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The Impact of International Customer Preferences of Nepalese Restaurant

A Case Study of Ravintola Kantipur

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Thesis abstract

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A case study about Ravintola Kantipur in Helsinki examines the schematic impact of international customer preferences on the restaurant business in Nepal. Due to globalization, ethnic restaurants are always evolving to meet the contrasting expectations of these diverse customers, thereby risking an eventual loss of cultural authenticity. This study investigates how international, local, and expatriate diners, alongside business professionals, affect menu design, service model, and promotional tools for Ravintola Kantipur. Under the guidance of Keshab Bhandari, the restaurant manager, this thesis gathered data to ascertain some key preferences that would translate customer satisfaction and loyalty in this competitive market.

Qualitative and quantitative research has been undertaken to find these interactions. The quantitative survey of over 30 consumers addressed spice levels desired, dietary constraints (e.g., vegan vegetarians), price, and service quality expectations, while structured interviews of customers and staff explored the cultural side of dining choice. The combination of these approaches was applied in March 2025 to ensure a representative sample among the various international patrons.

It was found that there is an equilibrium between traditional Nepalese Flavors (e.g., Momo, dal bhat) and modifications meant to appease local taste. Some customers are keen to experience the Himalayan authentic spices whereas other customers ask for less hot versions. The other emerging voice includes that of the digital platforms, where reviews and social media have a bearing on international customer decisions. The thesis then advances proposals for Ravintola Kantipur, including menu diversification, strengthened marketing campaigns, and staff training for better cross-cultural service. This research, therefore, also adds to the wider discourse on how ethnic restaurants become successful in global markets through blending long-standing practices with modern customers' expectations.

¹ Keywords: International customer preferences, ethnic cuisine, cultural authenticity, customer satisfaction, service quality, menu adaptation, cross-cultural dining, consumer behavior.

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1 INTRODUCTION

With the globalization of food trends, international dining preferences have changed significantly, creating demand for various ethnic cuisines. Nepalese food has also evolved in its consumer market by thinking beyond the traditional expatriate market and appealing to growing interest from both local and international customers in foreign countries. The growth of Nepalese food provides a fundamental challenge to Nepalese restaurants because they will have to determine how to combine cultural authenticity and localized authenticity to ensure customer engagement and sustainability.

Finland's culinary landscape is in a state of change where multicultural dining experiences have appreciated popularity. In this changing landscape ethnic restaurants such as Ravintola Kantipur must balance delicate dilemmas by trying to seize new opportunities as well as working to negotiate the challenges that may emerge. These dilemmas are apparent. On one hand Nepalese restaurants want to provide the diverse cultural flavours that have meaning for the Nepalese community. Yet on the other hand, they want to adapt their dishes to represent the tastes of Finnish and other international diners who either prefer less spice or would like to incorporate with their own meanings, innovative fusion styles, approaches or reinterpretations and so on for culture, unit of analysis and success. The balance and navigation of authenticity and localization can be understood as a part of their operational strategy where customer satisfaction is not just a goal but is understood as an important element of assessment of success amidst a competitive culturally diverse dining landscape.

Although the number of Nepalese restaurants appearing in Helsinki is increasing, empirical literature about these businesses that accounts for operational aspects and consumer relationships is limited. The work presented here helps fill this gap in the literature by evaluating the ways international customer preferences influence Nepalese restaurant operations, using Ravintola Kantipur as a specific case. The research draws on a mixed-method approach, which included survey data from 49 customers as well as structured in-depth interviews. The analysis focuses on their demographic profiles, taste preferences, and dining expectations. A focal aspect of the research is how service quality impacts the relationship between cultural authenticity and customer satisfaction in the competitive dining market in Finland. The eventual findings aim to contribute to the academic discussion on ethnic food businesses and provide restaurant owners who are encountering increasingly demanding consumers from multiple cultures with practical insights.

1.1 Aim of the thesis

This study will analyse how customer preferences influence the operations of Nepalese restaurants in general and that of Ravintola Kantipur in Helsinki in particular. This study will assess the level of customer satisfaction based on several parameters such as food authenticity, adaptation of spices, menu diversity, and quality of service as put into a multicultural customer setting. It aims at the statistical collation of customers' profiles, eating behaviours, and satisfaction metrics for trends and improvement areas.

Utilizing a mixed-methods approach, this research employs quantitative surveys together with structured interviews to examine the extent to which Ravintola Kantipur is meeting the culinary desires of Finnish customers, while also appealing to international customers. The results are anticipated to provide insight into cross-cultural customer dining preferences, which could provide empirical recommendations for ethnic establishments who endeavour to maximize customer satisfaction in a highly competitive culinary environment.

Ultimately, this case study aims to fill the gap in the available research on Nepalese food in Finland by providing pragmatic recommendations for restaurant owners, which can help them provide a unique cultural experience while catering to a globalized taste and meeting the highest service standards.

1.2 Research Questions

The study focuses on understanding customer satisfaction dynamics at Ravintola Kantipur through the central question:

1. How does Ravintola Kantipur determine the level of customer satisfaction and identify challenges faced by their international customers in order to establish effective strategies to enhance customer satisfaction?

In this regard, this question provides a basis for three aspects of the restaurant's operations: the methods of measuring and assessing customer satisfaction; the issues encountered by international customers in understanding the menu, cultural practices, and dining experiences; and to consider how the research results could be used to effect operational changes in customer service, menu adaptation and overall customer experience. By answering these three

areas, the research hopes to provide recommendations that are grounded in scholarly evidence that reflect the needs of a diverse customer base while maintaining the unique identity of Ravintola Kantipur's authentic Nepalese cuisine.

1.3 Research Approach

In order to thoroughly examine how foreign consumer preferences affect strategic decision-making and satisfaction at Ravintola Kantipur, this study uses a mixed-methods research technique that combines both deductive and inductive reasoning. According to Creswell (2009), claims that by combining numerical trends with in-depth contextual knowledge, mixed-methods research offers a practical answer for handling challenging research situations.

The study's quantitative component, which uses data from organized surveys to evaluate assumptions about consumer behavior and satisfaction, is supported by the deductive method (Saunders et al., 2023, p. 156). This supports a positive philosophical position that seeks objective measurement and discoveries that may be applied broadly. The qualitative component, on the other hand, is guided by the inductive method (Saunders et al., 2023, pp. 157–158) and is based on semi-structured interviews. Thus, in keeping with an interpretivist approach that stresses subjective meaning, new insights on cultural perceptions, authenticity, and eating experiences might emerge.

The study uses an abductive logic to bridge both techniques, iteratively navigating between theory and data to improve the research framework in light of new findings (Saunders et al., 2023, pp. 158–159). The creation of both exploratory and explanatory insights is made possible by this mixed reasoning, which raises theoretical contribution and practical usefulness of the research. The study guarantees a solid grasp of how operational decisions in a multicultural restaurant setting are influenced by foreign consumer preferences by using this thorough research technique.

1.4 Theoretical Approach

This study uses the Nepalese restaurant Ravintola Kantipur as an example to examine how foreign patrons enjoy ethnic eating. In order to better understand what factors, affect consumer happiness and loyalty in this situation, it makes use of a few important theories.

Customer satisfaction theory is one of the primary concepts driving this study. According to Oliver (1980, pp. 460–461), a consumer is satisfied when their expectations are fulfilled or even surpassed. This might indicate that the cuisine is genuine, the service is kind, and the ambience of an ethnic restaurant is representative of the culture being served. Consumer satisfaction is more likely to occur when these factors align with what the consumer had hoped for.

Customer Value Theory is another key idea that focuses on how consumers balance the things they get with the things they lose, such as time, money, and effort (Zeithaml, 1988, pp. 13–14). The value of a restaurant like Ravintola Kantipur may lie not just in the food but also in the whole experience, which includes the ambience, the staff's warmth, and the sense of sharing a special moment with loved ones. Whether or not someone decides to return or refer others to the restaurant depends on all these factors.

This is very important in the cultural context. Depending on the culturally diverse people that you are looking at, how they define good service may influence how they define their service encounter. This is studied using Hofstede's Cultural Dimensions Theory which is a theory that impacts cultural differences in the aspects of communication style, power distances and time perception (Hofstede, 2011). For example, patrons from low context cultures could expect prompt and unadorned service but patrons from high context cultures might want ambience and other nonverbal clues. In acknowledging and supporting the variations of these elements, the restaurant may be able to accommodate a much larger volume of people.

This study attempts to offer useful insights into how ethnic restaurants like Ravintola Kantipur can enhance their service and create stronger, long-lasting relationships with foreign patrons by combining these theories and concentrating on satisfaction, perceived value, and cultural understanding.

1.5 Framework of the Thesis

To comprehend how international customer preferences affect Nepalese restaurants, the present thesis is systematically divided into five distinct parts, with Ravintola Kantipur as the core case study. The design is structured to proceed logically from the theoretical framework to practical recommendations, ensuring a comprehensive examination of every aspect of the research topic. Figure 1 below illustrates the overall structure of the thesis and the flow of the research process.



Figure 1. Framework of Thesis.

This structured approach allows for the comprehensive coverage of all critical aspects while maintaining an appropriate focus on the central research question. The findings of the chapters develop an argument, from the theoretical implications to practical business consequences antonymous to ethnic restaurants in a multi-cultural setting.

Introduction

The introduction is foundational to the thesis and provides background and clarification of your research. The introduction identifies your research problem and states the objectives and rationale of your study. This will enable you to better delineate the scope and limitations of your research. The introduction does a lot, but it helps inform the reader about the significance of the research and explains the purpose of your work, while also establishing the scaffolding to support the forthcoming chapters of the thesis. The introduction gives the reader the essential information about your thesis project in an engaging manner and provides a framework for your whole thesis.

Theoretical Background

The theoretical background explores the knowledge base related to the research topic. In this chapter, we will discuss related theories, relevant models, and previous research studies, while describing limitations or inconsistencies in the existing body of knowledge that the present research will fill. According to Troudi (2010), a theoretical framework is the framework that

directs a study and affects the researcher's conceptualization of the topic. It displays the researcher's point of view and helps explain the central concepts. The framework separates the researcher's approach from research methods used and aids in the analysis of results.

Research Approach

In this section, we provide our methodology and design, while explaining research philosophy, e.g., positivist or interpretivist, methods chosen (qualitative, quantitative, or mixed), and reasons for them. This section will also discuss data collection (surveys, interviews), sampling procedures. Reassuringly laying out the research approach will ensure reliability and validity, justifying that others can replicate or critique the work.

Empirical Study Findings

This section offers the practical application of the research, and the results gathered. It will describe data analysis, identify key findings/observations, and the interpretation of our findings. To describe trends or patterns in the findings, visual aids such as tables, charts, and/or graphs will be used. The empirical study also connected theory to practice, demonstrating how data that was collected answered the research questions we set out, as well as indicating WHAT we had NOT expected, or indicated limitations.

Conclusions and Recommendations

The last section brings the research together and refers to the overview research objectives and the theoretical framework, summarizing the contributions to knowledge from the study, examining the implications for practice or policy, and making suggestions for further investigation. Recommendations are actions based on the findings that are intended to address the identified problem or improve the existing systems. This section provides a mechanism for ensuring the research provides some form of deliverable outside of academia.

