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# ASSESSMENT OF CUSTOMER SATISFACTION OF A RESTAURANT IN SANTA MARIA - RS

## *AVALIAÇÃO DO NÍVEL DE SATISFAÇÃO DOS CLIENTES DE UM RESTAURANTE EM SANTA MARIA – RS*

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### ABSTRACT

This paper aims to evaluate the satisfaction level of customers of a restaurant in Santa Maria - RS, using descriptive statistical analysis in order to identify opportunities for improvements to the rated restaurant. Customers were asked to rate, for each item, your satisfaction, according to a Likert scale. The results showed that the restaurant seems to meet customer expectations with respect to its internal structure, layout, accessibility, location, the options and the speed in payment and the price charged in addition to all aspects related to food. However, it was found that the highest rates of dissatisfaction are related to the smell of the internal environment, parking and internal decoration. The results presented by this research, as well as recommendations for improvement will be forwarded to the restaurant so that necessary measures can be taken to ensure continuous improvement of the quality of their services

**keywords:** market research; satisfaction survey; customers; restaurants quantitative analysis.

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# RESUMO

*Esse trabalho tem por objetivo avaliar o nível de satisfação dos clientes de um restaurante em Santa Maria – RS, por meio de análise estatística descritiva, com o objetivo de identificar oportunidades de melhorias para o restaurante avaliado. Os clientes foram convidados a avaliar, para cada item, a sua satisfação, numa escala likert. Os resultados mostraram que restaurante parece atender muito bem as expectativas dos clientes com relação à sua estrutura interna, ao layout, à acessibilidade, à localização, às opções e à rapidez no pagamento, assim como no preço cobrado, além de todos os aspectos relacionados com a alimentação. No entanto, foi verificado que os maiores índices de insatisfação estão relacionados com o cheiro do ambiente interno, o estacionamento e a decoração interna. Os resultados apontados por essa pesquisa, assim como as recomendações de melhoria, serão encaminhados ao restaurante para que possam ser tomadas as medidas necessárias a fim de garantir a melhoria contínua da qualidade dos seus serviços.*

**Palavras-chave:** pesquisa de mercado, pesquisa de satisfação; clientes; Restaurantes; análise quantitativa.

## 1 INTRODUCTION

The various activities absorbed by people, such as study, work, childcare, religious, sports and social activities, among others, have drastically reduced people's free time. In order to optimize the time, the old habit of doing all the meals at home, along with the family, has been becoming something more and more rare. According to Passador et al. (2006), the search for practicality added to the lack of time and also the distance between the place of work and the residence made people change their eating habits, so that many began to eat at restaurants. For this reason, companies should be concerned with offering services that meet customers' needs and expectations.

According to Kotler (1998), satisfaction is the level of feeling of a person resulting from the comparison of the performance or outcome of a product / service in relation to their expectations. Bortolotti et al (2012) emphasizes that consumer satisfaction is a matter of survival for any organization and that the continuous pursuit of customer satisfaction is one of the most important objectives for the organization.

The level of satisfaction, in the case of restaurants, results from a set of attributes, quality of food, variety of menu offered, waiting time, physical environment, comfort, location, service, cost benefit, among others (DUBE, 1994).

This study aims to evaluate the level of customer satisfaction of a restaurant in Santa Maria - RS, through statistical analysis.

## 2 LITERATURE REVIEW

### 2.1. CONSUMER SATISFACTION

According to Correa and Hansen (2014), the services sector occupies a prominent position in the world economy and for entrepreneurs to survive in the market, they must excel at the quality of services, as consumers are increasingly demanding and rely on social media and websites. sharing of opinions to express opinions about services experienced. For Fadel and Regis Filho (2009), the perception of quality is based on objective and subjective criteria, so knowing the expectations of the customers can be the first step towards the development of actions that will lead to improvements by the manager of the organization.

According to Pinheiro et al (2008), defining quality in services is based on the expectation of the customers, which can cause different conceptions, since each customer has their expectations

and perceives the quality according to their needs. In a highly competitive market such as food, managing quality successfully in all its dimensions becomes a decisive factor to develop a differential that adds value to the service and, at the same time, loyalty to the customer, through their satisfaction.

The term "satisfaction" can be defined as "the state of being adequately rewarded in a situation of acquisition by the sacrifices made" (HOWARD; SHETH, 1969). Satisfaction can also be defined as "the psychological state arising from an emotional state applied amidst an expectation by virtue of an acquisition that comes to compound with the feelings of the consumer" (OLIVER, 1981) or "a complete reaction to the act of consumption" (OLIVER, 1993).

