A customer satisfaction survey

at IKEA Espoo Staff Restaurant

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Customer satisfaction has been studied by many researchers as it is essential to measure whether customers are truly satisfied or not. Businesses seek to understand the level of customer satisfaction in their organizations in order to take steps to improve their quality of service. Therefore, customers are treated as essential to the success and survival of any kind of business venture. The satisfied customer helps to increase the reputation and sales volumes of the business. The satisfaction of customers becomes a necessary strategic goal for the company. Due to the current nature of business competition, many companies should measure the level of customer satisfaction either to retain goodwill or to achieve desired profits or to grow sustainably.

The purpose of this thesis is to measure the level of satisfaction of customers of IKEA's staff restaurant in Espoo. The study identifies the level of satisfaction among employees in terms of the breakfast, lunch and evening meal separately.

This study was uses quantitative research methods. A questionnaire was formulated to measure the level of satisfaction concerning different aspects of the food and distributed to customers in the restaurant.

The survey results are presented in the thesis report in the respective diagrams as percentage form. The level of satisfaction was found to be at a high level. Thus, customers are happy and enjoy the food in the staff restaurant.

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1 Introduction

The term customer satisfaction is studied from many decades by many researcher, academician in order to test the level of customer satisfaction in many business houses and company either they are big or small to maintain their profitability, to measure growth and to check their goodwill among the customers. Satisfied customers are loyal; therefore, the impacts of satisfied customer are always more effective and productive as compare to the unsatisfied customers. Each business needs to be growing and survive by offering their product and services to their customers. Thus, the question is always raised how customers get satisfaction? In a realistic business scenario, a company should focus on the quality of its product and service as compared to rival companies. Many stages of development of the company focus on the increase of sales volumes and achieving profit. For such action customer satisfaction becomes one of the crucial factors to measure outcome until their operation.

Each and every business wants loyal and satisfied customers. On the other hand, customers want better quality in terms of product, service and price. When the customer recognizes the value of product and service, then only business can expand their idea to improve their brand recognition compared to their competitors.

In this study, the level of satisfaction of the customer is going to measure in terms of IKEA staff restaurant food in Espoo Store.

1.1 Purpose of Study

The purpose of this thesis is to study customer satisfaction at the IKEA staff restaurant in Espoo. The employees from various departments are daily customers who enjoy their breakfast, lunch and evening meal in the restaurant. It is, therefore, quite essential to be aware of the requirements and the satisfaction level of the staff in order to make possible improvements.

1.2 Research Questions

The scale of a research question is crucial to the design of the rest of the study. The answers from respondents and the logical findings of the project depend on the thoroughly formulated research questions. The research questions for the study are formulated as below:

1. What are opinions of customer's regarding the food?
2. How that approach can meet attitudes of the customer's regarding food?
3. Whether there are differentiations between main groups?

1.3 Research Approach

The number of employees and frequency of visiting restaurant is quite big. Therefore, a quantitative method is carried out to collect primary data to generate information in order to meet needs of people.

1.4 Theoretical Approach

Theoretical parts are the supportive for this study. The study is the focus on the customer satisfaction survey; therefore theories relating to this are organized in this part. Meaning of customer satisfaction is directed for satisfaction of customer through the products or service offered from the organization. The factors affecting customer satisfaction lies on expectation and experiences of the customers. Customer satisfaction and customer value in terms of purchase, profits and quality are also discussed in the order form. Measuring of customer satisfaction through the various stages is discussed. To build up customer relationship in the long term, customer relationship management, long terms relationship and customer orientation on the basis of old and modern approach are discussed herewith.

1.5 Framework of the Thesis

The thesis contains five parts (see figure 1); Introduction, Theoretical Background, Research Method, Empirical Study and Conclusion with Recommendations.
In the introduction part, (part 1), the purpose of the study, research questions, research and data analysis methods, background theoretical approach and the framework of the thesis are discussed.

In the theoretical background part (part 2), the concept of customer satisfaction and with related theoretical aspects of customer satisfactions are reviewed and discussed. Thus, this section also gives a core concept of customer satisfaction with its supportive theoretical parts.

Research and analysis methods are described in part 3.

The details of the empirical study are explained in part 4.Research findings and summary of research findings are also discussed in this part.

In the final part (part 5) of this thesis contains of the conclusions and recommendations.

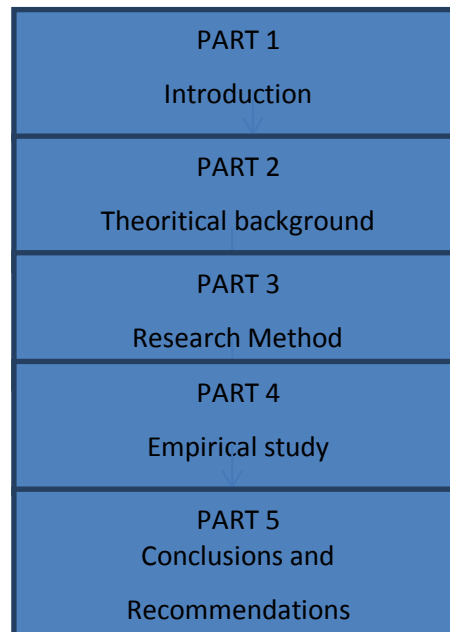Framework of thesis can be illustrated as follows in Figure 1.

PART 1
Introduction
PART 2
Theoritical background
PART 3
Research Method
PART 4
Empirical study
PART 5
Conclusions and
Recommendations

Figure 1: Framework of Thesis

2. Theoretical Background

2.1 Customer Satisfaction

Customer satisfaction denotes to the extent of happiness of customers with the products and services offered by any businesses. Kotler, Armstrong, Wang & Saunders (2008) also defined as customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations; the buyer is satisfied or delighted.

Satisfaction is a judgment in order to fulfillments of wants at a pleasurable level of consumption. Both the level such as over fulfillment and under fulfillment is included in it. Therefore, customers can make own judgment about products and services through the experience. Likewise, apologies and gifts improve customer satisfaction (Arnould, Price & Zinkhan 2004, 755).

2.2 Factors Affecting Customer Satisfaction

Most customer satisfaction is affected by the two factors; the first is the expectation of the customers and second is experiences of the customer about the products and services of the business.

2.2.1 Expectation of the Customers

A kind of perception wants by the customers from the products and services offered by the business or companies is known as the expectation of the customers. The perception of performance of goods and services effect satisfaction and dissatisfaction directly. It also relates to the value of the products (East, Wright & Vanhuele 2008).

This is varied in terms of price, quality, reliable service, location to make buy frequently. Therefore, it goes to the solid information from consulting, superior communication and options from the business. The enhancement of customer loyalty towards products and services can be persuaded through the fulfillment of customer requirements only. Generally, the expectation of the customers is derivative form of customers' experiences to the worthiness of products or services. Expectations might be physical and emotional (Shaw & Ivens 2005).

Customer expectations setting follows some stages. These are pre-purchase interaction, purchase interaction, product and services consumption and post experiences review (Shaw & Iven 2005, 24, 25&26). Those stages are represented by Figure 2:
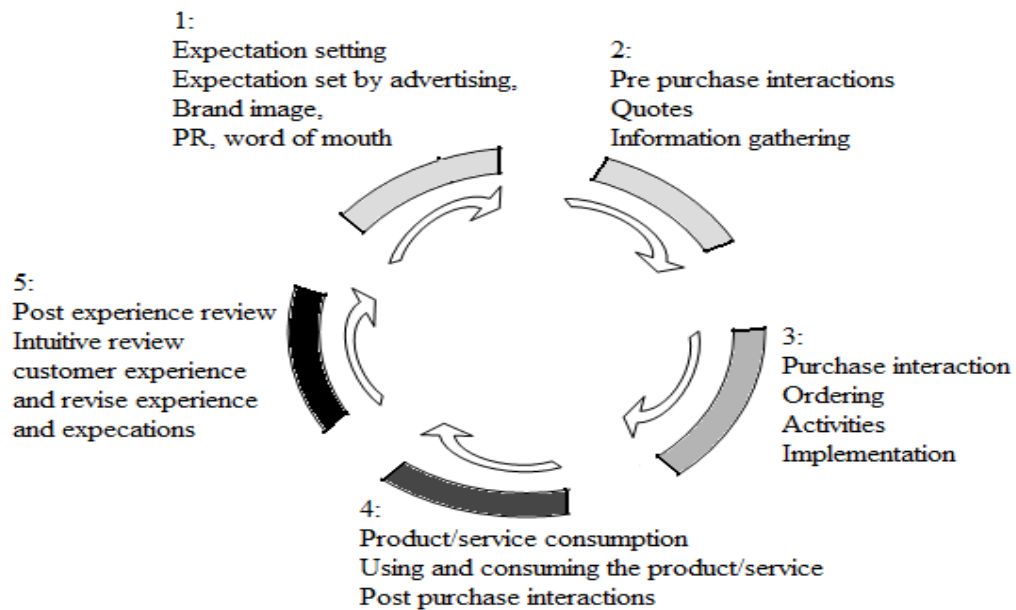
Figure 2: Stages of Expectation of Customer

2.2.2 Experiences of the Customers:

Experiences are aggregative form of purchase behavioral relationship of customers to the suppliers. It includes every things about customers attraction, attention, use, re-purchase, attitudes, advocacy. Customers' experiences are the important aspects for the success of each business in all industries (Peppers & Rogers 2005).James Allen of Business Harvard School emphasized customer experiences, enumerating that 80% of business state that offers great customer experiences.

