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Initiatives for Enhancing Service Quality in Local Chain Catering Enterprises Using the SERVQUAL Model

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Abstract: This study examined service quality problems in local chain catering enterprises and proposed initiatives to enhance service quality using the SERVQUAL model, with Chunji Roast Goose, a Guangxi-based local chain, as the case study. A qualitative approach was employed. Data were collected from 622 online reviews posted between August 2024 and June 2025 on Meituan, Dianping, and Ele.me, as well as from semi-structured interviews with 21 customers and 27 internal staffs. Data analysis integrated consumer reviews and interview data through cleaning, SERVQUAL-based coding, sentiment and frequency analysis, and triangulation, with findings synthesized into empirically grounded and practical initiatives. The findings revealed that tangibles were affected by hygiene deficiencies and poor facilities. Reliability was weakened by inconsistent service standards and billing errors. Responsiveness was constrained by long waiting times during peak hours. Assurance was undermined by impolite staff behavior and insufficient training. Empathy was limited by the lack of family-friendly support, such as baby seats and children's utensils. Initiatives included stricter hygiene practices and facility upgrades for tangibles, standardized operating procedures for reliability, optimized staff allocation for responsiveness, service etiquette training for assurance, and customer profiling systems to enhance empathy. The study provided practical insights for local chain catering enterprises seeking to improve service quality and strengthen customer satisfaction.

Keywords: catering enterprise; service quality; SERVQUAL model

Introduction

With the quick integration of Online-to-Offline (O2O), group buying catering is assuming a significant role in the catering market in China, making a proportion of up to 30% of the total turnover, as orders online make up 1.2 trillion yuan in 2023 [1]. Online comments

are therefore extremely powerful in determining consumers' choice and measuring service quality in this regard. Although prior research has used the SERVQUAL model in diverse applications in the restaurant industry and hospitality industry [2,3], this research has been mostly on large restaurants or upscale restaurants, and little is known about regional chain catering small firms. It covers a research gap related to whether small- and medium-sized chains, who are the backbone of local food industries, provide quality service in competitive markets.

Theoretically, the body of literature has largely been consumer-oriented and consisted of most studies examining internet reviews or surveys. External customer perceptions have, however, only occasionally been combined with internal stakeholders' perceptions, thus constraining theoretical insights into service quality as an interdisciplinary construct influenced by external perceptions and internal routines [4,5,6]. This gap attests to the call for combining SERVQUAL-aided analysis of customer opinions with perceived internal service delivery by employees in order to enrich service quality research through a more complete understanding.

In an effort to plug these gaps, this current study takes Chunji Roast Goose as its case study, one that represents a typical Guangxi-based local chain. It analyzes 622 web reviews collected during August 2024-June 2025 for Meituan, Dianping, and Ele.me, and 21 consumer semi-structured interviews and 27 employee interviews. By integrating organizational insights with external consumer feedback, this study contributes in two key ways. It identifies service quality issues specific to local chain caterers through the SERVQUAL model and it develops practical improvement initiatives that are grounded in both customer experiences and organizational practices. The usefulness of the research lies in the application to the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—and comparative analysis to reveal areas of mismatch between expectations and organizational practice. Finally, the outcome is hoped to contribute theoretically towards the development of service quality measurement for local chains and practical recommendations for managers who wish to improve customer experience and organizational efficiency.

1. Literature Review

1.1. Core Concepts and Theoretical Basis of Service Quality in Catering Enterprises

In the research of the catering industry, the definition of catering enterprises has been continuously expanding along with the development of The Times. According to the "National Economic Industry Classification", its core business is on-site cooking and providing dine-in services. From an operational perspective, it is a business organization that integrates procurement, production, service and marketing. Nowadays, digital transformation is driving catering enterprises to form an integrated online and offline operation model, meeting consumers' diverse demands[7]. Meanwhile, catering enterprises have the characteristics that service quality directly affects the experience, is greatly influenced by region and time period, and faces difficulties in food supply. Moreover,blockchain technology can help solve supply chain problems[8].