The framework ensures that the thesis has a systematic and coherent structure. Each part of the thesis tracks a logical way of moving from general ideas (introduction) to specific ideas (empirical findings) to application (recommendations). This not only helps to orient readers and aid their understanding, but it also adds to the overall trustworthiness and rigor of the research.

Regarding the framework, the thesis ensures thoroughness, academic rigor, and enhancement of knowledge contribution.

2 THEORITICAL BACKGROUND

2.1 Customer Satisfaction

Customer satisfaction is important in marketing because it is all about meeting the customers' needs and expectations and it is not merely the offering of a product or service; companies try to offer a good experience that leads to customer loyalty and income (Han & Ryu, 2009, pp. 491–492). Satisfaction tends to be a customer's assessment of his or her experience. If the actual experience is equal to or better than their expectations, then they are satisfied. In simple terms, it is a determination of how well the service or product benefited them.

Food is the primary driver of satisfaction. Elements such as taste, authenticity, ingredient quality, spice level, and presentation significantly influence how appealing it is to customers (Bhuiyan & Iqar, 2019, p. 16). Meeting or exceeding expectations, being culturally sensitive, and being attentive are all elements of service quality, and as important a concept as they are, they contribute largely to both how the customer feels and senses, and how they judge their experience with the service provider (Ueltschy & Krampf, 2001, pp. 14–16). Restaurant quality depends on several key factors: good food, friendly and fast service, a clean and pleasant environment, and fair prices as well as things like the restaurant's look, waiting time, and staff behaviour also affect how customers feel (Almohaimmed, 2017, pp. 43–44). When these factors meet or exceed customer expectations, people are more satisfied and likely to come back.

Such learning opportunities will afford Ravintola Kantipur the future ability to adjust its Menu, staff training, and operations to better serve its clientele of Nepalese expatriates, Finnish people, and foreign tourists. If Ravintola Kantipur's strategies for the components of customer satisfaction above are correct, it will see increased customer loyalty, more positive word of mouth, and a stronger competitive advantage in Helsinki's culinary marketplace. It is important for the restaurant to view the customer experience holistically and consumer centred.

2.2 Factors Affecting Customer Satisfaction

Satisfied consumers are more likely to return and recommend their experience to others (Zhang et al., 2013, p. 705). Since many organizations operate internationally these days, it's

critical to comprehend what makes customers happy in many cultural contexts. This aids businesses in enhancing their offerings and thriving in global marketplaces.

The two aspects that are most important in determining customer satisfaction are food and service quality; when employees deliver excellent customer service, patrons are happier and are more likely to recommend the establishment to others (Khan et al., 2022, p. 237). The ambiance of the restaurant is also important since it makes an impact on patrons as soon as they walk in. Customers' opinions of the cuisine and service might be enhanced by a hygienic, well designed, and welcoming setting. This is why a restaurant's appearance and atmosphere are crucial to drawing in and retaining patrons.

If Ravintola Kantipur wishes to thrive in Helsinki's competitive dining market, it must purposefully manage customer expectations and experiences. Strategic steps may include offering flexible spice levels (e.g., scale from 0 to 10), training staff to better accommodate international guests, and maintaining a balance between the diners or customers. By aligning expectations with actual experiences, the restaurant can enhance customer satisfaction and foster loyalty.

Service Quality

Service quality, which is determined by the client's total experience and how well the service fulfills their expectations, is crucial in generating customer satisfaction (Khan et al., 2022, p. 239). When customers receive excellent service, they are more likely to recommend the restaurant and return. Customers are more inclined to return when they receive excellent service, which also affects their purchasing decisions. Customer satisfaction in restaurants is directly impacted by several forms of service, such as how employee's welcome patrons or handle their demands. The happier the consumer, the better the service.

Owners of restaurants should be aware of how customers rate the quality of their services (Talapatra et al., 2022, p. 166). This is measured using several models, including SERVQUAL, SERVPERF, DINESERV, and the Nordic Model. Customers' expectations and actual experiences may be compared with the aid of these models. For instance, SERVQUAL uses factors including communication, responsiveness, dependability, and customer comprehension to assess service quality by discovering discrepancies between expected and actual service.

In restaurants, the perceived risk for customers is relatively low because prices are usually affordable and there are many other dining options available, as a result, elements like feeling safe or building deep trust with staff, while important in some service sectors, may not be as critical in this setting (Saad Andaleeb & Conway, 2006, p. 5). Customers also tend to have lower expectations for personal attention, especially during busy times. What they value most is enjoying their food and the company they are with. Therefore, rather than focusing on individual attention or emotional engagement, restaurants should prioritize reliable, fast service and a pleasant environment.

When the service fulfills or above the client's expectations, the customer is satisfied (Hwang & Zhao, 2010, p. 95). If the experience turns out to be better than anticipated, this results in positive confirmation and happiness. Negative disconfirmation results in discontent if the event is worse than anticipated.

Price

Customers make decisions based on price, and although companies want to establish prices that make money, consumers look for the greatest offers (Hanaysha, 2016, p. 33). Consumers frequently assess price fairness by contrasting it with previous prices, those of competitors, or what other people have paid. Customers are more likely to be happy when the pricing seems reasonable. On the other hand, complaints, bad reviews, and consumers moving to other brands may result from an unjust price. Customers' perceptions of the brand can also be improved by offering reasonable pricing.

Pricing transparency is just as important in determining customer satisfaction as fairness. When customers are aware of how prices are determined and what they are paying for, confidence is increased and uncertainty is decreased (Ali et al., 2021, p. 145). Open communication on price policies, such as the cost of ingredients or portion sizes, can help restaurants increase their patrons' sense of value. Furthermore, accommodating a range of consumer budgets and preferences through flexible pricing techniques, such as providing various serving sizes or combination packages, can increase customer satisfaction even further.

Food Quality

Customer satisfaction in the restaurants is determined by food quality which refers to the qualities such as flavor, menu variety, freshness, temperature and healthy alternatives among others (Rozekhi et al., 2016, pp. 46–47). These affect patrons' perception of their eating experience. Examples are freshness, temperature, so as taste and the presentation are appealing to clients, they can make a purchase. But it is of extreme importance to have a number of options on the menu to cater the various tastes of the consumers. Considering everything, the quality of food has a lot to inform its influence on the patron's satisfaction and willingness to return for more business.

Food quality is defined as being flavourful, fresh, and attractively presented (Hidayat et al., 2020, p. 2). It usually consists of four key elements: a decent assortment of food and drinks, proper cooking, attractive presentation, and freshness. All of these elements work together to create a satisfying eating experience and affect general client satisfaction.

Ambiance

A fine dining establishment frequently concentrates on enhancing its interior design, ambiance, and decorating to draw patrons and differentiate itself from rivals such as quick-casual restaurants (Rozekhi et al., 2016, p. 45). Table service is typically provided by fine dining establishments, which cater to those seeking exceptional cuisine, a particular menu, and a distinctive dining experience.

Restaurant owner should focus on the atmosphere as it influences how customers feel and enjoy their time there (Agbenyegah et al., 2022, pp. 397–398). Cleanliness, music, lighting, and décor all contribute to a warm and inviting atmosphere. Good lighting, for instance, not only improves the space's appearance but also makes customers feel more secure and at ease. Customers are happier and more inclined to return in a welcoming environment. Enhancing the restaurant's general appearance and atmosphere may also help the company earn more money and draw in more customers.

Cleanliness

Food frequently meets utensils and machinery; hence cleaning and sanitizing equipment is a crucial aspect of food safety (Barlan-Espino, 2017, p. 123). Proper cleaning and sanitization of

all equipment is necessary to avoid any health hazards. A hygienic workplace protects both workers and customers. Employees should receive training on proper equipment use.

Maintaining a clean restaurant is crucial for customer satisfaction, as many people believe that eating in a clean environment is vital, and some people are afraid of becoming sick if the restaurant is unclean (Taştan & Soylu, 2023, p. 28). Customers perceive superior service when they observe that the food and eating environment are hygienic and secure. Because they have an impact on customers' perceptions of the entire restaurant, sanitary restrooms are also crucial. Customers are happier when employees perform their jobs effectively and restrooms are kept clean.

Additionally, restaurant managers should focus on keeping restrooms clean since it creates a positive image for customers (Kim & Bachman, 2019, p. 194). The restaurant's business and reputation depend on these spaces being kept clean.

2.3 Customer Relationship Management (CRM)

Managing relationships with customers is the goal of relationship marketing in order to maintain long-term consumer satisfaction and loyalty (Jain et al., 2019, p. 484). A company values its loyal customers more than its unloyal ones. Businesses can draw in clients, establish trusting connections, and maintain those connections over time with the use of customer relationship management, or CRM. Understanding the various kinds of clients and communicating with them at the appropriate moment are also part of it. Trust and commitment are two key components of CRM. Customer loyalty is higher when they feel invested in and trust a business. Trust indicates that clients have faith in the service's dependability and quality. To establish and maintain solid relationships with customers, two essential components are trust and dedication.

CRM and the Restaurants Industry

One of the best strategies for restaurants to thrive in a highly competitive market is to turn regular customers into loyal customers (Gunawan et al., 2013, p. 113). Good food appearance and flavour are crucial, but they are insufficient on their own since rivals may readily copy them. Strong client loyalty is necessary for restaurants to stand apart. The main obstacle for managers is figuring out how to do this. Customer Relationship Management (CRM) is one successful

strategy that emphasizes understanding clients and building enduring connections with them. In order to learn more about the behaviour of their customers, many restaurants are now implementing technologies like artificial intelligence. However, the success of CRM strategies depends not only on the technology used but also on how well they are adapted to fit the unique style and operational needs of each restaurant.

Long-Term Customer Relationship

Developing long-lasting connections with customers is one of the most significant goals for any restaurant (Ryu & Lee, 2017 pp. 70–71). It entails forging close relationships with customers, so they return for more than just the food - they do it because they feel a sense of belonging. Customers start to trust and feel more at ease when they often visit a restaurant and consistently have positive experiences. Loyalty results from this trust, and over time, it helps the business expand and stay steady. Both the customer and the establishment benefit from long-term ties. Better service, special deals, or individualized attention may be provided to customers, and the restaurant gains from consistent business, favourable word-of-mouth, and lower marketing expenses. It takes time and work to build these relationships. It requires knowing client preferences, individualized communication, and cordial and consistent customer service. Restaurants may provide a better and more personalized experience by collecting and using client information with the use of tools like Customer Relationship Management (CRM). Developing enduring connections is not only a tactic but also a must for success in the cutthroat restaurant business of today.

Customer Orientation

Customer orientation is the process by which a business finds out what its consumers want, communicates this knowledge internally, and then tries to meet those demands (Helal, 2023, pp. 2363–2364). Customer orientation comes in two varieties. Responding to current client requests is the first example of responsive orientation. While this helps with immediate demands, it may overlook hidden or future needs. Second, proactive orientation is when a business makes an effort to predict future client needs before the consumers themselves are aware of them. These companies prepare for the next need from their customers. A business must address present requirements while also making plans for future ones if it hopes to succeed. Customers benefit more from this, and the company performs better. Customers feel engaged and appreciated when service organizations have a strong client orientation. Consumers can

tell the difference between businesses that just respond to their needs and those that really understand them and provide innovative solutions.

