

Analysis conclusion and recommendations marketing essay



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Work done by Parasuraman, Zeithaml and Berry (Leonard L between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction " gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the " confirmation/disconfirmation" theory of combining the " gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. In this technique, the customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

In this research, the Likert technique was used to measure customer satisfaction

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Customer satisfaction is the wish and the dream of any organization or business. Hotels and restaurants are not left out in the fulfillment of this aim. The realization of this aim entails very many factors. To ensure that customers are satisfied, it was then vital to look at the overall theory and practice of customer service and customer satisfaction. To fulfill this objective, several parameters were considered.

On ambience and décor of Monty's bar and restaurant, 41% of the customers were neutral about it. 30% of the respondents said that they were satisfied with the general décor and ambiances of the hotel. 21% of the customers were dissatisfied with the décor and ambience of the restaurant. This may have been the case because as Michael et al (2003), pg 45 explains, different customers have different perspective of issues. A customer's place of origin and custom affects largely towards his or her satisfaction to any products or services he or she receives (Mittal et al 2010). This may have been true because most of the customers to Monty's bar and restaurant come from different parts of the world especially Asia. Few of the customers, i. e 30% that may have been satisfied with the general décor and ambience of the restaurant may have originated from the surrounding area. However, majority of the customers were neutral and did not have any complain or praise to the décor and ambience of the restaurant.

Majority of the respondents, 43% said they were satisfied with the accessibility to Monty's bar and restaurant. It was followed by 34% who said they were very satisfied. 23% of the clients responded by saying that they were neutral concerning the accessibility to Monty's restaurant and bar. Most clients or customers obtain goods and services from a product or service
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provider that is easily accessible. (Serenko 2006) This may explain why most clients especially foreigners preferred Monty's bar and restaurant. This is because the restaurant is located in an area that easily accessible to visitors to the country. Out of the 100 clients that participated in the research, only 22 of them responded by saying that they were neutral concerning the accessibility of the restaurant. These have been explained that some times, some individuals are not confident enough to give their honest view when asked to comment because of some fear (Mittal et al 2010).

Concerning the restaurant's public area 38% of the respondents said that they were satisfied with it. 15% of the clients were reported to have been very satisfied with the restaurant's public area. 34% of the respondents reported that they were neutral. This may be explained that different people have different preferences (Batra and Athola 1990). The way one customer is going to be satisfied with how a given area is packaged is different from the way another customer will be satisfied about it. This is because, as humans we have different needs and preferences that are not similar (Batra and Athola 1990). Some customers may like public areas that are a bit private while others may not like it. This may explain the various reactions I got from the customers when they were filling the questionnaires.

On the subject of the quality of food and beverages that are offered in Monty's bar and restaurant, 42% of the respondents reported that they were satisfied. 34% of the clients that participated in the filling of the questionnaires said that they were very satisfied with the quality of food and beverages that were offered in the restaurant. These may explain reasons why Monty's restaurant and bar have many customers that are foreigners. A <https://assignbuster.com/analysis-conclusion-and-recommendations-marketing-essay/>

customer normally chooses one place to get the products not the others because of the quality of products that are on the sale. If the customer perceives that the offered products are of high standards, then he or she will opt to obtain the product from that firm or restaurant (Leonard 1985)

If the customer perceives that food and beverages that are sold in a given restaurant or hotel do not meet the required standards, the customer will hardly dine in such a restaurant or hotel because of fearing for ones health (Leonard 1985) Because majority of customers and clients that visited Monty's bar and restaurant assumed that food and beverages provided there meet the international standards most of them felt comfortable dining in the restaurant and even advised their friends and relatives to dine in the restaurant due to the high standards of food and beverages offered there.

The book, (Moses2008) seven steps of retaining customers in hotel industry said that menu variety also determines the number of customers visiting a given hotel or restaurant. A restaurant with a narrow menu that focuses on only one group of customers will have fewer clients compared t that with a variety of menu that focuses on different kinds of customers. This is because people from different backgrounds have different tastes and preferences when it comes to food and beverage choice (Mittal et al 2010). This may have explained why majority of the respondents in Monty's restaurant and bar were either satisfied or very satisfied with the menu variety. About half of the customers, i. e. 48% that participated in the research said that they were satisfied with the menu variety. 19% of the respondents said that they were very satisfied with the menu variety. 24% of the clients said that they

were neutral concerning the variety of menus that are available in Monty's bar and restaurant.