Customer experiences give an idea what the customer feels about products and services. It is stimulating of customers' emotions. Therefore, it is an interaction between organization and customers for the physical performance, stimulation of senses due to the emotional measurement against customer expectation across all moments (Shaw & Ivens 2005).

2.3 Correlation between Satisfaction and the Value Concept for Customers

2.3.1 Influence of Customer Satisfaction Purchasing:

Customers always take purchase decision on the basis of their satisfaction or dissatisfaction from the products and services. Purchase intention might be influences due to family income, expected price and expected benefits from the products. Consumer satisfaction is one key to building profitable customer relationship because a satisfied customer buys again, but dissatisfied customer react in different way (Kotler, Armstrong, Wong & Saunders 2008,271 & 272).

The repetition of purchase is basically derived from the positive experiences of the customers. The positive feelings come from the fulfillment of customers' needs and expectation at the time of purchase of products or post purchase. If the real value meets customer desires than the high level of satisfaction is acquired, and results go to the increment of re-purchase (Vranesevic & Vignali 2003, 120).

2.3.2 Customer Satisfaction and Profit

Profitability of the company is possible through the customer satisfaction. Satisfied customers are more loyal towards the products and services than it is possible to lower costs in advertisements and even a company can take advantages with suppliers. Therefore, customer satisfaction enhances to reduce various costs, and it fosters to increase profits to the business (Vranesevic & Vignali 2003)

In this competitive business scenario, organization should look on their strategy through the satisfaction of customers to save cost with an aim of increasing profits. Satisfied customers are more gainful rather than dissatisfied customers (K.Kanji & K.Gorst 2005).

Satisfied customers carry good results to business. Therefore, business can increase the sales volume. A satisfied customer creates a satisfied customer and sales increment and profitability arise, but dissatisfied customers react in opposite form. A satisfied customer can bring the new customers; a dissatisfied customer can cost four customers. It is obvious that customers must be satisfied to stay in business. Thus, the customer satisfaction is important to the company and its investors as well as employees, suppliers and the surrounding community (HirataT 2009, 8).

The significance of satisfied and dissatisfied customers with the company can be summarized in the following Figure 3.

Dissatisfied customer   Satisfied customer

- only 40% dissatisfied customers complain directly to the company
- over 90% dissatisfied customers no longer wish to do business or come into contact with the company
- each dissatisfied customer will on average tell nine other people about his dissatisfaction

- retaining a customer costs 4-5 times less than capturing a new customer
- satisfied customers are prepared to pay more for the product or service
- every satisfied customer will tell five other people about a good product or service

Figure 3: Satisfied vs.Dissatisfied Customer(Vranesevic & Vignali 2003,122).

Therefore,customer satisfaction is important to achieve profit to the business.

2.3.3 Satisfaction Against Quality

If consumer influences positively for the quality of products and services, the level of customer satisfaction goes in positive direction and vice versa in other case. Quality becomes vital through the increment of sales volume in order to gain higher level of customer's satisfaction. Quality of the product plays direct impacts on the level of satisfaction of the customers. Based on quality of product and services, customers make decision of re-purchase. The perceived product quality and actual product quality should be matched to maintain the higher level of customer satisfaction (Vranesevic & Vignali 2003, 125&126).

Customer satisfaction is evaluated into certain transaction in this regard. At this moment, evaluation of customer satisfaction is a mix of evaluation of service, product quality and price. The Figure 4 shows that customer satisfaction from the certain transaction.
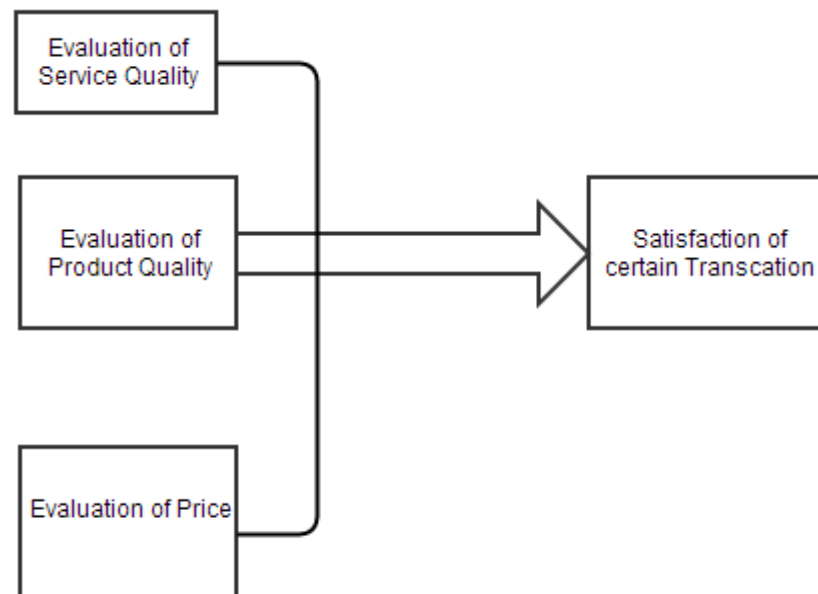

Figure 4: Component of the evaluation of a certain transaction (Vranesevic & Vignali 2003, 124).

Likewise, satisfaction through the total product transaction may be shown precisely by the following Figure 5:
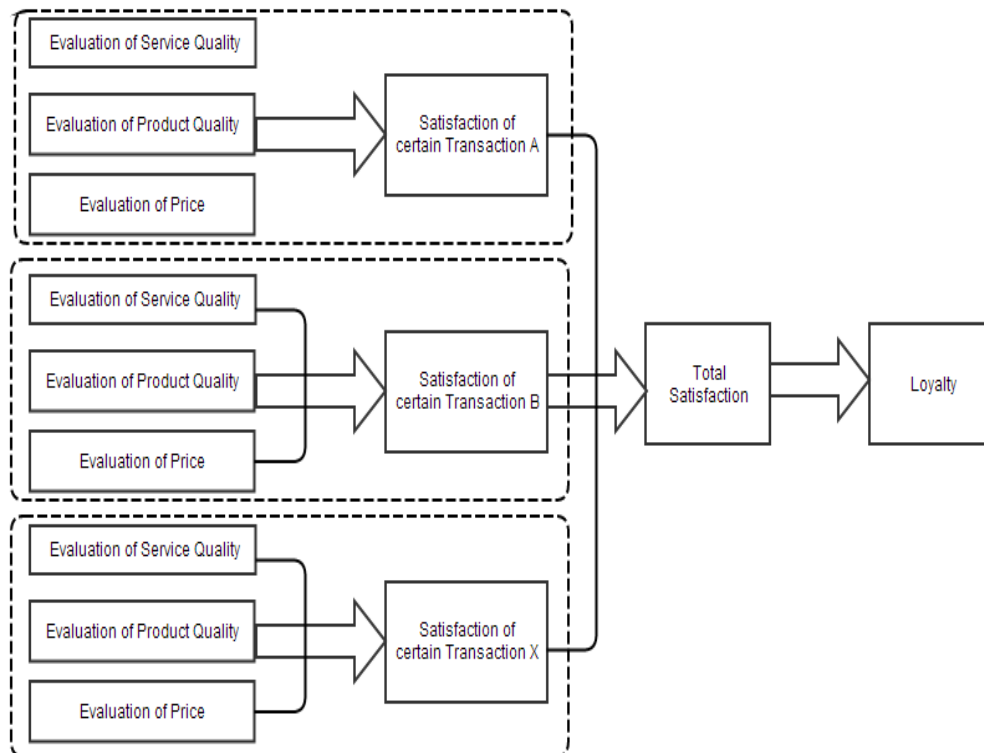
Figure 5: Satisfaction as the result of transaction (Vranesevic & Vignali 2003,125).

Thus,satisfaction is derived from the difference between the concepts of value and quality.

2.3.4 Satisfaction and Expected Value

Price fairness is an important factor of customer satisfaction. As customer satisfaction is one level of psychological aspects than it is always interrelated with acquired value of products and services. Anderson, Fornell and Lehman (1994) also suggested that price of products and a service is one key factor for customer satisfaction because consumers always evaluate the value of acquired services in terms of price. Price of products and services should be from the consumer viewpoint. Consumers all time compare the perceived price with the monetary value. Therefore, perceived price from the consumer should be at a satisfactory level. In other words, perceived price from the customer should be higher than the monetary value for the continuation of overall transactions in the future. Lower price or lower perceived price does not carry the degree of higher satisfaction of customers.

