

Customer perceptions and opinions of al qwafil tourism company report samples

[Business](#), [Company](#)



Survey Analysis

Customer Perceptions of Al Qwafil Tourism Company:

Survey Analysis

Introduction

Our objective to make this survey is to determine the level of satisfaction among customers who have used the services of Al Qwafil Tourism Company. In particular, we are interested to know of customers' perceptions, opinions, and potential return to the company to acquire future travel services.

The way of collecting and receiving the survey was by email.

Methodology

In order to carry out the survey, the researcher first put together five questions that would be placed in the survey forms. The five questions were designed to target the topic that the main points of this study, which were:

•Perception of the company

- Opinion of the company
- Extent to which the customer will use the services of the company again

Each question had multiple answers to which the customer could choose from. The questionnaire was sent to customers by email.

Analysis

The above chart illustrates the percentage of the students who participated in the survey. Of the 39 who were contact, 27 or 69% completed the survey

and emailed it back.

According to the collected data, all of the 27 customers demonstrated high levels of satisfaction in questions 1a and 1b. In regards to Accommodation, 25 of 27 customers (or 93%) were satisfied. In regards to Transport all 27 customers indicated they were satisfied or strongly satisfied.

Customers were asked to determine their level of agreement in terms of their opinion of the owner and of the manager of Al Qwafil Tourism Company. In both circumstances customers unanimously indicated that they agree or strongly agree.

Customers were asked if they would use Al Qwafil Tourism Company for future services. In total 22 customers indicated they would use the company again. Although this and previous questions revealed highly positive perceptions of the company, five customers indicated they would not use Al Qwafil Tourism Company again. Consider that accommodations, transportation and the opinion of the owner and manager were all high, this raises the question of what other factor(s) may have led customers to indicate they would not use Al Qwafil Tourism Company again. Data from one of the next figures may provide some insight to this comparatively negative response.

In Question 4 customers were asked if the price was fair for the services they received. The response was unanimously positive with all 27 customers indicating yes. In Question 5 customers also were overwhelmingly positive in regards to the services they received as being well-organized. However, three customers indicated no.

If we refer back to Question 3 in regards to using the services of Al Qwafil

Tourism Company again, we notice also a small but significant number of customers who indicated no. Although it is difficult to determine the cause of why five customers (or 19%) indicated they would not use Al Qwafil Tourism Company again, it would be useful to know if issues of organization were a factor in this decision. Regardless of any apparent links, it is important for Al Qwafil Tourism Company to find out what factors caused a significant number of customers to decide not to use the services of Al Qwafil Tourism Company again. With this information, the company could take measures to fix any factors that may cause customers to decide not to use their services in future.

Perhaps more importantly, the company may also want to find out more information about what factors make customers satisfied. After all, a clear majority of customers indicated high agreement or high satisfaction with all factors listed in the survey. Knowing which factors the company does well may provide opportunities to exploit these factors more to attract - or retain - business.