

How Food Quality, Price, Ambiance and Service Quality Effects Customer Satisfaction: A study on Nepalese Restaurants in Finland

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<p>The research identified the effect of food quality, price, ambiance and service quality on customer in the Nepalese restaurants of Finland. Customer satisfaction is an ultimate goal for any business whether new or old, they can only become profitable and successful if the customers are satisfied with it.</p> <p>Earlier, the businesses used to be product oriented but now they are customer oriented and are evolving themselves with the needs and wants of the consumers and making them satisfied as much as they can. Restaurant business is a type where there are minimal chances of error because of the cut-throat competition in this sector, especially Nepalese restaurants where the consumer base is already selected so they cannot take a risk of dissatisfying their customers. They have to satisfy them and gain their loyalty in order to retain them and brag more customers.</p> <p>This study helps in understanding that in what ways food quality, ambiance, price and service quality are responsible for customer satisfaction and what customers are thinking about the chosen restaurants which are: Bhanchhaghar Restaurant in Salo, Satkar Restaurant in Helsinki and Himalayan Kotikeittio restaurant in Kaarina and to what extent they are satisfied with these restaurants.</p> <p>The research approach was quantitative and both, primary and secondary methods were used to analyse the data. The sample size was 65 for questionnaires whereas reviews from TripAdvisor and other social media platforms were analysed about these restaurants</p> <p>The hypotheses suggested that all the projected variables had positive association with customer satisfaction, i.e., with presence of these factors, customer satisfaction will increase and all the hypotheses were accepted after analysing the data.</p>	
Keywords: <i>Food quality, Price, Ambiance, service Quality, customer Satisfaction, Nepalese Restaurants.</i>	

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1. Introduction

With changing market trends, customers are now becoming more sophisticated and demanding. Businesses are spending all their resources and efforts to understand their customers better and provide them with the best possible services. The more the satisfied customer, the more benefits it creates for the image of restaurant. This study focuses on that how with the help of price, food quality, service quality and ambiance a restaurant can create. Nepalese restaurants are as compared to other restaurants are in minority, and so are their customer base. It is very important for them to keep their customer satisfied as it will lead to customer retention as well. For restaurant, it is very essential to know and understand the concept of customer satisfaction and how they can improve themselves and meet the requirement of the customers (Angelova & Zekiri, 2011, 2). There are many other factors which are responsible for customer satisfaction such as courteous and humble employees, friendly and polite staffs and skillful management. Location and environment also plays a major role in facilitating customer satisfaction. There are now more choices and flexibilities for customers, especially in food sector where the rate of switching is more. Nepalese restaurants in Finland have a set target audience, though they attract all ethnicities but their specialties remain Nepalese food. They have stiff competition with one another and it is very vital for them to retain their customer and maintain their consumer base.

The main aim of this research is to identify that how the factors such as price, service quality, ambiance and food quality affects the customer satisfaction in Nepalese restaurants in Finland. Why this research is important because, for these restaurants, who are of minority and have a specific target market, it is very important for them to keep track on to what extent their customers are satisfied with them and where is the loop hole which is causing hindrance in the customer satisfaction. Customer satisfaction is a very important aspect because it then leads to customer loyalty which in turns creates customer retention as a satisfied customer will visit again and again to the restaurant. Not only they themselves will visit the restaurant, but they will also bring other customer to these restaurants regardless of their ethnicities and culture. This study will give an insight to these restaurants to effectively utilize these factors and gain customer loyalty and satisfaction. The research is quantitative type of research which focused on primary as well secondary data collection by surveying with customers and examining reviews from TripAdvisor.

The research is targeted to Nepalese restaurants in Finland, The restaurants which are targeted in this research are Bhanchhaghar in Salo, Satkar in Helsinki and Himalayan in Karina.

The reason for selection on these restaurants is that they are one of the top most Nepalese restaurant in the country and have very good reviews in Trip Advisor. The level of customer satisfaction is of course not same for every restaurant, but because we cannot take all the Nepalese restaurants in account so we took these to generalize it on the Nepalese restaurant industry. Also, factors such as loyalty, income, moods, emotions etc. were not taken into account because these were the factors from customer's side, whereas, this research is focusing only on restaurant's side offering.

Following is the information about the restaurants and their Social media Reviews.

1.2.1. Bhanchhagar Restaurant in Salo

Bhanchhagar restaurant is located in Salo, Finland. It is one of the most popular Nepalese restaurant in Finland and is currently doing a very good job.

According to TripAdvisor reviews about this restaurant, this restaurant stands on second position and according to customers, the food is really tasty, staff is very friendly with fabulous ambiance. However, portions as compared to price was less which was only complain of the restaurant i.e., quantity against the given price. Overall it was rated as 4.58 out of 5.

1.2.2. Satkar Restaurant in Helsinki

Satkar is in Helsinki, Finland operating since 1998. This restaurant remains at third position among the selected three. The overall rating was good and customers seemed satisfied with the restaurant especially in terms of price and ambiance. Also, the customer service was good but food taste was not very nice and according to Nepalese taste which made customers a little disappointed. The overall rating for this was 4 out of 5.

1.2.3. Himalayan Kotikeittio Restaurant in Kaarina

The top-rated restaurant among these was Himalayan Kotikeittio located in Kaarina. Customers were really satisfied with the restaurant in terms of food, ambiance, service quality and price. Though there was still a room of improvement and to maintain their status as it is now. The overall rating for this restaurant is 4.8 out of 5.