The gap between the expected value and real value is illustrated in the following Figure 6:
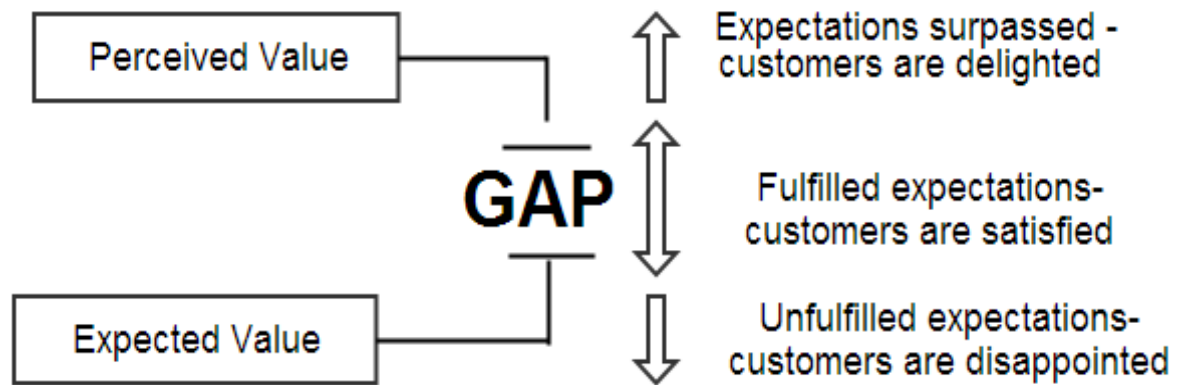
Figure 6: Gap between perceived value and expected value

Consumers always judged the price and service quality with the concept of equity to measure the level of satisfaction or dissatisfaction (Oliver 1997). Therefore, there should be a positive relationship between the perceived prices and level of satisfaction; however lower perceived price does not always bring a higher level of customer satisfaction. The three possible level of customer satisfaction is summarized in the following Figure 7:

Figure 7: Levels of Customer Satisfaction

There is core relationship between customer satisfaction and customer value as shown in Figure 8:

Customer value

- what customer want from the product or service

- report of future direction; independent of the time of use the product or service

- exists independently of any offer of a product or service or any company

- offers guidelines to the company what it should do to create value

Customer satisfaction

- customers reaction and/or their feelings (comparison between real and expected value)

- tends towards expressing historic orientation, judgement is created during the use of service pr product

- evaluation of directed to a certain product or service or company

- offers proof to the company : how a company is undertaking or should undertake efforts in creating value

Figure 8:Customer Value vs. Customer Satisfaction(Vranesevic & Vignali 2003,132).

2.3.5 Measuring Customer Satisfaction

A reliable measurement of customer satisfaction is to be successfully implemented on the basis for effective action. It is one process thus it flows some procedure to measure the customer satisfaction. The overview of customer satisfaction measurement is illustrated as under:
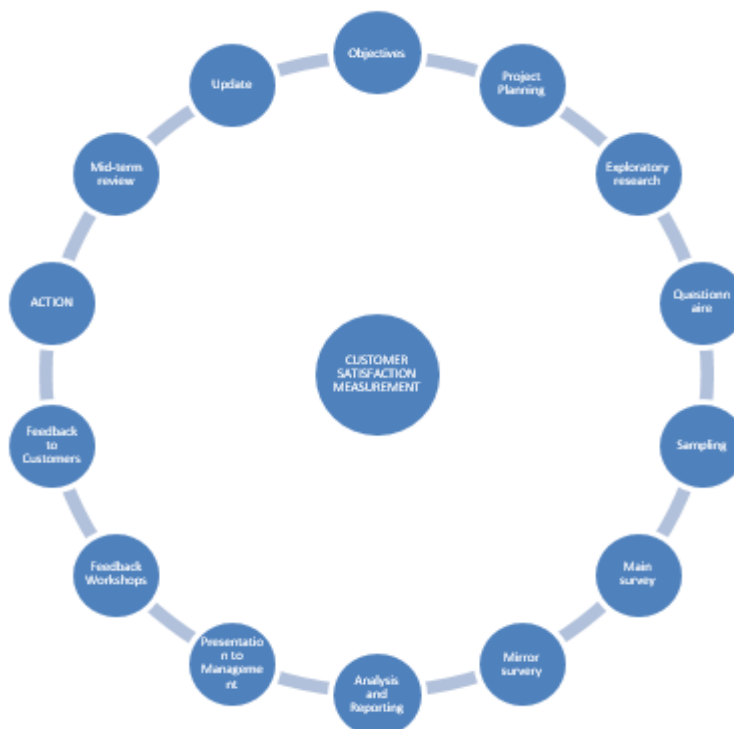
Figure 9: An overview of the CSM process (Nigel Hill 2003, 4)

The starting point of setting of objectives and project planning which makes the concept of measurement easy and gives timeframe for conducting the survey. Exploratory research gives an idea of asking the right questions to the right customers through the survey design, depth interviews and focusing the target group in the right direction to clarify the main requirement of the customers. Sampling is done for the representation of the whole population by using either probability or non-probability sampling. Probability sampling covers simple random sampling, systematic random sample, stratified sampling and non-probability consists of a convenience sample, judgment sample and quota sample. Survey options are the main part which can be done by adopting personal interviews, telephone interviews, postal survey and electronic survey. Customer satisfaction measurement is how to improve the response rate through the technique of essentialness, advisability, marginality and availableness. Questionnaire should be on the basis of respondents' knowledge, understandability and introductions of bias free. Rating scale is one tool to measure the customer satisfaction level. Rating may be done by four ways; Likert scale, verbal scale, simultaneous scale, numerical scale and ungraded scale. Introduction of survey helps to inform customers for its value in time. Analysis of the result is inappropriate software. Mirror survey gives a result with satisfied and dissatisfied portion in numeric form. The feedback is results of the survey. It carries internal feedback, action plan for further improvements, service improvements, and change in the customer's attitudes. After completion of all above procedure, the case study becomes customer satisfaction of the related business or companies or some cost center (Hill, Brierley & MacDougall 2003).

2.4 Customer Relationship Management

The concept of customer relationship management through the long term customer relationship and customer orientation becomes significant in this case in order to support customer satisfaction and consumer value. Therefore, these are discussed as under:
It is the overall process of building and maintaining profitable customer relationships to deliver superior customer value and satisfaction. It deals with all aspects of acquiring, keeping and growing customers (Butte 2009, 4).

CRM is an information industry term for methodologies, software and usually internet capabilities that help an enterprise manage customer relationship in an organized way. It is a business strategy that maximizes profitability, revenue and customer satisfaction by organizing around customer segments, fostering behavior that satisfies customers and implementing customer centric process (Kotler, Armstrong, Wong & Saunders 2008, 393).
Mere chatting with customers 5 to 10 minutes is not amounted to the customer relationship. Customer relationship deals with the prospective as well as a real customer as a whole to create a better environment in a lump sum to answer the better solution of customers in the

market to function as an effective manner. It is an interaction of the companies with their customers begins before selling of goods and services till to the post sales services. Customer relationship management is a careful process of managing data of all customers in order to maximize customer loyalty in the entire form. Thus, conceptual framework of customer relationship management flows from the identification of prospective customers through the differentiation of their needs and value in order to improve knowledge due to the customization of each individual customer (Szwarc 2005, 27).

Customer relationship management helps to provide data relating to the customers. It is one remedial corrective action of businesses to understand customers wants desires and requirements. It gives an easy way to deal with clients due to a new contract in order to win customers keeping the companies views on customers' experiences. Therefore, it is one tool to reduce the management costs of the businesses. All the data; which are kept in either software or others; form to maintain smooth relationship in the future to grow profitability (Kotler, Armstrong, Wong & Saunders 2008).

2.4.1 Long Terms Customer Relationship

Customer relationship management supports to maintain long terms customer relationship. In order to maintain long terms customer relationship, customers should feel the value from the utilization of products and services. The value perceived by the consumer is calculated on the basis of acquired benefits and the cost of the products and services. Therefore, if an acquired benefit is greater than cost than there is a positive figure in value, then it is possible to make long terms customer relationship. In the other case, if cost is higher than the acquired benefits then the thickness of long terms customer relationship is diluted. The companies shall always be careful about how long they want a relationship with customers through the timely revision of customer benefits and customers costs. Customer benefits are the aggregative form of product, service, personal and image benefits and, on the other hand, customer costs are the aggregative form of monetary, time, energy and psychological costs (Kotler, Armstrong, Wong &Saunders, 2008).Thus, the retention of long terms relationship is significant to grow.

2.4.2 Customer Orientation

An organization with a customer focus constantly delivers greater value to the current and prospective consumers by mutual beneficial exchanges. Sensing of market refers to a manager's ability to empathize with and gain insights from consumers. This is the single most important skill a manager can use to mobilize new technologies, develop product and services offerings, and design communications programs (Arnould, Price & Zinkhan 2004, 172).

Kotler (2011) defined as customer orientation is a series of action from the organization to satisfy the customer needs and wants. Customer orientation can be viewed by traditional and modern approach. Under the traditional organizational approach, customers are focused as bottom level. That means organization first look over top management, middle management, frontline staffs than at last only mass of customers is referred as the biggest group of the organization.