Customers construct their expectations of pre-consumption, examine the product / services, relate expectations to the product / services, and draw conclusions based on acquired knowledge, thereby forming their satisfaction assessment (OLIVER, 1993).

One attribute relates to another, since, under a managerial view, customer satisfaction has become a goal today, because customers who are satisfied are less prone to change, as they end up creating an emotional bond with the company, causing a positive publicity, bringing more financial return to the establishment and becoming more faithful (BATESON, 2001).

## **2.2 CUSTOMER SATISFACTION OF RESTAURANT**

According to Pinheiro et al. (2008), the services sector has peculiar characteristics that make it different from the industrial one, because in many cases, an organization is the result of the merger of a service provider with another one of goods, as is one of the food industry companies that provide the meal, served in the restaurant, as a tangible product and the provision of intangible services that are the sensations perceived by customers. Thus, food is as important as the services provided.

It is extremely important to understand what makes up customer satisfaction, whether the customer will return to the restaurant or not (DUBE, 1994). For some authors, a person feels pleasure as he or she feels good, happy and satisfied interacting with the place (MEHRABIAN et al., 1974).

In the ambience of the restaurant there will be an arousal of emotions of pleasure and activation at the moment of consumption, and these emotions will have positive effects on the satisfaction of consumers in the restaurant for the services offered and quality in general. When a customer is satisfied with the environment, this influences positively, thus demonstrating overall customer satisfaction with the restaurant (OLIVER, 1993).

However focused, a specific goal, assessing the level of people's satisfaction with a product or service is not an easy task. Currently, data on customer satisfaction levels are one of the highest priorities in the management of companies that are committed to the quality of their services and products, through information obtained from their customers or consumers. The higher the degree of satisfaction, the greater the profitability of a company. (ROSSI: SLOGO, 1998).

Some companies in the field of gastronomic activities in addition to serving good food should also bring a complete sensory experience, impeccable presentation of the dish, ease of handling of cutlery, decorated environment, lighting that makes the environment pleasant (SCHMITT, 2000).

Another aspect observed is that customers of restaurants tend to prefer places where they can take their food calmly, at low levels of activation, where they can relax at the moment of consumption (WAKEFIELD, et al, 1994).

Customers of a la carte restaurants make use of three types aspects to evaluate the quality of the service. The first, the functional aspect, referring to the quality of the food served, diversity of the menu, beverages, among others. The second, the mechanical aspect, concatenated the environment, decoration, physical facilities, lighting layout. The third, the human aspect, characterized by the attendance, behavior, appearance of employees (WALL, 2007). According

to the aforementioned authors, the human characteristic has a greater influence on the quality perception of the customers of a la carte restaurants than the mechanical quality. According to Pinheiro (2008), for customers of a la carte restaurants, quality can be measured by the characterization of the environment, by the pleasure of savoring the food, by the menu options, not by the time the order arrives at the table.

### **2.3 SATISFACTION SURVEY**

Care must be taken in relation to the customer's perception of the service provided, because the customer reacts indifferently while everything runs smoothly, without errors, but there is a certain overvaluation when the customer is confronted with situations that do not occurred as planned, the customer observes how the company will react to rehabilitate the service offered (BERRY; PARASURAMAN, 1992).

Some companies do not bother to perform satisfaction survey to verify if their customer are satisfied with the services provided. For business, the important thing is to have a customer satisfied with the services offered, so that this customer returns and recommends the company to other people regarding the services received. For the customer it is important to have a nice place to feel good, and the services provided, including quality food, will make you return. (Barlow & Muller, 1996).

To capture customer satisfaction, the company needs to invest in a satisfaction survey. According to Rossi and Slongo (1998), the satisfaction survey allows us to create adequate customer service standards, increase customer retention rates, maximize customer satisfaction and cancel the satisfaction index, as the most efficient way to evaluate performance of an organization.

According to Bortolotti et al (2012), consumer satisfaction research provides consumers with a more positive perception of the company; loyalty relationships with consumers; accurate and up-to-date data on consumer needs; and confidence developed in the face of greater rapprochement with the consumer. This means that resources intended to increase consumer satisfaction are seen as investments rather than as expenses.

### **2.4 STATE OF ART**

Pinheiro et al (2008) carried out a study to evaluate the perception of the quality of the service provided by a thematic-typical restaurant, located in the "Bodódromo" food court of the city of Petrolina, in Pernambuco, using the SERVQUAL model of Parasuraman et al. (1985). The study showed that, in order to evaluate customers' perception of quality, a methodology is required to transform empirical data into concrete data. The use of the SERVQUAL tool, an instrument to measure the perception of customers about quality of service, made it possible to evaluate customer perceptions in part, since it does not weigh certain variables against others and considers certain data as important as others. This would require a more detailed study to evaluate.

