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A Study on the Role of Menu Planning for Guest Satisfaction in Ssence Restaurant in Hotel the Suryaa, New Delhi

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Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. Understanding the factors that affect the customer choices between Fine Dining Restaurant and Quick Service Restaurant is important. This study will help to analyze whether customers prefer Hotel Crowne Plaza Greater Noida, which is a five-star hotel that offers Fine dining for its guests in the various restaurants, Mosaic multi-cuisine coffee shop, Spice Art- Indian restaurant, ChaoBella - offering Korean food to it's in house guests, or they prefer to dine in Quick Service Restaurant within Greater Noida and Delhi.

In this research various factors affecting the customers choices were looked at both tangible and intangible aspects of service such as staff courtesy, the hygiene of the restaurant and staff, the COVID-19 policies being followed. The quality and quality of food, the service timing among other. How the unique of both restaurants cater to the different demographic.

Keywords: *customer preference, fine dining restaurant, quick service restaurant.*

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A Study on the Role of Menu Planning for Guest Satisfaction in Ssence Restaurant in Hotel the Suryaa, New Delhi

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I. Introduction

Menu is the detailed list of food items offered at the restaurant. Menu planning is determination of menu for an occasion. Menu are often different for various meals of the day like breakfast, lunch, brunch, and dinner.

With the introduction of role of menu planning for guest satisfaction, menu planning is an essential part of restaurant, an effective menu always attracts customers and fulfil the preference of all the guests who will be served. Selection of planning pattern and style as per the convenience of customers and what customers actually wants.

Menu planning is the way to get to know that a person is eating balanced diet and satisfying all nutritional needs. Ssence restaurant provides a multiple choice of cuisines to the customers depending on different criteria such as taste, flavour, depending on particular customers, it also ensures food with balanced and nutritious diet which understand customer mindset.

The Ssence restaurant has a concept of Sunday brunch that is new and unique which has not been initiated by any restaurant in South Delhi.

It also depends on the location of the restaurant so the availability of the ingredient, Raw material can be easily made available.

The good menu assures that the food is worth the money spent, guest is getting the right portion as per the price factor and also retain the customers. Customer are more loyal to restaurant when they have better experiences going there..

II. Objectives

- To identify guest taste and preferences in Ssence restaurant.
- To analysis the selection of price and criteria of dishes in a menu.
- To study the customers requirements for marketing point of view.

III. Literature Review

* Research Topic- The effect of food quality on customer satisfaction and hence customer retention published

Author Name-Ahmad Adnan Al-Tit (Sept23 2018)

https://www.researchgate.net/publication/282128914_The_Effect_of_Service_and_Food_Quality_on_Customer_Satisfaction_and_Hence_Customer_Retention

This study examined how important menu planning is for customers satisfaction. The aim of the study is to interpret the relationship between menu planning, customer satisfaction and customer retention. The study says that variety of food and beverages on the menu, quality, quantity, how nutritious the food, waiting time, healthy food choices, freshness of the food, taste, texture, appearance, service etc.

Has a great influence or impact on customers which leads to customers satisfaction with the food and service which is a good sign that a customer would probably repeat visit to the restaurant. A good and well-planned menu with customer services attracts more and more customers.

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* Research Topic-The Impact of Menus on the Customer satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA)

Author Name- Omar A.A. Jawabreh and Rami Muneer Mahmoud (Vol.33,2018)

https://www.researchgate.net/publication/322820565_The_Impact_of_Menus_on_the_Customer_Satisfaction_in_Restaurants_Classified_in_Aqaba_Special_Economic_Zone_Authority_ASEZA

This study shows the basic elements for guest satisfaction of a restaurant, like prices of food and beverages, menu should be eye-catching, taste should be upto mark, variety of dishes, etc. The authors also concluded that most of the customers tend to leave the restaurant due to lack of variety in food and beverages and their alternatives offered are not preferred by the guests.

Based on the findings of the author's research I want to further explore about the menu planning, of Ssence restaurant with major focus on Indian clientele.

IV. Methodology

Primary data source: The primary data has been collected through shaped questionnaire method. Primary data includes the type of personal individual and its type of thinking, experience, findings and suggestions.

Questionnaire
Interview
Surveys

Secondary data source: The secondary data was collected through various sources such as websites, reports, brochure and some is from the following sources:

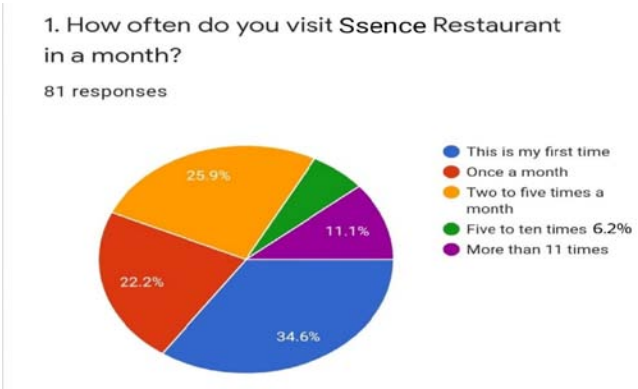
Internet
Observation
Books
Magazine
Articles

