

CASE STUDY ON POSSIBILITIES OF IMPROVING THE QUALITY OF SERVICES AT MAJESTIC RESTAURANT IN ORADEA

Dudas Anca Iulia*

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048 Oradea, Romania, e-mail: iulia_dai@yahoo.com

Abstract

The purpose of this paper is to determine the possibilities of improving the quality of the services at Majestic Restaurant in Oradea and the most effective means of promoting it.

To achieve this, we designed an opinion questionnaire, which was applied to a number of 100 customers of different social classes, age, gender, etc. The questionnaire includes 17 questions with different response options.

Analyzing the responses a general conclusion was separated that the services provided by Majestic Restaurant are high quality because of its management and professional staff available, but as for the means of promoting some improvements could be brought.

Key words: survey, customers, ways to promote correlation.

INTRODUCTION

Nutrition is essential in the life of every person, therefore, in the catering establishments must be ensured technical and material basis, necessary to prepare and serve food, that allows the achievement of a diversified culinary productions, able to satisfy the most exigent tastes of the population.

Having meals outside the home present a growing interest because there are certain advantages offered by catering industry: convenience (saving time and effort in connection with the purchase of products and their preparation); variety assortment infinitely large compared to what can be cooked in the kitchen, so additional opportunities to choose and adapt the menu to the specific needs of children, elderly or those with various diseases, high quality of preparations made by professionals with modern technical means, based on scientific recipe, economy (lower consumption of raw materials, energy, labor) and associated to this, accessibility (level price and its diversity); atmosphere created (for recreation, entertainment).

These benefits and their effects have stimulated economic and social the society in general, to encourage the catering sector.

MATERIAL AND METHOD

The case study conducted at the Majestic Restaurant consisted in designing a survey of opinion. It started with the specification of the research problem, respectively the possibilities to improve the quality of services and means of promoting the restaurant.

Each question in the questionnaire is an indicator, ie, the presence or absence of a feature, of its intensity.

I applied the elaborated questionnaire to a number of 100 people, customers of Majestic restaurant.

RESULTS AND DISSCUSIONS

Majestic Restaurant is situated on the Panait Cerna street in Oradea. It was inaugurated in 2008, the hall having a capacity of 250 seats. It is headed by two partners, equal partners, one of whom serves as administrator of the Majestic restaurant.

The number of employees of this catering unit is 26 people who has activities in the following functions: manager, accountant, cook, waiter, scullion, help waiter and housekeeper in restaurants.

The organization of the restaurant is structured on bar and kitchen activity. Menu list being complex, presents from the menu of the day, to the most sophisticated dishes, both in Romanian cuisine and in the Italian cuisine, with chefs cooking specialized in the two culinary styles.

From the analysis of responses of the 100 customers surveyed, the following issues emerged:

In the case of the age category of restaurant customers we can see that two age groups are not included in the clientele: people under 25 years and over 65 years (Fig. 1.)

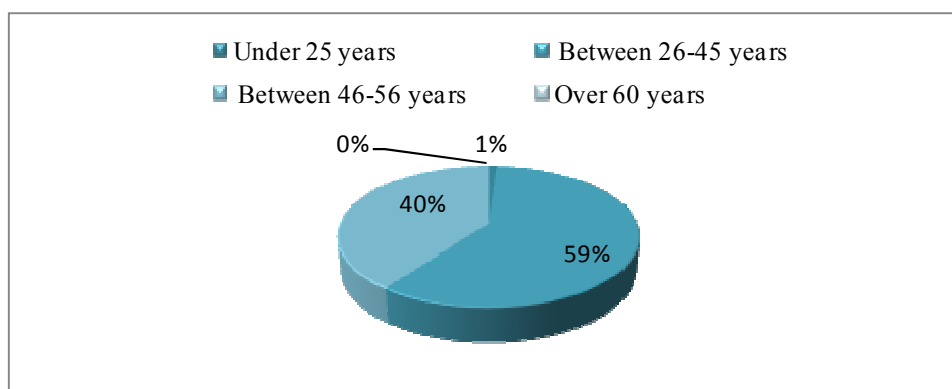


Fig.1. The age structure of customers

70% of respondents are male, women representing 30%.

Most customers of restaurant Majestic have activity in the trade, public administration or army/police because in this area there is a market and a police station.

64% of the Majestic restaurant customers who participated in this survey have higher education, 21% have secondary education and 15% have masters or doctorate.

Regarding the customer loyalty 90% of respondents replied that they occasionally or daily return in the restaurant.

To the question “Can you tell us from where you know the restaurant Majestic?” - 66% of respondents answered from knowledge or friends, 26% from internet and 8% from advertising campaigns.

To the question “How do you appreciate the accessibility of Majestic restaurant?” from the analysis of responses we found that for 30% of customers the restaurant was easily accessible, while 45% was accessible. Consumers who say that the restaurant is hardly accessible are 25% (Fig. 2).

