaurant in the scale of 1 to 5 (Not Likely at all to Very Likely) 16. If you have to cancel the pre-booking, how likely or unlikely you will inform it to the restaurant authority within a fixed time in the scale of 1 to 5 (Not Likely at all to Very Likely)

Customer Intension	17. If you get good service by using pre-booking, how likely or unlikely is that you will receptively use pre-booking in the scale of 1 to 5 (Not Likely at all to Very Likely) 18. How likely or unlikely is that your chances of revisiting in your favorite restaurant will increase because of pre-booking facility in the scale of 1 to 5 (Not Likely at all to Very Likely)
Exit time	19. I agree to share the Exit time with restaurants for the convenience of the restaurant authority to schedule another booking for another customer in the scale of 1 to 5 (Strongly Disagree to Strongly Agree)