

December 2, 2011

[[DETERMINING THE RELATIONSHIP BETWEEN
QUALITY SERVICE AND SATISFACTION OF SERVICE
IN SMALL RESTAURANTS EXPERIENCED BY
INTERNATIONAL STUDENTS AT NATIONAL CHENG
KUNG UNIVERSITY]]

QUALITATIVE RESEARCH METHODS

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RA62400

DATA ANALYSIS

**DETERMINING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND
SATISFACTION FROM SERVICE IN SMALL RESTAURANTS
EXPERIENCED BY INTERNATIONAL STUDENTS AT NATIONAL CHENG KUNG UNIVERSITY**

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What are the research questions?

Sampling?
How this work.

In search for understanding what are the benefits customers get from eating in a restaurant that they like and often go to, our group conducted interviews with nine international MBA students who were studying in National Cheng Kung University in Taiwan. They were asked about what they perceived as their benefits in these restaurants. Each student was interviewed one by one and were asked with some of the following questions: "Do you have a favourite restaurant that you often go to?", "What do you think you get from eating in such a restaurant?" and "What are the factors which influence your choice of that particular restaurants?"

Interview guideline can go in appendix. Rational for approach can go here.

It was discovered that *taste* was their most valued factor in eating and what makes them come back. If the *taste* of the food is not good, the likeliness of them coming back and establishing a relationship with that restaurant is highly minimal. Other factors which influence the interviewees' choice of restaurant are *food, price, ambiance and location*. All of these are regarded by the interviewees as important factors that led to them by those restaurants. It matters for some of the interviewees that they are eating in are fast-food restaurants or a formal restaurant. That is because if it is a fast food restaurant, they would expect a moderate service. What a "moderate" service means is that since the staff is expected to be trained, their services are already standardized and uniform. In small restaurants, almost the same expectation but a little bit lesser. It is because as one of our interviewee says "Small restaurants like what you can find at *Yule jie* are mostly family owned restaurants so I should not expect great service from them since there's no formal training given." High class restaurants on the other hand are very different because consumers expect very high quality service. Since the amount they are paying should not only compensate with the quality of the food but also on how that restaurant provides service. Therefore almost all of them said that if the price is not that high, they won't be expecting very good service from the staff. What they get after eating in that particular restaurant or the benefits they get are mainly the *satisfaction* that they receive from eating there. It really varies on what their preference or reason on what makes them satisfied but we noticed upon listening to the interviews again that these interviewees after eating in the same restaurant many times, a relationship will be established. This relationship is between them (customer) and the server in the restaurant (can be the owner or the waiter.)

No. There has to be some analysis to get to this point. How did the analysis happen?

This relationship gives them the feeling of being valued and being known which makes them happy, comfortable and secure. Happiness, the feeling of being comfortable and security, as we go on with our research, seems to be vague factors on which contributes to benefit customers receive in a restaurant's service. This remains for further research for it to be specifically distinguished and classified.

Given there's a relationship establish already, the interviewee (customer) gets "perks" from that restaurant. The meaning of "perks" by them is added attention or additional care that was given

to them. Almost all of the interviewees feels the feeling of being welcomed and can go to being treated as a friend or family by the service provider. "Perks" can also be discounts or increased quantity of food that they purchase from the service provider. Therefore you can view "perks" as their notion of an added value for them or benefit they get by patronizing such restaurants. As time pass by and the customer keeps coming back to the same restaurant and a relationship was already established, it is noticeable that almost all of the interviewees becomes loyal to that particular restaurant and can be tolerable by the fall backs that that particular restaurant offers. Some interviewees find eating as just a daily "must do" for one to get through the day and would not really care about the service but most of them regard it as a time for leisure. A time for them to relax and take a break from the busy day they are having. So the satisfaction that they get *may be* classified as the summation of all the benefits they get from the restaurants' services which are food (taste and quality), ambiance, and price.

FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	MIKE, CAROL, MARTIN		
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>The title is a bit misleading – become disconnected from the current project direction.</p> <p>What are the research questions</p> <p>Background – these expressions are very causal – if this factors cause customers to come back. This is hard to establish from qualitative work. You might understand what factors relate to coming back; the extent to which they cause repurchase is difficult to establish.</p> <p>3 Minutes! This is not an interview. Use table to explain interviewees’ profile, length etc.</p> <p>Drop two interview – good – but explain why</p> <p>Dimensions – properties – tell more about this</p> <p>Issue – distinguishing say, before taste, price Issue – ‘how about service’ Issues – in scope/out scope How code? Issues – male/female – how sample in the light of this?</p> <p>Relationship; loyal; referral... ‘happy feeling’ – where is this in the data? This sounds like ‘fluff’? The results on the slides are becoming interesting – stick tightly to these.</p> <p>No relationship... if food was wrong – if there are relationships <i>between factors/dimensions</i> in the data these can be coded.</p>			

FEEDBACK ON YOUR PRESENTATION

The conclusion is disjointed from the rest of the work.

Overall

The first part of the project – set up the scope; theoretical background and research questions.

This next part is about how you have executed part of the data collection and analysis against this first brief.

We have covered many issues that are just not here:

- Questions – I would include these since they are about focus in your work.
- Sampling. How have you selected the respondents? Who are the eight? Go back to Mintzberg. Go back to Saunders: random/non random sampling etc....
- Data has to be analysed. How has that happened? Findings without a method of analysis lack credibility: think class 1 and the four boxes I put up on the PPT.
- There are an idea of categories here but without an idea of *how* you have executed the analysis they lack credibility.
- See the comment on ‘fluff’ above – this won’t happen with a systematic approach to analysis i.e., a link between data and findings.

Grade: 70%