At the employee level, customer orientation is also very important (Kim, 2009, pp. 154–156). It refers to how much employees try to increase long-term customer satisfaction through their actions. In service businesses like restaurants, customers often judge service quality based on their interaction with employees. For employees to be truly customer-oriented, they need technical skills (such as product knowledge and communication), social skills (like empathy and understanding), motivation to help customers, and enough authority to make decisions that satisfy customer needs. When employees have these qualities, they can deliver better service and help build stronger customer loyalty.

Summary of The Theories

Customer satisfaction is a key concept in marketing, which holds the measure up to how good a good or service satisfies or exceeds the customer's expectations. Some of the things that shape the total customer experience are the quality of the cuisine, the level of the service, fair prices, the kind of atmosphere and cleanliness. When customers think that their expectations have been satisfied or exceeded, they are more satisfied, and more loyal and good will are built up, both of which are required for any company's long-term success.

Customer satisfaction is greatly influenced by service quality, particularly in the restaurant business where dependable, prompt, and amiable treatment promotes return business. Pricing is also important; satisfaction levels are impacted by perceived fairness and transparency in addition to the actual cost. A great dining experience is mostly dependent on the quality of the cuisine, which includes flavour, presentation, freshness, and variety. At the same time, atmosphere and cleanliness affect how patrons perceive the space, which affects their propensity to come back.

In addition to the immediate aspects that impact customer satisfaction, it is crucial to preserve long-term client relationships through efficient Customer Relationship Management (CRM). By recognizing and satisfying the changing demands of its patrons, CRM helps restaurants develop commitment and trust while encouraging loyalty. Customer orientation is essential for meeting customer demands in a proactive and responsive manner, which improves customer satisfaction and strengthens customer loyalty, both at the organizational and employee levels.

Overall, the combination of these factors price, food quality, ambiance, cleanliness, CRM, and service quality creates a comprehensive strategy that restaurants like Ravintola Kantipur can employ to boost client satisfaction, foster loyalty, and obtain a competitive advantage in a multicultural and competitive market like Helsinki.

3 RESEARCH APPROACH

There are two major types of research methodology, notably qualitative and quantitative. This research adopts a mixed methodology that is, a mixture of both quantitative and qualitative techniques for the whole process of data collection and analysis. The reason for this mixed method is to enable more discovery of findings from quantitative input, in addition to being able to gain a more profound understanding of customers' preferences and experiences.

3.1 Quantitative Research Method

The aim of quantitative research is creating patterns, trends, and relationships through the systematic collection and statistical analysis of numerical data, usually by experiment or survey design (Creswell & Creswell, 2017). Its systematic approach encompasses systematic reporting, data collection, analysis, and sampling. This research utilizes a survey method administered (structured as to place emphasis) to customers at the Ravintola Kantipur to study international dining preferences with three specific dimensions:

1. Dining preferences
2. Satisfaction measures
3. Demographic characteristics

Data Collection Procedures:

1. Online survey methods when administered through emails or social media.
2. Structured questionnaires were administered face-to-face in the restaurant.
3. Diner feedback forms collected immediately after meals.

The quantitative application allows for general findings on the impact of international customers on Nepalese restaurants through statistical analysis techniques.

3.2 Qualitative Research Method

Qualitative research explores what people mean by their experience using flexible, adaptive methods based in theoretical foundations and naturalistic contexts that produce deeper insights into consumer behaviour, feelings, and mental processes (Creswell & Poth, 2016, p. 7).

This study uses three qualitative approaches to examine international dining experiences at Ravintola Kantipur:

1. In-depth interviews with the restaurant managers/staff to explore the operational difficulties that required changes to service.
2. Focus group interviews with international customers to explore the cultural aspects of their expectations for dining experiences.
3. Participant observation of customer interactions and menu selections to document and record real-life experiences of interactions.

These approaches provide the richer data processes and ideas for cross-cultural hospitality studies research that studies customer interactions, menu choices, and service experiences.

3.3 Research Methodology

The research methodology provides researchers with a clear and systematic plan for these actions to capture, interpret, and present information about research questions and hypotheses. This section of the study discusses stepwise research procedures, including the specifications of the study design, data collection methods, research instruments employed, sample design, data synthesis methods, etc. The purpose of this chapter is to give further insight into the research process, that is, how and why the research was carried out so that the audience may appreciate the findings of the study and the assertions made by the composers even better.

Research Plan and Design

A mixed-method research design has been adopted for the study, which conspicuously aligns quantitative and qualitative methods for comprehensively exploring the extent to which international consumer preferences determine Nepalese restaurants, as typified by the case study of Ravintola Kantipur. The quantitative component employs a descriptive survey design featuring structured questionnaires with closed-ended questions; this allows for the systematic collection of data from a significant number of international customers (targeting 100+ respondents). Correspondingly, the qualitative part, i.e., exploratory, where in-depth interviews are conducted with restaurant staff and management, focus group discussions with international patrons, and observational research on customer behaviors and interactions would be an additional strength to the research. The sampling strategy focuses on both random/convenience

sampling for quantitative surveys and purposive sampling for qualitative interviews to strike the breadth and depth of understanding. High ethical protocols will be maintained: informed consent, data anonymity, and institutional approvals. This means that this very holistic and integrative approach brings results that are valuable in their theoretical significance while also making important suggestions for Nepalese restaurants addressing the international market. With this robust research design, the study sets out a unique bridge between measurable trends and complex realities of cross-cultural restaurant operations, hence providing relevant insights for both research and application.

Research Limitation

The research conducted on international customer preferences at Ravintola Kantipur is established upon some limitations that inhibit the comprehensive and reliable findings of this research. First, even though complete access to the restaurant operations, including some internal management strategies and financial data, were available, at the same time, there are restrictions on the grounds of business confidentiality. Much as interviews with staff and management gave considerable insights, however, likely, there may be selective disclosure to create a positive image for the company, which tends to mislead data accuracy.

Another source of potential bias is self-reported customer surveys and interviews, as participants may not have provided their fully honest or accurate feedback. Cultural and language barriers with international customers could also affect how responses are interpreted, resulting in decreased reliability of data accuracy.

The research results are not of general application to other Nepalese restaurants because the study utilizes the single-case study design based on Ravintola Kantipur. Much as the use of a mixed-methods approach adds credibility to the research, the results cannot be fully extended to places that operate in a different manner from other places or have different types of clients.

As for secondary data derived from industry reports and existing literature, although useful for contextualizing the research, these have limited relevance to the specific context of Ravintola Kantipur where all restaurants operate under a different business environment. Thus, such limitations emphasize the need to interpret the findings judiciously and suggest areas for future research that could increase the sample size and include other cases broadened interpretation.

Data Collection Methods

The study utilized structured questionnaires as the major data collection method, with questionnaires distributed to the international customers of Ravintola Kantipur. The questionnaires included a 5-point Likert scale from 1 = Strongly Disagree to 5 = Strongly Agree to measure the study variables in an organized manner with respect to dining preferences, levels of satisfaction, and cultural influences. Therefore, the questionnaires were developed in two primary sections: demographic profiling and core study variables. At the same time, core principles of survey design were followed to maintain the study's validity and reliability. The study used the Google Forms Platform to deploy the survey online, over a six-week time frame, by using non-probability convenience sampling to a recent customer of the restaurant practices. The online distribution model for a study of this size not only allows expediency in data collection, but it also opens the research design to attract a wide variety of international customers which was a key element in fulfilling the primary study objectives.

Alongside the primary data collected, the study also included substantial secondary data, including academic literature, industry research, and customer reviews from. The secondary literature had been drawn on in several ways: informing the questionnaire instrument, providing benchmarking material, and providing insight and context to the Nepalese restaurant industry. The use of both primary and secondary data through methodological triangulation also aided the validity of the study by allowing verification of research from multiple data sources. This dual approach enabled the project to follow established principles and practices in qualitative and quantitative research. This was particularly beneficial in measuring customer perceptions using quantitative measures of perceptions, while also providing a more qualitative understanding of the context of customer perceptions. The use of a mixed methods approach to include secondary data provided credibility to the study, while addressing overlap, issues, and limitations with each method's approach. This ultimately provided greater confidence when concluding the research on international customers, while also strengthening the findings.

Data Analysis and Ethical Considerations

The method of data collection followed by its rigorous analysis to get the examination done and the quantitative analysis for most of the findings would essentially involve collecting data through structured questionnaires and processing them in statistical software to process responses and identify key trends and relationships. Aggregations of descriptive statistics like

frequency distributions and mean scores gave a picture of survey preferences of customers about food quality, service, and ambiance. Correlation analyses to determine the extent of association regarding the culture background and menu preference, among others. The qualitative data obtained are analysed using thematic analysis on the interview transcripts and open-ended survey responses. This showed some prevalent ideas in both hugs and suggestions given as a recommendation to improving the menu and bottlenecks in service across cultures. The integration of quantitative and qualitative findings gives one an overall understanding of how international customers experience dining at a Nepalese restaurant.

Throughout the research process, robust ethical standards were observed to keep the participants safe as well as maintain the integrity of the data. All participants were informed about the purpose of the study, gave consent to participate, and were informed of their right to withdraw any time before participation. All collected data were anonymized for confidentiality purposes, while identifiers were removed from survey and interview data. Secure storage measures for both physical and electronic data were created to ensure prevention from unauthorized access. The items were critically developed by the research team so that the questions would not induce bias or discomfort, thus allowing the participant to provide honest feedback without concern. These ethical considerations safeguard participants' rights and give trust and transparency, making the data collection process more reliable in producing findings for the study.

Questionnaire Design

The research instrument (Appendix 1) was developed with urgency to ascertain international customer satisfaction at Ravintola Kantipur throughout survey methodology principles. The 10-item instrument deploys a mixed-format approach of quantitative closed-ended consumer items and qualitative items through open-responses to capture measurable knowledge and rich experience. The instrument is presented in two sections, with the first section collecting demographic data (nationality, age, frequency of visit) for subsequent segmentation analysis, and the second section presenting scaled evaluations of five core dimensions of the dining experience (food quality, efficiency of service, restaurant ambiance, cultural authenticity, and perceived value).

The closed-ended consumer items are primarily multiple-choice formats, with pre-defined choices to formulate a standardized response process, collect data and analyse the quantitative results. The closed-ended questions are supplemented with strategically placed open-

ended prompts, enabling respondents to elaborate and/or expand on ratings or provide their additional comments, which would be thematically analysed. The English version of the instrument was pilot-tested with a three-stage validation process: (1) cognitive testing with actual diners - verifying question clarity and purposive transparency, (2) operational review with restaurant management - confirming each question was relevant from a practicum perspective, and (3) academic assessment - general review of the majority of methodological principles were present and adhered to. The present process of development strengthens the outcome of the instrument and ensures it was both reliable and valid to provide the quantitative metrics required statistical analysis and thick description.