Corrêa and Hansen (2014) conducted a survey on the perception of the quality of services provided by restaurants in the city of São Paulo, winners of the Travelers' Choice Awards in 2013, promoted by TripAdvisor. The study was developed based on a bibliographic review and CGU (User Generated Content) analysis through the SERVQUAL scale dimensions. Among the results, it is verified that the perception of the quality of the services provided by the selected restaurants was positive. However, due to competition, establishments must continually improve service delivery, especially as regards the qualification of employees.

Tinoco and Ribeiro (2008) conducted a qualitative study of the main determinants of quality and price perceived by customers of a la carte restaurants. For this, interviews were conducted in focused groups, contemplating four types of consumers evaluated. The main determinants of perceived quality identified were: attributes of food, service, environment, waiting time, cleaning, safety, support facilities, menu, beverage attributes, privacy, accuracy, decoration and confirmation of expectations. A comparison was made with the quality dimensions model of Parasuraman et al. (1985) and some modifications were proposed based on the results obtained for the service of restaurants a la carte and in other studies of the literature. On the other hand, the most important determinants of perceived price were: quality of food, decoration, environment, service, support facilities, menu, cleaning, beverage attributes, quantity of portions, previous expectations and privacy. The results obtained suggest the existence of a relationship between the determinants of perceived quality and perceived price.

Souza (2012) carried out a survey of customer satisfaction in relation to the services provided by restaurants in the municipality of Sobral, in the northwest region of the State of Ceará. The results showed that the main determinants of quality perceived by customers were: cleaning, food waiting time, food price, quality of food, quality of drink, variety of menus, tables available, good ventilation, good lighting, receptivity and security.

Araújo et al. (2010) carried out a research to evaluate the quality attributes addressing the expectation of quality on the perspective of the customer in the service provided by fine restaurants in the city of São Paulo. The results showed that the "reliability" dimension has a statistically significant difference in relation to "safety"; it is also possible to emphasize the significant difference of the factor "security" with "attendance" and "empathy". In addition, the security dimension can be confirmed as the least valued in the view of consumers.

Silva et al. (2009) evaluated the level of quality of the services of the tourist restaurants of Natal / RN, investigating the various dimensions of quality. The study showed that the restaurants presented a good level of service quality, achieving better levels in the dimensions of Safety, Restaurants, Reliability and Empathy, in that order. A little smaller indices were obtained in the dimensions Sensitivity and Tangible Aspects.

Ryu and Jang (2007) conducted a study on three sophisticated restaurants in the Midwestern and Northwestern United States. The study revealed that the aesthetics of the premises, the environment and the attendance of the employees were the aspects that had the greatest effect on the level of customer pleasure.

Salazar et al. (2008) investigated the relationship of the service environment with the satisfaction of consumers of gastronomic restaurants. The analysis allowed us to verify that the pleasure dimension activated by the environment is positively linked to the satisfaction with the service and the environment, reinforcing that besides the taste, the customers desire an environment that arouses positive emotions.

### 3 METHODOLOGY

Data collection was done through a questionnaire prepared by the authors. Some customers answered the questionnaire on the premises of the restaurant while they waited for their request. Others chose to respond later, online to the same questionnaire, which was made available in the Google Docs system ([www.google.com/docs](http://www.google.com/docs)).

The questionnaire applied was divided into three parts. The first with approaches to customer profile information; the second on the level of satisfaction in relation to the 28 aspects related to the restaurant; and the third part on the importance attributed by users to these 28 aspects.

This work delineates only the results related to the level of customer satisfaction. Customers were asked to rate their satisfaction on a five-point likert scale for each of the 28 items, with the following categories: completely dissatisfied (1), dissatisfied (2), reasonable (3), satisfied (4) ) and fully satisfied (5).

Data were collected from August 2013 to August 2014. Data analysis was performed using SPSS and Excel software. Non-responses were disregarded in the analyzes.

One total of 665 customers participated in the search. This research is part of an academic project that was duly evaluated and approved by the Research Ethics Committee of the Federal University of Santa Maria (UFSM) and registered in the Projects Office of the Center for Natural and Exact Sciences under number 032844.

## 4 RESULTS AND DISCUSSION

Initially, an exploratory analysis of the restaurant customer profile was made. Among the 665 customers approached, 46.1% usually have lunch (a la carte) in this restaurant, 34.2% prefer dinner (a la carte) and 19.7% choose to go to the buffet that is served on Sundays.

