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A Comparative Study between the Services of Rooftop & Sultan Restaurant in Guest Satisfaction at the Hotel Radisson Blu, Kaushambi

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Abstract- This study will help to compare both the restaurant of hotel in Radisson Blu, Kaushambi and understand about the services getting in the restaurant. It is very important to firstly understand the need to work on negative as well as positive guest experience because the hotel generates most of its revenue from different core operation area in which guest interaction is must, among them Restaurant plays major role in contributing guest satisfaction.

The purpose of this research is to determine how three restaurant components (food, physical environment, & service) affect image of the restaurant and client happiness which brings repeat business.

In the midst of increasing competition, customer satisfaction is critical for a restaurant to maintain market share and profit. A well framed questionnaire was used to examine customer satisfaction with the services offered in both the restaurants and responses regarding service attitudes. A sample of 46 customers from both SULTAN & ROOFTOP restaurants were collected and investigated. The findings reveal that firstly business factors and customer individual characteristics have a significant impact on customer responses to restaurant service attitudes & secondly factors that have major influence on customer buying habits in restaurants.

Keywords: *customer satisfaction, services, restaurants, customer attitude.*

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I. Introduction

Restaurants should focus not only on food quality but also on other variables such as the physical atmosphere and personnel service to attract more customers, serve them better, and keep them coming back (Kivela, 1997; Reuland et al., 1985). Customers' expectations and behavioural intents have been quantified by comparing them to perceived performance (Brady and Cronin, 2001), so assessing service quality by comparing customers' expectations to perceived performance has gained a lot of attention from marketers and researchers.

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Previous studies have created a variety of metrics, such as LODGSERV (Knutson et al., 1990), DINESERV (Stevens et al., 1995), TANGSERV (Raajpoot, 2002), and DINESCAPE, to measure service quality specifically in the hotel industry (Ryu and Jang, 2008).

This study deals with the comparative study related to the service quality and style which help in providing customer service and maintenance therefore it also maintains the Quality which will help in order to define customer satisfaction as a measure as to how the customer expects service delivery.

Customer satisfaction, according to them, could also be a consequence of service performance in relation to customer expectations. As a result, understanding how customer expectations are formed is critical in analysing the factors that make a significant contribution to Customer happiness and service quality

The customer's understanding of a product or service impacts their expectations. This could imply that a customer estimates the service's performance or has an opinion about what the quality should be. Customers will be pleased if service performance meets or exceeds their expectations.

The goal of this investigation was to compare menus to the actual dishes and beverages served to guests. Menus were gathered, and an observation was carried out to record all dishes and beverages served to the guest. Grains, juice, and vegetables were supplied less frequently than the menus indicated, while milk, protein-rich foods, fruits, mixed dishes, and low-nutrient foods were served more frequently.

II. Objectives

- To identify the services offered in Rooftop the view
- To find out various types of services offered in sultan restaurant.
- To compare the services of Rooftop And sultan toward guest satisfaction.

III. Literature Review

Ya-Hui Wang (2017)

According to the results of this study by Ya-Hui Wang "Why Consumers Go to All-You-Can-Eat Buffets"

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2017. It suggests that buffet eating place operators offer delicious food at an affordable value and pay a lot of attention to the standard and form of food, making a way of "added value" and "happiness" that will increase shopper consumption. 'Intend to come back to a eating place all you can eat.

Carolyn Conway & Syed Saad Andaleeb

In the restaurant industry, customer satisfaction is very important (2006)

If customer happiness is to be viewed as a strategic variable, Three elements should be prioritised in full-service restaurants: service quality (responsiveness), price, & food quality. It may also be necessary to address the question of why people go to restaurants. Business interactions or simply enjoying the company of people may be more significant than the meal.

Klaudio Šegarić, Suzana Marković, Sanja Raspor

Is the restaurant's performance up to par with its customers' expectations? (2010)

The goal of this research is to know the quality of service provided in restaurant. The objectives are to (a) evaluate consumers' expectations and perceptions of service quality, and (b) determine the relevance of the discrepancy between perceived and expected service quality. The findings of this study would aid management in determining the strengths and weaknesses of the organisation.

Eileen A Wall, Leonard L Berry

Customer perceptions of restaurant service excellence as a result of the combined impacts of the physical environment and personnel behaviour (2007) Dining in a table-service restaurant, according to this study, is a multidimensional experience including at least three types of clues. Although food quality is important, the atmosphere and service performance have a significant impact on a customer's opinion of a business. The following types of cues are used by diners to evaluate a restaurant experience: functional—the food and service's technical quality; mechanic the ambiance and other design and technological components; and humanicthe employees' performance, &demeanour. While customers' views of mechanic clues are favourably related to their service expectations, humanic clues outweigh technical clues' influence. Managers should, ideally, orchestrate both humanic and automated processes.

