A Study of Customer Satisfaction in the Dubai's Restaurant Industry

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***Abstract*— Customer Satisfaction is one of the key roles in bringing success to any business organization that has a product or service to offer or sell. each and every organization makes sure to not only keep the pre-existing customers but also garner new potential customers significantly and may only be possible when the current target customers are completely satisfied of the company. The objective of this study is to understand the basics of what the definition of customer satisfaction is and how important it is to an organization in a fast-paced industry. Moreover, the advantages of customer satisfaction to a restaurant business will be explained. In the last part of this research paper, a survey was conducted to find out whether customer satisfaction matters to the market as well.**

***Index Terms*— Customer satisfaction, Advantages, Importance, Restaurant Industry, Food Industry Dubai**

I. Introduction

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

Customer satisfaction = f (perceived performance, buyer's expectations)

Here, customer satisfaction is a function of perceived performance and expectations. Perceived performance is the consumer's belief about the product or service experience. Buyer's expectations, on the other hand, are influenced by:

- Performance of the product in the recent past
- Word of mouth, recommendations or testimonials
- Reviews
- What competitors say about the product or service
- What its own marketers promise

According to this definition, the satisfaction goals are established by the customers themselves before they set out to make a purchase. This is also why they start looking for more information at this point — reviews, comparisons, alternatives, etc. Your website, content marketing efforts, and presence on other review sites make a difference at this point. So do customer stories and testimonials.

Satisfaction is the client's fulfillment reaction. It is a judgment that an item or service highlight gave (or is giving) a pleasurable degree of utilization related satisfaction, including levels of under-or over-satisfaction.

Theoretical background

In literature backgrounds of satisfaction are calculated from different phases. The deliberations encompass from psychological to physical and from normative to constructive phases. However, in most of the cases the contemplation is focused on two basic theories as customers' opportunities proceeding to purchase or use of a product and his absolute perception of the presentation of that product prior to using it.

A customer's opportunities about an invention tell us how he or she expects how that merchandise will perform. As it is recommended in the literature, consumers may have numerous "types" of outlooks when creating thoughts about a product's projected performance. For example, four types of potentials are recognized by Miller (1977): ideal, predictable, minimum acceptable, and required. While, Day (1977) designated among prospects, the ones that are about the prices, the product nature, the exertions in gaining benefits and lastly prospects of social values. Apparent product presentation is considered as a significant concept due to its aptitude to allow manufacture contrasts with the outlooks.

It is well-thought-out that customers critic products on a restricted set of norms and characteristics. Olshavsky and Miller (1972) and Olson and Dover (1976) calculated their researches as to operate actual product presentation, and their purpose was to discover out how alleged performance ratings were partial by expectations. These studies took out the negotiations about explaining the alterations between expectations and supposed performance.

Customer Satisfaction as the backbone of Hospitality Industry

Over the time it is well known that although a product might be the selling point of a restaurant business, service goes hand in hand with the product and has become indispensable to the company. It gives the organization a head start advantage to be ahead of its competitors. Service is one of the important features that helps a business in giving their customers the satisfaction expected when the provided service is of exceptional quality.

As this is the main the goal of every business, they must be able to understand and distinguish the needs of the customers.

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Experts who have been in this industry for a long period of time point out that if a company wants to grow further and be stable, they would have to carry the responsibilities of knowing the demands of the clients.

From the introduction provided, it is made clear that the primary concept of a restaurant business is the customer satisfaction.

Research Problems/Objectives

i. Identify the customer satisfaction in a business
ii. Find out the characteristics of customer satisfaction
iii. Role of Customer Satisfaction in a business

II. Literature Review

Customer Satisfaction: According to Rothschild, A customer satisfaction evaluation can be quite specific in nature - a specific subset of experience such as a single transaction and/or particular attribute - but may also be cumulative, based on all previous experience with a good or service. Much has been written about social marketing since Kotler and Zaltman (1971) introduced the concept a decade ago. The literature has contained extended discussions about the definition of social marketing, the ethics of social marketing, the appropriateness of broadening the marketing discipline to include social marketing, and the potential of applying various social science theories in social marketing contexts. However, there have been few attempts (Rothschild 1979) to move beyond the reporting of case studies toward the development of general knowledge about social marketing, including knowledge about the problems most organizations tend to find in applying conventional marketing approaches in social programs. The term social marketing is used throughout this article to mean "the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group(s)" (Kotler 1975, p. 283). An awareness of these problems should allow social agency administrators or their marketing advisors to formulate more workable and effective social marketing programs. While the authors believe strongly in the contribution marketing can make to social programs.

