

# Research of restaraunt for business research

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Table of Contents Introduction3 Research Objectives3 Research Questions4  
Answers to Research Questions5 Answer to Research Question 1. 5 Answer  
to Question 2. 6 Answer to Question 3. 7 Answer to Question 4. 8 Answer to  
Question 5. 9 Answer to Question 6. 10 Recommendations for the  
Remington’s Restaurant11 References14 Introduction The Remington  
restaurant, located in Tampa Florida, wanted to better understand their  
customer’s views and opinions of the restaurant by using a survey method.

This method would reveal the perception of the customer to see what  
category the Remington restaurant is in, what performance the customer  
expects, and how satisfied the customers are when they leave the  
Remington restaurant. This is the best way for the Remington restaurant to  
improve their service because it paints a picture of what how the customer  
views their services. Even though competition is important to any business,  
the customers are the biggest asset to the company.

By researching the customer’s perception of the restaurant one will see how  
the customer chooses the restaurant desired, how important performance is  
to the customer, and what was the overall satisfactory. One can acquire such  
information by reviewing and discussing the survey, finding out what is most  
or least important to the customer, seeing what is expected on how the  
restaurant performs, and discussing the satisfaction of the customer. In  
order to get this information, different methods will be used such as  
coefficient of variation, coefficients of determination and other tatistical  
techniques. There are six main research questions that will be addressed  
that will help the Remington restaurant see how the customers view the  
restaurant as a whole, and show the restaurant where and how to improve

their business. Research Objectives

1. Discuss the type of survey used by the Remington Restaurant and how effective it is by using a research survey design. Compare effectiveness of the research to the other research designs of the subordinate data, experiments or observation in the context of collecting information for this project. . Describe the demographic profile of the average Remington customer.
3. Classify and describe which influence is most important to the customers in selecting a place to eat, and what is the least important factor that influences customers in selecting a restaurant.
4. Examine the Remington Restaurant scores on each of the six perception of portions of food, knowledgeable employees, food quality, swift service, atmosphere, and prices.
5. Justify if the Remington Restaurant is providing the expectations that customers want when choosing a restaurant.
- 6.

Decide if there is a connection between being satisfied with the Remington Restaurant and the service, food portion, smart employees, quality of food and fast service.

7. Review the surveys to see what the Zagat Review Research Questions
1. What kind of survey did the Remington Restaurant use? What kind of result was found by the research design? Compare the effectiveness of the survey research to the other subordinate data, experimentation or observation in the perspective of gathering information for this project.
2. What is the demographic profile of the average Remington Restaurant customer? . Which is most important to the customer when selecting a restaurant and what is least important when selecting a restaurant?
4. How does the Remington Restaurant score on each of the six perception measures of food portions, smart employees, food quality, fast service, atmosphere and prices?
5. Is the Remington Restaurant producing a

good influence when selecting a place to eat? 6. Is there a connection between customer's satisfaction with the Remington Restaurant with the perception of large food portions, smart employees, food quality and quick service?

Answers to Research Questions Answer to Research Question 1. The purpose of this section is to answer the first research question. The first question, which is; what kind of survey did the Remington Restaurant use? What kind of result was found by the research design? Compare the effectiveness of the survey research to the other subordinate data, experimentation or observation in the perspective of gathering information for this project. The type of survey that the Remington Restaurant used was the self-administered Internet survey.

This kind of survey is probably the cheapest survey for the person collecting data. It involves minimum personnel and low cost as compared with other methods. Since 73% of American households are actively using the Internet, an Internet survey would be the best idea to cover a large location fact while conserving energy, money, and time (Cooper, Schindler, 2008). Internet survey's can also give one access to graphs, charts and percentages automatically. Also, the Internet survey will be able to give one an idea of the customer's attitude and perception of the Remington's Restaurant.

By using secondary information one would be able to see general information such as, what the demographic is of the average family in the area, what is the general income, and how many times the family eats at restaurant in a week. By shifting the focus off of the Remington's Restaurant and on to the genre of restaurants the Remington's Restaurant is associated

with would dilute the information the Remington's Restaurant wanted to know about their customer's satisfaction with the Remington's Restaurant. Methods such as observational and experimental research would not be effective for the Remington's Restaurant. The observational method would not be effective because it would only tell one the behavior of the people such as body language. The experimental method would require a laboratory setting and would not be practical. The main goal for the research is to find out how the customers perceive the performance of the restaurant and their satisfaction. Also, the Remington's Restaurant wants to know how their customers select a restaurant. Answer to Question 2. The purpose for this section is to answer the second question.

The second question is; what is the demographic profile of the average Remington Restaurant customer? The main variables are as follows: the children who live at home, viewed advertisements, gender, income, age, and familiar competitors. The questionnaire was simple and easy to understand. The applicant had to answer just one number on each question. On the table below one will see the demographic of people who visit the Remington's Restaurant most often. In statistics the number (or in this case the persons) that occur most frequently is the mode.

The information is from the results from the survey taken by customers.

Table 1: Demographic Description of the Remington Restaurant's customers

Variable	Central Tendency	Result	Std. Deviation
Age	335-491		
Gender	0Male0		
Number of Children	11 to None	1	
Advertisements	0No0		
Income	235k-50k	1	
Competitors	1Outback	1	

One can see by looking at the table

above that the people who visit the Remington's Restaurant frequently are males who are between the ages of 35 and 49, and make 35, 000 to 50, 000 a year.

