Customer Satisfaction in Restaurant Services

Case: Friends and Burgers

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The thesis is based upon the way of inspecting about how the customer satisfaction is improved in restaurant service. To collect the information’s about it the research was focused in a restaurant which is situated in Helsinki. Customer observation was done by including different customers in the process of improving the service qualities provided by restaurant. Additionally, Customers felt changes in restaurant when they came to know that restaurant is dedicated to make the improvement in the customer satisfaction. The study targets that how restaurant is much focused to achieve their core goals in case of customer satisfaction as well as about their position in the view of their valued customer.

To make the thesis informative and inclusive two research methods were implemented i.e. qualitative and quantitative. These methods helped to collect the required data through both way primary and secondary. In the first phase of data collection, Interview and questionnaires methods were conducted with customers to collect the information’s about the restaurant services. In the contrary, company’s website was used as the secondary data collection about restaurant service.

The outcomes from the research about the restaurant is that quality of services and meals provided by restaurant those two core factors which influence the customer satisfaction.

Therefore, to be successful in the restaurant industry and to achieve the goal of being recognized as a restaurant where the customers are treated with the maximum respect and get access to high quality services, is important to keep the focus on the customer while designing the restaurant’s services, internal and external layout, restaurant and the menu among other important features relevant to the restaurant’s target group.

**Keywords**
Customer Satisfaction, Quality of Service, Restaurant Business, Customer Loyalty
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1 Introduction

The sector of restaurant business is one of the competitive sector where they try different experiments in respect to meet the customer satisfaction towards delivered services. The companies are highly depended on their customer experience and engagement. In business cycle customer satisfaction is the core part for the growth of organisation. The level of customer satisfaction in a various time phase with various terms and conditions are changing. Better customer satisfaction helps to maintain the profitability of company, goodwill of company among the valuable customers. (Kotler & Keller, 2012) Moreover, the satisfied customers are always loyal to the product and company. The company always set the targets of growing the business in the competitive market by providing the product and services as per the needs of customers.

Likewise, vendors are popular as the service provider where as consumers are known as service receivers. Both parties enjoy with the element which is known as services and products. For vendor, the customers are the stem body for the company which accelerate the motivation of vendor and makes liable to produce and give a qualitative service as per the wants, needs and demands delivered by the company. Moreover, company should always be responsible to provide the qualitative services to make its valued customer satisfied by quenching their demands. The meet of demand and expectations of customer is the primary target of the company which results the happiness and satisfied customers regarding their paid price for the product and services. There is a supply and demand relationship between company and customers in terms of product and services offered to the customers by the company. (Szwarc, 2005)

As the time phase passes and brings the change in life cycle of modern people, the business of restaurant has become more popular among those people. Through the restaurant services most of the people are seeking for the save of valuable time for them. As this sector became competitive, numerous restaurants are offering healthy and delicious meals to quench the satisfaction level of the valuable customers. Thus, more and more restaurants are bringing the different offers and options to fulfil the demand and needs of the customers.
Friends and Burger restaurant is famous restaurant among all age groups in Finland which serve the healthy and delicious food to their valuable customers. It operates the business from six places within the territory of three countries i.e. Finland, Denmark and Germany. Moreover, it was selected in 2016 for the broadcasting campaign in Finland. The buns and ingredients for burgers are prepared in the restaurant itself which is appreciated by their valued customer and became the main part of its popularity. The restaurant serves a variety of vegan and vegetarian options along with the meals. As the highly competitiveness in the market, the quality of service provided to the customers has become more and most important element to meet the customer satisfaction level and to make them loyal customer about the product/service provided to them. Hence, the process of survey about customer satisfaction and quality of service was conducted to find out the quality of service and efficiency of restaurant to attract more and more customers in future. There is a page on Friends and Burger’s official web page where customers can provide their feedbacks as well. The menu is delivered to the customers in three languages i.e. Finnish, Swedish and English. The menu is shown in English below.

![Figure 1: Friends and Burger’s Menu](image-url)
1.1 Aim of the Study

The aim of this research is to assist the commissioner in case of measuring the customer satisfaction visiting at Friends and Burger restaurant and restaurant's service quality and find out the ways to improve in future in related to product/services. The different types of customers with having different tastes visits the restaurant in the daily basis, therefore it became more essential part to find out the way of satisfying them and bring back them to enjoy the meal again and again through the possible improvements in the future.