Service quality refers to the gap between customers' expectations of service and their actual experience. In recent years, it has also been expanded to include sustainability factors. Common evaluation methods include customer satisfaction surveys, critical event analysis methods, etc. The integration of big data and AI technologies makes evaluations based on text mining and sentiment analysis more objective[9]. In the catering industry, these methods

are widely applied. For instance, McDonald's collects feedback through multiple channels to optimize its services.

The SERVQUAL model is an important tool for service quality assessment, encompassing five dimensions: reliability, responsiveness, supportability, empathy, and tangible services. In recent years, a new dimension of "digital service capability" has been added to adapt to the digital age[10]. In catering enterprises, all dimensions are specifically reflected. For instance, reliability is related to the timeliness of serving dishes, and responsiveness is reflected in the timely response of service staff to demands, etc. However, this model has limitations such as overemphasizing expectations and insufficient universality. The SERVPERF model and the improved fuzzy comprehensive evaluation model have emerged successively to make up for these deficiencies[11].

Customer satisfaction stems from the comparison between actual experience and expectations, covering three dimensions: product, service, and society. It is the key to a company's competitiveness.The expectation-disappointment theory points out that the gap between actual performance and expectations directly affects satisfaction, but this theory is limited by factors such as individual differences and market changes. Researcher Zhang Haiyan further refined the expectation difference model to provide more precise basis for enterprise decision-making[12].

1.2. The Impact of Online Reviews on Catering Enterprises and Their Practical Applications

Online reviews are subjective evaluations posted by consumers on e-commerce platforms. They come in various forms, spread rapidly and have a wide coverage. They also contain implicit information such as social experience and emotional resonance[13]. It has a significant impact on consumer decisions. High ratings and numerous positive reviews can enhance trust, while negative reviews may drive consumers away. The emotional orientation of the reviews, the richness of the content, and the characteristics of the reviewers all influence consumer judgments. Moreover, new factors such as the Posting time and the similarity between the reviewer and the consumer have also been confirmed to have an influence.

For catering enterprises, online reviews directly affect the flow of customers. For every 1-point increase in the rating, the average increase in customer flow is 5% to 10%. The response rate and quality also play a role. It can help enterprises enhance their market competitiveness and expand their market share, especially in an environment with low market concentration, the effect is more obvious. It is also an important carrier of word-of-mouth promotion, with "hot spot effect" and "long tail effect". At the same time, it profoundly affects the brand image. Positive evaluations help enhance popularity and reputation, while negative evaluations can seriously damage the brand.

1.3. Paths for Improving Service Quality in Catering Enterprises and Existing Research Deficiencies

Catering enterprises can enhance service quality through staff training, process optimization and service innovation. The hybrid training model combined with case teaching can enhance employees' skills and service awareness, such as the training at Starbucks. The theory of process reengineering can optimize the operational efficiency of the entire process. Innovative approaches such as introducing distinctive services and integrating online and offline models can meet personalized demands.

Although the existing research has achieved fruitful results, there are still deficiencies. There is a lack of in-depth analysis and specific application in improving the quality of

catering services based on online reviews. Empirical research on specific local chain catering enterprises such as Chunji Roast Duck is relatively scarce, making it difficult to provide precise practical guidance. This is also a key direction that future research needs to focus on.

2. Methodology

This qualitative study takes Chunji Roast Goose, a local chain catering enterprise in Guangxi, as the research object. The methodological design was structured to align directly with the research objectives.