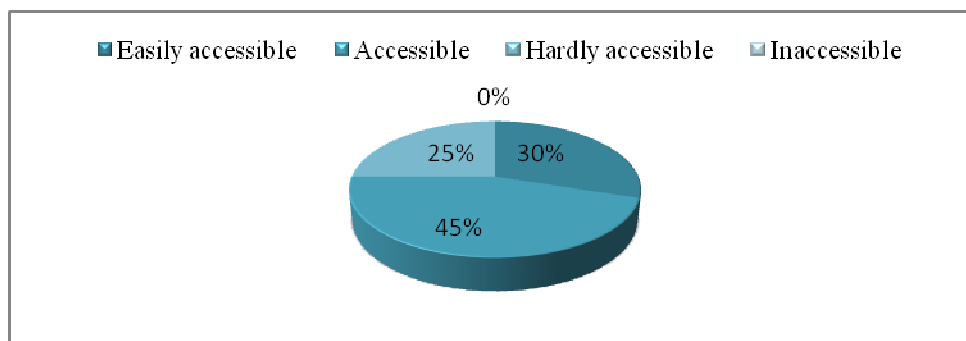


Fig.2. The degree of accessibility of the restaurant

The professionalism of the waiters is one of the restaurant's strengths, consumers surveyed being very satisfied with the courtesy with which they were served: 85% have considered the services as excellent, 12% considered it good and 3% considered services satisfactory.

Serving time of meals, in most cases was less than 20 minutes that is the proportion of 56% and in the other 44% of cases the serving time of preparations was between 20-30 minutes.

Regarding the culinary quality 87% of respondents consider it excellent and 13% good.

Mostly the customers are satisfied with the diversity of the menu list. The content is in proportion of 91%, while those dissatisfied are 9%.

The prices in the customers opinion are modest, this answer being found in proportion of 79%. 10% of customers consider price as high and 11% consider low.

The quality price ratio is quite realistic in view of consumers: 67% said excellent, 24% said good and 9% found it satisfactory (Fig. 3).

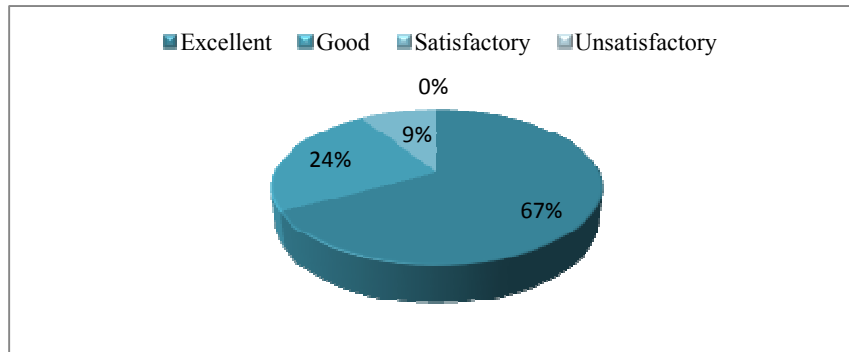


Fig. 3 Quality price ratio

Ambience of the salon received positive responses being considered very pleasant by 77% of customers and enjoyable by 23%. The latter wanted to find in the salon also landscaped areas for more privacy.

The staff has a responsibility to solve problems faced by customers. In some cases to resolve a complaint the manager is also involved. Regarding how to resolve customer's dissatisfaction 65% of those surveyed responded excellent, 32% - good and 3% - satisfactory (Fig. 4).

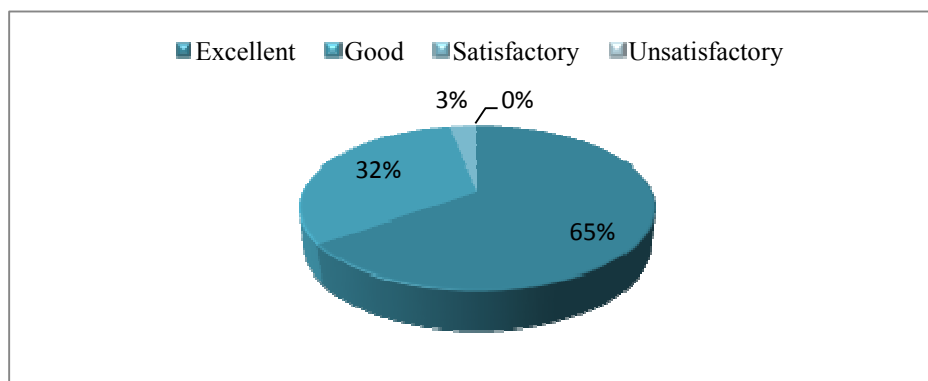


Fig.4. The degree solution of costumers dissatisfaction

In the case of the question: "Would you recommend Majestic restaurant to other friends/knowledge?" - 100% of respondents recommended Majestic restaurant to other possible consumers (Figure 5).



Fig 5. The degree of recommendation to other possible customers

CONCLUSIONS

From case study in this paper we can notice the quality of services of Majestic restaurant through the customers prism. Their satisfaction is obvious in answers to questions about the courtesy and professionalism of waiters, the time of serving the meals, environment, how to resolve customer dissatisfaction, quality price ratio, etc.

Notice also selectivity of customers. Of the 100 respondents, 64% have higher education and 15% of them have masters or doctoral studies.

Regarding the restaurant accessibility from the answers received in the questionnaire, this is a strength because the advertising extrinsically is not disposed so visible as it would be necessary. In this regard, we propose to place signs in prominent places to facilitate the access to Majestic Restaurant.

The restaurant management maintain the idea that the most valuable marketing tool for them is customer satisfaction because he will inform all knew about the quality of services and how he was served. So the sale of "word of mouth" is one of the means of promotion on which the management of this restaurant is based.

Also, as a means to promote the restaurant, we should mention the existence of a web site (www.restaurantmajestic.ro.) Offering the opportunity to make a virtual tour to attract attention on scenery and space in the salon.

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