Khairul Alam Rasel

According to Khairul Alam Rasel in his research he explained the fact that the food trade in Asian country is extraordinarily competitive, with a recent increase at intervals the amount of restaurants. Buffet restaurants square measure one in every of the foremost vital sectors of the food trade. Capital of Bangladesh presently options a decent variety of restaurants with buffet.

Restaurants that offer quality and variety of food at an inexpensive worth whereas maintaining cleanliness square measure a lot of probably to be profitable in a passing extremely competitive surroundings.

In line with the findings of the study, buffet restaurants that keep high standards and magnificence of food at a cheap worth with a clean image square measure far more advanced in gaining shopper loyalty, which ends up in these customers returning to any or all you will be ready to eat (buffet) restaurants.

As a result, it's recommended that buffet building marketers take into account these problems.

This may facilitate them run a profitable business. What is more, this analysis can aid at intervals the event of a way for in operation buffet restaurants in capital of Bangladesh.

IV. Methodology

The methodology that I have used here is quantitative where I will be taking the help of questionnaire and will be taking a survey from the employees. The goal here is to take survey and get the results by finding out which will help me finding the outcome of my end report

Primary data source: The primary data was gathered using a shaped questionnaire technique. Primary data includes the type of person and their thoughts, experiences, findings, and recommendations.

- Questionnaire

Secondary data source: Secondary data was gathered from a variety of sources, including websites, reports, and brochures, with part of it coming from the following sources:

- Internet
- Observation
- Books
- Magazine
- Articles

V. Buffet Grid of Rooftop the View

- Indian chat counter with three different flavor water Khatta Meetha and Hing.
- 3 with starters include one Indian cuisine one Continental cuisine one Oriental cuisine.
- 3 non veg starter include one Indian cuisine one Continental cuisine one Oriental cuisine.
- Global cuisine salads include to non veg to cold cuts and 6 vegetable salads let us followed by three types of dressings by Chef choice.
- Chest choice raita.
- Three seasonal cut fruit.
- One non veg's soup and one with one veg soup.
- Lebanese counter.
- Cheese platter includes 4 different cheeses. Live Pizza counter.

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- Live pasta counter.
- 9 Indian cuisine main course include to non veg dishes with our signature dal makhani. Four oriental cuisine dishes to non veg and two veg dishes.
- Four Continental cuisine dishes including to non veg and two veg dishes. 6 Indian deserts include two hot and four cold.
- Ten Continental desert including one hot and one sugar free.
- Four flavor ice cream

VI. Buffet Orientation of Sultan

- He buffet orientation of the longest red in the town with 250 feet
- Buffet we are the first wants to introduce the concept of lavish Buffet which includes items like:
- Live sushi's bow pizza and many more are buffet is a mixed spread of Indian Chinese Lebanese Italian Mexican and dishes from Europe
- We have to soup each in veg and non veg respectively followed by two fourth starter each in which and non veg as per lunch / dinner we offer and elaborate salad bar which has both compound simple salad and cheese counter
- We have life counter which include a laboratory chart counter with three Hot and Cold charts
- Respectively Pizza vision non veg pasta dim-sum, kadha milk jalebi with Rabri counter.
- We have healthy counter as well serving 4 items on it followed by 7 Chinese item in main Including 3 non veg and five veg, they will be 11 items in Indian means including scene on which an eight veg item with 15 Western deserts and five Indian desert with the choice of ice cream, including, six, flavor

VII. Rooftop the View

- It has 120 covers for guest seating.
- It is casual dining restaurant.
- Their main point of Attraction is Live counter in buffet. They serve Global cuisine buffet.
- The bar is inside the restaurant.
- Restaurant is attached with the two area of restaurant which changes the guest dining experience that is poolside and the Sky grill.

Poolside – The seating area for guest near pool.

Sky grill – It is the open area where guest enjoy and can see the view of Ghaziabad from the 10th floor of Radisson Blu tower

VIII. Types of Guest

- Rooftop the view
  Guest comes with family
  Guest who wants enjoy small get together with family and friends
  Guest comes in couple so that they can enjoy their time and food
- Sultan
  Guest comes for meeting purpose
  Corporate guest