To address the first objective—identifying and analyzing key service quality problems using the SERVQUAL model—data were collected from two sources. First, 647 online reviews posted between August 2024 and June 2025 were extracted from Meituan, Ele.me, and Dianping using the GOOSEEKER web crawler. After removing 25 irrelevant or duplicate entries during preprocessing, 622 valid reviews were retained for analysis. Second, in-depth interviews were conducted with 21 consumers. Participants were required to have dined at least once in a local chain catering enterprise (excluding independent brands or international brands) within the past four weeks, be willing to participate in semi-structured interviews (which could be conducted offline, via phone, or video call), and be capable of clearly expressing their experiences and perceptions regarding service quality. Additionally, participation was limited to residents living within the research area—this criterion aimed to ensure the regional relevance and accuracy of the service quality assessment. The 21 participants spanned 19 different occupational fields, nearly covering all major sectors of social employment. This design effectively avoided sample bias caused by a single occupational background and ensured that the research findings could reflect the needs and perceptions of a broad range of consumers [14]. The combination of online review data and consumer interviews ensured both breadth and depth in capturing customer perceptions and experiences across the SERVQUAL dimensions.

Building on these findings, the second objective—proposing initiatives for enhancing service quality—was pursued through interviews with 27 internal employees. These participants were drawn from seven functional areas, including marketing, store operations, customer service, human resources, finance, logistics, and information technology. Their perspectives provided organizational insights into strategic planning and frontline execution, enabling the study to match identified service problems with feasible improvement measures.

A rigorous multi-step analytical process was employed, integrating both online review data and interview transcripts. Online reviews were cleaned to remove irrelevant or duplicate entries and organized in Excel for classification. Comments were categorized into positive and negative evaluations and systematically coded according to the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—with secondary indicators extracted to capture recurring issues. A secondary index of problem areas was then developed and refined through consultation with interviewees to ensure contextual accuracy. Consumer and employee interview transcripts were also coded within the SERVQUAL framework: consumer interviews validated and deepened insights from the reviews, while employee interviews identified organizational causes and informed improvement initiatives. This integrated process ensured methodological rigor and provided a solid basis for diagnosing service quality gaps and proposing actionable, data-driven initiatives.

3. Results

3.1. Dimension-Based Evaluation Data

From 622 collected online reviews, 283 (45.5%) were pure positive, 62 (9.9%) pure negative, and 277 (44%) mixed (two-way). The positive-to-negative ratio shifts from 8:2 (single evaluations only) to 6:4 (including two-way reviews), highlighting more negative feedback in mixed evaluations. Below is the analysis of five SERVQUAL dimensions, organized by one-way and two-way evaluation data.

Table 1. One-Way Evaluation Data of Five Dimensions

Dimension	Secondary Indicator	Positive (No./%)	Negative (No./%)	Key Focus
Tangibles	A1 (Facilities)	32/11.31	10/16.13	Parking, Wi-Fi
	A2 (Decoration)	5/1.77	5/8.06	Lighting, atmosphere
	A3 (Hygiene)	117/41.34	16/25.81	Table cleaning, restroom odor
	A4(Staff Uniform)	7/2.47	2/3.23	Uniform cleanliness
	Total	161/56.89	33/53.23	-
Reliability	B1(Group-buy Time)	12/4.24	4/6.46	Serving speed for group-buy
	B2 (Problem-Solving)	8/2.83	1/1.61	Complaint handling
	B3 (Billing)	2/0.71	1/1.61	Invoice accuracy
	B4 (Voucher Check)	3/1.06	0/0	Verification efficiency
	B5 (Food Quality)	4/1.41	1/1.61	Freshness, taste
	Total	29/10.25	7/11.29	-
Responsiveness	C1 (Group-buy Booking)	6/2.12	2/3.23	Reservation convenience
	C2 (Dish Consistency)	4/1.41	1/1.61	Match with promotion
	C3(Group-buy Serving)	2/0.71	0/0	Serving speed
	C4(Service Speed)	12/4.24	1/1.61	Call response
	C5 (Proactive Service)	5/1.77	2/3.23	Refilling, plate changing
	C6 (Patience)	3/1.06	5/8.06	Inquiry response
	Total	32/11.31	11/17.74	-
Assurance	D1 (Willingness to Help)	6/2.23	2/3.23	Seating guidance
	D2 (Safety)	3/0.95	0/0	Food safety info
	D3 (Interaction)	7/2.65	3/4.84	Communication tone
	D4 (Politeness)	21/7.32	4/6.45	Greetings, smiles
	Total	37/13.15	9/14.51	-

