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A Comparative Study between the Services of Restaurant Broadway and the Great Kebab Factory in Guest Satisfaction at the Hotel Radisson Blu, Faridabad

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Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. This study will help us to compare both the restaurant and understand about the services getting in the hotel. It is very important for us to firstly understand why we need to work on negative as well as positive guest experience because the hotel generate most of its revenue from different core operation area in which guest interaction is must. Menu is a type of format in a paper form which give us details about the F&B items which is available for the guest is totally based on the demand and consumption of the guest who are visiting the establishment. The main point around which components of F&B outlet is created by keeping everything organized and by seeing the environment or the needs of the establishment. The advantages of a well-organized menu are that it will help to build the standard and will also help in improving the consumer satisfaction. It helps the staff to give quick service to guest.

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

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A Comparative Study between the Services of Restaurant Broadway and the Great Kebab Factory in Guest Satisfaction at the Hotel Radisson Blu, Faridabad

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Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. This study will help us to compare both the restaurant and understand about the services getting in the hotel. It is very important for us to firstly understand why we need to work on negative as well as positive guest experience because the hotel generate most of its revenue from different core operation area in which guest interaction is must. Menu is a type of format in a paper form which give us details about the F&B items which is available for the guest is totally based on the demand and consumption of the guest who are visiting the establishment. The main point around which components of F&B outlet is created by keeping everything organized and by seeing the environment or the needs of the establishment. The advantages of a well-organized menu are that it will help to build the standard and will also help in improving the consumer satisfaction. It helps the staff to give quick service to guest.

Guests can get good food and services from almost any restaurant. What set our restaurant different from the other are the level to which our staff are willing to go exceptional and to give best service which is available at the time. Staff members can practice this kind of customer service by making special creations for guests. This has been a motive of the brand Radisson for years by making memories with their customers they make a bond of trust which help them in repeat business. In this project we will find out the facilities which are being offered by the restaurants of the hotel to their guests. We will also be comparing the ambience, menu and the service of both the restaurants.

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I. Introduction

A menu is a list of dishes in hotels that are available for sale in a hospitality establishment or that can be served with a meal. In French, "menu" means every detail and in English it is also referred to as "bill of fare".

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Various types of menus are available in the hospitality industry depending on all the management and operational activities of the food and beverage establishments. The purpose of this study was to compare menus, decor, ambience, service provided by both the restaurant. Menus were collected and observation was made to document all food and drink served to the guest. Cereals and juice were served less frequently than indicated on menus, high-protein foods like Chicken were served more often than indicated on menus. Planning menu properly help us in meeting our nutritional needs, so it is important to make dish which are healthy as well as good in taste.

Customer satisfaction depends on the service the guest, customer loyalty depends on the level of customer satisfaction. Customers are more loyal when they have good experience in the restaurant. Use ambience to impress your ideal customers. By creating a space that will attract the customers and customizing the Decor according to the guests need so that we could achieve the loyalty of the guest.

This topic will help us in understanding about the different facilities which are provided by the restaurant Broadway and The Great Kebab Factory. We will also learn about the effect of Covid-19 on the restaurant business and how customers feedback and preference help to create a better environment for the restaurant.

I have also compared the buffet menu which is being served in the restaurants the ambience and the service of both the restaurants.

II. Objectives

- To identify and compare the services offered in Broadway and The Great Kebab factory restaurant.
- To understand customer preference for both the restaurants.
- To view the changes in the restaurant Post Covid-19.

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III. Importance

- Government

The study will be significant to the government as they'll be able to have a body knowledge that will help them create policies and regulations that can be beneficial or the hotel sector. They will be able to assist the hotel industry by providing a conducive business environment for the hotels to fulfill customers preferences.

- Scholars

This study will provide other scholars and other researchers with literature that can be used for further research on how customer preferences play a big role in the hotel industry especially in regards to Fine Dining Restaurants.

- Hotel Radisson Blu

Radisson Blu hotel, Faridabad will gain information on how their customers prefer and this can be used to create a better experience and services for their customers.