1.2 Limitations of the Study

The research is conducted in restaurant during service hours. It was not easy to collect the data's when customers allocated their time for their meals only. Furthermore, language barriers were other tough challenges while conducting survey in the restaurant as different types of customers comes for the meals who belongs from different nationalities and cultures. In the survey there were maximum numbers of questionnaires which took approximately 5 minutes for each customer to filled it which was another cause of problem for the survey. Moreover, some of the customers were not interested to fill out the questionnaires paper.
1.3 Structure of Study

The study includes six steps find out the result of discussion for the research made. In the initial step i.e. **step one** contains the introduction of the study, aim of the study, limitations of the study and methods of study whereas in **second step** of study focuses in service quality provided by restaurant and customer satisfaction about product and service. In this section, definition of customer satisfaction, importance of customer satisfaction, overview of service quality and relationship between level of customer satisfaction and quality service are discussed and explained. Meanwhile, **step third** shows the research approach and the methods used for the study where under this section customer satisfaction research in Friends and Burger restaurant, research questionnaires and process about the research are included. In **forth step**, it illustrates about the findings and data analysis. And in the **final step** the conclusions of the whole study are illustrated along with the summary and recommendations about improving services and facilities in restaurant.

The structure of the study is shown below:

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>Introduction</th>
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<td>Quality Service &amp; Customer Satisfaction</td>
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<td>STEP 3</td>
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<td>Findings and Data Analysis</td>
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<td>STEP 5</td>
<td>Summary and Recommendations</td>
</tr>
</tbody>
</table>

Figure 2: Structure of Study
Aim
The study is focused toward the improving the level of satisfaction of customers visiting Friends and Burger restaurant in Helsinki.

Research Problems
- What is the satisfaction level among the customers of Friends and Burger restaurant?
- What are the things that made customers maximum/minimum satisfied?

Research Method
- Quantitative
- Qualitative

Participants
- Customers of Restaurant

Data Collections
- Questionnaires
- Interviews
- Books

Place
- In Friends and Burger restaurant

Date
- 21 Feb. 2018

Theoretical Structure
Customer Satisfaction
- Definition
- Importance

Quality of Service
- Importance

Model of Customer Satisfaction
- Service quality
- Price
- Product quality
- Personal factor
- Situational factor

Data’s and Findings Analysis

Summary of Findings and Recommendations

Figure 3: Plan of Study
2 Customer Satisfaction in Restaurant Business

Customers are the key way of running business successful and the satisfied customers are the base of the business for the growth in profitability and in the competitive business market. From era and era, it has been considered that customer satisfaction is the core element for every type of business. By this element companies can make impressive goodwill, market and profit growth and improvement in service quality as well. Many of the researchers and authors gave various explanations about the customer satisfaction which are introduced in below sections.

2.1 Customer Satisfaction and its Importance

Most of the authors have and had gave the wide-ranging definition about the customer satisfaction. From among those authors, Kotler and Keller defines customer satisfaction as, ““person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations” (Kotler & Keller, 2012).

A company always introduce its product/service in the competitive market to meet the demand of consumers available in the market. By quenching the demand of consumers if company can make a customer happy through its product and service then that is customer satisfaction for it in some extent. A well satisfied customer always brings the positivity for the business. This positivity is the result of customer satisfaction which also brings the loyalty in customers towards the product and goodwill of the company.

A positive satisfaction denotes about the acquirement of consumer’s demand in right time and right place. It is the phase of gaining right judgement from customer about the features of product/service which serves the gratifying level of their consumption. (Zeithaml, Gremler, & Bitner, 2006)

(Cook, 2011) focus that consumers of modern time are sophisticated, who carries high level of expectations of products/services which are served to them. They want qualitative product and service to convince their level of satisfaction.
The above figure illustrates about the phases which are involved to reach the level of customer satisfaction. By passing through the level of customer satisfaction, it shows that organisation become more committed regarding the customer whereas value of money and company status equally plays the vital role for the business upliftment. These elements help the organisation to accumulate the future profits in the business.
Importance of Customer Satisfaction

Customer satisfaction is a key element which shows the status of business improvement of different organisations. It provides the clear vision to the management of company about the insights of customer about the products/service. Moreover, through this factor stakeholders of business able to know about the strength, weakness, threats and opportunities in the competitive market of their products and services served to the customers.

The perceptions made by customers and pattern of segmenting customers as per their situations, needs and way of consumption helps the company’s marketing strategy to implement new service model and product. This contributes qualitative information’s for the survival of organisation in the tough competitive rivals in the market.

With the tool of customer satisfaction survey, company can receive different types of feedbacks about their product and service provide to them. From this phase, the stakeholder comes to know about their position in the view of service/product received customer.