Characteristics of brand attributes that are offered by organization decide the degree of consumer loyalty. When a product and service of an organization satisfies the demands of clients, it would create a feeling of fulfilment to the customer which makes them a loyal customer and add to the overall client value of the company. The profit gained by the company is not only based on the revenue total but also through the basis of the amount of returning customers it would bring and the client loyalty that they would bring to the company. Customer satisfaction is always considered to be one of the key objectives in any marketing strategy of a company and adds up to how successful a company becomes. It has been studied that customer satisfaction is the foundation of tools such as CRM that is currently being used by marketers globally in order to garner customers and keep them.

The product and service quality that is being sold or served has a big importance in the restaurant industry. When customers critics a product and finds it to be of reliable quality, it instantly creates a satisfactory feeling with the clients. Thus, when the customer is pleased with the reliability and quality of the products and service, they would start becoming a returning customer and also would start promoting the company which would help garner more consumers that will help with the company's total equity. Restaurants that are fully serviced, consumers expect the waiters or servers ready to attend to them and fully comprehend the needs and to be able to respond to them in a proper manner. Factors such as the quality of service branches out to other qualities such as the responsiveness which is among one of the main factors which results into whether how satisfied a customer may be.



Fig 1. Factors Influencing Customer Satisfaction

Other than the noticeable growth in a company, if the creators work hard to expand their customer satisfaction, the increase of revenue will also add up. There are various of other reasons to why it is supposed to be a top priority to an organization.

- Study shows that a large percentage of consumers approve and trust the recommendations of their friends and families.
- People tend to look up the choices of restaurants in apps (example: Zomato) with ratings of more than 3 stars which shows that positive feedback from customers with happy reviews will attract new customers.
- Good reviews left by previous customers allow people to decide whether if a restaurant is good or bad.
- Word of mouth is the easiest method of marketing the company and is the best way to stay ahead of competitors.

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Fig 2. Relationship of High Customer Satisfaction

III. Research Methodology

Participants: The participants of this study consisted of students from a university in the UAE. This segmentation of students would help us analyze the perspective of younger generations towards customer service. They were all suggested to help participate in a survey because it was an easier method of transportation to circulate the method of study easier.

Method of study: The graphic strategy was utilized to convey this study. And survey type research was led, through the questionnaire public opinion and observation was discriminate about the thoughts and views based on customer satisfaction. The descriptive research was conducted by using the procedure survey/questionnaire method that is a type of primary data collection research methodology.

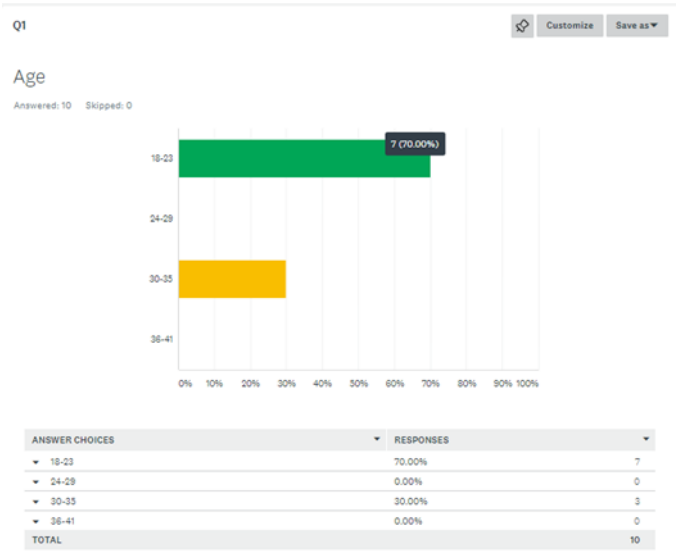
Question development: The questions developed were likert scale questions and categorical questions. The descriptive question helped analyze and understand the demographical specter. The categorical questions were done to understand our participant's perspectives towards customer service in different scenarios and their overall understanding towards how customer service operates. The likert scale questions were used to understand their qualitative perspective in customer satisfaction levels and how the can be achieved.