Modern customer-orientation organization is exactly opposite from the traditional organizational approach. Therefore, a lucid form to understand about customer orientation is depicted from the following figures.
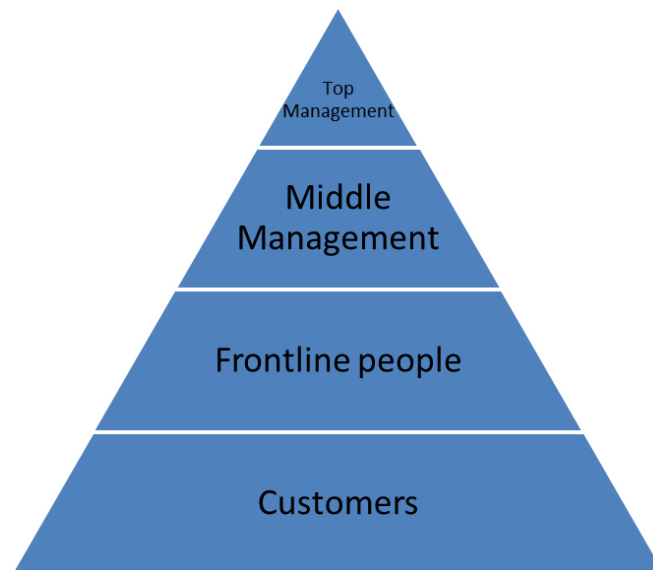
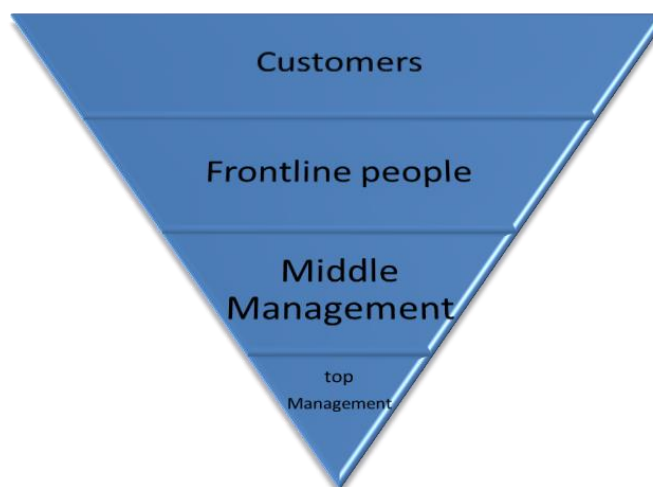Figure 10: Traditional (old) Customer Orientation Organizational charts:

Figure 11: Modern (New) Customer Orientation Organizational chart:

Through the comparison of old and a new approach broadly, under the old approach-customers have low priority; low trust; slow decision and propelled by the process. In the new approach, results oriented; encouragement; significance of customers and trust building continuously(Vranesevic & Vignali 2003,173&174).

2.5 Summary of the Theories

Customer satisfaction is a judgment of measurement of happiness of customers while the products or services are utilized by them. Customer satisfaction is affected by the two factors. They are customers' expectation and experiences of the products or services. Customer expectation follows the stages which begin from purchase till to the post purchase. However, customer experiences are the aggregative form of customer's perception from the product and services about the quality, price and service.

There is some correlation between customer satisfaction and customer expected value for the product while customers are doing purchase decision. Customer satisfaction on purchase fosters re-purchase. Customer's satisfaction on profit is based on the satisfied and dissatisfied customers. Quality of the product is based on the perceived and actual value received from it. Usually, customers calculate from the certain transaction on the basis of evaluation of price, quality and service. Total satisfaction of the customers is summed up from the total product which helps to enhance customer loyalty in the long run.

Customer value and customer satisfaction are the core factors. The expected value of the customer should be matched with the perceived value from the transaction than only overall satisfaction can be measured in level wise. Measuring of satisfaction follows some sequences of activities by setting objectives to the achievement of goals.

Customer relationship management is one tool to keep the customer in data basis. Customer relationship management gives an idea of long terms relationship with the customers. Long terms relationship will be helpful to bring profitability through the satisfaction of customers. It helps to build up customer loyalty. Customer orientation is a series of action which is discussed as new and old approach. New approach is better than old one to build trust.

3. Research Approach

Research approach can be done by two approaches. First is quantitative approach and the second is a qualitative approach. In this study, quantitative method was used in order to test

and verify relevant data. Both qualitative and quantitative methods can be discussed as below:

3.1 Quantitative Research Methods

Measurement can be done through the quantitative research. In case of large numbers of respondents, a suitable sample is taken from the data in a rigorous manner in order to conduct quantitative survey. Those consist of mail, customer comments cards, telephone and internet (Szwarc 2005, 55).

3.2 Qualitative Research Methods

Qualitative research methods carry more flexibility as compared to quantitative research methods. Researcher has a great chance to change direction to bring out the desired results due to the focus of degree of consistency of approach. Based on the project, techniques such as observational research, focus groups, in-depth interviews and mystery shopping are used under the qualitative research methods (Szwarc 2005, 38).

3.3 Research Methodology

Research methodology mostly denotes how the desired research approach has been done to conduct research. Thus, researcher conducts quantitative research methods due to the support of appropriate sample, questionnaire and data collection. Reliability and validity are also tested under the research methodology.

3.3.1 Sample

From the entire population, a true random sample is needed for sample frame. It is a listing of all individual from the whole population. Sampling is always based on statistical theory. Statistical concept and formulation is required to avoid hardship in practice while using true random samples in market research (Hague 1996).

A key feature of simple random sampling has equal probability of being included in the whole population (Ghauri & Grönhaug 2005, 148).

Around 240 employees from the different departments of IKEA Espoo store, there were170 filled up answers. The work departments covered Recovery, Restaurant, Logistics,

Communication and Interior Design, Service Office, Human Resources Department, Sales, Customer Service and Administration.

3.3.2 Questionnaire

Questionnaire design is a refining process of research method. It follows the principles of questionnaire design. These were as simple as possible. The overall aim is to obtain the views of the targeted whole population. It is based on the respondents on the service encounter in a serial order (K. Kanji & K. Gorstb 2005, 65).

They were very specific because it covered only to measure the level of customer satisfaction at IKEA staff restaurant food. They were based on customer satisfaction survey in general. Questionnaire consists of three sections. First section covers profile which contains gender, marital status and work departments. Second section covers open ended questions regarding the word about IKEA restaurant and frequency of eating in the staff restaurant regarding breakfast, lunch and evening meal.

Third section of the questionnaire contains nine questions each in terms of breakfast, lunch and evening meal. This is prepared with a view of measuring their satisfaction level regarding breakfast, lunch and evening meal. Therefore, it carries 5 scale of strongly agree, agree, neutral, disagree and strongly disagree.

3.3.3 Data Collection

The data was collected within 2 weeks period at IKEA, Espoo staff restaurants on week 48 and 49 of 2013. On the spot itself, respondents were kindly asked to fill up questionnaire at staff restaurants. It took few minutes to answer the distributed questions. This approach of collection of data was very easy, timely, immediate feedback at low costs rather than sending an email or posts individually.

3.3.4 Reliability and Validity

Reliability follows by repeatability in the time frame. While conducting customer's satisfaction survey over a number of different time periods, sampling is conducted as the same way each time from the targeted entire population. Therefore, the survey results will be reliable with the same sampling error. When there is low sampling error, more reliable survey is going to be as result (Szwarc 2005, 112).

The validity of measurement refers to how well the answer to a question corresponds with the true value of the construct that is being measured (Cronbach & Meehl, 1955). Validity is the ultimate measure of how good our questions as measures. For the construction of such

weight, it is theoretically easy to assess the validity by comparing respondents' reports of their weight with the readings from the scale (De leeuw, J.Hox, & A.Dillman, 2009, 137).

To order to test the validity of the data, first 3 respondents answer were tested. Therefore, this is not included in this thesis.

4. Empirical Study

4.1 IKEA Espoo Staff Restaurant in Brief

Among the rest of the cost centre, restaurant and food is also very significant. At Espoo store, staff restaurant provides food to staffs at a reasonable price for the well-being of the employees. There are 40 seats in staff's restaurant. There is one TV, and one refrigerator to keep staffs' own food stuffs. Internet facility is also provided through the two computers. Special free buffet offers on some special day and festival time such as Christmas, New Year, Mid-summer and Independence Day. Staffs restaurant do not charge any cost for fruits, cold drinks, milk, tea and coffee from the staffs. The staff's restaurant offers free cake to the staffs once in a week. It is on every Friday. On working days, restaurant opens for breakfast from 7am to 10 am. Likewise, 11am to 15pm and 15pm to 19.30pm are allotted for lunch and the evening meal respectively.

Weekly menu for staff restaurant is prepared by the Kitchen Production Manager.
IKEA Food Manager is the boss of the staff restaurant.