4 EMPIRICAL STUDY AND FINDINGS

4.1 Ravintola Kantipur in Brief

Ravintola Kantipur is an old-school restaurant. It has made a long journey from being a pure Nepalese restaurant to offering authentic Himalayan cuisine to the world, local and foreign visitors. The place is sung along with the Kolkata lights of the city, with most people hot and occupied, having traditional Nepalese preparations: Momos, Nepali Khana Set, Thukpa, and sel-roti made from scratch according to original recipes and spices. Inside the restaurant is decorated with the cultural heritages of Nepal: wooden carvings, thangka paintings, and soft ambient Nepalese music fill the space of the restaurant. It has been quite popular over the years now and is a place for tourists visiting and the expatriate community. Changes made to the restaurant that of the existing menu and style of service have included catering for international clientele: the customization of spice levels with more vegetarian and vegan dishes and offering some fusion dishes combining the Nepalese flavours with global aspects. The marketing strategy will keep allegiance to its traditional philosophy of following unique Nepalese recipes about world expectations within the original spirit of the restaurant. Ravintola Kantipur offers that kind of hospitality, a culturally rich environment, and a menu variety that will continue evolving but remain true to its roots. This is how ethnic restaurants today can carve out their niche in the globalized world of food service while remaining loyal to their culinary heritage. Without a doubt, this evolution has made it a hallmark, standing still in the power-culture, addressing its market and developing customer-oriented techniques in a competitive arena called food service. The whole research utilized mixed methods, namely, customer survey, semi-structured interviews with management and staff, and direct observation of dining behaviour and menu modifications. The idea was to solicit key patterns in customer preference, restaurant response strategies, and ensuing business outcomes.

4.2 Data Collection Methods

Customer Surveys

Given this, we can say that responses from customer Surveys are to be administered to selected groups of foreign guests visiting the restaurant. The survey questions relate to the reasons behind visiting, satisfaction with food and service, and preferred features of the restaurant experience.

Interviews

Conducted with the restaurant owner, head chef, and two senior staff members. The semi-structured interviews were guided by nine core questions, focusing on menu adaptation, service challenges, and customer behaviour. The questions asked include:

1. How has the restaurant adapted its menu to cater to international preferences?
2. What are the most common dietary requests from customers?
3. Do online reviews (Google, TripAdvisor) influence your menu or service decisions?
4. What challenges do you face in meeting customers' expectations?
5. Which Nepalese dishes do customers enjoy most, and which do they often modify?
6. How do language barriers affect service, and how do you handle them?
7. Do customers tip differently or have different dining habits than locals?
8. What training have you received to serve international guests effectively?
9. If you could change one thing to improve the experience for international customers, what would it be?

After interviewing and gathering responses, the interviews will be analysed, and parts related to the thesis will be extracted.

Observation

The researchers visited ten times to observe the behaviour of patrons, their order placements, and staff handling foreign guests.

4.3 Customer Demographics

The survey respondents were tourists, expatriates, and local persons hailing from many diverse cultural backgrounds. Some interview participants were the critical personnel in Ravintola Kantipur with hands-on experience interacting with the customers during the day and knowing the restaurant from a managerial point of view.

4.4 Questionnaire Findings

General Information

In the table below (Table 1), the age distribution of the respondents is shown. The survey gathered responses from a total of 49 participants. The majority of respondents, 34 individuals, were between the ages of 18 and 30, making up approximately 69% of the total. This indicates a strong representation from the younger demographic. The second-largest age group was those aged between 30 and 50, with 13 respondents, accounting for around 27%. In contrast, there was minimal representation from the older and younger ends of the spectrum, with only one respondent each from the "50 and above" category and the "under 18" group, both contributing roughly 2% to the total responses. This age distribution shows that the survey predominantly reached a younger audience.

Table 1. Age of Respondents.

S. N	Age	Frequency
1	18 - 30	34
2	30 - 50	13
3	50 Above	1
4	Under 18	1
Total (n)		49

The gender breakdown of the responders is shown in the table in Figure 2 below. 49 people, representing a well-balanced gender distribution, completed the poll. 29 of the total respondents, or around 59% of the sample, identified as male. 19 individuals, or around 39% of the total, identified as female. Just one respondent, or roughly 2%, selected "Prefer not to say" to withhold their gender. This distribution suggests that men participated in the poll at a somewhat greater rate.

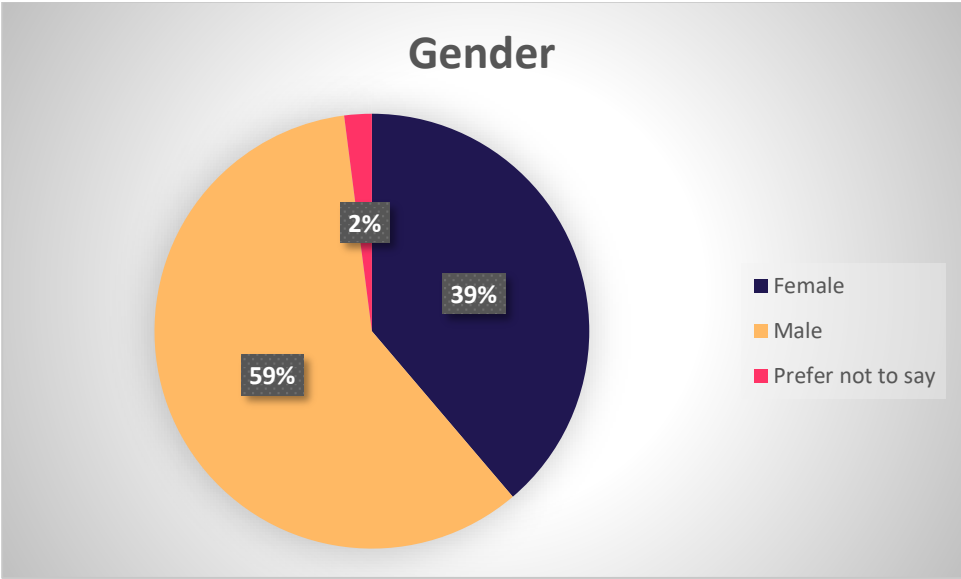


Figure 2. What is your Gender? (n=49).

The respondents' nationalities are shown in Figure 3 below. 49 people from seven different nations participated in the poll, representing a wide variety of nationalities. 23 respondents, or almost 47% of the total, were from Nepal, making them the biggest group of respondents. Finland was the second most represented country, with 19 participants, or almost 39%. China and Bangladesh were smaller respondent groups, with two individuals apiece (about 4% each). Additionally, each of Nigeria, Sweden, and India contributed one respondent, or about 2% of the total. This distribution shows that there were a lot of South Asian and Finnish survey respondents.

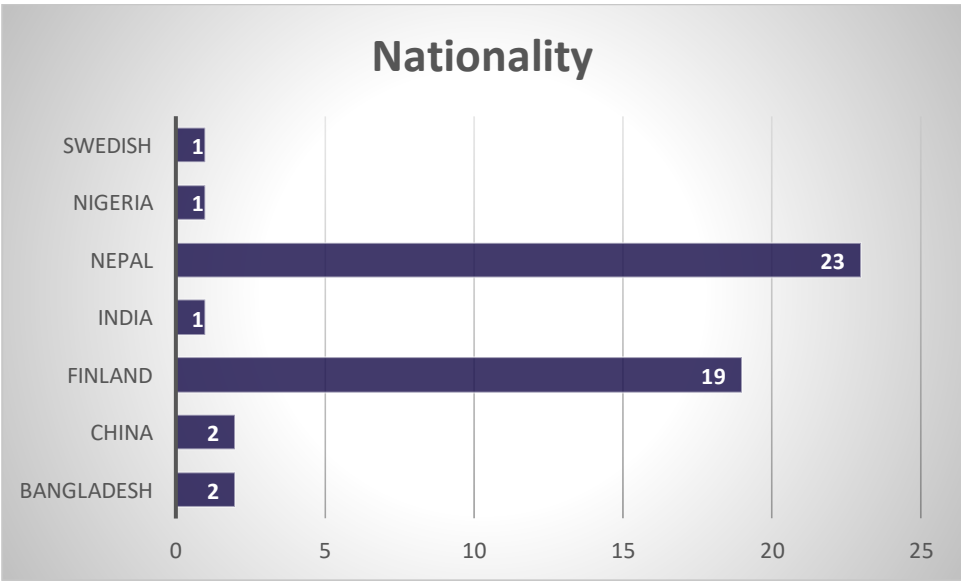


Figure 3. What is your Nationality? (n=49).

Table 2 below indicates whether the respondents had been to Kantipur Nepalese Restaurant. Approximately 80% of the 49 respondents, or 39 people, selected "Yes" to indicate that they have been to the store. The "No" response from 10 respondents, or around 20%, indicated that they had not been there. The survey respondents' high level of awareness and involvement with the restaurant is shown in this finding.

Table 2. Do you Visit Kantipur Nepalese Restaurant? (n=49).

S. N	Response	Frequency
1	No	10
2	Yes	39
Total (n)		49

Food Quality

Customer satisfaction with Kantipur Nepalese Restaurant is typically quite good, according to the survey the results shown in Figure 4 below. The menu was evaluated as "Excellent" by 29 people (about 59%) and "Best" by 14 people (roughly 29%) out of 49 respondents, suggesting excellent overall satisfaction with the offerings. The menu received a "Average" rating from five responders (10%) and a "Very Poor" rating from just one participant (2%) out of many. These findings imply that most patrons are quite pleased with the restaurant's menu's quality and diversity.

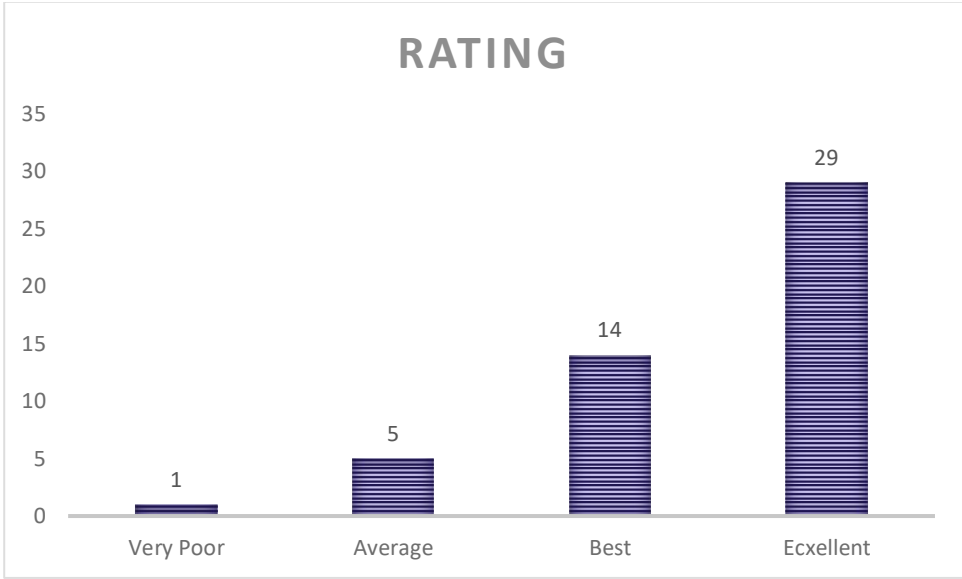


Figure 4. How would you rate the menu options offered by the restaurant? (n=49).