Participation Demographic: There were a mix in majority of genders for the participation of this study, the specified target age group was 18+ due to the vast amount different age groups present in a college. Their background was random as it wasn't a study done in person but through online surveys

- Population: Target age group specifically for people 18 and above
- Sample: 10 respondents
- Sampling technique: Questionnaire
- Research instrument: Survey Monkey / Online survey

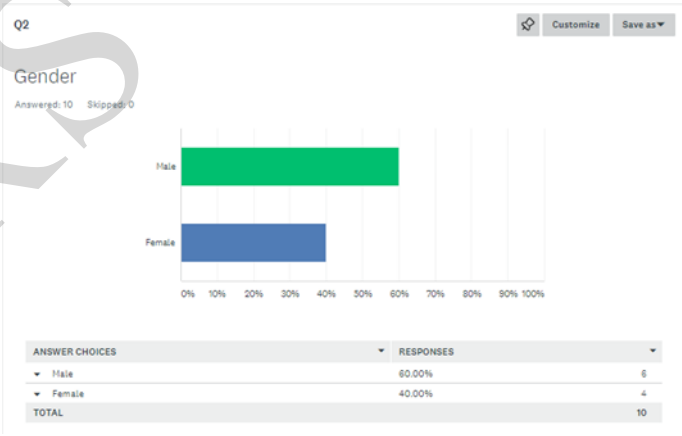
IV. Data Analysis

Question 1



For Question 1, as shown above 70 percent of the participants who have answered this survey are in the age group of 18-23, as for the other 30 percent of the participants were in the age of groups of 30-35.

Question 2

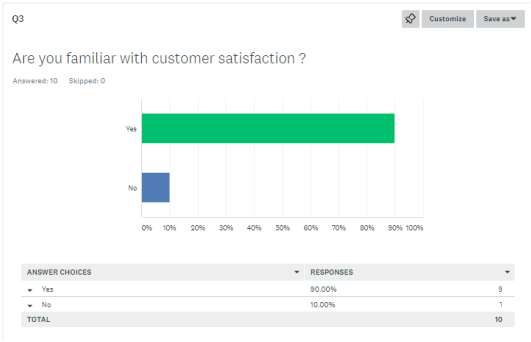


For question 2, As stated above it is clear that 60 percent of the participants are Male, while 40 percent of the participants who have answered the survey are Females, which gives an equal and unbiased results in information.

Question 3

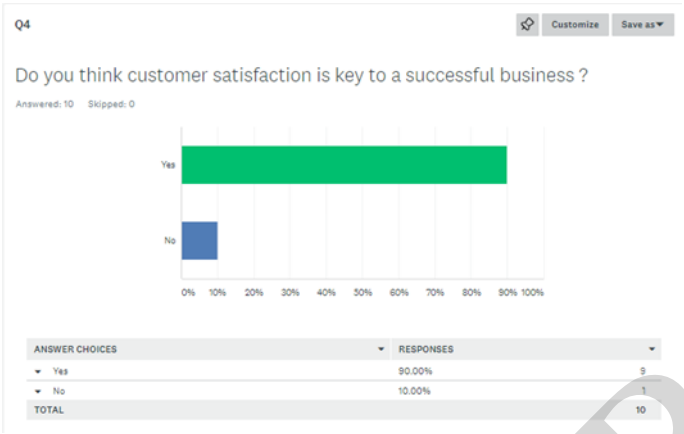
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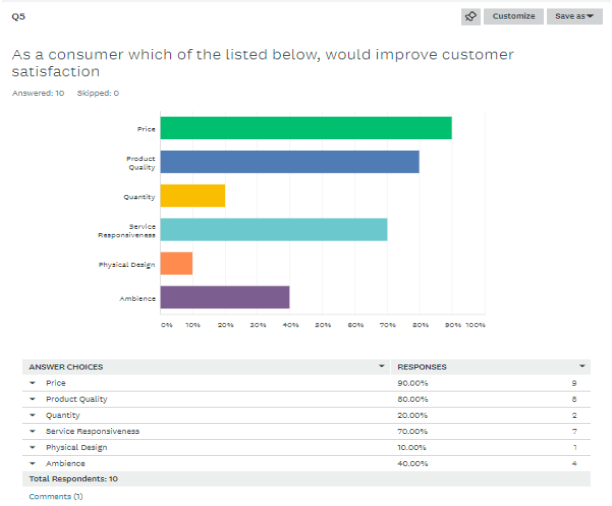
For question 3, as shown above majority of the participants are aware of customer satisfaction leaves only 10 percent who are not familiar with customer satisfaction.