1.1. Research objectives and research questions

The reasons of this research was to Determine the effect of price on customer satisfaction in Nepalese restaurants, to Examine the impact of quality on customer satisfaction in Nepalese restaurants, to Study the effect of service quality on customer satisfaction in Nepalese restaurants And To identify the influence of ambiance on customer satisfaction in Nepalese restaurants

This research has following questions:

How price influences customer satisfaction in Nepalese restaurants of Finland?

What is the effect of food quality on customer satisfaction in Nepalese restaurants?

What is the impact of service quality on customer satisfaction in Nepalese restaurants?

How ambiance facilitates customer satisfaction in Nepalese restaurants?

2. Service quality and customer satisfaction

2.1. Price

In the selection of a product, price plays an important role. Price is a value or reward provided in exchange for need satisfaction to the organization. Price and perceived consumer wants should be compatible.

It is not easy to decide pricing for a product or service because the core values of the available goods are used to evaluate price which is crucial for consumer satisfaction because the price is the most prominent factor to help customer estimate the good or service value. Price also determines, for a customer, to decide on a purchase or not (Khan 2011). From consumer's viewpoint, price functions as an indicator to determine consumer experience with goods or service (Mattila & O'Neill, 2003, 324). Customers, therefore, are more inclined to base their purchase decision on price factor than on anything else (Khan 2011).

According to Skindaras (2009, 3), we come across a lot of assorted products bearing different price ranges. In Marketing Mix, the price is one of the four P's which play an important part in implementing marketing strategy (Kotler & Armstrong 2012). Pricing, according to Han (2009, 501), is one of the most suiting elements which go through quick improvement. Furthermore, the costs linked to restaurant service, according to (Andaleeb & Conway, 2006, 5), is different from restaurant style. Potential buyers take it as an expense in case of inside reference point price regarding which they contrast exact price ranges. Apart from variables mentioned earlier, preference linked to service and program excellence is also closely related to consumer satisfaction within the fast-food industry. Furthermore, as suggested by Andaleeb and Conway (2006, 7), the style of the restaurant also impacts the cost or price associated with the restaurant. Service excellency and merchandise quality helps customers enough to know price associated with the restaurant.

2.2. Service quality

The degree to which clients can be accommodated by providers includes responsiveness and timely service. The desire to offer quick service and to assist clients is what is called responsiveness and good quality service (Armstrong 2012, 76).

Customers highly appreciate when a service is met promptly which is well understood by good service providers (Iqbal et al., 2010, 135). In the fast-food restaurants, consumer satisfaction may be obtained when workers are ready to help their clients when needed. Customers tend to

refer other customers if they are satisfied which is the result of responsiveness being related to consumer satisfaction.

The degree to which individualized consideration and care are offered symbolizes empathy. Care and individualized consideration, according to Armstrong (2012), is called empathy.

The following services click in the mind when we consider the factor of empathy in fast-food restaurants:

- convenient operating hours
- completely packaged food
- availability of utensils
- Convenient restaurants location etc.

Service provider companies, according to Toosi and Kohonali (2011, 175), should make efforts to evaluate the situation from consumer's perspective to obtain a clear understanding of what's going on.

Assurance shows the politeness, proficiency, and ability to inspire certainty and trust of service providers. In restaurants, assurance implies very friendly, knowledgeable, and well-mannered employees and also feel protected while making financial transactions with consumers.

Materials, physical facilities, well-dressed workers, and modern-looking equipment are apparently eye-catching, involved in fast-food restaurants' tangibility. To achieve improvement in service performance, Narangajavana and Hu (2008, 38) suggest that there is a need to emphasize on intangible and tangible assets.

In reliability, we know the degree to which guaranteed service functions precisely and reliably. Reliability has been defined by Armstrong (2012) as the ability to perform the promised service exactly and dependably which implies the capacity of the service provider to perform services in an accurate and dependable manner (Safwan et al 2010, 107). Therefore, providing service as promised in the restaurants characterizes the element of reliability, including fair charges for food and on-schedule food delivery. Especially in the fast-food industry, it exceptionally crucial to have services which are reliable.