In the table below (Table 3), the majority of patrons are quite pleased with the flavor of the meal at Kantipur Nepalese Restaurant. About 63 percent of the 49 participants gave the dish a "Excellent" flavor rating, while 15 percent gave it a "Good" rating. Three people (6%) gave the dish a "Average" rating, while no ratings were lower than that. These findings show that the majority of patrons of the restaurant positively evaluate the quality of the cuisine, indicating a high level of general acceptance of the flavor.

Table 3. How would you rate the food taste which was served by the restaurant? (n=49).

S. N	Response	Frequency
1	Average	3
2	Good	15
3	Excellent	31
Total		49

In the figure below (Figure 5) displays the opinions of customers on the presentation of the dish. Whether or whether the meal presentation at Kantipur Nepalese Restaurant was aesthetically pleasing was one of the survey's questions. Overall, the responses were encouraging, with 19 respondents (about 39%) picking "Agree" and 26 respondents (about 53%) selecting "Strongly Agree." No one disagreed with the statement, and just four participants (8%) gave the "Neutral" response. These findings imply that most patrons enhance

their eating experience by finding the restaurant's food presentation to be appealing and expertly prepared.

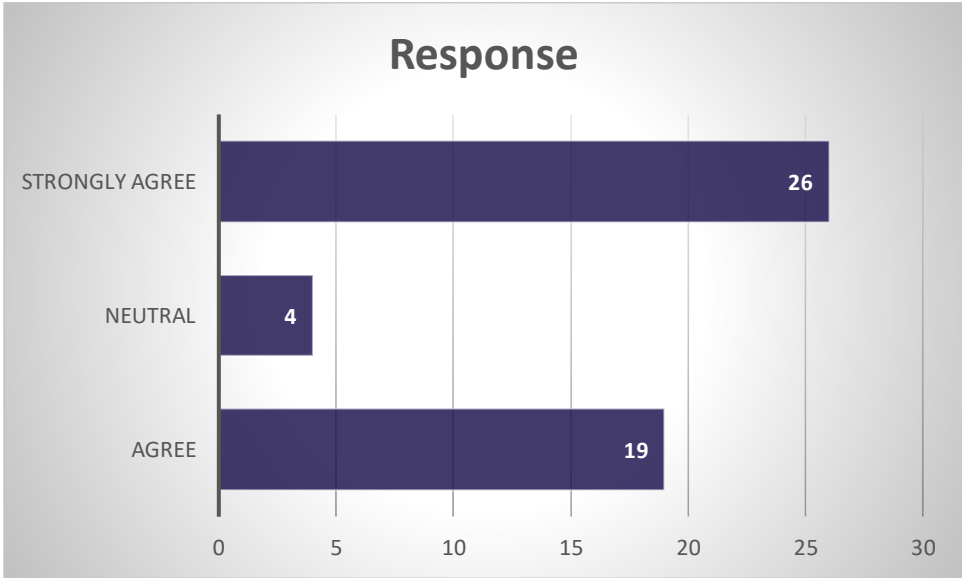


Figure 5. The food presentation is visually appealing. (n=49).

In the table below (Table 4), to evaluate the authenticity of the meal, participants were asked if the dishes at Kantipur Nepalese Restaurant accurately reflected the flavour of Nepal. Most of the respondents (47 out of 49, or around 96%) selected "Yes," suggesting that they think the dish faithfully captures the characteristics of traditional Nepalese cuisine. The fact that only two respondents (roughly 4% of the sample) selected "No" indicates that there is very little discontent with accuracy. According to the restaurant's patrons, these results demonstrate how closely it adheres to real Nepalese culinary traditions.

Table 4. Does the food reflects exactly Nepalese taste? (n=49).

S. N	Response	Frequency
1	No	2
2	Yes	47
Total		49

In the figure below (Figure 6), participants were asked to rate the proper temperature at which the meal at Kanti-pur Nepalese Restaurant is served. "Strongly Agree" was selected by 26

respondents (about 53%) and "Agree" by 21 respondents (roughly 43%), indicating that the replies were quite favorable. There were just two people (about 4%) who gave the "Neutral" response, and none of them disagreed. This speaks well of the restaurant's food service standards since it shows that the majority of customers are content with the temperature at which their meal is provided.

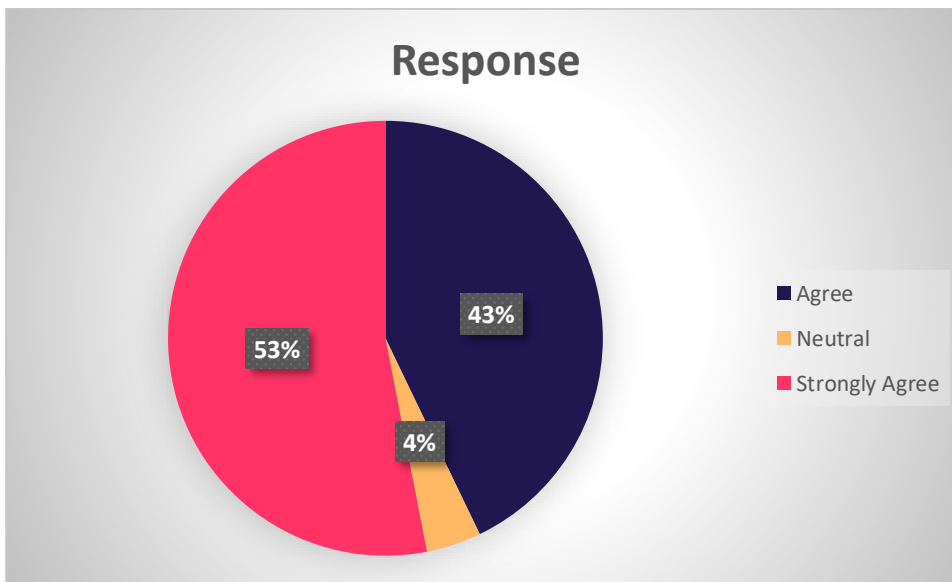


Figure 6. The food is served at the appropriate temperature. (n=49).

In the figure below (Figure 7), respondents were questioned about whether the menu is attractive and reflects the image of a fine dining restaurant. With 31 participants (about 63%) picking "Strongly Agree" and 14 respondents (approximately 29%) selecting "Agree," a significant number of respondents had positive thoughts. Just three respondents (6%) remained "Neutral," while one respondent (about 2%) said they "Strongly Disagree." Overall, these findings show that the majority of patrons think the menu is aesthetically pleasing and meets the standards of a fine dining institution.

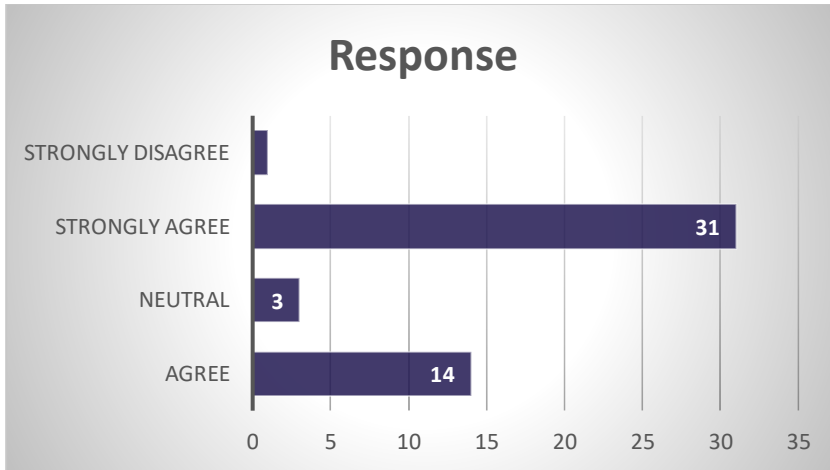


Figure 7. Does menu is attractive and reflects the image of the fine dining restaurant? (n=49).

Price

It displays the level of satisfaction with restaurant prices in relation to customer needs. The restaurant's pricing fits their needs, according to 25 participants (51%) out of 49 who responded, and 17 respondents (35%) highly agreed with the remark. According to this, 86% of the respondents in total had a favourable opinion of the prices. Seven respondents (14%) selected a neutral response, indicating that they were neither in agreement nor disagreement. The majority of patrons are typically happy with the restaurant's pricing structure, according to these findings, and believe it to be reasonable and suitable given the services offered.

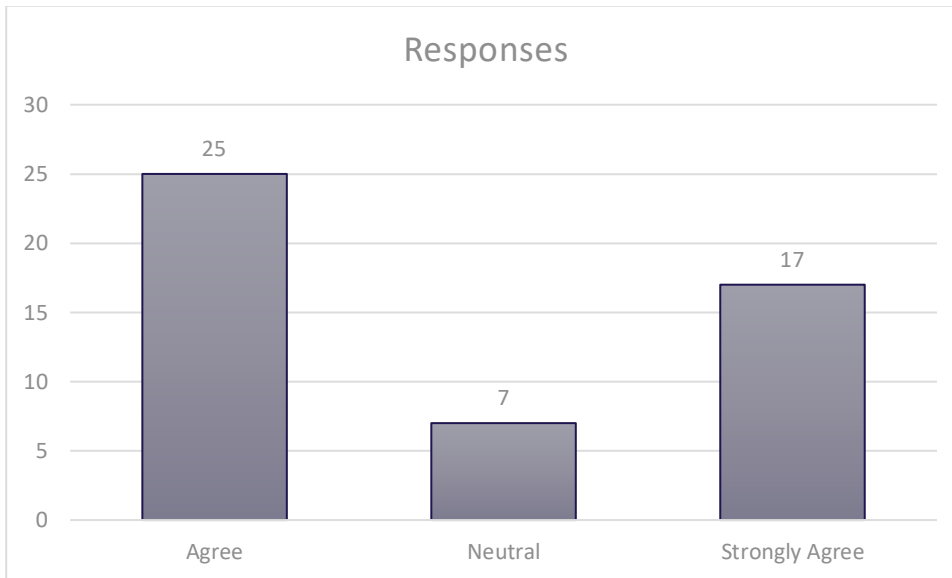


Figure 8. How satisfied are you with the restaurant's pricing in relation to you need? (n=49).

In the figure below (Figure 9), the respondents' perceptions of the reasonableness of the food prices charged by the restaurant are presented. Among the 49 respondents, 24 (49%) thought the food prices were fair, and 17 (35%) thought they were. Furthermore, only one respondent (2%) strongly disagreed, while seven respondents (14%) chose a neutral opinion. According to these findings, a sizable majority of respondents (84%) thought the restaurant's prices were fair and had a favourable opinion of them. The conclusion that most consumers are satisfied with the value they obtain for the prices paid is further supported by the small number of negative replies.