Question 4



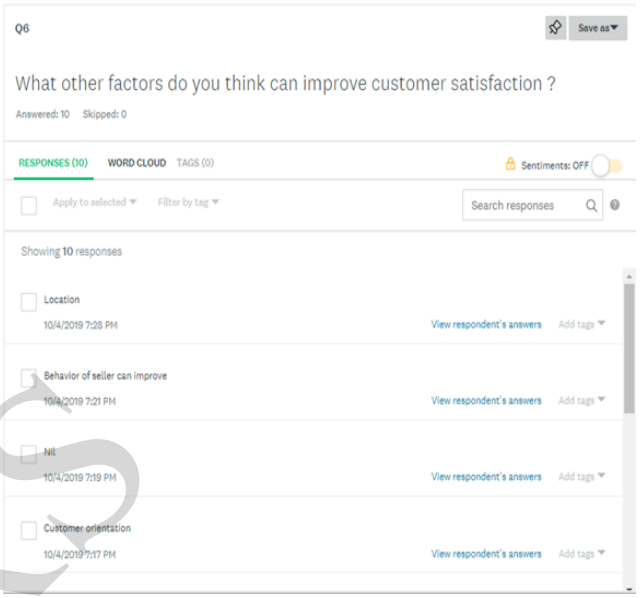
For this survey question, it seems that 90 percent of the participants agree on statement above which is Yes customer satisfaction is key to a successful business, while 10 percent think otherwise.

Question 5



In this survey question, I have asked the participants to pick which in the list given would be improve a customer's satisfaction when looking for a product or service. And the result shows that 90 percent of the participants think price is one factor which would enhance customer satisfaction, following it is product quality which is 80 percent, behind that is service responsiveness which is 70 percent of the participants, and at the end 40, 20, and 10 percent think that ambience, quantity, and the physical design will improve customer satisfaction.

Question 6



As for this survey question, I asked the participants to state possibly any other factors that could improve customer satisfaction to grasp the perspectives of others and considering all possible factors that can benefit in improving customer satisfaction, finally the answers given by the participants are as follows Location, Behavior of sellers, Customer orientation, Genuity & empathy, attitude of waiters, while other participants have not stated any extra factors that could improve customer satisfaction.

V. Conclusion

Customer satisfaction plays a vital role in all business regardless of industry it may be an innovative product or it could be a service provided to the consumer. The emergence of Customer Experience Management brought a number of fundamental changes have occurred in the corporate world. Customer satisfaction plays a crucial role in the success of a business due to its self-marketing benefit and for its brand image and loyalty enhancing capabilities. As it is proven by a survey, it has been conducted that shows 90 percent of the participants who have conducted the survey agreed on customer satisfaction is a key for a successful business and without it the business will diminish and seize to exist in the market. While in this research, it became clear that consumers

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focused primarily on four particular things when it related to customer satisfaction, which are Price, Quality, Service, and Ambience seems that consumers are looking for a quality product with a reasonable price and good services at a location which is aesthetically pleasing.

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