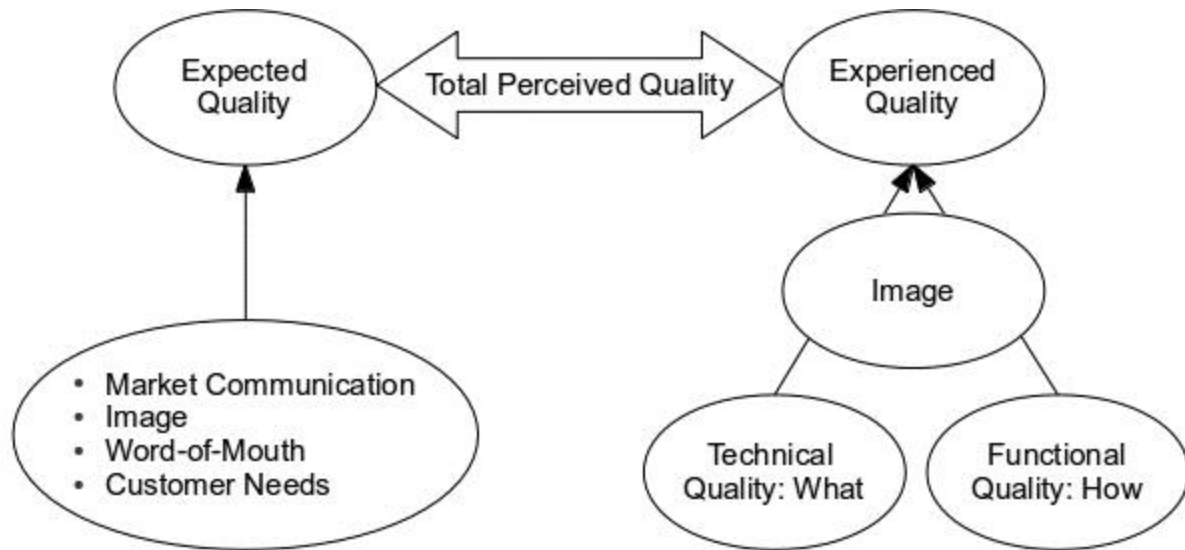


Figure 1. Grönroos (1990) model of service quality

To compare consumer expectations, the best approach to measure service quality is SERVQUAL instrument. It helps evaluate customer perceptions against actual service given by the company. For measuring the scale of performance in the service area, Parasuraman, Valarie Zeithaml, and Len Berry introduced this approach in 1988. The service quality will be low if the customer expectation is higher than their service perception (Parasuraman, Zeithaml & Berry 1985, 45). The SERVQUAL instrument, according to Nyeck, Morales, Ladhari and Pons (2002, 103), attempts to measure and hypothesize the service performance of any product or service. Originally, there were ten dimensions on which SERVQUAL was measured, but later on, the number of such dimensions reduced to the five dimensions, namely RATER, which are as follows:

1. **Reliability:** It refers to the capacity to perform given service accurately and dependably such as records and billing.
2. **Assurance** (inclusive of security, credibility, courtesy, and competence): It is associated with good manners and information of workers as well as their skills and traits to provide confidence and ensure trust to the consumers.
3. **Tangibles:** It implies communication material, employees, equipment, employees and physical facilities of the company.
4. **Empathy** (including understanding, communication, and access of consumer): It refers to individualized attention, caring, and understanding that the company gives to its clients.
5. **Responsiveness:** It is the readiness to provide constant and prompt service to help customers (Van Iwaarden, Van der Wiele, Ball & Millen, 2003. 93).

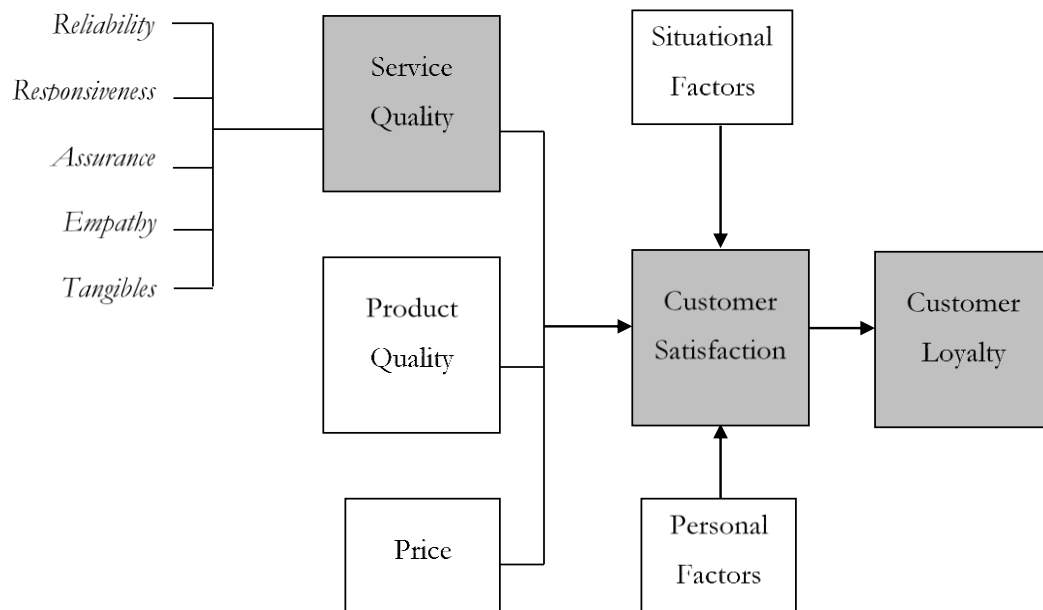


Figure 2. SERVQUAL model (Parasuraman et al., 1988)

2.3. Food quality

Three key aspects of service have been used in the study conducted to test restaurant service performance: employee service, physical environment (ambiance) and food quality (Dutta, Parsa, Parsa, & Bujisic, 2014, 151; Ryu, Lee, Kim, & Woo 2012, 221). Using the SERVQUAL instrument, it was possible to measure the employee service and physical environment as it consisted of relevant aspects considering these constructs. The scope of food quality, according to Ryu et al. (2012, 222), has been highlighted as a measure of consumer satisfaction within restaurant market as a consequence of which Ryu et al. (2012, 219) adopted five dimensions of food quality, namely: the smell of the food is enticing, there is a variety of menu items, the food is nutritious, the food is delicious, and the food is fresh. Qin and Prybutok (2009, 74) identified the relationships between behavioral intentions, customer satisfaction, perceived value, food quality and service quality in fast-food restaurants and demonstrated that there is a direct and positive impact of food quality on consumer satisfaction. The most critical part of the entire restaurant environment is food (Sulek and Hensley 2004, 237).