Another factor that may determine of customers may dine in a given restaurant and hotel is the level of cleanliness. If customers perceive that the level of cleanliness of a given hotel or restaurant is below the standards, they will hardly dine there even if they are very hungry and needs food(Mittal et al 2010). From the results that were obtained after the respondents filling the questionnaires, 48% of the respondents said that they were satisfied with the cleanliness of Monty's bar and restaurant. 28% of the clients said that they were neutral concerning the issue of cleanliness. 24% of the customers said that they were very satisfied with the cleanliness of the hotel. There were different reactions from customers as shown above by the respondents. This may be because levels and standards of cleanliness vary from country to county. Since Monty's bar and restaurant is an international restaurant that provides services for customers around the world, this could explain why they had different views concerning the level of cleanliness of the restaurant.

Several writers have commented that if a sales person is worm, friendly and happy, there is a high probability that he is going to sell a product he or she has compared to a sales person that is happy and gloomy. This is because customers are always concerned about their safety (Leonard 1985). A more happier person may be able to sell 1000 products when a gloomy person haven't sold anything (Leonard 1985). In Monty's bar and restaurant, 18% of the respondents that took part in the filling of the questionnaires responded by saying that they were satisfied with the friendly environment of the <https://assignbuster.com/analysis-conclusion-and-recommendations-marketing-essay/>

restaurant. 38% of the clients reported to have been said that they were neutral concerning the friendly environment that is provided in Monty's bar and restaurant. 32% of the customers said they were neutral concerning the friendly environment that was provided in the restaurant. If a customer knew that a given place he or she is going to spend time is not safe, then the probability of visiting that restaurant or hotel is very minimal. Because majority of the customers that dine or hold conventions in Monty's bar and restaurant are assured of safety, they have no problem with visiting the restaurant.

Another factor that leads to customers feeling satisfied is the promptness of the available services. If the services are provided promptly or immediately the customer makes an order, at the end of it, the customer may feel satisfied compared to a service provider that is very slow. This is because people have different levels of patience. Some people hardly wait while others can wait for some time. For the success of any firm especially hotel industry, promptness is very essential. This helps in the maintaining and retaining of the customers (Batra and Athola 1990). In Monty's bar and restaurant, 39% of the clients were satisfied with the promptness of the provision of the services. Customers reported that they were very satisfied with the promptness of provision of the services. However, 37% of the respondents said that they were neutral about the promptness of the services on Monty's bar and restaurant. Several factors affect the level of promptness of services in any organization (Batra and Athola 1990). One of the factors is the number of available customers. If the number of available customers is very high, this will hinder the rate at which each customer is attended to. This is

because each firm normally has a fixed number of employees to attend to customers. If the number of customers is lowered and number of employees to serve the customers remains constant, then the rate at which the customers will be served increases. This may have explained why some customers felt that the services provided at Monty's bar and restaurant are prompt while others felt that the services were not prompt. These may have dependent on the number of clients that were waiting to be attended to at that particular time. The few clients that were very satisfied with the level of promptness of the restaurant may have visited it when the number of customers that were waiting to be served was few. On the other hand, clients that were neutral about the level of promptness of the restaurant may have visited it when the number of clients that were waiting to be served was high.

Another factor that may determine the level of customer satisfaction is the professionalism in the provision of the services. The way a trained employee will serve a customer is totally different from the way untrained individual is going to serve the customer. This is because trained individual's possess knowledge and skills that may make a customer to feel satisfied. In Monty's bar and restaurant, there was a mixed reaction from the respondents. 31% of the respondents said that they were very satisfied with the level of professionalism displayed by the employees that served them. 41% of the clients said that they were satisfied with the professionalism in the provision of the services. 21% of the customers said that they were neutral on the issue of professional service provided at the Monty's bar and restaurant. The way a given customer could measure professionalism in service may be

different from the way another one may measure it because of the country of origin (Moses 2008)

Any customer accepts services from a restaurant that he or she is able to afford. It is very difficult for a customer to go and dine in a restaurant that is very expensive, according to his own views. Most clients buy products or dine in pocket friendly of the restaurant. That is why the customers were asked about the pricing of food and beverages in Monty's bar and restaurant (Serenko 2006). 32% of the customers said that they were very satisfied with the pricing of the food, beverages and other services provided by the restaurant. 44% of the respondents responded by saying that they were very satisfied with the pricing of the food and beverages that are provided in the restaurant. The other 20% of the respondents said that they were neutral concerning the pricing of food, beverages and other services provided at Monty's bar and restaurant.