IV. Justification

First of all, the understanding of what customers prefer is essential for every restaurant so as they are able to satisfy their wants and needs. Secondly the knowledge can be used to refine the standard operating procedures to better retain their customers and even attract new clientele as the best advertisers are the customers who are satisfied with the services rendered.

V. Literature Review

As per Mr. M Bailey Moody (2016), "A Comparative Analysis of Digital and Paper Restaurant Menus", this Study finds the main purpose of the food menu formats. At the time of this study, it was done for the purpose of saving people which were being used in making the menu but now seeing the situation of maintaining a proper social distance so that we are not able to spread any kind of diseases to another person there is a need of contactless way to see the menu for which a digital menu can be used.

As discussed by Shafique Ul Rehman (2021)," Investigation of COVID-19 Impact on the Food and Beverages Industry: China and India Perspective" in this article, they examined how hotels will recover from the situation, it also includes different recovery program for hotels ranging from luxury to economy hotels. We will review the factors affecting the comeback of the hotel industry.

Based on the findings of the author's research I want to explore more about what should be the done to make hotel to come back to its bone, how to open the hospitality market all around the world and how to build back the trust of the people amid COVID-19.

VI. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Hotel Radisson Blu, Faridabad. Hotel Radisson Blu is a 5-star hotel located at Faridabad, Haryana in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Hotel Radisson Blu, Faridabad. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 72 participants from Radisson Blu. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 72 participants.

f) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to which of the two restaurants they preferred. Questions about factors affecting their choice was asked such as, quality of food and service, quantity, cost and value for money, the ambience.

A total of 72 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness and ambience of both the restaurants, what they liked and disliked, their preferences and suggestions for both the restaurants.

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g) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

VII. Conclusion

The findings of this study will be beneficial to hotel management, academicians, research scholars, and students in the hotel industry. Where we will compare the services of the restaurant toward guest satisfaction. Many factors influence whether or not a consumer will purchase the products or services of a hospitality business.

Customer service, on the other hand, is one of the most powerful tools to improve a business. Through this research we get to know factors which can affect the sale in restaurant and what are difference between the Broadway restaurant and The Great Kebab Factory restaurant in guest satisfaction through their service. Through graphical representation everyone can understand about what guest thinks of services offered in both the restaurant.

The guest asked to make some changes in restaurant are-

The Great Kebab Factory Restaurant

- Changes in the menu of The Great Kebab Factory, guest found the menu compact.
- Guest complaint about the lights of the restaurant being dim.

Broadway Restaurant

- Issue in lift at the lobby area.
- AC system in the Broadway restaurant have irregular air flow some tables have more air flow and some have very less.
- The padding of the seat was not comfortable as it was a bit stiff for many guests.

Management should take a proper step to take care of the issues.

Having a proper look on the feedback survey we can really understand what guest want from the establishment. Either being negative or a positive review both are good at its place as a negative review will help us in correcting our mistakes and improving our services and a positive review can lead to the appreciation to the employee from the establishment.

Changes that can be done for upscale of both the restaurant are-

- Removing chairs with sofas or by removing table for 2 with sofas for comfortable sitting.
- Having low tone music in the waiting area for the guess.
- By removing the clocks in the restaurant, the guest tends to spend some more time in the restaurant as they are unaware about the timing.
- By customizing the glow of light depending upon day or night
- Customizing the music by seeing the type of clients.

From the survey and personal conversations with the guests of both restaurants, I found that the guests liked the service which was offered to them, there was some up and down's but in the end the employee of the establishment were able to provide good and quick service to the guest.

Some of the Factors that affect customer satisfaction in both the restaurant are:

- Price of food which is served to the guest.
- How accurately the order is served to the guest.
- Service's which are being offered to the guest in the restaurant.
- The friendliness of the restaurant employees.
- The cleanness of the restaurant.

I also reached out to my team and asked them what other approach they take to keeping guest satisfaction a priority, to which they responded, "was by understanding guests likes and dislikes" "Team work is also the key" which will help in giving a good service to the guest, "being a bit social". This was few of the best advice that I got from my team which was really helpful as they have experience and knowledge of the restaurant.

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