Presentation, as per Namkung and Jang (2007, 389), is a technique to plate food, decorate attractively to achieve appealing attention of the consumer to satisfy client's perception of quality. Positive relation, as has been suggested by Ha and Jang (2010, 522), perseveres between customer satisfaction and food quality. Lim (2010) incorporates this finding; customer perceptions and customer satisfaction on food performance are correlated according to marketing literature. Moreover, freshness, according to Shaharudin et al. (2011, 199), has become one important element of customer purchasing intentions. It is because the trend is set these days that consumers look for fresh foods or foods served in a fresh manner which they find hygienic. Therefore, to ensure freshness, food should be served in a timely method. If consumers get satisfaction and achieve good experience, they will continuously spread the positive and good word of mouth to other potential users to stimulate their intent to retry the fast-food service providers.

The definition of good quality may be different to different consumers. Thus, it is not possible to satisfy customer perception of quality because their views are inconsistent and varied from various perspectives (Shaharudin et al., 2011, 201).

The main factors of the food service quality have been studied by Ko and Su (2015) who identified two classes of dimensions as associated with customers and products. The goods category contributes of safety, hygiene, culinary arts and product character. The consumer category contained service quality, marketing and promotion and environment.

The influence of food quality on consumer buying behavior has been investigated by Ryu, Lee & Kim (2012, 202), They have found out that customer perceived values are indicated by food quality and that these perceived values depend on food performance. The two variables stand in direct relation to each other.

2.4. Ambiance

Spatial layout of a restaurant is an important factor to consider by the restaurant industry. The manner in which the furniture of the restaurant is arranged, their distance and their sizes all comes under the category of spatial layout.

Over the years, the eating pattern of people have changed considerably as eating out is preferred over staying back at home. With the passage of time due to the changed pattern customers have started relying more on quality of restaurants (Raajpoot, 2002, 107). According to a study conducted by Ryu et al (2010, 312) consumers save a large chunk of their time and get a better environment when they eat out nowadays as compared to the last decade. The eating out trend have influenced restaurateur to put great emphasis in their interior and create a more soothing environment for customers.

The concept behind opening a restaurant is to provide quality food and a variety to its customers. However, with the drastic change in the eating out trend customers look for more than the quality of food in a restaurant. They expect restaurants to provide them with the ambiance of comfort, quality and high standard (Horng, Chou, Liu, & Tsai 2013, 17).

If the atmosphere of the restaurant does not comfort the customers and they do not return for another dining experience, the staff has not created a service that satisfies the emotional, psychological and cognitive needs of the customers (Lin 2010).

The increasing demand of restaurants have led restaurant owners to believe that the environment and ambiance of their restaurant have to be compelling enough in order to retain customers for more visits (Xu 2007, 42).

The environmental factor of a restaurant is divided three ways; the ambient cues, social cues and design cues (Baker, 1987, 82). The ambient cues involve the entire ambiance that the restaurant possess, the design cues consists of the décor and interior design of a restaurant and the social cues includes the people that are present in the restaurant, adding more to the restaurant's quality and status. For the research, the focus was primarily on the factors which makes up the ambient cue which are cleanliness of the restaurant and the scent that lingers in the background and give a positive vibe to the customers (Bohl, 2012).

Category	Definition	Features
Ambient factors	Background conditions that exist below the level of our immediate awareness	Air quality - Temperature - Humidity - Circulation/ Ventilation Noise (Level/ Pitch) Scent Cleanliness
Design factors	Stimuli that exist at the forefront of our awareness	Aesthetic -Architecture Colour Style -Materials Decor -Scale Shape -Texture, Pattern Functional -Layout -Comfort -Signage -Accessories
Social factors	People in the environment	Audience (Other Customers) -Number -Appearance -Behaviour Service Personnel -Number -Appearance -Behaviour

Figure 3. Environmental factors of a restaurant (Baker 1987)

A study conducted by Ha and Jang (2010) concluded the results that when customers perceive a restaurant to be of high quality, they are tending to be more satisfied by their service and have more chances of revisiting the place. Furthermore, when the physical environment of the restaurant was not up to the mark, customers weren't satisfied with the place and there were less chances of their next visit.

The ambience inside a restaurant have a direct connection with the way a customer perceives a restaurant. The perception can either be positive or negative considering the atmosphere and can therefore shape the level of customer satisfaction (Lim, 2010).

2.4.1. Cleanliness and ambience

The restaurant industry requires to pay particular attention to the cleanliness of a restaurant. As this factor determines the quality of the dining place and form a perception in the minds of customers (Barber & Scarcelli 2009, 312; Liu et al 2009, 339).

The ambience of a restaurant has a subconscious effect on consumers, either it makes them feel at ease or discomfort them enough to never visit the dining place again (Nguyen & Leblanc, 2002, 245). The ambience includes the background noise, the lighting, the lingering scent as well as the music that plays making it a perfect combination to dine. The lack of an appropriate ambience required for a restaurant can discomfort the customers at their dining experience (Raajpoot, 2002, 112).