Empathy	E1(Demand Prediction)	5/1.77	0/0	Child/elderly needs
	E2(Group-buy Hours)	4/1.41	0/0	Time flexibility
	E3 (Personalized Service)	13/4.59	1/1.61	Baby seats, dietary needs
	E4 (Fairness)	2/0.71	1/1.61	Equal treatment
	Total	24/8.48	2/3.23	-

Table 2. Two-Way Evaluation Data of Five Dimensions

Dimension	Secondary Indicator	Positive (No.)	Negative (No.)	Proportion (%)	Key Mixed Feedback
Tangibles	A1 (Facilities)	21	15	13.00	Sufficient seats but poor parking
	A2 (Decoration)	43	35	28.16	Nice style but dim lighting
	A3 (Hygiene)	75	80	55.95	Clean tables but smelly restrooms
	A4 (Staff Uniform)	4	1	1.81	Neat uniforms but slow service
	Total	143	131	100	-
Reliability	B1 (Group-buy Time)	4	5	3.25	Fast verification but slow serving
	B2 (Problem-Solving)	7	10	6.14	Friendly attitude but no follow-up
	B3 (Billing)	0	6	2.17	Clear details but calculation errors
	B4 (Voucher Check)	0	2	0.72	Skilled but repeated attempts
	B5 (Food Quality)	20	3	8.30	Fresh meat but inconsistent seasoning
	Total	31	26	100	-
Responsiveness	C1 (Group-buy Booking)	6	11	6.14	Easy booking but no confirmation
	C2 (Dish Consistency)	5	7	4.33	Good taste but small portions
	C3 (Group-buy Serving)	3	5	2.89	Fast off-peak, slow peak
	C4 (Service Speed)	15	15	10.83	Fast for regulars, slow for group-buy
	C5 (Proactive Service)	6	4	3.35	Refills but no plate changing
	C6 (Patience)	3	7	3.35	Patient for simple, rude for complex
	Total	38	49	100	-
Assurance	D1 (Willingness to Help)	9	8	6.14	Seat guidance but wrong parking info
	D2 (Safety)	3	2	1.81	Safety info but no spice warning
	D3 (Interaction)	7	6	4.69	Kind tone but over-promotion

	D4 (Politeness)	17	14	11.19	Polite words but cold attitude
	Total	36	30	100	-
Empathy	E1 (Demand Prediction)	14	19	11.91	Child utensils but no baby seats
	E2 (Group-buy Hours)	7	6	4.69	Flexible weekdays, closed weekends
	E3 (Personalized Service)	6	12	6.50	Customizable spice but no substitution for side dishes.
	E4 (Fairness)	2	4	2.17	No seat bias but slow serving
	Total	29	41	100	-

3.2. Detailed Dimension Analysis

3.2.1. Tangibles (Most Concerned, 23% of Reviews)

A3 (Hygiene) dominates both one-way (41.34% positive, 25.81% negative) and two-way (55.95%) evaluations. Offline interviews confirm 57.14% of customers complain about untimely table cleaning and restroom odors. A1 (Facilities) – 61.90% mention poor parking and weak Wi-Fi; A2 (Decoration) – 52.38% dislike dim lighting and oppressive dark walls. "Hardware" flaws (hygiene, facilities) are primary dissatisfaction sources.

3.2.2. Reliability (Low Attention, 10% of Reviews)

B5 (Food Quality) – 8.30% two-way positive feedback for fresh ingredients, though 30% negative for inconsistent seasoning. B2 (Problem-Solving) – 6.14% two-way negative for evasive complaint handling; B1 (Group-buy Time) – 3.25% for 15-20 minute serving delays vs. non-group-buy. Food quality is trusted, but service consistency and problem-solving need improvement.