4.2 Research Findings

4.2.1 Part One

4.2.1.1 Gender

Around 240, 170 took part in this survey where 70 were male, and 100 were female. Here, 41.17% of the respondents were male, and 58.83% were female. Graph 1 shows a relatively fair representation of each gender population.
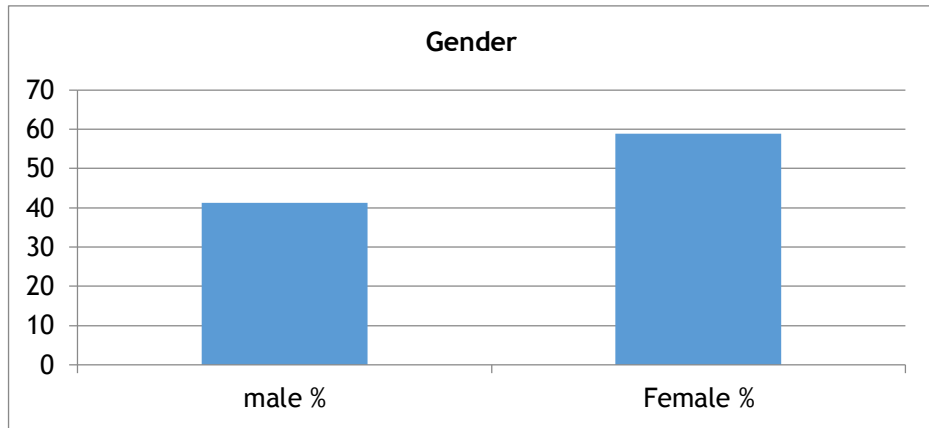
Graph 1: Respondent as per gender

4.2.1.2 Age (in years)

Graph 2 denotes the age distribution of the respondents of male and female in the survey. The biggest group of the respondents was aged 21-30, 18.82% followed by male and 22.35% followed by the female. Second biggest age group was 31-40 which was carried by male 13.53% and female by 14.12%.5.29% of male and 9.41% of the female were in age 41-50.1.18% of male was aged 51-60 and 2.94% of the female was aged in the same group. Over 60 and below 20 were the smallest among others.
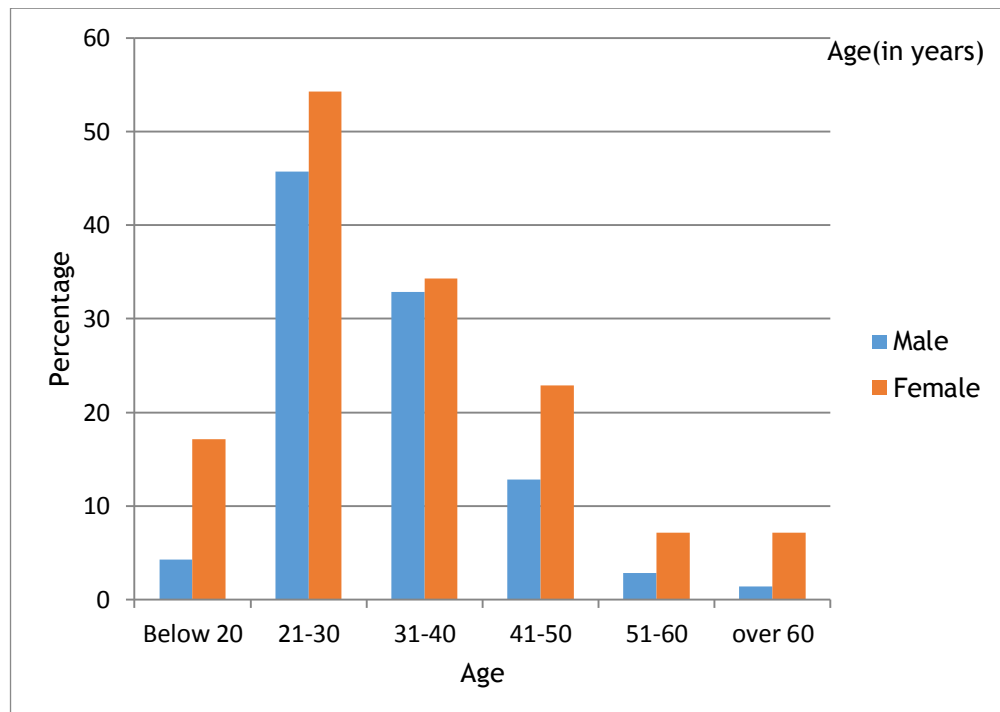
Graph 2: Respondent as per age(in years)

4.2.1.3 Marital Status

Graph 3 shows the marital status of the respondents according the survey. The found data represents 57.14% of male were single out of the whole male population and 42.86% were married. Likewise, out of whole population of female, 60% were single, and 40% were married.
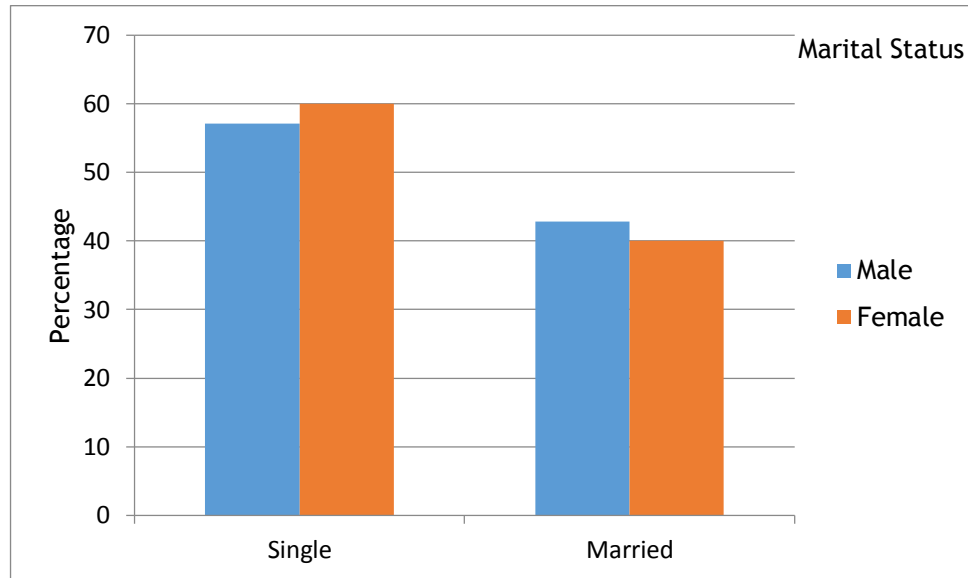
Graph3: Respondent as per marital status

4.2.1.4 Work Departments

According to survey, a representation of the departments and % employees were in this graph 4 as per the population of male and female. Out of 170 respondents, 17.65% were from restaurant, 18.82% were from customer service, 11.18% were from logistics, 4.71% were from recovery, 3.53% were from human resource, 7.65% were from communication and interior design, 27.65% were from sales, 2.35%were from administration, and 6.67% were from service office. Sales were largest department among others and customer service was second largest department on the basis of respondent's numbers. In logistics, more percentage of male respondents was as compare to the female. % of male and the female respondent was same in the recovery department. Rest of others departments, % of female employee were higher than male.
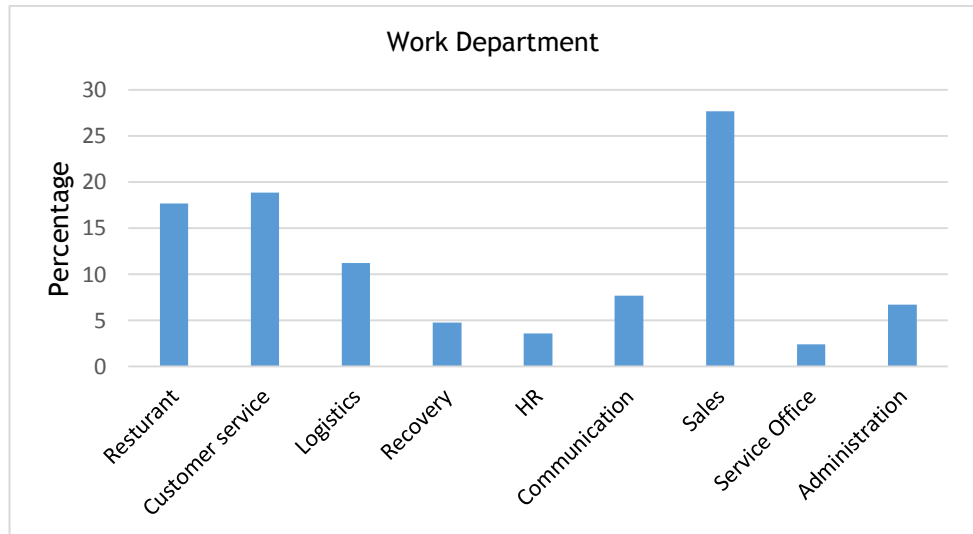
Graph 4: Responent as per work department

4.2.1.5 The first word in mind while staffs think about IKEA staff restaurant

Almost many of the respondents answer about the first word were good food. It was an open question, so respondents wrote about IKEA Espoo, staff restaurant.

4.2.1.6 Frequency of Eating in the staff restaurant regarding breakfast, lunch and evening meal

Out of 170 respondents, 35.29% of male frequently visited for breakfast but 26.47% of female frequently visited. Male frequency of visiting was higher than female by 8.82%. It was found that 17.65% of respondent from male were not frequently visiting for breakfast, and 32.35% of female respondents were not frequently visiting for breakfast.

As regarding lunch, 35.29% of male and 52.84% of female respondents frequently visited. Frequency of not visiting a restaurant for lunch was same in the case of male and female respondents. It was followed by 5.88%. Frequency of visiting female was higher than male by 17.55%.