IX. Graphical Representation and Interpretation

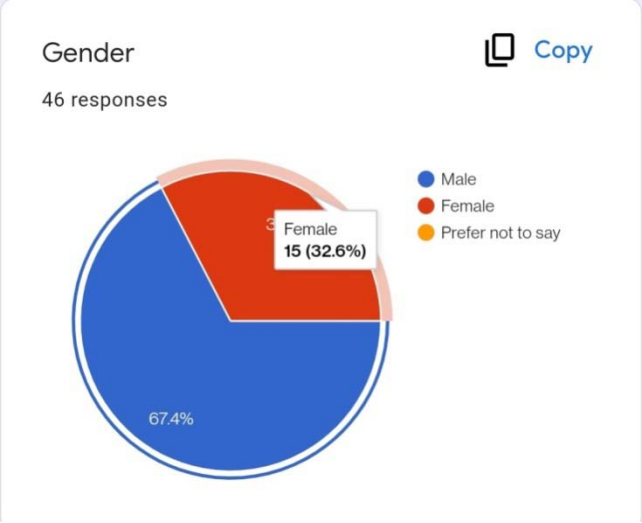

Figure 1

I have surveyed among the 46 people who visited the hotel.

In my survey, out of 66 people, 32.6% and 67.4% were female and male, respectively.

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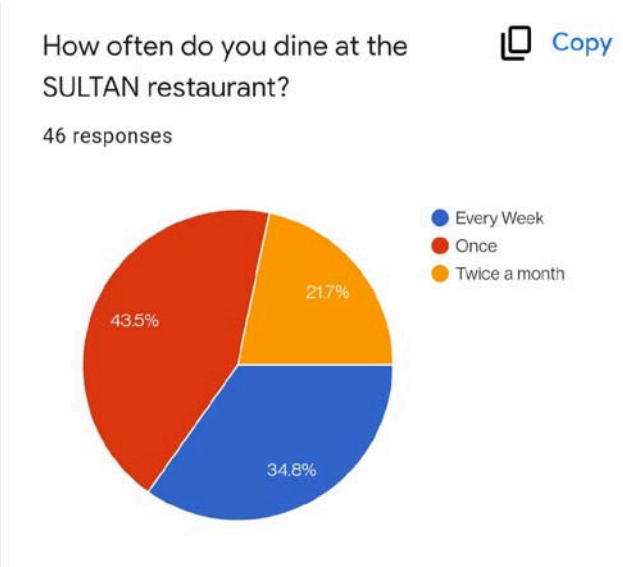

Figure 2

46 Responses tells us about how often they dine at sultan restaurant. Out of which 43.5% came once, 21.7% came twice a month and 34.8% came every week.

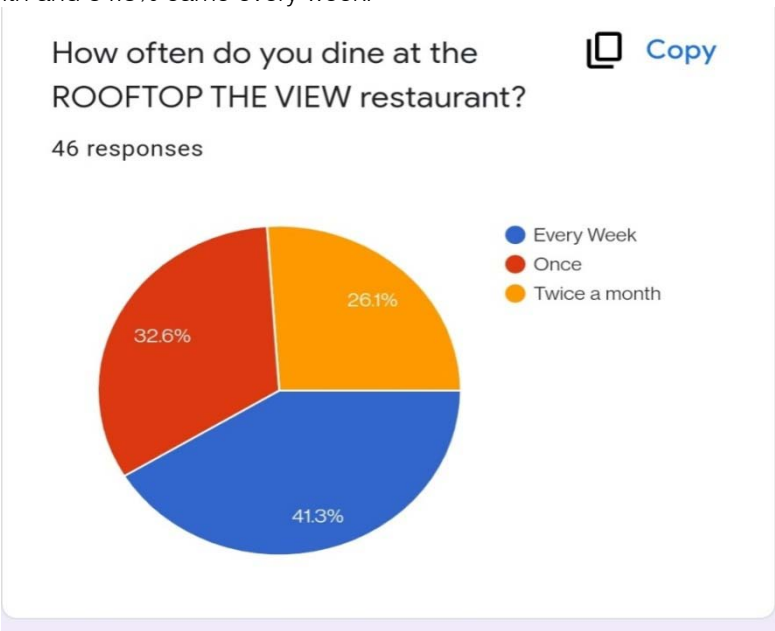

Figure 3

According to this question we get to know that how often people like to dine at rooftop restaurant.

Every week 41.3% people out of 46 responses. Once 32.6% people out of 46 responses. Twice a month 26.1% people out of 46 responses

X. Conclusion

The findings of this study will be beneficial to hotel management, academicians, research scholars, and students in the hotel industry. To find out various types of services offered in sultan restaurant. Where are will compare the services of Rooftop And sultan 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.

Through this research we get to know factors which can affect the sale in restaurant and what are difference between the Rooftop restaurant and Sultan restaurant in guest satisfaction through their service.

Survey taken from 46 guest with different questions will help us to know what guest think of both the restaurant and did they like their service or not. Through graphical representation everyone can understand about what guest thinks of services offered in both the restaurant.

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