3.2.3. Responsiveness (High Negative Feedback, 17% of Reviews)

C4 (Service Speed) – 10.83% two-way reviews, 66.67% offline customers wait >5 minutes during peaks (1 staff for 8-10 tables).C4/C3 – Group-buy customers face slower responses and serving, with 38.10% mentioning differential treatment. Peak staffing and service fairness are urgent issues.

3.2.4. Assurance (Second Most Concerned, 13% of Reviews)

D4 (Politeness) – 7.32% one-way positive, 11.19% two-way reviews. 52.38% offline customers criticize uncivilized staff behavior. D3 (Interaction) – 4.69% two-way negative for over-promotion (38.10% annoyed by frequent membership pushes). Etiquette is formalized but lacks sincerity; over-promotion harms experience.

3.2.5. Empathy (Least Concerned, 8-10% of Reviews)

E1 (Demand Prediction) – 11.91% two-way negative, 42.86% family customers need repeated requests for baby seats. E3 (Personalized Service) – 6.50% two-way negative; 33.33% can’t change side dishes or adjust salt. Personalized care is absent, failing to meet special needs.

3.3. Cross-Verification with Offline Interviews

Offline interviews (21 customers) align with online data: 57.14% mention hygiene, 61.90% facilities, 66.67% service speed, and 42.86% personalized service issues. This confirms Chunji Roast Goose ' s gaps in both "hardware" (environment, facilities) and "software" (service attitude, flexibility).

3.4. Cognitive Contrast and Service Quality Improvement

3.4.1. Internal-External Cognitive Contrast

A notable gap existed between internal employees' perceptions of service quality and external consumers' experiences, particularly in key focus areas, as shown in Table 3.

Table 3. Cognitive Differences on Core Indicators

Focus Area	Internal Employees' Top Focus (Proportion)	External Consumers' Top Focus (Proportion)	Key Gap
Tangibles	Physical Facilities (14.81%)	Hygiene Conditions (28.61%)	Internal focuses on large-scale facility upgrades (e.g., new decor), while external consumers prioritize daily hygiene details (e.g., table cleaning)
Service Details	Personalized Service (14.81%)	Service Politeness (5.40%)	Internal emphasizes strategic personalized service initiatives (e.g., dietary restriction recommendations), but external consumers value basic courtesy (e.g., friendly staff interactions)
Response Efficiency	Complaint Response (7.40%)	Service Speed (4.87%)	Internal focuses on formal complaint handling procedures, while external consumers care more about real-time response speed (e.g., waiting time for water refills)

For example, internal training heavily emphasized personalized service strategies, such as recommending alternative dishes for customers with dietary restrictions. However, consumers frequently complained about staff rudeness — e.g., waiters failing to smile or ignoring requests for condiments. This discrepancy indicated that internal efforts were not aligned with consumer priorities.

3.4.2. Initiative for Enhancing Service Quality

To address the identified gaps and issues, a targeted initiative for enhancing service quality was developed, with clear measures, timelines, responsible entities, and expected outcomes, as shown in Table 4.

Table 4. Initiative for Enhancing Service Quality in Local Chain Catering Enterprises

Improvement Dimension	Specific Measures	Time Requirement	Responsible Entity	Expected Outcome
Tangibles	1. Enforce 10-minute post-meal table cleaning standards; 2. Conduct hourly restroom checks; 3. Add 10 parking spaces per store and upgrade Wi-Fi	Immediate (cleaning/checks);1month (parking/Wi-Fi)	In-store Waiters (cleaning); Store Managers (parking/Wi-Fi)	Reduce hygiene complaints by 40%; Resolve 80% of parking/Wi-Fi issues
Reliability	1. Unify online-offline business hours (9:00-22:00); 2. Implement a daily bill sampling system (10% of bills checked)	1 month	Marketing Dept. (hours); Finance Dept. (sampling)	Eliminate group purchase time conflicts; Reduce billing errors to below 2%
Responsiveness	1. Limit 1 staff to 6 tables during peak hours (11:30-	2 weeks	Store Managers	Cut average service waiting time by 50%; Ensure 95% of