Frequency of visiting for an evening meal was followed by 9.41 from male respondent and by 12.35% from the female respondents. Likewise, frequency of not visiting for the evening meal was remained at 31.76% from the male respondents and 46.47% from the female respondents.
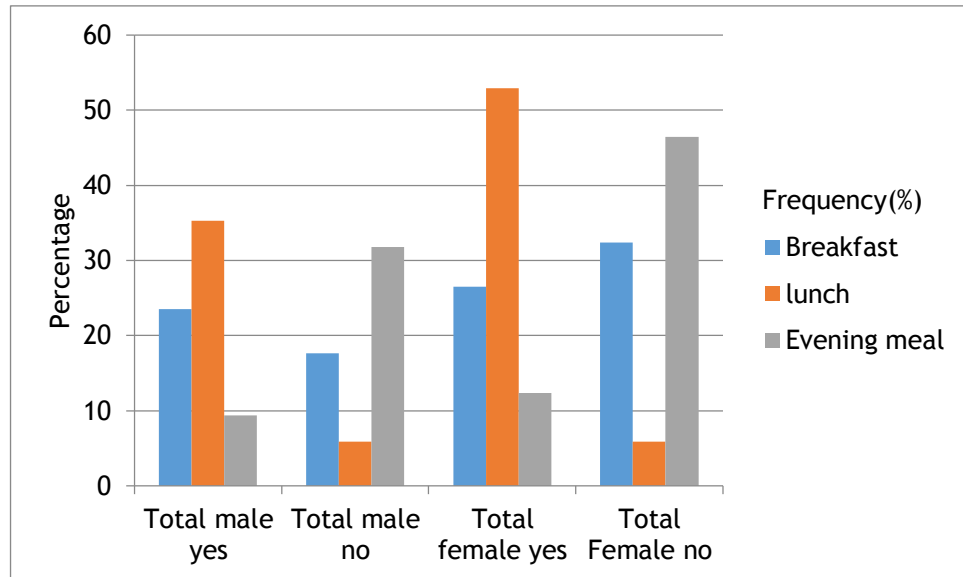
Graph 5: Respondent as per frequency of eating in staff resturant

4.2.2 Part Two

This part covered the respondents answer on scale regarding breakfast, lunch and evening meal of the staff restaurant. There were 9 similar statements to measure the level of satisfaction on scale form on each case. Each had five scale of strongly agree, agree, neutral, disagree, and strongly disagree.

4.2.2.1 Breakfast

Out of 170 respondents, 29 respondents were not applicable to the breakfast. Among 141, graph 6 represents the level of satisfaction on the statement wise which are as follows:

4.2.2.1.1 Represent the value of money

In breakfast, 41.43% of respondents were strongly agreed. Likewise, 43.97% were at agreeing, 13.48% were at neutral, 1.42% was at disagreeing, and none of them was at strongly disagreeing. The highest % was on agreed that showed; they were satisfied with the price.

4.2.2.1.2 Quality of food excellent

Quality of food was excellent which was represented by the respondents answer agree by 57.45%; while strongly agree were 14.89%, neutral were 22.70%, disagree were 4.26% and strongly disagree were just 0.71% from the applicable respondent.

4.2.2.1.3 Varieties of food good

Under this statement, the largest were on agreed which was carried by 58.87%, followed by neutral was 21.99%, strongly agree was by 16.31% and 2.84% were disagree. None of the respondents was under strongly disagreed.

4.2.2.1.4 Food is tasty

Among the answer from the respondents, it was found that 58.87% were agreed with the taste of food. Percentages of neutral, strongly agree were 21.99 and 16.31% respectively. Very few percentages were disagreed (2.84). None was strongly disagreed. Therefore, satisfaction on food taste was good.

4.2.2.1.5 Healthiness of food is good

Healthiness of food was agreed by 53.19%; strongly agree by 21.28% and neutral by 20.57%. Percentage of disagree was by 4.96, and none of the respondent was at strongly disagree. Therefore, satisfaction on healthiness of food was good.

4.2.2.1.6 Service quality is best one

About the service quality, 53.19% of respondents agreed which consists of the biggest part. Then, neutral percentage was 26.95, followed by the strongly agree was 17.02 and disagree was 2.84. None of the respondents was at strongly disagreeing in service quality.

4.2.2.1.7 It is comfortable to eat in restaurant

From the survey results, it was found that 52.48% of respondents were at agree. Likewise, 29.08% were at strongly agree, 14.89% were at neutral, 3.55% were at disagree, and none was under the category of strongly disagree. Therefore, level of happiness on comfort ability to eat was more than 50%.

4.2.2.1.8 The restaurant is tidy

The restaurant was tidy which was shown by the respondents agree on it by 58.16%. Neutral percentage was 21.28%, strongly agree was 14.18%. The respondents' answer about it showed

a bit unhappy as compare to the above statements. It was carried by the figure of disagree 5.67% and strongly disagree by 0.71%.

4.2.2.1.9 The portions are satisfactory in size

In the case of portions of food in size, most of them were in strongly agree and agree level. This was represented by 37.59% and 43.97% respectively. Likewise; 1.42% of the respondents were disagreed and none of the respondents was strongly disagreed. 17.02% of respondents were neutral. Therefore, satisfaction level in this respect was high.
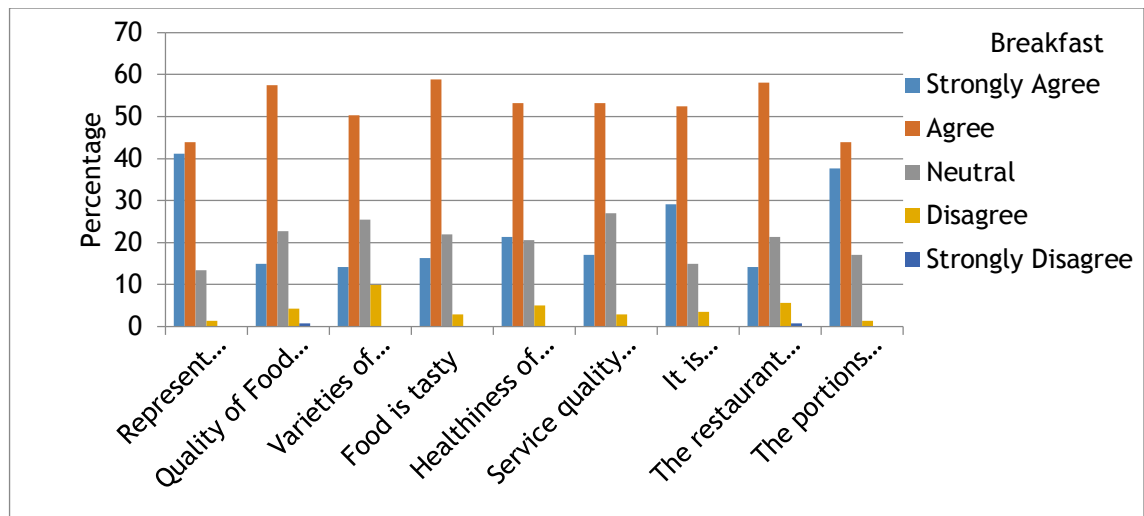
Graph 6: Respondent scale on breakfast

4.2.2.2 Lunch

Level of satisfaction regarding lunch on the various statements has shown in this part through the representation of graph 7. Data was taken from the 170 respondents on the survey.

4.2.2.2.1 Represent value for money

As representation value for money, majority gave an opinion of agree which consists of 49.41%. Secondly largest was on strongly agree which was 28.24%. Then, 15.88% of respondents were at neutral; 5.29% were at disagree and very small portion of percentage were at strongly disagree which was consisted of 1.18% only.

4.2.2.2.2 Quality of food excellent

The biggest percentages on agree that were followed by 56.47% and strongly agree by 19.41%. Percentage on neutral was same in the case of price and quality. None of respondents was on strongly disagree but disagree portion was 7.65%.

4.2.2.2.3 Varieties of food good

51.76% of respondents were at agree; likewise 22.94% was at strongly agree on this statement. This showed that level of satisfaction was good. Neutrality percentage remained same on price, quality and variety. Disagree percentage was followed by 7.65. None of the respondents was strongly disagreed.

4.2.2.2.4 Food is tasty

The biggest percentage of respondents was at agreed in this statement among the rest. It was represented by 57.65%. Then strongly agree was by 20.59%, likewise in neutral was 16.47%, disagree by 5.29% and none of the respondents was on strongly disagree. It showed food was really tasty.

4.2.2.2.5 Healthiness of food good

The extent of happiness on this statement was referred 55.88% at the agreed level of entire respondents.21.76% of respondents were in neutral, likewise 15.88% was in strongly agree, 5.88% was in disagree and 0.59% was in strongly disagree.

4.2.2.2.6 Service quality is best one

50.59% of the respondents were at agreeing, 27.65% were in neutral, 17.06% were in strongly agreed. Therefore, majority were happy from the service quality. None of respondents was at strongly disagree. While few percentages were disagreed, it was consisted of 4.71%.

4.2.2.2.7 It is comfortable to eat in the restaurant

The percentage on agree was 45.88 and strongly agree was 20. Therefore, they were happy about this statement. Neutrality percentage (25.29%) was higher than the rests, and then it showed that their frequency of visiting in the restaurant was higher than breakfast and evening food. Percentages on   disagree were followed by 8.82%. At the same time, none of the respondents was on strongly agree.