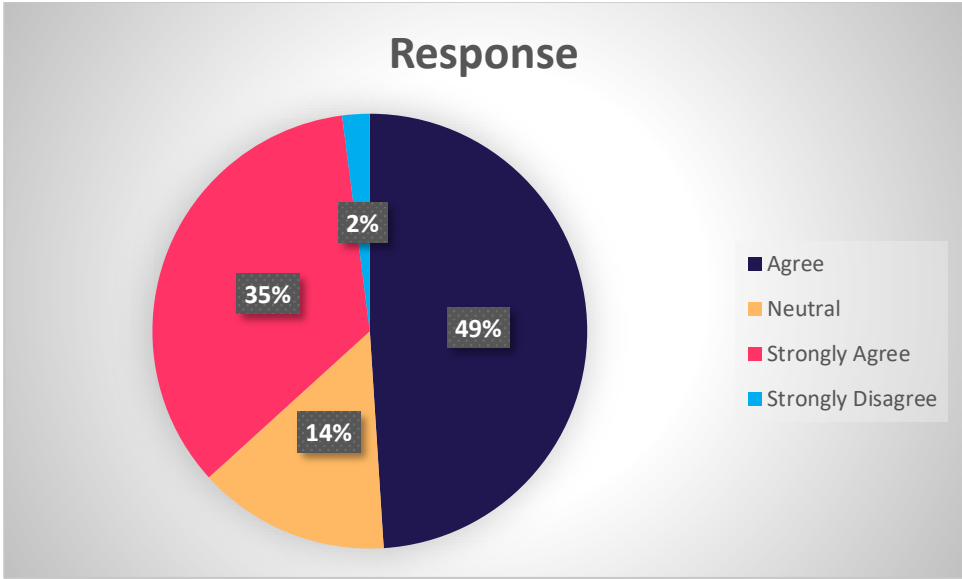


Figure 9. The food Price charged by the restaurant is reasonable. (n=49).

In the table below (Table 5), the respondents' opinions on whether the costs in the restaurant seem appropriate for what they receive are summarized. Out of the 49 participants, 19 respondents (39%) strongly agreed with the statement, and 26 respondents (53%) agreed with it. This represents 45 respondents (92%) who believe they are getting good value for their money. Only one respondent (2%) strongly disagreed, and only three respondents (6%) chose a neutral option. These findings show that most patrons are satisfied with the restaurant's cost-to-value ratio and believe they are receiving good value for their money.

Table 5. The costs in this restaurant seem appropriate for what I get. (n=49).

S. N	Response	Frequency
1	Agree	26
2	Neutral	3
3	Strongly Agree	19
4	Strongly Disagree	1
Total		49

In the figure below (Figure 10), the respondents' views on whether the restaurant provides superior pricing options compared to other Nepalese restaurants are presented. Out of the total 49 respondents, 21 respondents (43%) agreed with the statement, and 24 respondents (49%)

strongly agreed. Only 4 (8%) of the respondents were neutral). Based on such results, it can be considered that the vast majority of clients (92%) think that prices in the restaurant are lower or comparable to other Nepalese restaurants. This means that it will have a considerable price advantage against competition, which can have a positive implication of consumer decision and loyalty.

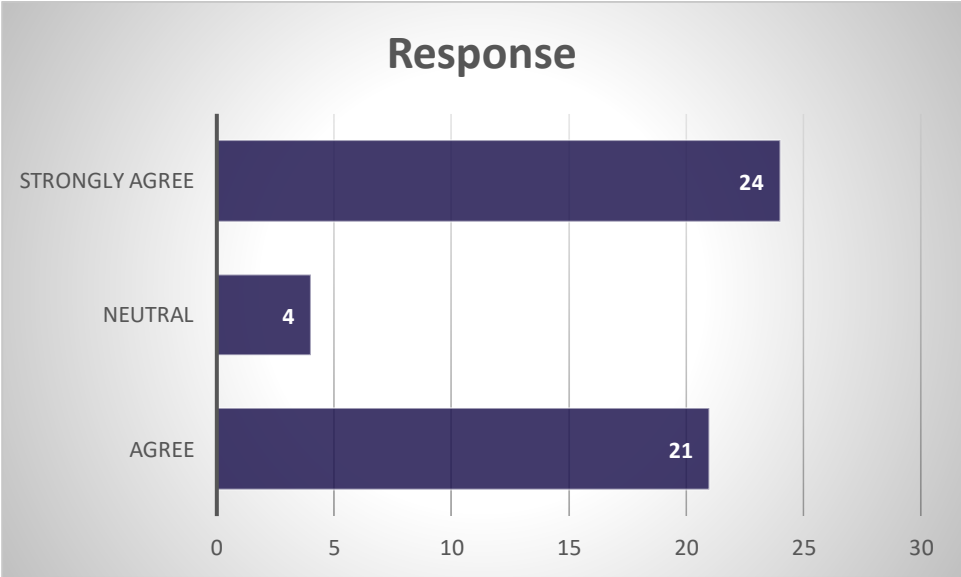


Figure 10. Overall, this restaurant provides superior pricing options compared to other Nepalese Restaurants. (n=49).

In the table below (Table 6), the responses illustrate whether customers believe the restaurant's pricing is set appropriately to accommodate and attract Nepalese customers. The results indicate 23 (47%) respondents agreed and 22 (45%) highly agreed to the statement, thus indicating that the business has a favorable culturally sensitive pricing policy. Only one (2%) among the responses disagreed and only three (6%) responded neutral over the responses. By these results, 92 percent of subjects are convinced that the prices have been well thought over to reach the needs and preferences of the Nepalese community, and this may facilitate both cultural applicability and customer retention.

Table 6. The price is set accordingly to accommodate the Nepalese and attract them. (n=49).

S. N	Response	Frequency
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1	Strongly Agree	22
2	Agree	23
3	Neutral	3
4	Disagree	1
Total		49

Ambience

In the table below (Table 7), the responses reflect customers' perceptions of the restaurant's interior design and visual appeal. In a total of 49 respondents, 21 (43%) agreed, and 24 (49%) strongly agreed that the decorations and interior design were beautiful. Only 4 respondents (8 per cent) gave a neutral answer. These results show that over 92 percent of the customers viewed the interior decor of the restaurant in a positive way. It means that the decor of this restaurant is very important in increasing the delight of the patrons and it may play a big role in their total dining experience.

Table 7. The interior design and decorations of the restaurant are visually appealing. (n=49).

S. N	Response	Frequency
1	Agree	21
2	Neutral	4
3	Strongly Agree	24
Total		49

In the figure below (Figure 11), respondents were asked about the cleanliness of the restaurant's furniture, such as dining tables and chairs. Out of the 49 participants, 26 respondents (53%) strongly agreed that the furniture is clean, whereas 21 (43%) agreed. Only 1 (2%) respondent answered with a neutral answer with the same number disagreeing (2 respondents/ 2%). In general, 47 of 49 respondents (96%) answered positively, as far as the cleanliness of the restaurant furniture was concerned. This shows a high degree of satisfaction with the hygienic standards of the restaurant, especially that of its sitting and eating arrangements, which is a key element in developing customer perception and confidence.

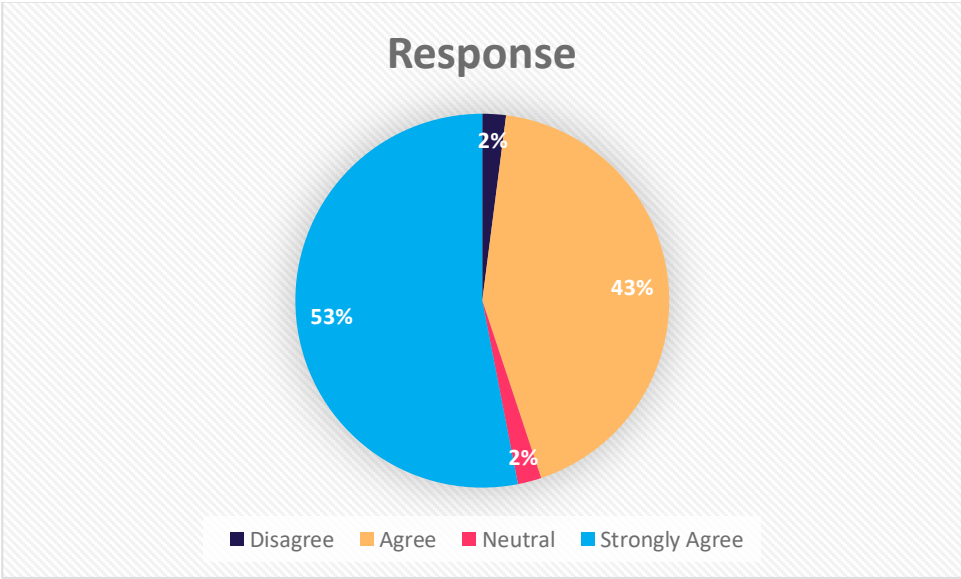


Figure 11. The furniture of the restaurant (e.g., dining table, chair etc.) is clean. (n=49).

In the figure below (Figure 12), the responses show customer opinions regarding the comfort of the restaurant's temperature. 25 respondents (51%) and 22 respondents (45%) strongly agreed that the restaurant's temperature is welcoming out of 49 participants. Among the responders, only 2 (4%) responded in a neutral manner. 96% of the consumers expressed satisfaction with the interior temperature conditions, according to these statistics. This great degree of satisfaction implies that the restaurant offers a welcoming and clean atmosphere, which probably adds to a good dining experience all around.

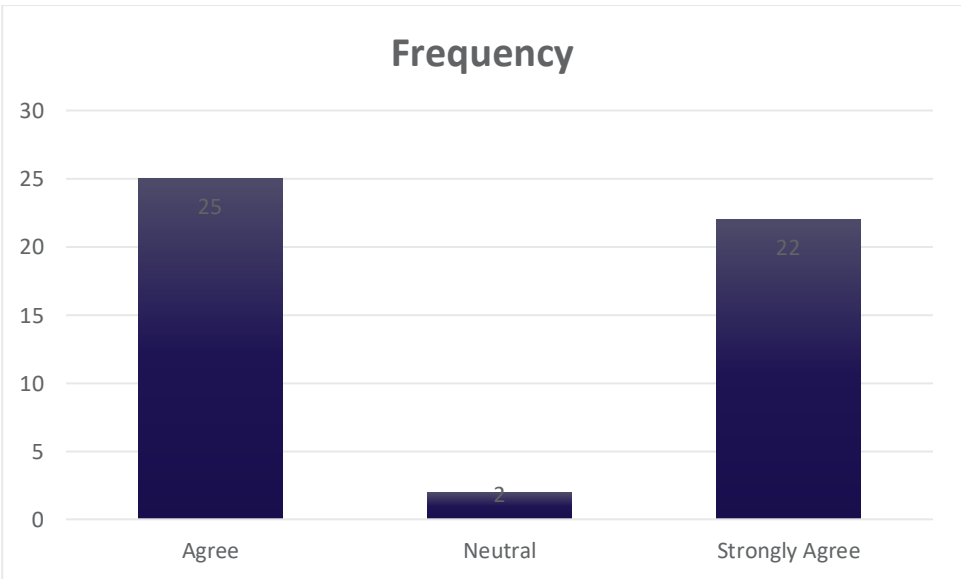


Figure 12. The temperature of the restaurants is comfortable. (n=49).

