THE RELATIVE IMPORTANCE OF FOOD, SERVER ATTENTIVENESS, AND WAIT TIME: THE CASE OF A FULL-SERVICE RESTAURANT

Monica (0700733570)

Abstract
In order to survive in this fierce competition, restaurants have to what are their customer’s needs.

Objective
(1) To discover several attributes that impact Indonesian customer satisfaction in restaurant and (2) to discover attributes that impact customer repeat patronage in restaurant. This study also gathers direct suggestion and recommendation from customer about the restaurant

Method
(1) Use Likert-scaled customer survey, collect data on design attributes, customer satisfaction, and repeat-patronage intentions. (2) Use regression analysis to find out the relative importance of each attributes on satisfaction and repeat-patronage intentions. (3) Give prioritizes on these attributes. (4) Look at customers’ comments related to the high-priority items to find out what kinds of changes customers want.

Result
Food quality came out as the only one of eight factors being tested that had a significant effect on intent to return for 204 diners at a full-service international chain restaurant in Jakarta, but fairness of seating order and atmosphere also have quite significant effect. Examining customer satisfaction, food quality again was at the top of the list, but the restaurant’s staff attentiveness and wait time procedures also had significant effects.

Conclusion
Factors that strongly related to overall customer dining satisfaction in not directly related to repeat-patronage decision. The only one attributes that significantly impact customer repeat patronage and customer overall satisfaction is food quality. Several attributes such as food, staff, dining area and price are being suggested by customers.

Key words: Customer satisfaction; wait fairness; atmosphere; full-service restaurant
# TABLE OF CONTENTS

Cover Page ................................................................. i
Title Page ........................................................................... ii
Certificate of Approval for Soft cover copy ........................................................... ii
Abstract ................................................................................... iii
Table of Contents ................................................................................ iv
List of Tables ........................................................................ vi
List of Figures ........................................................................ vii

CHAPTER 1 - INTRODUCTION........................................................................ 1
  1.1 Background
    1.1.1. Dining lifestyle in Jakarta, Indonesia ........................................................... 1
    1.1.2. Customer satisfaction in restaurant industry ................................................ 1
    1.1.3. Customer satisfaction .......................................................... 2
  1.2 Scope ................................................................................... 5
  1.3 Aims ................................................................................... 6
  1.4 Benefits .............................................................................. 6
  1.5 Structures .......................................................................... 7

CHAPTER 2 - THEORITICAL FOUNDATION ................................................... 9
  2.1 Food quality ........................................................................... 9
  2.2 Atmosphere ........................................................................ 10
  2.3 Fairness of wait ................................................................... 11
  2.4 Service delivery .................................................................. 14

CHAPTER 3 – PROBLEM ANALYSIS ............................................................ 15
  3.1 Study design ......................................................................... 15
    3.1.1. California Pizza Kitchen Indonesia Profile 16
    3.1.2. Similarity between place used in original journal and CPK 17
  3.2 Survey development ........................................................... 18
  3.3 Survey methodology ........................................................... 21
  3.4 How to get respondent ......................................................... 22
  3.5 Statistical ........................................................................... 23

CHAPTER 4 - RESULTS .............................................................................. 25
  4.1 Data collection experience .................................................. 25
  4.2 Survey result ....................................................................... 26
    4.2.1. Wait time ........................................................................ 26
    4.2.2. Seating order fairness .................................................. 27
    4.2.3. Wait area comfort & crowding .................................. 27
    4.2.4. Host-staff politeness ............................................... 28
    4.2.5. Server attentiveness .................................................. 29
    4.2.6. Atmosphere ............................................................. 30
    4.2.7. Seating comfort ......................................................... 30
LIST OF TABLES

Table 4.3. Cross tabulation between Overall dining experience and Repeat patronage..36
Table 4.4. Survey data correlation matrix………………………………………………38
Table 4.5. Regression Result of Overall Dining Experience as Dependent Variable….39
Table 4.6. Significant Regression Model of Overall Dining Experience as Dependent Variable
……………………………………………………………………………….40
Table 4.7. Regression Result of Repeat Patronage as Dependent Variable……………41
Table 4.8. Significant Regression Result of Repeat Patronage as Dependent Variable..42
Table 4.9. Variable Means, Standard Deviations, Minimums and Maximums
…………42
LIST OF FIGURES

Figure 4.2.1. Frequency of customer rates on wait time…………………………..….. 26
Figure 4.2.2. Frequency of customer rates on fairness of seating order……………….27
Figure 4.2.3. Frequency of customer rates on comfort and crowding of wait area…..27
Figure 4.2.4. Frequency of customer rates on host-staff politeness…………………..28
Figure 4.2.5. Frequency of customer rates on server attentiveness………………..29
Figure 4.2.6. Frequency of customer rates on atmosphere…………………………… 29
Figure 4.2.7. Frequency of customer rates on seating comfort…………………….30
Figure 4.2.8. Frequency of customer rates on quality of food………………………….30
Figure 4.2.9. Frequency of customer rates on overall dining experience…………..31
Figure 4.2.10. Frequency of customer preference on repeat patronage………………31
Figure 4.2.11. Frequency of time customer spend in waiting to be seated …………..32
Figure 4.2.12. Frequency of customer suggestion and comment ……………………..33
Figure 4.2.13. Frequency of willingness to recommend ……………………………….35