The research conducted by Ariffin, Bibon and Raja Abdullah (2011, 35), concluded that pleasant scent can either make or break a dining experience for customers. Another research findings by Ryu and Jang (2007, 59) showed that the background scent or the aroma by the cooked food triggers the customers on an emotional level and enhance their dining experience

2.1. Customer satisfaction

Experts have defined customer satisfaction in services as the extent to which customer's expectations are met through services performance (Santouridis & Trivellas, 2010, 330-340). Satisfaction, according to Hui and Zheng (2010, 306), is what the perceived quality results in the form of an evaluative judgment of a transaction.

Sellers directly come to know the customers' needs through customer satisfaction which is very significant because business strengths and weaknesses can be evaluated through it. Moreover, it helps in improving the performance of goods and services to both customers and employees. It not only gives knowledge on business strengths and weaknesses but also attempts to urge competition based on those strengths and weaknesses. Likewise, it causes to translate more vision into frustrating sources and areas where progress is needed. Finally, for informing management of situations or issues in need of actual promotion, customer satisfaction assists in accommodating a relevant system (ICR 2011).

Customer satisfaction, according to Deng et al (2009, 289), is very important part of the business setup because business generates much revenue from the industry when the customer is satisfied by the services being provided. Customer satisfaction refers to the customer buying behavior and the utility he obtained using the product. Customer satisfaction functions in a single manner whereby a customer compares your product with those of

competitors to reach a decision. Therefore, customer's evaluation of products and services is what customer satisfaction defines in that whether their services are meeting consumer needs or not. Through customer satisfaction, customer's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation (Kotler 2012).

Perceived restaurant quality is always inter-related to customer satisfaction. When dining in the fast-food restaurant, consumers expect to get better-perceived restaurant quality. If consumers achieve good experience, they are inclined to get highly satisfied with perceived restaurant quality as well as the restaurant management that exceeds or meets their want (Harrington et al., 2011, 433).

The restaurants, as studied by Harrington et al. (2011, 437), are in need to get more understanding of customer satisfaction as to their restaurant quality they experience to make sure the consumer satisfaction is achievable or can be maximized in the long term.

Regarding quality, an organization presents more features from their core brand to make a decision of post-purchase including the judgment for current purchase. Consumer satisfaction is a relative concept rather than an absolute one (MacDougall, Brierley, and Hill; 2003), that is, whenever a consumer need is met, or the feeling of pleasure is obtained by support from the organizations, they will show brand attachment and satisfaction if the quality of services is adequately sufficient (Hussain 2013, 57). To retain good and long-run customer relations, the conception of customer satisfaction comes to help businesses because customers are likely to switch to other brands in the same market when they are unsatisfied (Hussain, 2013, 58).

Many customer's demographics and attributed have casted an impact on customer satisfaction. Following are the attributes:

2.4.2. Age

According to a study by Amour (2009), youngster today is more prone to bolder and exotic tastes from variety of cultures and they are revolutionizing the ethnic cuisines. However, older age group people prefer sticking to their own choice and tastes rather than experimenting.

2.4.3. Cultural factors

Culture plays a huge role in determining food preferences. People living abroad tend to prefer cuisine of his/her home land. A study was conducted on Japanese, Americans and Chinese to know their food preferences by Seo (2012), and it was suggested and culture differences have

an impact on customer satisfaction as they see the hotel's offering according to their own culture. So, they vary from region to region.

2.4.4. Professional background

The different types of occupation affect perception and expectations of customers when they have a meal in a restaurant (Wilson & Gilligan, 2005). A study by Deng (2010), concluded that occupation of customers has an impact on customer satisfaction because those who are earning less or are in low level job, are satisfied easily such as students, clerks etc. however, those who are at higher level management position are pickier about the choices of food and services been given to them