In the table below (Table 8), the responses indicate customer perceptions of the comfort and spaciousness of the restaurant's seating arrangement. Out of the 49 responses, 18 (37%) agreed and 27 (55%) strongly agreed that the sitting is pleasant and provides sufficient space. Only one respondent (2%) disagreed and only three respondents (6%) gave a neutral remark. None of the respondents indicated that they did not feel good about the manner in which they had been seated, with 92 percent of them responding that they were happy. The reflection of these findings means that, the restaurant has managed to organize its seating position as a strategy to ensure that the customer is comfortable and this serves an important role in enhancing the overall dining experience.

Table 8. The seating arrangement of the restaurant are comfortable and give me enough space. (n=49).

S. N	Response	Frequency
1	Strongly Agree	27
2	Agree	18
3	Neutral	3
4	Disagree	1
Total		49

In the figure below (Figure 13), the respondents' views on whether the restaurant's ambience reflects Nepalese heritage and culture are presented. Out of the 49 participants, 15 responses (31%) agreed with the statement, while 31 respondents (63%) strongly agreed. Among the responders, just two (4%) choose a neutral response, while one (2%) disagreed. These findings show that 94% of customers believe the restaurant's ambience effectively captures Nepalese culture and tradition. This deep cultural fit probably makes the dining experience more authentic and strengthens emotional connections with Nepalese customers.

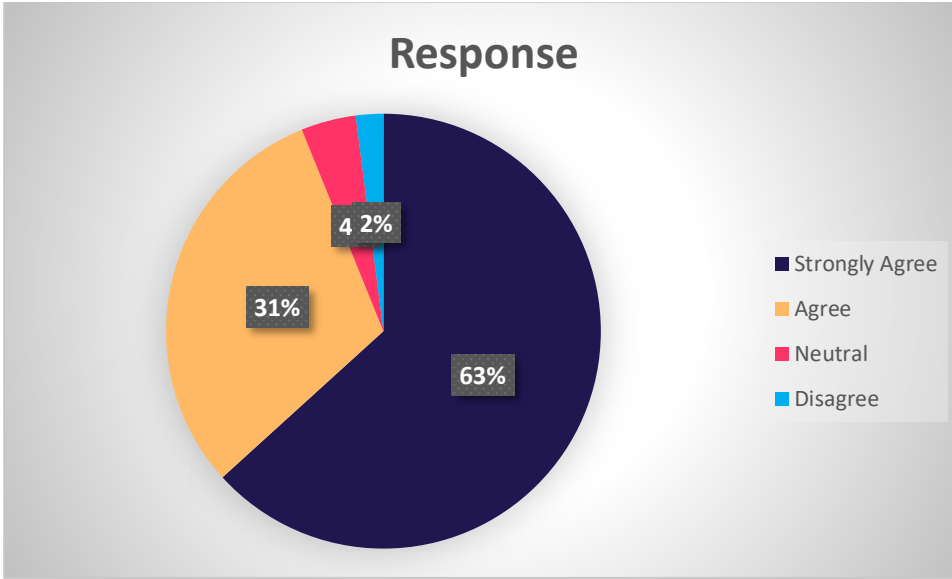


Figure 13. The ambience reflects the Nepalese heritage and culture. (n=49).

In the figure below (Figure 14), the responses reflect customer opinions on whether the music and sound in the restaurant contribute to a pleasant atmosphere. 20 (41%) of the 49 respondents agreed and 24 (49%) strongly agreed that the sound and music are pleasant in creating a mood. There was also one respondent (2%) who disagreed, one respondent (2%) strongly disagreed and three respondents (6%) who gave a middle ground. In general, 44 respondents (90% voted in favor of a positive experience with the sound of the restaurant. These results indicate that sound and music play an essential role in enhancing the comfort and satisfaction of the patron and in making the ambience more interesting and relaxing.

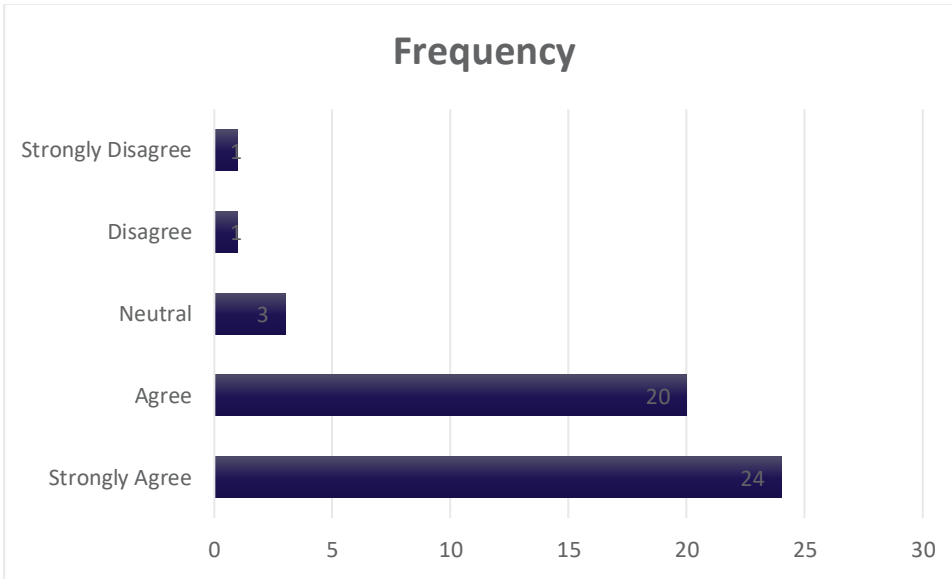


Figure 14. The music and sound give a pleasant feeling. (n=49).

Service Quality

In the table below (Table 9), respondents were asked to rate the clarity of communication by the restaurant staff. Of the 49 participants, 20 respondents (41%) thought staff communication was good, and 24 respondents (49%) thought it was excellent. No responders gave the message a low rating, and just 5 (10%) thought it was average. According to these results, a significant number of the clients (90%) thought that the employees' communication was clear and efficient. This implies that the restaurant upholds a high quality of service interaction, which is necessary for both smooth service delivery and customer satisfaction.

Table 9. How would you rate the clarity of staff communication? (n=49).

S. N	Response	Frequency
1	Average	5
2	Good	20
3	Excellent	24
Total		49

In the figure below (Figure 15), the responses highlight customers' perceptions of the friendliness and helpfulness of the restaurant staff. Of the 49 responders, 25 (51%) strongly agreed and the other 24 (49%) agreed that the staff is helpful and nice. Interestingly, neither neutral nor negative responses were found. This suggests that the behavior and service attitude of the

staff were seen positively by all respondents (100%) in this survey. This unity in happiness shows a strong dedication to providing excellent customer service, which is essential for creating satisfying dining experiences and promoting return business.

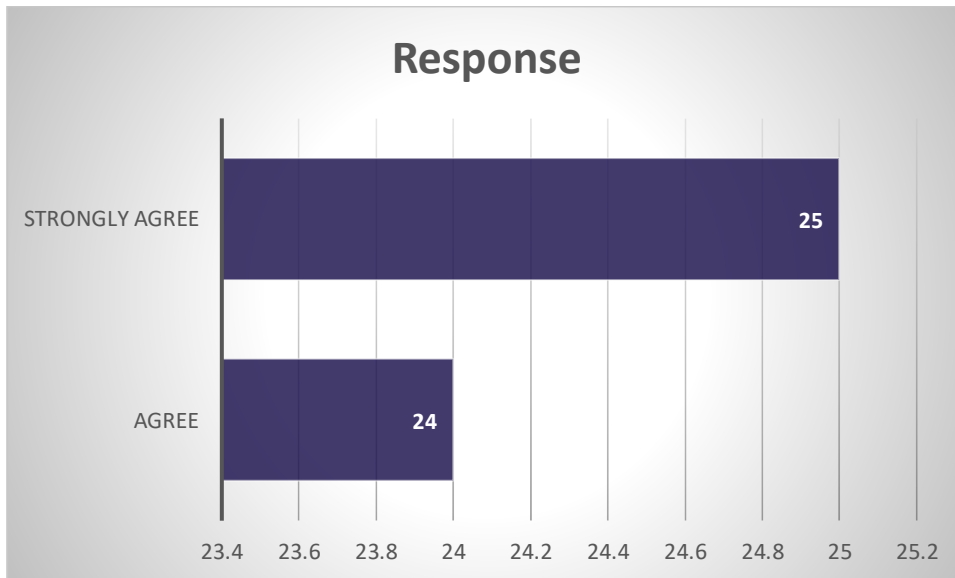


Figure 15. The staff of the restaurant is friendly and helpful. (n=49).

In the table below (Table 10), the responses reflect customer perceptions of the availability and attentiveness of restaurant staff in understanding and meeting specific customer needs. Of the 49 respondents, 26 (53%) agreed with the statement and 21 (43%) strongly agreed. There were just two (4%) neutral replies, and none of the respondents chose a negative comment. According to these results, 96 percent of the clients had favourable opinions regarding the staff's availability and attentiveness. This high degree of agreement indicates that the restaurant employees are not only approachable but also pay close attention to the preferences of each individual customer, which greatly enhances overall customer happiness and service quality.

Table 10. Restaurants staffs are always available to serve customers at any time and understand the specific needs of the customers. (n=49).

S. N	Response	Frequency
1	Strongly agree	21
2	Agree	26
3	Neutral	2

Total	49
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In the figure below (Figure 16), the responses illustrate how customers perceive the level of respect shown by the restaurant staff. Among the 49 responders, 21 (43%) agreed and 25 (51%) strongly agreed that the restaurant serves every customer with respect. Notably, none of the respondents disagreed, and just three (6%) chose a neutral response. The findings show that 94% of patrons were satisfied with the service they received, indicating a high level of professionalism and respect for one another at the restaurant. This considerate behaviour probably contributes significantly to the development of client loyalty, contentment, and trust.

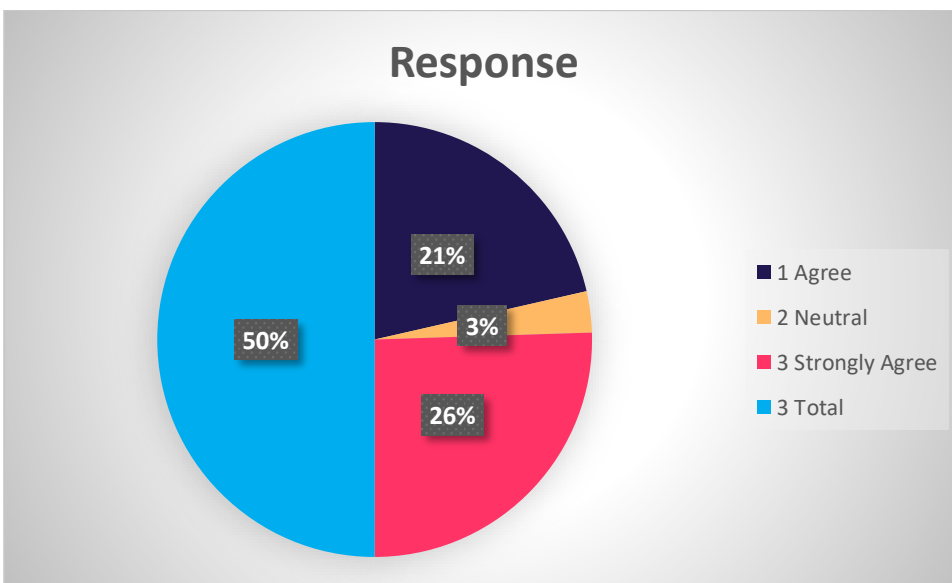


Figure 16. The restaurant treats each customer with respect. (n=49).