4.2.2.2.8 The restaurant is tidy

Exactly 50% of the respondent was agreed on the tidiness of restaurant at lunch time. Likewise, 25.88% was in neutral,12.94% was in strongly agree, 11.18% was in disagree and none was in strongly disagree. It showed their satisfaction on tidiness was positive.

4.2.2.2.9 The portions are satisfactory in size

Level of satisfaction is higher than the rest because it was represented as strongly agree by 44.71% and agree by 41.18% in this statement. At the same time, neutrality percentage was by 12.35%, disagree was by 1.76%, and none of the respondent was at strongly agree level.
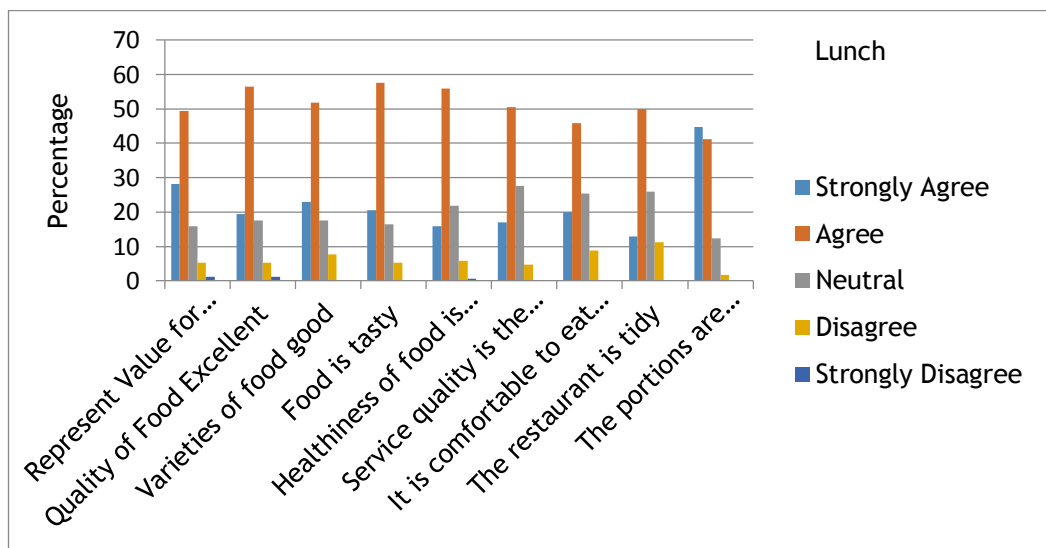
Graph 7:   Scale of satisfaction on Lunch

4.2.2.3 Evening meal

Out of 170 respondents, 62 respondents were not applicable to the evening meal. Therefore, only 108 respondents were taken to analyse relevant data. The graph 8 is a representation on various statements regarding evening meal.

4.2.2.3.1 Represents Value for money

The largest respondents were under the neutral level that was 39.81%. The agreed respondents were 31.48%. Likewise, disagree was 17.59% and strongly disagree was 0.93%. It showed that level of satisfaction was neither positive nor negative.

4.2.2.3.2 Quality of food excellent

Like price, quality of food also carried by neutral level in biggest portion from the respondents. Agreed respondents percentage was 38.89 and strongly agree, disagree and strongly disagree were followed by 4.63%, 11.11% and 0.93%.

4.2.2.3.3 Varieties of food good

Majority of respondents answer was on neutral which was represented by 37.04%. At the same time, agree were 25%, disagree were 33%, strongly agree were 2.78% and strongly disagree were 1.85%. As compare to other statement, percentage on disagree was high.

2.2.3.4 Food is tasty

Food was tasty which was represented by 51.85% on agree. Respondents' answers regarding neutral, disagree, strongly agree and strongly disagree were followed by 33.33%, 9.26%, 3.70% and 1.85% respectively.

4.2.2.3.5 Healthiness of food is good

About the healthiness of food, majority were; at neutral level; followed by 48.15%. None of the respondent was at strongly disagree. As compared to neutral, agreed respondents (27.78%) were high by 6.48% and 2.78% of the respondents were at strongly agree.

4.2.2.3.6 Service quality is the best one

Service quality was the best one which was represented by 46.30% at agree. Neutral percentage was followed by 27.78. None of the respondents was on strongly disagree. It was shown that 17.59% of respondents were at strongly agreed, and 8.33% were at disagreeing.

4.2.2.3.7 It is comfortable to eat in restaurant

Majority of the respondent were on agreed which was followed by 52.78%. The second largest was on strongly agree which was followed by 28.70%. Likewise, neutral and disagree were followed by 15.74% and 2.78% respectively. None was at strongly disagree.

4.2.2.3.8 The restaurant is tidy

Restaurant found tidy because 51.85% of the respondents was under agree. None of the respondents was at strongly disagree. Likewise, strongly agree was followed by 14.51%, neutral was by 26.85% and disagree was 6.48% from the entire respondents.

4.2.2.4.9 The portions are satisfactory in size

The portions are satisfactory in size was followed by 46.30% at agree. At the same time, 21.30%, 12.96%, 18.52% and 0.93% were followed by neutral, strongly agree, disagree and strongly disagree.
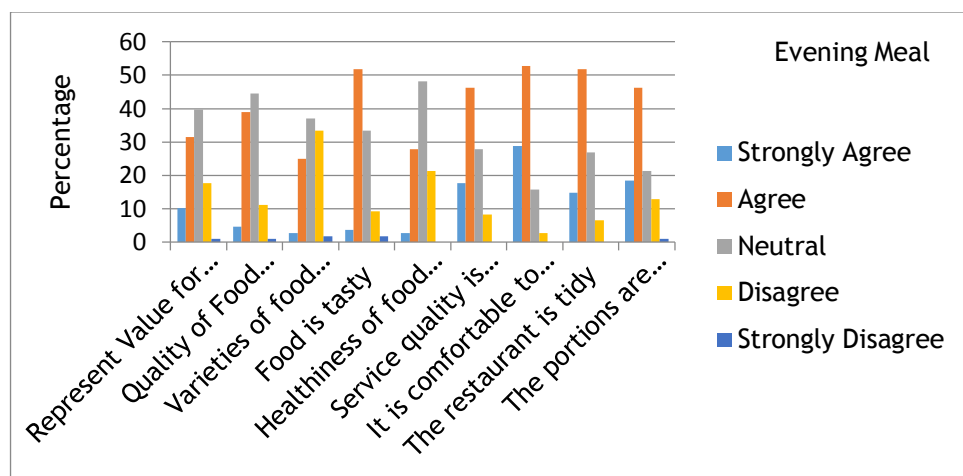
Graph 8: Scale of satisfaction on Evening Meal

5. Summary of the Research Findings

The overall satisfaction on staff restaurant food, majority were happy to eat in the restaurant's food. The mean on a percentage for breakfast, lunch, and evening meal are shown on the following graph 9, 10 and 11 respectively. Graph 9 represents that 52.40% of the respondents were at agree. It covered biggest portions. The second biggest mean was under the scale of strongly agree. It was represented by 22.85%. Likewise; 20.49% were neutral, and very small portion (0.16%) that was shown as strongly disagree and 4.10% of respondents were disagreed.
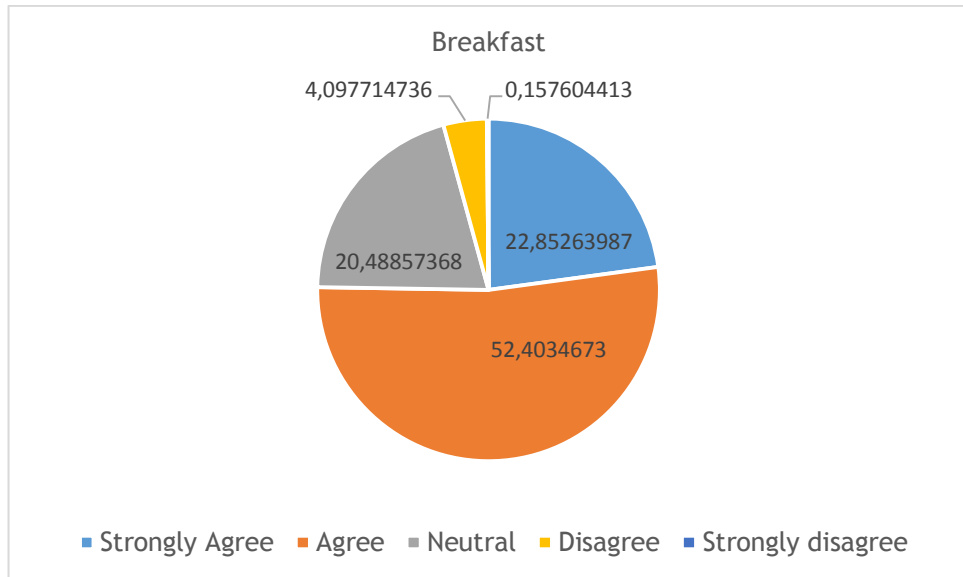
Graph 9: Mean on percentage on Breakfast.