2.5. Theoretical Framework

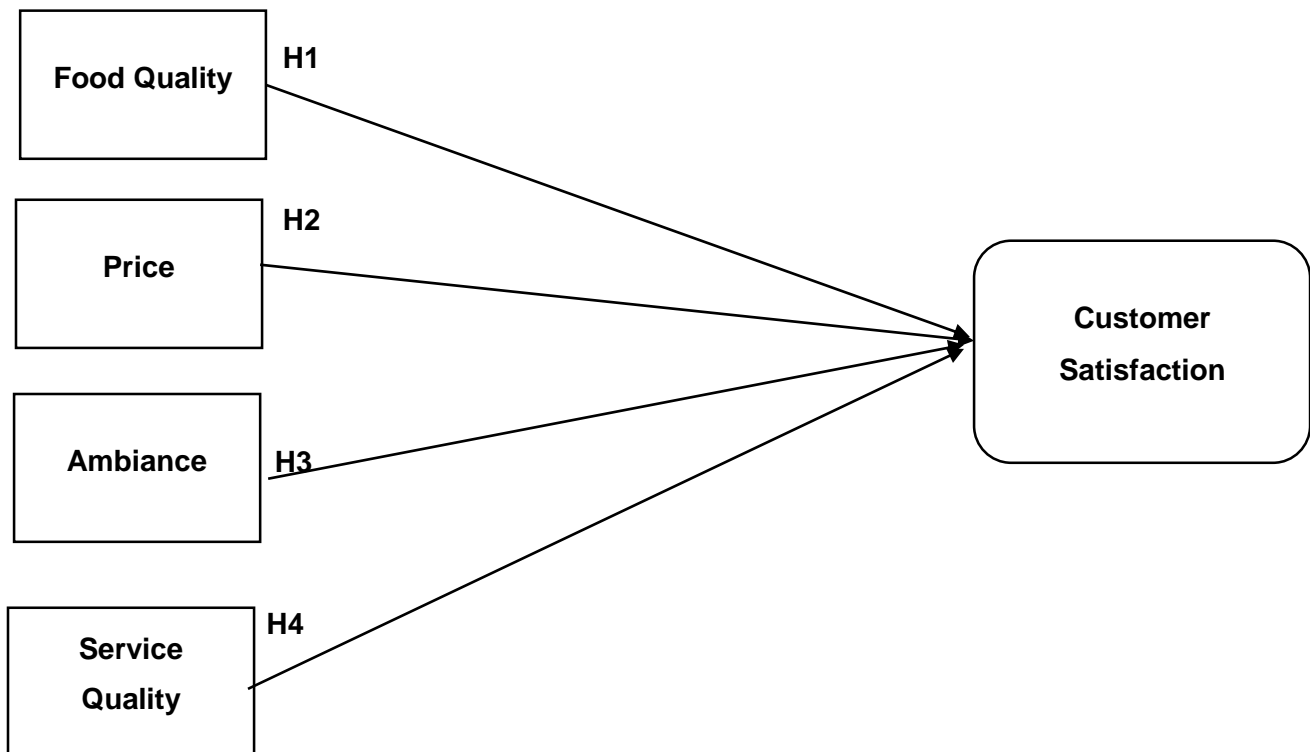


Figure 4. Theoretical Framework

The above figure shows the crux of the research i.e., the factors which are used in this research and how variables such as service quality, food quality, ambiance and price are affecting the customer satisfaction. In this figure it can be seen that these variables are responsible for enhancing customer satisfaction. And the reason of this research also stands that with the presence of these factors, is there any difference in customer satisfaction or no and

how in the chosen Nepalese restaurant, these factors plays a significant role in creating customer satisfaction. Based on this framework, following claims/hypotheses were developed:

Hypotheses

H1: There is a significant relationship between Food Quality and customer satisfaction

H2: There is a significant impact of Price on Customer Satisfaction

H3: there is a significant effect of Ambiance on customer satisfaction

H4: There is a significant association between Service Quality and customer satisfaction

3. Research Methodology

Research methodology is used by researchers to collect, analyze and interpret the answers for hypotheses and questions and in a more systemic and structural way. In this section, author have included that how research was carried, what was the research design, how the data was collected, what the research instrument was, what was the sample design and how data was analyzed and processes. The objective of this part is to give a better understanding about the outcome and result of the research and claims made by the authors.

3.1. Approach and Research Design

The research design for this study was quantitative research. Quantitative analysis is done by already predetermined structural questions which are surveyed by respondents and they have to choose from those pre-determined options. In this type of survey, larger number of respondents are involved due to which it can thoroughly identify relationship between independent and dependent variable (Burns and Bush, 2010, 23).

As per (Bryman and Bell, 2011, 45), the descriptive research is used to describe the features of a population or phenomenon. In this research, survey method was adopted where questionnaires were distributed to respondents which were then analyzed by the researcher.

3.2. Data Collection Methods

Data collection means to collect data for analysis and examining, there are two types of data; Primary data and secondary data. Data collection helps in achieving research objectives and proposed hypothesis testing and to validate the reliability of the analysis.

Primary data is a first-hand personal information collected by the researcher through questionnaires in terms of quantitative research or interviews and observations for qualitative research (Bryman and Bell, 2011, 43). In this study, adapted questionnaires were used which were distributed to respondents and were collected back once they finished the survey.

Secondary data is to reanalyze the already collected data from previous researchers and authors. These data are already available on different sources such as internet, past papers or researchers. The advantage of this is that it is cheaper and gives a direct end form of result as compared to primary research (Bryman and Bell, 2011, 44). In this research, reviews from trip advisors were used as secondary data form. Reviews of customers on trip advisor about these restaurants were analyzed as what customers think about the restaurants in terms of price, ambiance, service quality and food quality in Nepalese restaurants of Finland.

Sampling refers to selecting a small number of respondents from a larger population to make a conclusion which represents the whole. In this research the population was people who were restaurant goers, and sample was those who were visiting Nepalese restaurant specifically the selected restaurants.

Questionnaire was used as an instrument for analysis in this research. Questionnaires are set structured questions which respondents read and answer from the given options (Bryman and Bell, 2011, 78). It serves as an important tool to gather responses from the respondents as it is cheaper and can easily select maximum respondents from a large number of sample.

For this survey, closed ended structured questionnaire were used which had two parts, Part A consisted of demographics and part B consisted of questions related to variables. Likert scale was used for options where 1= strongly Agree to 5= Strongly Disagree.

The questionnaire was adapted, i.e., the items were selected from previously done researches and modified according to the study.

Non- probability convenience sampling technique was used in this research i.e., anyone who is available to be part of the survey can answer the questions. This is the easiest way as one does not have to wait long for respondents to answer. Online Google docs' forms were used for surveying and the link was circulated among the people who are aware of Nepalese restaurant and are frequent Nepalese restaurants goer. Main target was Nepali people but other people were also included in this research.

Approximately 2 months were invested in this research.