In the table below (Table 11), respondents were asked whether they believe the restaurant has its customers' best interests at heart. Out of 49 participants, 44 (90%) of them indicated that they chose Yes, which proved that their confidence was high with respect to the intentions and customer-oriented philosophy of the restaurant. A small percentage of 5 (10%) of the responders selected the "Maybe" category which means that they were not categorically disagreeing with this statement. Lack of negative feedback indicates that the customers have a high degree of trust to the restaurant with regard to their happiness and well-being and this is essential in building a long-lasting relationship with customers.

Table 11. Do you believe the restaurant has its customer best interest at heart? (n=49).

S. N	Response	Frequency
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1	Maybe	5
2	Yes	44
Total		49

4.5 Key Findings

Menu Changes and International Exposure

Deliberate changes have been introduced in the restaurant to cater for international tastes. The owner mentioned that, unlike the core Nepalese dishes, the curries and soups have been made less spicy. The chef reported that almost all their dishes now have an option for mild spice, and that some of the ingredients are adjusted to suit the European palate, for instance, cream or butter.

Popular Dietary Requests

Vegetarian, vegan, and gluten-free options are also very much in demand. Staff said that these requests come from health-seeking customers and from cultural or religious dietary restrictions. Consequently, the kitchen worked on making vegan versions of some popular dishes such as vegetable Momo and Nepali Khana set.

Influence from International Reviews

In the view of the interviewees, Google and TripAdvisor largely affect the number of patrons coming through the door and prompt corrective actions. The praise noted regarding the presentation of food and friendliness of the staff became motivating factors for putting more emphasis on visual plating and proactive service. Occasional setbacks mentioned on behalf of the clients concerning spice level and waiting time have resulted in modifications in both the menu description and kitchen procedures.

The Inequities of Expectations

One of the apparent hurdles was maintaining the balance between authenticity and accessibility. The head chef stated that an important struggle is to respect the traditional Nepalese flavours while ensuring that such flavours do not feel heavy for guests who are not accustomed to them with regional spices. Another concern was the increased workload on the staff during peak hours, with scores of international guests patronizing the restaurant who bombard them with queries regarding ingredients and cooking methods.

Dishes with Popular Demand and Their Modifications

Top items ordered by the international guests include chicken tikka masala, Momo, and butter chicken. These items are also modified the most, with guests frequently requesting less spice and a change in sauce thickness. The chef also says that sometimes Momo is served with a different sauce as requested.

Languages Barriers and Solutions for Communication

Language differences sometimes lead to miscommunication, especially concerning food-related issues or about spiciness. To deal with that, the restaurant offers multilingual menus in English and Finnish. The staff also gets some basic training in food vocabulary and in some essential etiquette for customer interaction.

Cultural Dining Habits in Tipping

On the other hand, according to the staff, international guests eat at a faster pace than local guests and tend to ask questions about the origin of the dishes. The tipping habit is another great area of difference; some cultures tip a lot, while some do not tip at all due to cultural reasons. This is why management focuses on giving a consistent level of service all the time, regardless of their expectations of gratuity.

Staff Training and Preparedness

All servers periodically undergo training in intercultural communications and menu knowledge. The owner said that role-play scenarios and feedback sessions help prepare staff to confidently answer questions and suggest dishes.

4.6 Recommendations for Improvement

When asked about one thing he would change to improve the experience of international guests, the manager suggested that improving its digital presence with virtual menu previews and translated promotional materials would help. The manager believes that it would assist in the precision-making process of guests' orders before they enter the restaurant.

4.7 Business Implications

Ravintola Kantipur has strengthened its reputation with both locals and tourists alike, owing to its dynamic response towards international preferences. Staff training has been enhanced, menus have been adjusted, and culture has been considered. This has resulted in increased customer satisfaction and return visits. Challenges remain, particularly with respect to authenticity and accessibility. However, Ravintola Kantipur has learned to balance these aspects to present itself as a Nepalese restaurant of global standard.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research set out to understand how international customer preferences impact the way Nepalese restaurants operate, with a focus on Ravintola Kantipur in Finland. As someone who's been personally involved in the environment of this restaurant, this study felt meaningful and real especially because it explored both what the customers experience and what the staff and management deal with behind the scenes. Using surveys, interviews, and observations helped me see things from different angles and made the research more balanced and richer.

What stood out was how well Ravintola Kantipur has already started adapting to international customers. From making dishes less spicy and offering more vegetarian options, to being friendly and welcoming in their service these small but important changes have made a real difference. Customers noticed and appreciated these efforts. On the other hand, some issues still created discomfort for many customers. Language barriers, confusing menu items, and cultural misunderstandings (like expectations around tipping or speed of service) showed that there's still room to grow.

In the end, this study achieved its goal. It didn't just find out what the restaurant is doing right or wrong it gave a clearer picture of how balancing cultural authenticity with customer expectations can be a powerful strategy for success, especially in a multicultural country like Finland.

5.2 Key Findings

1. International customers were drawn to Ravintola Kantipur mostly through online reviews or word of mouth.
2. Positive experiences were often linked to the warm atmosphere, tasty food, and cleanliness of the restaurant.
3. Customers appreciated menu changes that catered to less spicy tastes and vegetarian diets.
4. The main difficulties customers faced were related to language issues, confusing menu descriptions, and differences in cultural dining habits.

5. Many international customers felt unsure about how to order, whether tipping was expected, or how long food would take, which sometimes affected their overall experience.

5.3 Managerial Implications

For the management of Ravintola Kantipur, this study shows that small changes can lead to big improvements in customer satisfaction. One of the biggest takeaways is the importance of communication not just in language, but in how the restaurant presents itself both online and in person. Management can consider offering cultural orientation for staff, so they feel more confident when interacting with international guests.

Another major area is the digital presence. Many first-time customers come because of online platforms like TripAdvisor, so making sure information and photos are up-to-date and visually clear can be a big advantage. Finally, encouraging feedback and using it to improve can help the restaurant stay connected to its customers and make them feel heard.

5.4 Recommendations

1. **Clear and Multilingual Menus:** Adding translations and simple symbols (for spice levels, vegetarian dishes, etc.) can help reduce confusion and make guests feel more comfortable ordering.
2. **Staff Training:** Giving staff basic knowledge of common food terms in English and cultural habits of international guests can improve the overall dining experience.
3. **Digital Improvements:** Updating platforms like TripAdvisor with new photos, menu details, and engaging content can help attract new customers and build trust.
4. **Quick Lunch Options:** Introducing a faster lunch menu for busy guests would help meet the needs of working professionals without affecting the full dining experience for others.
5. **Feedback Collection:** Using simple tools like feedback cards or a digital QR feedback system can help the restaurant learn directly from its customers and continue improving.

5.5 Suggestions for Future Research

While this study focused only on one restaurant, future research could look at several Nepalese or other ethnic restaurants across different cities or countries. This would help compare how customer preferences change in different environments. Also, a bigger and more diverse group of survey respondents would give an even clearer picture.

It would also be interesting to explore how technology can support communication between staff and customers, especially in multicultural settings. For example, could digital menus or AI translation tools help bridge the language gap?

Lastly, a long-term study could help track how the restaurant improves over time and whether the recommended changes lead to better customer satisfaction and business growth.

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APPENDICES

Appendix 1. Survey Questions

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International Customer Preferences on Nepalese Restaurants Survey

Survey Introduction

Hello. My name is Ishwor Dhakal, and I am a student at SeAMK. For my thesis, I am conducting a study on "The Impact of International Customer Preferences on Nepalese Restaurants: A Case Study of Ravintola Kantipur."

This survey aims to understand customer preferences, dining experiences, and expectations regarding Nepalese cuisine. It will only take 5 minutes of your time. Your responses will be kept confidential and used solely for academic purposes.

General Information

1. What is your age?
 - a. Under 18
 - b. 18-30
 - c. 30-50
 - d. 50 Above

2. What is your gender?
 - a. Male
 - b. Female
 - c. non-binary
 - d. Prefer not to say

3. What is your nationality?
4. Do you visit Kantipur Nepalese restaurant?
 - a. Yes
 - b. No

Section 1= Food Quality

5. How would you rate the menu options offered by the restaurant?
 - a. 5 Excellent
 - b. 4 Best
 - c. 3 Average
 - d. 2 Poor
 - e. 1 Very Poor
6. How would you rate the food taste which was served by the restaurant?
 - a. 5 Excellent
 - b. 4 Best
 - c. 3 Average
 - d. 2 Poor
 - e. 1 Very Poor
7. The food presentation is visually appealing

- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Strongly Disagree
 - e. Disagree
8. The food is served at the appropriate temperature
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
9. Does the food reflects exactly Nepalese taste?
- a. Yes
 - b. No
10. Does menu is attractive and reflects the image of the fine dining restaurant?
- a. Strongly Agree
 - b. Agree
 - c. Neutral

d. Disagree

e. Strongly Disagree

Section 2= Price

11. How satisfied are you with the restaurants pricing in relation to you need?

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

12. The food price charged by the restaurant is reasonable.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

13. The costs in this restaurant seem appropriate for what I get.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

14. Overall, this restaurant provides superior pricing options compared to other Nepalese restaurants.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

15. The price is set accordingly to accommodate the Nepalese and attract them

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

Section 3= Ambience

16. The interior design and decorations of the restaurant are visually appealing.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

17. The furniture of the restaurant (e.g., dining table, chair) is clean.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

18. The temperature in this restaurant is comfortable.

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

19. 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

20. The ambience reflects the Nepalese heritage and culture

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

21. The music and sound give a pleasant feeling

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

Section 4= Service Quality

22. How would you rate the clarity of staff communication?

a. 5 Excellent

b. 4 Good

c. 3 Average

d. 2 Poor

e. 1 Very Poor

23. The staff of the restaurant is friendly and helpful

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly Disagree

24. Restaurants staffs are always available to serve customers at anytime and understand the specific needs of the customers.

a. Strongly Agree

b. Agree

c. Neutral

d. Strongly Disagree

e. Disagree

25. The restaurant treats each customer with respect.

a. Strongly Agree

b. Agree

c. Neutral

d. Strongly Disagree

e. Disagree

26. Do you believe the restaurant has its customer best interest at heart?

a. Yes

b. No

c. Maybe