Graph 10 represents about lunch. It showed that 50.98% were agreed which was the biggest portion and second biggest portion was covered with strongly agree which was 22.42% of the respondents. 20.07% of the respondents were neutral likewise just 0.33% were strongly disagreed, and 6.21% were disagreed. As compare to numbers of respondents, disagree and strongly disagree percentage was very low.
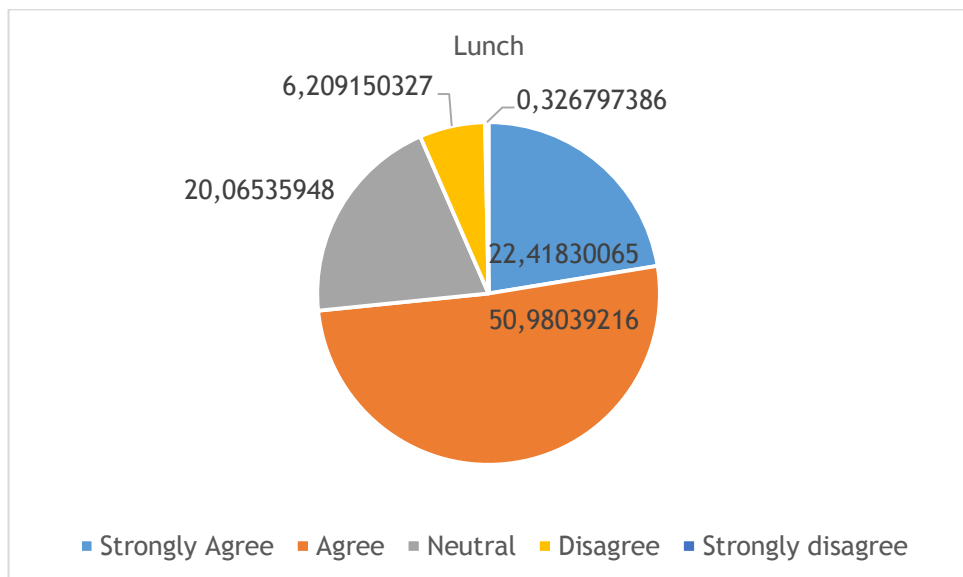
Graph 10: Mean on percentage on Lunch

Figure 11 represents the value of respondents in terms of the evening meal. It was found that 41.36% was the biggest portions which was covered with agree. Second biggest was 32.72% where respondents were neutral. Likewise,13.68% were disagreed, 11.52% were strongly

agreed, and 0.72% were strongly disagreed. As compare to breakfast and lunch, percentage of neutral and disagree were in increment in the evening meal.
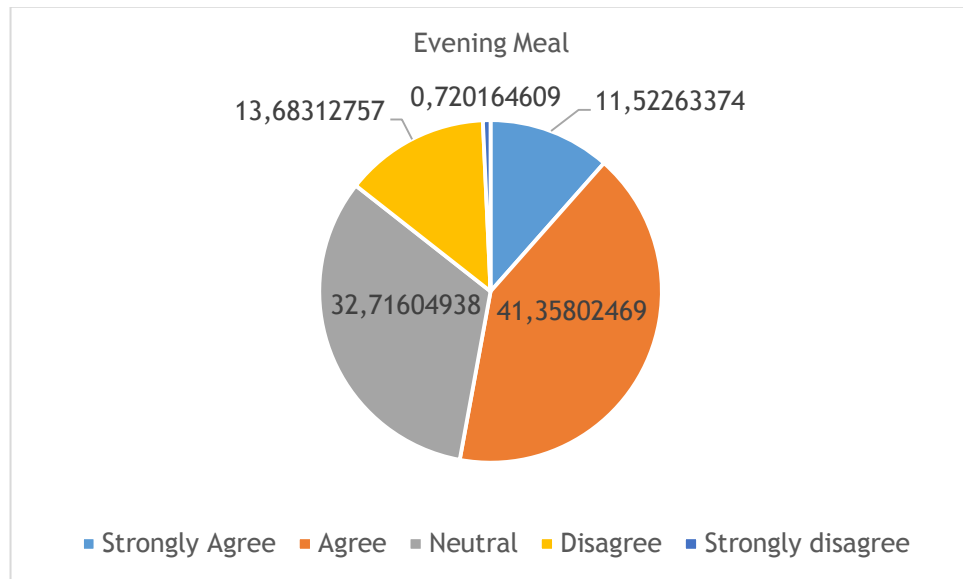
Graph 11: Mean on percentage on Evening meal

Therefore, customers are happy to deal with food in terms of research statements. The research was covered based on sample, it might represent to the whole population. Most of the respondents were happy and satisfied and enjoying to eat food at the restaurant.

6. Conclusion and Recommendations

All the interpretation of the data and finding of the research are based on the customer satisfaction survey evaluation. Therefore, here conclusion is also derived from this research.

All customers are from the various work department of IKEA Espoo store. It was found that most of the customers were satisfied and happy with the food and services offered by the staff restaurant. There was no one who strongly disagrees with breakfast on various statements regardless very low percentage was on tidiness and quality of food. Therefore, majority were at either agreed or strongly agree level. Likewise, as regarding lunch, majority were at agree the level in all statements. Only few percentages (1.18%) were strongly disagreed with the representation of price, and 0.71% was strongly disagreed on the healthiness of food. Still rest of the statements carries either agree or strongly agree level. This disagreeing portion was very nominal if we compare the number of population. Therefore, it represents that many customers were happy and satisfied on food at lunch. For the case of evening food, as compared to breakfast and lunch, percentage of disagree was high. On various statements, regarding evening meal, on varieties of food, taste and healthiness of food should be considerable because of the neutrality, disagree and strongly disagree scale. The rest of the others statements such as price, comfort ability to eat, quality, portions of food offered and services was consisted with a majority at agree level.

Most customers were satisfied. It would be good to offer more varieties in the case of the evening meal as a comparison to breakfast and lunch.

The level of satisfaction and dissatisfaction is affected by the expectation and preferences of customers in general. It is less affected by the sex, age and marital status. It is hard to give 100% satisfaction to the customers by the sellers because of the individual's consumers behaviour is different to different product either in terms of price, services and quality. As a study, it was found that consumers always want a good product and services to satisfy his/her needs, desires and wants. Therefore, the satisfaction level is considerable point to increase the respondent's answer positively through the increment and maintain of quality and service time to time.

Recommendation:

There are always some aspects to be improved in order to cover customers' wants. Staffs restaurant can carry such kind of survey after a couple of years to find out the level of satisfaction again and check discrepancy. This may be a helpful tool to maintain standard in future. As per volume of workers, the size of the restaurant should be bigger. It was derived from the customers' opinion about the further improvement in future.

Therefore, customers are treated as a core part of businesses. Their level of happiness can be measured using survey techniques. In order to get good feedback on customer satisfaction regarding products and services, questionnaires can be formulated at timely manner. To get high results of customer satisfaction level, following up customers after selling products and service becomes very vital. Customers are likely to buy goods and services by feeling special and start to admire or appreciate those products and services. As an illustration of food items, customers feel happy to buy frequently by keeping their value for money, taste, quality to meet their requirements.

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Appendices

Customer Satisfaction Survey

This survey is part of a bachelor's thesis to be submitted to Laurea University of Applied Sciences. The survey studies the overall satisfaction level on the IKEA Espoo staff restaurant. I would kindly ask you to fill the questionnaire the replies of which will be treated confidentially. Completing the questionnaire will take no longer than 5 minutes.
Thank you!

…….

Personal Information
Please indicate the following with a cross (x) in the column given.

1. Gender

   _____ Male   _____Female

2. Age (in years)

   _____ Below 20   _____21-30   _____31-40   _____41-50   _____ 51-60_____ over 60.

3. Marital status

   _____ Single   _____ Married

4. Work department:

   _____

5. What is the first word that comes to your mind when you think about IKEA Espoo staff restaurant?

   _____

6. Do you eat frequently in the staff restaurant?

	Yes	No
Breakfast		
Lunch		
Evening meal		

7. Please indicate to what extent you agree with the following statements regarding the breakfast of the staff restaurant:

Breakfast	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Represents value for money					
B. Quality of food excellent					
C. Varieties of food good					
D. Food is tasty.					
E. Healthiness of food is good.					
F. Service quality is the best one.					
G. It is comfortable to eat in restaurant.					
H. The restaurant is tidy.					
I. The portions are satisfactory in size.					

8. Please indicate to what extent you agree with the following statements regarding the lunch of the staff restaurant:

Lunch	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Represents value for money					
B. Quality of food excellent					
C. Varieties of food good					
D. Food is tasty.					
E. Healthiness of food is good.					
F. Service quality is the best one.					
G. It is comfortable to eat in restaurant.					
H. The restaurant is tidy.					
I. The portions are satisfactory in size.					

9. Please indicate to what extent you agree with the following statements regarding evening food of the staff restaurant:

Evening food	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Represents Value for money					
B. Quality of food excellent					
C. Varieties of food good					
D. Food is tasty.					
E. Healthiness of food is good.					
F. Service quality is the best one.					
G. It is comfortable to eat in restaurant.					
H. The restaurant is tidy.					
I. The portions are satisfactory in size.					

Finally, please suggest any kinds of other improvements that come to your mind regarding the staff restaurant:

Thank you.