These men also have one child, have not seen advertisements for the Remington Restaurant, Outback, and Longhorn. One can also see that the major competitor is Outback Steakhouse. Answer to Question 3. The purpose for this section is to answer the third question which is; which is most important to the customer when selecting a restaurant and what is least important when selecting a restaurant? The variable for this question are as follows; large food portions, smart employees, excellent food quality, fast service, good atmosphere, and good prices. The choices for these questions are fixed.

The applicant had a choice to rate each variable from 1 to 7, which 1 was strongly disagree and 7 was strongly agree. The answer below includes the mean and standard deviation. Table 2: Remington's Patron's Criteria In Restaurant Selection

Variable	Mean	Standard Deviation
Large Portions	5.86	
Quality of Food	6.02	
Speed of Service	7.1	
Atmosphere	5.95	
Reasonable Prices	5.04	

From the information from the table above one can see that anything rated over 5 is important to the customer.

The variable competent employees were rated under 5 and therefore not important to the majority of customers. Answer to Question 4. The purpose of this section is to answer the fourth question, which is; how does the Remington Restaurant score on each of the six perception measures of food portions, smart employees, food quality, fast service, atmosphere and

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prices? One will see what kind of perception the customers have of the variables listed in the question. These questions were asked in the same format as the third section. The questions had fixed answers from 1 to 7 with 1 strongly disagree and 7 strongly agree.

The answers in the table include the mean and standard deviation. Table 3:

Remington's Patron's Perceptions	Variable	Mean	Standard Deviation
Has Large Portions	3.91	Has Quality of Food	6.96
Has Atmosphere	61.21	Has Speed of Service	31.21
Has Reasonable Prices	5.81	Has Competent Employees	41.35

One can see from the table above that large portions and speed of service is below average. Food quality, atmosphere, and reasonable prices are above average.

Competent employees are average. Answer to Question 5. The purpose for this section is to answer the fifth question; is the Remington Restaurant producing a good influence when selecting a place to eat? The variables in this case are similar to the previous question and include large food portions, competent employees, food quality, fast service, atmosphere, and reasonable prices. These variables were rated by the customer and given a choice to choose one number for each question. The numbers that represented the answers for the questions were at a range from 1 to 7.

The number 1 represented that the customer strongly disagreed and the number 7 was that the customer strongly agreed. Table 4: Importance and

Perceptions	Variable	What Customers Expect
(Mean)Actual Performance	(Mean) Quality of Food	66

----- Fast Service63 One can see here that the Remington’s Restaurant is performing how the customer expects them to perform as a restaurant. This is almost one of the most important factors of the restaurant.

The quality of food as expected, but the fast service needs improving. Answer to Question 6. The purpose of this section is to answer the final question, is there a connection between customer’s satisfaction with the Remington Restaurant with the perception of large food portions, smart employees, food quality and quick service? From the table below one will find the correlation between the variable and the satisfaction of the customers.

Table 4: Importance and Perceptions

Variable	Large Portions.	41.	17	-----
Competent Employees.	55.	31	-----	Food Quality.
33.	11	-----	Speed of Service.	-. 6. 004
-----	Good Atmosphere.	40.	15	-----
-----	Good Prices.	06.	004	-----

----- Good Prices. 06. 004 One can see here that there is a weak and positive relationship between the large portions and satisfaction. The large portions were 17% of the change in satisfaction.

Having competent employees was a modest and positive correlation with satisfaction. If the competence of the employees increases, so does the satisfaction. There was a weak positive relationship with the food quality and satisfaction. Food quality was only 11% of satisfaction. There is also a weak and negative correlation between speed of service and satisfaction. In the end one can see that the competent employees are rated the highest in



customer satisfaction. Recommendations for the Remington's Restaurant Regarding question one. The Remington's Restaurant has done a good job in the survey method.

The self administered, web based survey is the best way to cover a large geographical area in a short amount of time. The survey method is also a good way to retrieve data fast. One of the most important aspects about the survey method is how one can rate an attitude toward something. Regarding question two. The Remington's Restaurant main customer was a 35-49 year old male who makes 35, 001 to 49, 000 dollars a year and has one child. The main customer has never seen an advertisement for the Remington's Restaurant or any of its competitors.

A good recommendation for the Remington's Restaurant would be to advertise more. Also, the competition has not made an impact in the advertising category and would be in favor of the Remington's Restaurant to pioneer this field. Regarding question three. The average customer held competent employees, atmosphere and quality of food of high importance. Being that the Remington's Restaurant is in the food business, it should strive to keep the quality of food as a high priority. Having competent employees is an asset to the company but should not be valued over the quality of food.

Regarding question four. When one looking at table 3 one can see that the Remington's Restaurant is doing well with the quality of food, atmosphere and employees, but there are areas that need much improvement. Large portions and the speed of service are below average and must far exceed the customer's expectations. Any business should not settle for average or

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below average results. Training the employees on time management and having a smooth flowing system to better serve the customers would be ideal in this situation.

Also, if the portions can not expand anymore the restaurant should offer the customers free appetizers that are cheap and filling. Bread and chips would be a good start for this process. Offering the customer cheap food will allow for the portions to stay the same and not lose any money on the main courses. Regarding question five. The food must stay at the top of the priority list. The customers value food the most and should expect the food to always be outstanding. A strict procedure to test the quality of the food must be practiced on a regular schedule to ensure that all customers are receiving the same unique taste of the restaurant. Regarding question six. The employees must know what they are serving. The customer's rated the employee's knowledge 31% which is over a third of the satisfaction. It may be just a fraction, but it can also be the opening and closing of a sale. When a customer feels like he is being taken care of, the sales will increase and the testimony of the company will prosper. Most people do not eat alone and will bring others with them. References Cooper, D. & Schindler, P. (2008). Business research methods (10th ed. ). New York: McGraw-Hill Irwin