3.3. Data analysis and ethical considerations.

Data was analyzed by analyzing the frequencies of what number of sample was agreeing or disagreeing about the relationship of the variables and which factor affected most to the customers of these restaurants. The respect and dignity of respondents for the research were throughout maintained properly. For confidentiality of the participant, the proper guarantee was given for the research purpose.

4. Data Analysis and key results

This chapter analyzes the results and check the hypothesis that whether the claim made were accepted or rejected. The chapter is divided in two parts, first part consists of primary research i.e., analysis of questionnaires and other part will comprise of secondary research by analyzing the reviews from TripAdvisor and other social media platforms.

4.1. Results from the Survey

Q.1. Gender

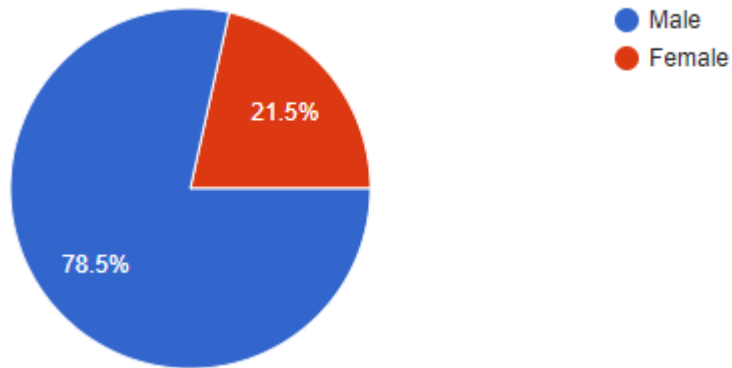


Figure 5. Division of Gender (N= 65)

The above figure shows the gender of the respondents. Approximately 78.5% were Males and 21.5% were females in total respondents.

Q.2. Do you visit Nepalese restaurants?

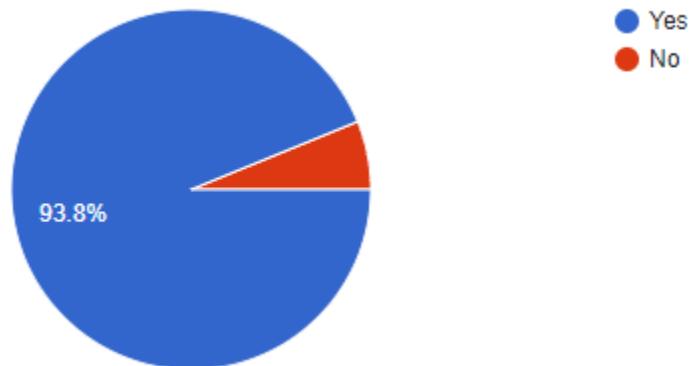


Figure 6. Visit of respondents (N=65)

We asked respondents that whether they visit Nepalese restaurants on which 93.8% respondents said they do visit, while 7% said they do not visit the Nepalese restaurants.

Q.3. Which restaurant do visit the most?

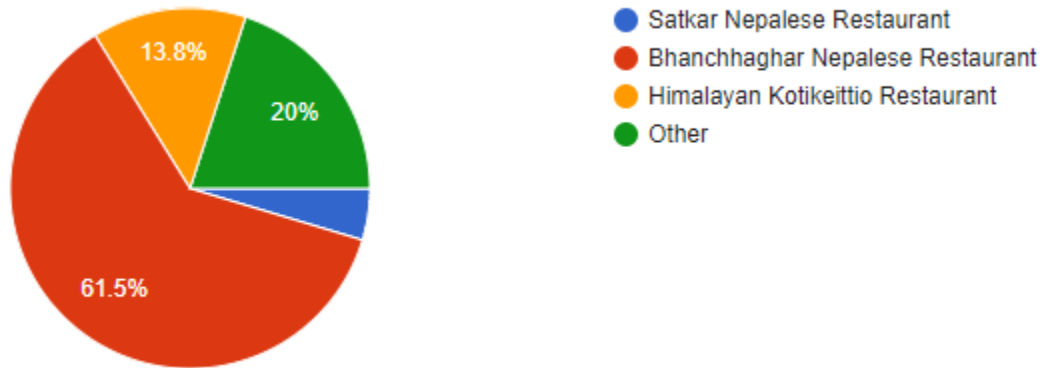


Figure 7. Nepalese restaurants (N=65)

We give respondents options about which Nepalese restaurant they visit, 61.5% said they visit Bhanchhagar Nepalese restaurant, 13.85 said they visit Himalayan Kotkeittio Restaurant, 5% said they visit Satkar Restaurant whereas, 20% said they visit other Nepalese restaurants.

Results:

	1	2	3	4	5
Food quality	48%	31%	3%	6%	12%
Service Quality	32%	51%	1%	11%	5%
Ambiance	23%	49%	4%	12%	12%
Price	15%	34%	16%	18%	17%
Customer Satisfaction	31%	58%	2%	6%	3%

In the above table, 1= strongly Agree, 2= Agree, 3= Neutral, 4= Disagree, 5= Strongly Disagree. The above table summarizes the results. It can be seen that most respondents were agreeing with the statements and satisfied with the factors stated.

4.1.1. Results analysis

From the analysis above, it was analyzed that most of the respondents were happy with the services which were provided by the Nepalese restaurants to them. Almost all the questions had strongly agreed and agreed with the statements due to which customer satisfaction was also perceived positive and overall rating was very satisfied with 44.6% of the total respondents saying that they were very satisfied with the restaurants.