V. Data Analysis and Interpretation

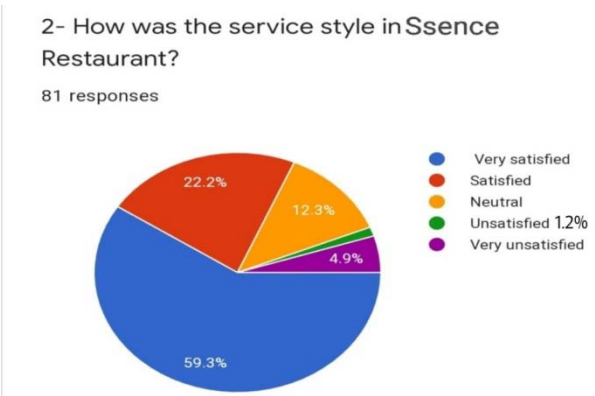
I have surveyed among the 81 guests who had visited the Ssence restaurant which I have considered are from hotel (TheSuryaa New delhi)

I have several questions in my questionnaire which were filled by the guests here are the result and following are the survey result and observations made based on the guest feedback Out of 81 guests 22.2% were female and rest 77.8% were male.

Here are the results and my graphical representation



The data collected for the above question allows us to differentiate or categorize the customers on the basis of first timer which according to the chart is 34.6%, 25.9% plus 11.1% and 6.5% respondents are loyal customers as they visit the restaurant frequently in a month and 22.2% respondents who visit once in a month as infrequent diner this data gives the knowledge about customers behaviour.



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The chart clearly gives an impression that 59.3% respondents are very much satisfied with the service style of Ssence Restaurant. Service style is critical part of a dining experience which includes speed, manners, customers problems etc. as customer satisfaction has a massive impact, mostly the customers are unsatisfied is due to poor quality of product and rude behaviour of staffs.

VI. Conclusion

The purpose of this study was to find out the role of menu planning for guest satisfaction in Ssence restaurant. Therefore, from entire report, it can be examined that Menu planning is a diligent task and involve an abundance of belief. Believe it is time-consuming, it includes balanced diet, nutrition, quality, quantity, texture, flavour, variety etc. factors related to customer satisfaction includes food habits, preferences menu reflects capacity to be offered and serve, quality of service, variety of food and beverages, price and value of the food and location are the crucial aspects that need to be taken by the restaurants. The restaurant also needs to update their menu regularly to take in the changing tastes and preference of the guests. It concluded that menu planning and guest satisfaction are interrelated it has great influence on each other without menu there is no customer there is no value of menu the study shows that the quality of the service was reflects customers satisfaction. Staff to greet guests in a decent manner to be regard full and friendly and to increase their knowledge about food items served in the restaurant.

While planning the menu it may include more variety of nutritious products adjusting the serving temperature and pay more attention to the freshness of the food which is to be served. Knowing your customer is a key to planning and designing menu when a customer likes or dislike a menu it is probably because customer have certain taste, certain food and certain combination of food me menu trends can also help planners to plan a menu in such a way that is like by customers and customer satisfied by it. The menu needs to be modified time to time according to customer choices which will enhance customer retention the menu should be attractive, easily read and understandable. The overall impression of the menu must meet guest expectations. The appearance of the actual food should be same as shown in the menu. The description of each dish adequately very well explained. pricing of dish is important to be considered while planning a menu. The least customers are dissatisfied with the pricing of the dishes, 12.8% people said that it is highly expensive and 39.7% agreed the pricing to be average. This is a sign of well-planned and well-designed menu.

It has been observed that those customers who have dislike the menu it's because either they are not convinced with the food its taste, price or they are simply not familiar with the food, its ingredients and it result in the lose interest in eating. It is also observed that the customer also eats with their eyes, which means the appearance of the food, whether they like it or not by their preference. It is suggested that menus must be planned in such a manner ask how the food looks, it's texture, colour consistency and preparation method which influence the eating interest pricing of dish in the menu is a critical decision of menu planning pricing should be done according to affordability capacity of customers

The guests were satisfied with the portion of the food served regards to price. The number of dishes available adequately under each section in the menu of the restaurant. And the customers are satisfied with the preparation timing of the meals, preparation timing is worth for the meal. Properly skilled staff and trained kitchen are essential for the success of good menu. It is suggested that to plan a menu one should start with menu categorization. There should be variety in food and beverages which needs to be modified from time to time according to taste, choices and preferences breakfast, lunch, dinner needs to have variety, Sometimes the guest is not comfortable with the language so the menu should be in both the languages (Hindi and English) the options this shows what restaurant menu has to offer in each section of menu categories this also helps to the guest to the order food. It can be done by placing those items in the menu which are eye catching, using graphics and by using descriptive menu.

The customers loved the dining experience of the Ssence restaurant and is more likely to visit us again.

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