As Steve Jobs supposed “Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” It illustrates that customer satisfaction gets importance to the company. Make the products/services available for them before their demand. By passing moments, customer satisfaction has created its own importance and reliable tool as well which helps company to delivers the services/products as per the expectations and perceptions of customers. Engaging more and more with customers helps to improve the products/services along with the improvement in the business position. (Quotefancy.com, 2018)

Satisfaction is the mirror of showing positive feedback from the customers. It is the instrument of judgement for the features of that product/service which is served to meet their perception in related to consumption level. (Zeithaml, Gremler, & Bitner, 2006)
2.2 Quality of Service and its importance

It is hard to define the what is service. It is getting complicating and the ways of different companies serving with the different design, facilities and patterns usually hard to know about it. Service quality is becoming main issue nowadays. Services are considered as intangible element as it is purely performances and experiences based rather than any kind of objects. Service quality always varies in the basis of producer to producer, customer to customer and day to day.

A true service quality supports to build a healthy environment for the betterment and excellence of product/service for the business. Quality of service posses’ devotion for the development values and capabilities of organisation in the competitive market. (Zeithaml, Parasuraman, & Berry, 1990)

Importance of Quality of Service

There are various service sectors which are providing various services like hotels, banks, taxi, buses, educational institutions, travel agencies etc. In the modern time of span, many profit-oriented organisation and non-profit organisation are involved in providing different services either directly or indirectly to fulfil the needs and demand of competitive market. In current time of span, effective services have become a crucial part of every company.

Besides, the competitive market is growing gradually nowadays, the importance of quality of service have been sense as a core element by all service-oriented companies for the survival. Mostly manufacturing companies and service-oriented companies are concentrated in quality of service as it is purely based on service through sale of product and services.

The quality of service delivered by the company depends how the staffs interact with the customer. The consistency of staff attitude is crucial to prevent the service chain of being broken at the weak point of link. The long duration and high frequency of contact with customers create a place of ensuring a consistent level of service quality. (Horovitz, 2000)

Horovitz (2000) further focused on a well-structured customer satisfaction, which helps to ensure about reliability of the delivered product as well as the quality level of the product.
Figure 5: Customer Assessment of Service Quality, adapted from (Zeithaml, Parasuraman, & Berry, 1990)
The figure 4 illustrates about the involvement of elements that influence in regard to customer satisfaction. The elements are service quality, product quality price, situational factor as well as personal factor which helps to ensure the customer satisfaction in business lifecycle. These factors are explained below,
2.3 Service Quality, Product Quality and Price

Quality of service is the important factor to make the business survive in the competitive market. The service quality consists of Reliability, Responsiveness, Assurance, Empathy and Tangibles which helps to understand the perception of customer. These elements are discussed below,

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Description</th>
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<tr>
<td>Tangibles</td>
<td>Appearance of physical facilities, equipment’s, personnel and communication materials. It is the essential part in the service sector. This dimension of service quality is often enjoyed by valued customer to ensure service quality.</td>
</tr>
<tr>
<td>Reliability</td>
<td>Ability to perform the promised service dependably and accurately. This dimension focuses about the problem resolution, pricing, delivery and services. The companies always make a promise regarding their performance to create a valuable customer satisfaction. It is the vital part of a company through which customer achieve an impressive expectation. It carries long term phases in achieving the valuable trusts and loyalty of the valued customers. In business cycle, organisations face risks in different time intervals but if a company able to ensure about reliability while making contacts with their customers then such organisation will be successful.</td>
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</table>
| Responsiveness | Willingness to help customers and provide prompt service. It is necessary that company should be alert and take steps promptly with the matters regarding their customers. The matters connected to customers could be customers complaint, customer feedback, questions etc. 

Organisation should give the priority to the opinions provided by their valued customers and ensure to make the standardise service and product delivered to them. |
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<tr>
<td>Assurance</td>
<td>Knowledge and courtesy of employees and their ability to convey trust and confidence. Assurance is related with such a service which has unknown outcome in upcoming time. Company have to be always alert in making the trustworthy and loyal relationships with their valuable customer.</td>
</tr>
</tbody>
</table>
| Empathy | Caring, individualized attention the firm provides its customers. Customers are happy when customer’s recognition is done by the company. This helps to add positive impact in the feelings of customers as they will assume that company has implemented their feedback while making the decision.

This kind of recognition from company’s side about customers helps to occupy the better position in the competitive market. Moreover, company should focus that there should be the ease of contact and approachability between company and customers. And they have to listen their customers and convey the informations in a language which they can understand. Company always have to make an important effort to know their customers and their needs as well. |
Product Quality

It is another core element for the customer satisfaction. The product is the combined element of goods and services. A proper product always includes design of product, quality, features packaging, warranties, brand etc. which helps to quench the satisfaction of the customers. We can find a product in a form of tangible or intangibles. There are three stages of product. The stage one is name as core product. Through this stages customer are purchasing the product for their benefits. In the second stage, it is named as actual product in which product consist of quality, brand, colour, fashion, style etc. and customers are buying it for their benefits. The name of final stage of product is augmented product which has the combination and features of both first and second stages of product. (Kotler, 2000)

According to Kotler and Armstrong (2004) "product quality is the ability to demonstrate a product in its function, it includes the overall durability, reliability, accuracy, ease of operation and repair products are also other product attributes".