It can be deduced that because the respondents were satisfied with the proposed variables, for e.g., in food quality, when respondents were asked about food taste and menu variety, 44% and 35% of the respondents strongly agreed respectively which gives the most votes to the statements.

In price, asked about that whether there is value of money and reasonable price being charged in the restaurant, most of the respondents strongly agreed to both the statements i.e., 36% and 41% respectively.

When asked about ambiance that whether restaurants depict the Nepalese culture and interior is visually appealing, most of the respondents strongly agreed with the statement with give statements with 81% and 35% respectively.

For the factor of service quality, most of the respondents strongly agreed with the statements of availability of staff for customer care and friendly staff which reflects that customers were satisfied by the service the restaurants were providing.

With these factors, the overall rating showed that customers were highly satisfied with the restaurants offering with 44.6% showing highly satisfied.

5. Conclusion and discussion

Above analysis shows that the four main factors, i.e., price, ambiance, service quality and food quality impacts customer satisfaction. All our four hypotheses which stated that

1. There is a positive impact of Food quality on customer satisfaction
2. There is a positive relationship between price and customer satisfaction
3. There is a positive effect of ambiance on customer satisfaction
4. There is a positive impact of service quality on customer satisfaction

All the proposed hypotheses were accepted because according to the analysis, customers who were satisfied these from the given variables, were ultimately satisfied with the overall experience of dining in of the restaurant.

A restaurant is not just composed of the food or menu it is offering, it is a combination of many factors which in turns paves a way for satisfaction of the customers who visit these restaurants. if even of the factor is not adequately met, or poorly implemented, the customers would visit once, but will not refer it to others and themselves will not visit again.

Nepalese restaurants in Finland are now doing a great job and are expanding their bases in the country. Few of the restaurants are even 20 years old and are not only favorite of Nepalese but Finnish as well. As these restaurants have specific consumer base and target market, they are in constant competition to stable their niche in restaurant market. This research was a guide for these and other restaurant that customers are seeking these factors in the restaurant.

Price, food quality, service quality and ambiance are the most important factor which some restaurants offers and ultimately affects the overall customer satisfaction and dining experience.

The chosen restaurants for this research are already established and renowned, they have their stability in the market and are top ranked. Though being stable, they still have to maintain their position and retain their customers and gain loyalty by making them as satisfied as possible. If customers are satisfied with the restaurant, they will be loyal to it and would come again and with positive word of mouth, refer to other people as well.

Though research highlighted many factors which are responsible for customer satisfaction, however, many other factors can be considered while creating customer loyalty and customer satisfaction. Future researchers can focus on customer's characteristics, their perception and customer loyalty and how it affects their satisfaction for a dining experience in an restaurant as the factors used in this research are of restaurants perspective, however, consumer's perspective also affects customer satisfaction to a great extent which can be studied for future research.

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Appendix

SURVEY QUESTIONNAIRE

I am doing my research on customer satisfaction in Nepalese Restaurants. Kindly fill the survey below and thank you for your precious time. The answers which will be given will be used solely for research purpose and will be kept confidential.

Gender

Male

Female

Age: _____

Do you visit Nepalese restaurants?

Yes/No

Which restaurant do you visit the most?

- a. Bhanchhaghar Restaurant
- b. Satkar Restaurant
- c. Himalayan Restaurant
- d. Other

Kindly tick the appropriate answer

Food quality

1. The restaurant offers a variety of menu items
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
2. The food served is tasty
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
3. The food presentation is visually appealing
 - a. Strongly Agree
 - b. Agree
 - c. Neutral

- d. Disagree
- e. Strongly Disagree
- 4. The food is served at the appropriate temperature
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
- 5. The food taste reflects exactly the Nepalese taste
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
- 6. Menu is attractive and reflects image of The Fine dining restaurant
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

Price

- 1. This restaurant offers the best possible price plan that meets my needs
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
- 2. The food price charged by the restaurant is reasonable.
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
- 3. The costs in this restaurant seem appropriate for what I get.

- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
4. Overall, this restaurant provides superior pricing options compared to other Nepalese restaurants.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
5. The price is set accordingly to accommodate the Nepalese and attract them
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

Ambience

1. The interior design and decorations of the restaurant are visually appealing.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
2. The furniture of the restaurant (e.g., dining table, chair) is clean.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
3. The temperature in this restaurant is comfortable.
- a. Strongly Agree
 - b. Agree

- c. Neutral
 - d. Disagree
 - e. Strongly Disagree
4. The seating arrangements in the restaurant are comfortable and give me enough space.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
5. The ambience reflects the Nepalese heritage and culture
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
6. The music and sound gives a pleasant feeling
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

Service Quality

1. Employees speaks clearly
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
2. The staff is friendly and helpful
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

3. The restaurant gives customers individual attention
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
4. Staff is always available to serve customers at anytime
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
5. The restaurant treats each customer with respect
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
6. The restaurant has the customers best interests at heart.
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
7. The restaurant staff understand the specific needs of their customers.
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

Customer Satisfaction

On a scale of 1 - 5 where 1 = Very satisfied and 5 = Very dissatisfied, indicate your level of satisfaction with the following aspects of the hotel offerings.

	1	2	3	4	5
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Physical facilities					
Equipment					
Personnel					
Menu					
Environment					
Service					
Value added services (live bands, shows etc.					
Overall rating					