	14:00, 17:30-20:00); 2. Establish a 3-minute service response mechanism (e.g., acknowledging requests within 3 minutes)			requests are acknowledged within 3 minutes
Assurance	1. Conduct monthly etiquette training (focus on politeness, smile service); 2. Link training performance to monthly bonuses	Continuous	HR Department	Improve service politeness score (via post-dining surveys) by 30%
Empathy	1. Add 5 baby chairs per store; 2. Train staff to proactively ask about children's needs; 3. Establish customer preference files (e.g., dietary restrictions)	1 month	Marketing Dept. (files); Stores (chairs/training)	Meet 90% of personalized needs in 1 request; Reduce baby seat-related complaints to below 5%

Chunji Roast Goose ' s service quality deficiencies were twofold: "hardware" issues (e.g., poor hygiene, inadequate facilities in the Tangibles dimension) and "software" gaps (e.g., passive service, slow response in the Responsiveness and Empathy dimensions). Additionally, the cognitive disconnect between internal staff and external consumers exacerbated these problems—internal efforts focused on strategic initiatives that did not align with consumers' immediate concerns.

The proposed improvement plan addressed these issues through three core actions: resolving urgent problems (e.g., hygiene and servicespeed), narrowing the internal-external cognitive gap (e.g., aligning training with consumer priorities like politeness), and establishing long-term service standards (e.g., bill sampling, customer preference files). By implementing this "hardware optimization + software upgrading" strategy, the study aimed to increase consumer satisfaction by at least 25% within 3 months, as measured by post-dining surveys and online review sentiment analysis.

4. Conclusions, Discussion and Recommendations

4.1. Conclusions

In response to the two research objectives, this study draws the following conclusions: First, based on the SERVQUAL model, local chain catering enterprises (taking Chunji Roast Goose as an example) have key problems in all five dimensions. In terms of tangibility, there is an imbalance in environmental facilities (such as poor hygiene and difficulty in parking); in reliability, the implementation of service standards is inconsistent; in responsiveness, there is long waiting time for services and service discrimination; in assurance, the professional quality of staff is insufficient; and in empathy, personalized services are lacking. Second, corresponding improvement measures are proposed: for tangibility, optimize hygiene and layout; for reliability, standardize processes and strengthen supervision; for responsiveness, optimize staff allocation and establish a feedback mechanism; for assurance, intensify staff training; and for empathy, pay attention to special needs and establish customer files. These provide directions for enterprises to improve service quality.

4.2. Discussion

The research results show that based on the SERVQUAL model, Chunji Roast Goose has service quality problems in all five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Among these, the most prominent issues are the imbalance of environmental facilities in the tangibility dimension (such as poor hygiene and difficulty in

parking) and the lack of personalized services in the empathy dimension (such as insufficient children's facilities).

When compared with previous studies, this study holds both theoretical and practical significance.

4.2.1. Theoretical Contributions

This study offers several theoretical contributions to the field of service quality management in the catering industry, particularly in the context of local chain enterprises.

First, it extends the application of the SERVQUAL model by integrating dual-perspective data—combining external consumer online reviews with internal employee interviews. While prior studies have largely relied on either customer surveys or online sentiment analysis[2,6,10], this study demonstrates the value of triangulating stakeholder perspectives to uncover cognitive mismatches between service delivery expectations and organizational perceptions. This approach enriches the theoretical understanding of service quality as a co-constructed phenomenon, shaped not only by customer experiences but also by internal operational logins and staff interpretations.

Second,the study contributes to the contextualization of SERVQUAL within local chain catering enterprises, a segment often overlooked in favor of large-scale or high-end restaurants. By applying the model to a regional chain with fragmented operational characteristics, the research reveals that service quality dimensions manifest differently in such settings. For instance, "Tangibles" in local chains are more closely tied to hygiene and basic infrastructure rather than aesthetic appeal, while "Empathy" is primarily expressed through practical accommodations(e.g., baby seats, dietary flexibility) rather than personalized digital engagement. These findings suggest that the weight and interpretation of SERVQUAL dimensions are context-dependent, calling for more granular theoretical frameworks tailored to enterprise scale and market positioning.