Kotler (2002) states that "The product quality is characteristic of a product or service that relies on its ability to satisfy customers' needs are expressed or implied".

- Price

It is one of the core element of service marketing plan. It plays vital role to attract the customer. The price for product includes list price, discounts, offers, credit terms etc. Normally, price of product is kept based on the production cost, operational cost, other internal cost of company, advertising cost etc.

Price plays a role of indicator regarding the quality of product. Based upon this indicator customers are willing to purchase the product for the daily basis. Price explores that pay of low price, the customer enjoys poor quality of product they receive in return and pay high price, the customer enjoys the high and standard product they receive in return. For example, the fresh meals served to the customers in heart of city in related to health are expected to be expensive. (Kotler, 2000)
2.4 Situational and Personal Factors

The availability of customers in the competitive market has their own way of interests and choice to make a consumption of a product. The level of income, lifestyle and perception about goods helps to enrich the satisfaction level. Moreover, consumer’s level of consumption increases due to the rate of income.

The way of consumer behaviour could influence that how the consumer perceive satisfaction through his/her interest about the product. The services experienced by the customer helps to influence their emotions positively or negatively regarding the services. A good customer relationship helps to reduce the negative reaction of low level facilities provided to them. Moreover, there will be reduction of negative reaction in related to high price due to the adequate and efficient facilities provided to the customer. (Zeithaml, Parasuraman, & Berry, 1990)

According to Kotler (2000), individual with different characteristics consisting of economic situations, lifestyle, age groups, income status, buying behaviour etc influences decisions made by the buyer. For example, teenagers have the different tastes, choice and needs in comparisons to the adults and elderly people.

2.5 Customer Loyalty and Customer engagement

In the business life cycle the target element is their customers, and every business assures that their customers to be loyal with the continuous engagement in their business profit. Customer loyalty is the face of the success in a long term-based business. This helps to maintain the effective relationship with customer to achieve the business objectives/goals by interacting with them.

Customer loyalty is a such an element which make the movement of the customer by selecting a product against other available product for his/her needs. If customers purchase the product time and again in repeated way for long term, then it shows that the customer is loyal to product.
According to Tobe and Thomas (2013), they have focused "loyalty brings profitability." The gain of new customer costs more than the retention of the current customers. Loyal customers are the core element which encourage different customers to purchase from the seller and always review their decision time and again before changing mind to purchase the alternative services/products. Customer loyal is well constructed by the help of effective designs and informations which shows that customer loyalty does not earned by an accident. Customer loyalty is gained through customer-oriented tactic which fulfills the interest and needs of the customers.

The world has been in the phase of globalization nowadays. The business market is becoming competitive day by day and alternatives of product along with the different facilities has become wide to search it in internet world. The challenging phase for the company to gain the customer loyalty for the progress of product. The customers are demanding in continuous time phase so, company should maintain face to face long term relationship with the valued customers.

The ideas of customer engagement have been spread out in different fields. The term engagement consists of different designs such as, customer loyalty, customer satisfaction, customer retention and customer marketing. Through the tool of customer engagement, it helps a company to maintain the strong rooted relationship by effective interactions between company, customers and the stakeholders.
2.6 Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction is a platform or tool to acquire the better measurement of the customer's expectations through the products or services delivered by the company and customer's level of satisfaction leads to the customer loyalty in the competitive business market. Customer satisfaction and Customer Loyalty are those two strong pillars of business which helps to gain the long-term revenues from the delivered services/products. Moreover, it helps to compete with the competitors in business market as well. The level of customer's satisfaction will increase significantly when the costumers find themselves in comfortable and highly satisfied from the product/service where as if the customer loyalty is affected negatively through product/service then the level of customer satisfaction drops in a rapid way.

In a modern business cycle, customer satisfaction and customer loyalty are treated as the two parts of same coin for the business growth and make the existence of business for the long run too. In the absence of one factor, business cannot be accelerating in an expected way. The relationships between customer satisfaction and customer loyalty can be discussed in two factors which are as follows,

- **Customer Expectation**

  It is well known that customer expectation factor in business helps to approach towards the gain of customer satisfaction and customer loyalty. Customers are selective before experiencing the products/services. So, the company delivering their product/services to the customers must fulfil and meet their expectations. Those company who can study the customer expectation form competitive market can gain more business profit, goodwill, customer loyalty and may be new customers as well.