Business centre of any given business firm likewise determines the level of customer satisfaction. If the business centre is at an ideal area, the level at which customers will be satisfied will be higher compared to a business located in an area that is not ideal. In Monty's bar and restaurant, 12% of the customers said that they were very satisfied with the business centre of the restaurant. About one quarter of the respondents said that they were very satisfied with the business centre of the restaurant. 31% of the customer said that they were neutral concerning the business centre while 20% of the customers said that they were dissatisfied with the business centre of Monty's bar and restaurant. This area brought mixed reactions from the customers that participated in the filling of the questionnaires because of the <https://assignbuster.com/analysis-conclusion-and-recommendations-marketing-essay/>

area of origin of the customers. Those who understood England very well had no problem with locating the restaurant. Likewise those customers that were staying near the restaurant had no challenge in locating the restaurant. The problem however was with customers that were new in the country and had been recommended by friends that they stay or dine in Monty's bar and restaurant. The challenge they faced in locating the business centre may have led to 20% of the clients to report that they were dissatisfied with the business centre.

Concerning the overall satisfaction of the customers with foods, restaurant foods and beverages quality, 40% of the customers reported that they were very satisfied. Another 43% of the customers that participated in the filling of the questionnaires reported that they were satisfied with the foods, restaurants foods and drinks. This is because the overall satisfaction of a customer on a given product or service depends on several factors (Serenko 2006). A customer will say that he or she is satisfied with a given service or good after considering all the factors that he or she perceives that lead to satisfaction (Serenko 2006)

Concerning the overall satisfaction with the service quality, the customers that participated in the filling of the questionnaires said as shown. 31% of the participants said that they were very satisfied with the quality of service provided at Monty's bar and restaurant. 44% of the customers said that they were satisfied with the quality of services provided at the restaurant.

Additionally, 28% of the clients were neutral concerning the quality of services provided at Monty's restaurant and bar. The way a given service is provided, the attitude of the provider and the time taken to provide the

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service determines whether the customer will be satisfied or not (Batra and Athola 1990). At Monty's bar and restaurant, different customers had different views depending on who served them because all employees will never be the same (Leonard 1985). The number of customers that were waiting to be provided with the service at a particular time may also have led to mixed reactions on the issue.

Concerning the overall marketing and image conveyed through media, 19% of the clients that were involved in the research said that they were very satisfied. 31% of the customers reported that they were satisfied concerning the image of the restaurant. 34% of the respondents that participated in the filling of the questionnaires said that they were neutral on the image of the restaurant as conveyed by media houses during advertisements. Media houses plays a major role whether a given firm or industry will be viewed positively or negatively. If the advertisement are done after every few minutes, then the probability that the restaurant will be respected is very low (Leonard 1985). To ensure that a given restaurant is viewed positively by potential customers, it is then relevant that its image is portrayed positively by media houses. These media houses includes television channels, CCTV, radio channels and the internet

RECOMMENDATIONS

the level of cleanliness of the restaurant should be improved to satisfy majority of the customers

The promptness of serving the customers should also be improved so that most of the customers feel satisfied.

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The public area in Monty's restaurant and bar should be improved to satisfy majority of the customers.

Food quality and the quality of beverages that are served should be improved so that majority of the customers feel very satisfied.

Frequent customers should be given some discount which will encourage them to direct their friends to the restaurant.

Another study should be carried out to find the kind of food and beverages loved by students, and those who are employed so that they can be retained as frequent customers of the restaurant.

A research should be carried out to find out why most of the locals don't prefer Monty's restaurant and bar and effective measures taken to attract and maintain them.

The manager of Monty's restaurant and bar should also ensure that only competent professional employees are picked during the recruitment period. This will assist in the satisfaction of most of the clients. According to the study that was carried out, a significant percentage of the customers were not satisfied with the level of professionalism of the employees that attended to them. This should be looked at and rectified so that more customers are retained.