Third, the study introduces a methodological innovation by combining SERVQUAL coding of online reviews with qualitative interview data, enabling a dimensional diagnosis of service quality gaps. This integrated method provides a replicable analytical framework for future research aiming to assess service quality in data-rich, customer-centric industries. It also addresses the limitation of previous studies that treated online reviews merely as sentiment data[9,15], by embedding them into a structured theoretical model.

In sum, this study advances service quality theory by: (1) proposing a multi-stakeholder, mixed-method approach to SERVQUAL application, (2) offering contextual refinements for local chain catering enterprises, and (3) developing a diagnostic framework that bridges customer perceptions and organizational practices. These contributions lay the groundwork for future research to explore service quality dynamics across different enterprise types and cultural contexts.

4.2.2. Practical Implications

At the practical level, the research object, Chunji Roast Goose, is a typical enterprise with both chain attributes and local characteristics in Guilin, filling the gap of local chain catering cases in similar studies. Data collection and analysis are carried out based on the five dimensions of the SERVQUAL model[2][10], combined with the enterprise's service quality improvement practices. This not only provides Chunji Roast Goose with references for service quality evaluation and improvement to address practical issues but also offers service management references for similar catering enterprises. Moreover, the research data is sourced from online platform reviews, based on the perspectives of consumers and third

parties[6][15], making it more comprehensive and objective compared to traditional research. It provides practical references for similar enterprises from multiple perspectives.

4.3. Recommendations

Local chain food catering restaurants have to institute a step-by-step plan for quality improvement with focus on hygiene, reliability, and customer service. High-priority initial steps are tighter cleanliness procedures and off-peak hour staffing realignments to minimize grumbling and waiting time. Infrastructure development (parking lots, internet access, baby seats) and standardization of business procedures would be the focus during the first month, followed by repetition of employee training and performance-driven bonuses that would reinforce guarantee and service culture.

With the development of the Internet, the growth of catering enterprises has become increasingly reliant on Internet-related factors. Consumer reviews of catering businesses on Internet platforms directly influence the decision-making of other consumers, making it ever more crucial for enterprises to receive positive feedback. This paper takes the reviews of Chunji Roast Goose on group-buying platforms as the research object to study the issue of service quality improvement. Although it provides certain references, there are limitations due to the author's academic level:Firstly, the research is constrained by the platform, focusing solely on data from group-buying websites and excluding online reviews from food delivery platforms. Consequently, the research scope is limited to group-buying orders.Secondly, the case study of Chunji Roast Goose, a chain catering enterprise, can only represent the situation of a small proportion of chain businesses in an industry characterized by fragmentation and regionality. Therefore, its reference value for the entire industry needs enhancement.Thirdly, the research data mainly consists of partial data from 2024 to 2025, which can only reflect consumer demands during that period. As economic conditions and consumer attitudes evolve, the reference value of this data will diminish over time and may diverge from current consumer feedback.

Considering these factors and shortcomings, future research will be supplemented in three main ways:Firstly, expand the scope of online review research to include food delivery platforms, utilizing a broader range of data and more enterprise cases to analyze the demands of Internet consumers for catering services within the larger context of Internet-based catering.Secondly, identify key points for improving service quality in catering enterprises, study different types of catering businesses with fragmented and regional characteristics, and incorporate them into subsequent research. Based on this, develop service quality improvement plans that are more suitable for the development of the entire catering industry, providing practical references for numerous small catering enterprises.Thirdly, extend the timeline of online review data research to more clearly observe the current status, trends, and changes in consumer demands. Study consumer demands for service quality, summarize changes in consumer attitudes and market environments, and assist catering enterprises in anticipating market changes in advance, implementing proactive service quality improvement measures, and providing services that better meet customer expectations.

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