- **Fairness of Price**

  Price is the element which plays vital role in the customer satisfaction management. At the time of purchasing the product or experiencing the service customers always analyse the price. The judgement made by the customers about the price and service quality leads them in the way of their satisfaction level and loyalty for the product or service. The expectation of suitable price with better service quality helps to gain the customer satisfaction and their loyalty too.
3 Research Approach and Methods

3.1 Quantitative Research

It is the process which is focused mainly in to the numerical data’s, statistical information’s and amounts. It is done through the questionnaires process. Through this process, it makes easier to analyse the findings through the questionnaires survey.

3.2 Qualitative Research

Qualitative research focuses into the content. In this method, collection of thoughts, understandings of customers, opinions of customers and motivation for it are done. The information’s are derived through interviews and observations in the restaurant.

There were more than 20 questions listed related to the services and customer satisfaction of Friends and Burger restaurant in the questionnaires sheet. Through the numerical analysis the data of feedback received from the questionnaires survey were analysed. Besides, a well-constructed pattern of face to face survey results were analysed through the qualitative methods. Moreover, books from library, eBooks, journals, company’s website, different sources from internet and other thesis were used as a secondary data for this study process.

3.3 Data Collection

In the process of data collection, it is done in the premises of Friends and Burger restaurant. The data is collected in two ways i.e. primary and secondary. In the primary method, the restaurant staffs and the valued customers of restaurant were involved to collect the data. This gave the real picture of conditions in terms of satisfaction of customers related to services/products.

On the other hand, data is collected through secondary sources. The secondary sources used for the data collection is questionnaires pattern, books and websites.
3.4 Validity and Reliability

Validity and reliability are those two tools which used to build the bridge of trustworthiness of my research study. It is crucial part of research method that before commencement of study validity and reliability should be taken into the consideration.

Reliability is such a level of tool which deals with the accuracy of measurement procedures that obtain the same results wherever it has been carried out. Meanwhile, Validity is such a tool which provides the accurate results. (Szwarc, 2005)

To conduct my research study, method of questionnaire was chosen for the collection of data’s in the expectation of receiving the reliable outputs. The questionnaires were designed in the supervision of my thesis supervisor and the pattern of the questionnaires was simple to understand by the respondents.
4 Presentation and Analysis of Research

This section illustrates the data of conducted survey in Friends and Burger restaurant and analysis of the obtained data from survey to meet the aim of the research.

4.1 Demographic Factors:

- Age Groups

The outcomes of the questionnaire survey focused that out of 65 people in total, 37 of people fell under the age groups of 15 – 30 years old which represents 57% of respondents. 18 people were under the age groups of 30 – 45 years old which represents 28% of the total respondents. 10 respondents were in the age group of 45 – 60 years old which represents 15% of total respondents participated in questionnaire survey. There were no respondents in both age groups i.e. Under 15 years and 60 years above respectively. The outcomes of the commenced survey illustrate that most of the respondents are adults. There were less participants from the age group of under 15 years and 60 years above; thus, friends and restaurant should take a step of extending the business and services with big area or space which will bring more attractiveness to customers and support to bring the profit to the company. From the survey, it showed that high number of customers comments, "More Locations in Helsinki". This concluded the suggestion from valued customers for the company. The segmented age groups of Friends and Burger's customers are displayed in the chart below;
The participants of questionnaire survey were 65 in total. Among the total participants of survey, 39 respondents were females which is 60% of respondents and 26 participants were males which is referred to 40% of the participants. The outcome shows that the restaurant is popular among the female customers in comparison to the male customers. It is vital to focus more in the meal which consumes calories because female always consider attention in the food which they are consuming in the view point of health. The distribution of gender participants is showed in below figure;

![Figure 8. Gender of Respondents](image-url)
• Nationality of Respondents

The survey was conducted in the restaurant and 65 customers were participants. The outcomes of the questionnaire showed that from the total of 65 participants of the survey 54 respondents were Finnish customers which is 83% whereas 11 respondents were foreigners which is 17% of total participants. The period of survey was not fell during the tourist season which shows big difference in nationality visiting the restaurant. As a result, there was large number of respondents holding Finnish nationality in comparison to the foreign customers. There is a clear picture about foreigner people who lives in Finland are mostly engaged in educational institutions who do not eat in the restaurant often which also could be the reason of getting the lower number of participants for the survey. On the basis of the survey’s result, the company should create the job opportunities which would include the employees who belongs from the foreign cultures. This will help the company to gain more and more foreign customers and positive goodwill which add the economic benefits for the company and country as well. The pie chart displays the nationality of respondents those who visited the restaurant during the survey;

![Nationality of Participants](image)

Figure 9. Nationality of Respondents
4.2 Frequencies and Purpose of Visiting Restaurant

- Frequencies of Visiting the Restaurant

In a total of 65 respondents, 27 customers used to visit Friends and Burger restaurant rarely which shows 42 in percentage. Meanwhile, 18 customers responded that they visit the restaurant once in a month (28%). The number of customers who visit the restaurant once in a week is 11 (17%) whereas number of customers make their visits few times in a week is 7 which concludes in 11 as a percentage. And at last, only there were 2 customers who used to visit the restaurant in a daily basis (3%). This output of questionnaire express that those participants who visited the restaurant rarely and once a month comprises 70% collectively and the responses from them would be the effective medium to make more improvement in those factors which affects the level of customer satisfaction negatively. The below chart shows the result of frequencies of customers who visited the restaurant;

Figure 10. Frequencies of Visiting Restaurant
• Purpose for Visiting Restaurant

Among the total participants of 65 customers, 26 of the people visited Friends and Burger restaurant during the time of lunch (40% of total participants). Meanwhile, group of 14 participants visit the restaurant for their get together purposes (22% of total participants) and likewise, 19 participants for the survey has visited the restaurant in an unplanned way (29% of total participants). Moreover, a small group of 6 participants has visited the restaurant for the birthday celebration purpose (9% of total participants). The time interval of customers while visiting the restaurant is been shown through below chart;

![Purpose of Visiting Restaurant](image)

Figure 11. Purpose of Visiting Restaurant
4.3 Factors involved in Customer's meals preference

- Pricing of Meals

The respondents of survey have put their opinions in the matter of pricing of meals. Out of 65 respondents, majority of people (54 respondents) has indicated the pricing of meals as an average pricing (83% of total respondents) whereas group of 8 respondents indicated the pricing of meals as expensive (12 % of total respondents). Likewise, group consist of 3 respondents indicated the pricing of meals as cheap price. The results about pricing of meals is shown in below diagram;

![Pricing of Meals Diagram](image)

Figure 12. Pricing of Meals

- Preference of Meals by Customers

The highly preferred meal from the menu is Burger meal. Out of 65 total people, 20 people preferred the Burger meal from the menu whereas Chicken burger meal came under second preferred meal of the customers which indicated by the group of 15 people. Similarly, Classic burger meal occupied the third place of preferred meal for a group of 13 people. Likewise, Bacon Burger, Chipotle Burger and Vegan Burger meals are preferred by the
group of 8, 4 and 5 respectively. The distribution of meals as per their preference by the customers is shown in below chart;

![Preference of Customers](image)

**Figure 13. Preference of Customers**

- **Varieties of Meals**

  In this section of survey, the total number of 65 participants agreed fully about the varieties of meals available in the menu of restaurant. It seems they are satisfied with the availability of the meals. The below diagram shows the results about it.
Quality of Meals

This is the focused area of the survey. Out of the total participants of 65 people, 30 people of the survey has pointed GOOD for the quality of meals available in the restaurant which comprises 46 in terms of percentage whereas 27 people had point out the meals EXCELLENT in related to the quality of meals available in the restaurant which shows 42 in terms of percentage. Likewise, 7 people consider the meals as AVERAGE quality which is comprises 7 in terms of percentage. Similarly, Only one person had pointed the meals of restaurant as BAD quality which includes 2 in terms of percentage. The collective opinions of people those who rated EXCELENT and GOOD quality of meals shows 88% which means the meals provided or served to the customers are appreciable and their level of satisfaction is in positive way in terms of qualitative meals.

The distribution of opinions given by the respondents of survey is illustrated in below diagram;
4.4 Supportive elements for customer retention

- Experience of Customers in Restaurant

The below chart illustrates the responses from all the participants involved in the survey.

Figure 15. Quality of Meals
Figure 16. Experience of Customers in Restaurant

**Space:** The participants had homogeneous opinions in this section. Out of the total of 65 participants, the group of 34 people have rated 3 for the space available in the restaurant. However, 8 people and 17 people rated 4 and 2 for the availability of space in the restaurant respectively. Moreover, 6 people rated it 5. The results show that the company must slightly think in the space matter so that the customers can make their movement freely.

**Cleanliness:** In this factor, most of the participants has appreciated the cleanliness of the restaurant. The results illustrate that out of the total participants of 65, 32 participants have rated 3 for the cleanliness of restaurant. However, 29 participants have rated 4 for the cleanliness of the restaurant. Moreover, 4 people have rated 5 for the cleanliness of the restaurant. This shows most of the customers are satisfied with the level of cleanliness in the restaurant.

**Setting of tables and chairs:** 23 people have rated 2 for the settings of tables and chairs in the restaurant whereas 19 people have rated 3 for it. However, the group of 14 people
and 9 people have rated 4 and 5 respectively. This shows that customers are slightly unsatisfied with the setting of tables and chairs.

**Fragrance of Restaurant:** It is another core element which help to impress the customers. Out of 65 people, 37 people have rated 3 and 19 people rated 4 for the fragrance of the restaurant. The people rated 5 are 6 whereas those people who were not satisfied with availability of fragrance rated 2 are 3. This outcome may be due to the lack of space in the restaurant.

**Utensils for meals:** 41 people have rated 3 for the utensils for the meal served to them. However, 16 people have rate 4 for the utensils for the meal which was served to them. And 8 people have rated 2 for it.

**Physical appearance:** Out of 65 people, 47 people rated 3 for the physical appearance of restaurant whereas 14 people have rated 4 to it. 4 people rated 2 for the physical appearance. This shows that customers are satisfied with the location of restaurant.

**Toilets:** The group of 49 people rated 3 for the cleanliness of toilet available in restaurant. Moreover, 16 people rated 4 for the cleanliness of toilet. This shows clearly that they are happy about the cleanliness of the toilets.

**Air and Freshness:** 51 people rated 3 for the air and freshness of environment in the restaurant and 11 people express their ratings by rating 4. 3 people rated 3 for it. This shows that customers are somehow fine with the environment available in the restaurant.

- Sources of Information’s about Friends and Burgers
65 participants responded the questionnaires of survey. 43 people knew about Friends and Burger restaurant from their friends. 13 people from their families, 8 people found out the information by surfing the internet and only one people visited the website of restaurant. As an outcome, this shows that the most effective sources of conveying information’s about the restaurant are friends and member of family of the customers. However, few number of customers visited the restaurant by extracting the information’s from the internet. In modern time, people make themselves available in using internet and social media which means company should make focus and maximum presence in social media. Moreover, it is important to provide the updated activities and offers in internet and social media.

![How you knew about Friends and Burger restaurant?](image17.jpg)

Figure 17. Sources of information about Friends and Burger

- Customer’s level of satisfaction in terms of meals, price and location

The total of 65 people had responded the questionnaires where 37 people indicated themselves satisfied and 16 people indicated themselves very satisfied in terms of meals, price
and location. Similarly, group of 9 people indicated their level of satisfaction as an average. Meanwhile, 3 people indicated themselves very dissatisfied in terms of meals, price and location of restaurant. The collective result of satisfied and very satisfied shows that company has been able to make a positive influence towards the customers in terms of meals, price and location. However, the management of restaurant should always track their service towards more betterment to meet the demands and expectations of the customers in the future. The below figure illustrates the about the responses of customers.

![Customer's level of Satisfaction in terms of Meals, price and location](image)

**Figure 18. Customer's level of satisfaction in terms of meals, price and location**

- **Behaviour of Staffs**

The maximum number of the customers who were surveyed sensed that the behaviour and services from the side of staffs is positive. The group of 47 participants felt friendly behaviour whereas group of 17 people felt helpful behaviour of the staffs. Likewise, least
number of people i.e. 1 person felt average behaviour of staffs in the restaurant. This shows that the customers are well satisfied with the behaviour of staffs and service provided by them as well. The below figure illustrates the picture in detail;

![Bar chart showing behaviour of staffs to customers]

Figure 19. Behaviour of Staffs to Customers

4.5 Recommendations by usual customers to Others

65 people provided their reactions to this section of questionnaires. Out of total participants of 65 people, majority of the participants which is 58 participants said that they would like to recommend Friends and Burger restaurant to those people whom they know whereas minority of participants which is only 7 people said that they are not sure about it.
The outputted data explains that most of the participants are well satisfied with the restaurant services and quality of meals which was served to them and would like to recommend it to other people whom they know very well. This is the outstanding result in terms of quality service and satisfaction level of customers for the restaurant. Thus, company should focus more and more to make it stable and growth in future. The below figure shows the result of this section;

Figure 20. Number of Customers who would recommend to others about restaurant
5 Summary and Recommendations

5.1 Summary

The aim of this study was to ensure the level of customer satisfaction and quality of service at Friends and Burger restaurant and discover the ways for its improvement in near future. The survey was the primary source for the research study which was implemented for the collection and analysation of data to fulfil the research aims. From the methodological point of view, survey included the 20 open questions. In a total, 65 customers were participants in the survey. The process was not much easier what had been assumed before conducting the survey.

The maximum number of participants were Finns which represents 83% of the total participants during the survey. Likewise, the restaurant is popular between the age group of 15 – 30 years old participants. Among all those participants, 60% of participants represents females while other represents male. Majority of participants who visit the restaurant prefer Burger meal. However, there were participants who liked the other meals as well. The number of participants who visit the restaurant rarely is high i.e. 27 whereas those participants who visit the restaurant daily is less i.e. 2. The participants usually visit the restaurant during the lunch time in comparison to the rest of the time of the day. The large number of participants were informed by their friends and families about the meals and services of Friends and Burger restaurant. Almost all participants were fully agreed and satisfied with the varieties of meals served to them by the restaurant. Furthermore, the participants were satisfied in relation to the pricing and quality of meals offered to them which identified that restaurant has customer satisfaction-oriented goals. The number of 37 participants who participated in the survey were satisfied in terms of meals, price and location of the restaurant and 16 participants were very satisfied. These all elements created a positive vibe in participants which resulted that out of 65 participants, 58 participants would recommend Friends and Burger restaurant to other people whom they know well, and this shows an impressive result for the restaurant management and their business.

To conclude, the participants were well satisfied in all terms of services and products offered by the restaurant to them.
5.2 Recommendations

It was not easy to collect the ideas and views from the customer during their visit time in restaurant as their time separated for the meal only. Even though, the participated customers showed their interest in my survey activities and provided their important recommendations for the restaurant which are listed as follows;

❖ The management of restaurant should think about the expansion of space in the restaurant.
❖ The management should open the second restaurant in another place in Helsinki.
❖ The restaurant should be active in their social media.
❖ The restaurant should improve the way of settings of tables and chairs.
❖ Management should focus in interior decorations of restaurant.
❖ Focus for more vegan options.
❖ Do not take more time to deliver the ordered meal.
❖ Make the size of ice cubes little bit bigger for the drinks.
6 References


APPENDIX

Dear respondent,

I, Navaraj Budhathoki is a student of Haaga- Helia University of Applied Sciences, Porvoo studying degree program International Sales and Marketing. I am writing my bachelor thesis on “Customer Satisfaction in Friends and Burger restaurant”.

It takes about five minutes to complete this questionnaire. The answers will be treated anonymously.

Thank you in advance.

1. Choose the age group you belong to:
   - Under 15 years old
   - 15 years – 30 years old
   - 30 – 45 years old
   - 45 – 60 years old
   - 60 years old above

2. Gender
   - Female
   - Male

3. What is your Nationality?
   - Finnish
   - Foreigner if yes. Mention it……………………………………..

4. Current professional status
   - Student
   - Employed
   - Unemployed
   - Businessman
   - Retired

5. How often do you visit restaurants?
   - Once a week
   - Daily
   - Few times a week
   - Once a month
   - Rarely
6. How often do you visit Friends and Burger restaurant?
   - Once a week
   - Daily
   - Few times a week
   - Once a month
   - Rarely

7. What is your basis to visit Friends and Burger Restaurant?
   - Lunch
   - Get together
   - Unplanned
   - Birthday celebration

8. What is your view about recent pricing for the meals?
   - Cheap
   - Average
   - Expensive
   - Very expensive

9. How much money you usually spent monthly for restaurant food?
   - 50 - 100 euros
   - 100 - 150 euros
   - 150 - 200 euros
   - 200 - 250 euros
   - 250 - 300 euros
   - 300 - 350 euros
   - Above 350 euros

10. What is your preferred meal from the menu of restaurant?
    - Burger Meal
    - Chicken Burger Meal
    - Classic Burger Meal
    - Chipotle Burger Meal
    - Umami Burger Meal
    - Bacon Burger Meal
    - Cheese & Onion Burger Meal
    - Vegan Burger Meal
11. The menu has enough varieties of Meal.
   - Agree
   - Disagree

12. What is your opinion about the quality of meals?
   - Bad
   - Average
   - Good
   - Excellent

13. What you rate about the behavior of staffs of restaurant?
   - Rude
   - Friendly
   - Helpful
   - Average

14. How long you have waited to get the ordered meal?
   - 1-5 mins
   - 5-10 mins
   - 10-15 mins
   - 15-25 mins

15. On the scale of 1 - 5 tick where appropriate
   1 = Very bad       5 = Excellent

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16. How you knew about Friends and Burger Restaurant?
   - Friends
   - Family
   - Internet
   - Website of restaurant

17. Will you visit Friends and Burger next time again?
18. Will you recommend to others to visit Friends and Burger restaurant?
   o Yes
   o Not sure
   o No  If Not, why not: ---------------------------------------------

19. Please, rate your level of satisfaction in terms of meals, price and location?
   o Dissatisfied
   o Very Dissatisfied
   o Average
   o Satisfied
   o Very Satisfied

20. What are your suggestions for the further improvement of restaurant in future?

"Thank you for your Cooperation"