It was verified that the majority of the 655 customers interviewed are male (59.3%), while only 40.7% are female. Figure 1 shows that the majority of the customers in the restaurant (58.5%) have been frequent for ten years or less. On average, however, the customers interviewed have been restaurant goers for more than twelve years.

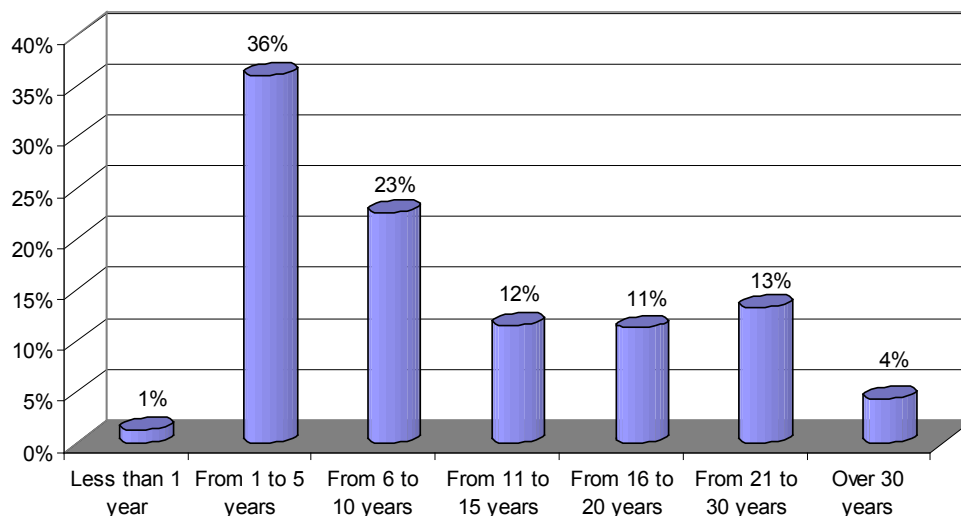


Figure 1 - Time that is customer of the restaurant

The graph of Figure 2 shows the frequency distribution of the users' age range through a histogram. It is observed that the majority of the participants are mature adults (32.0%), aged between 36 and 50 years, but there is a good frequency of young adults (24.1%), between 25 and 35 years.

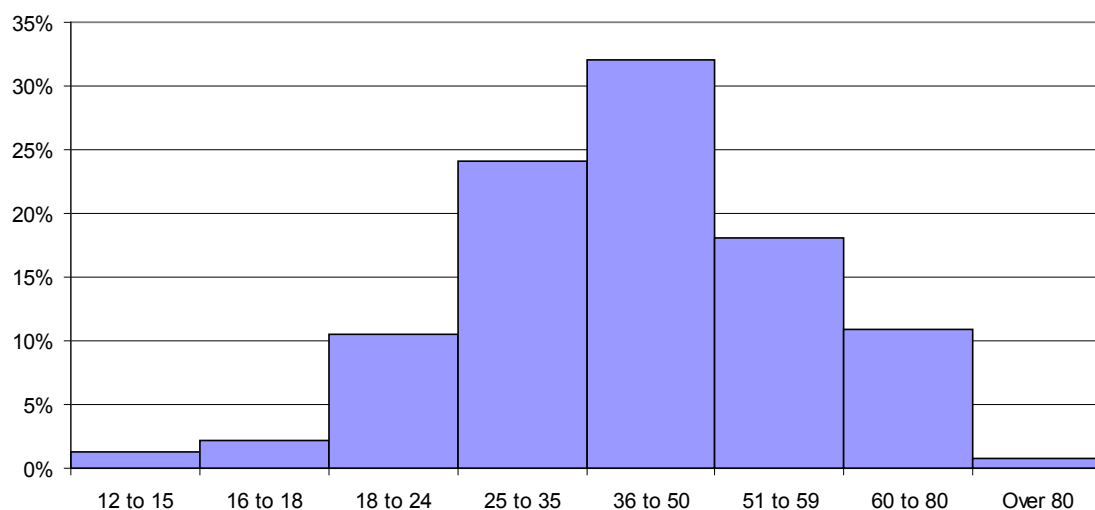


Figure 2 - Age group

The family income of the customers is shown in Table 1. It can be observed that 59.1% of the customers have a family income of up to R \$ 6,000.00, and the largest portion of the customers has a family income of R \$ 3,000.00 and R \$ 6,000.00 (31.1%). Still, a considerable portion of individuals with a lower income (15.9% below R \$ 1,900.00) and with a high income (25.1% above R \$ 12,000.00), indicate that this restaurant has a good participation of the various social classes of the city, with the predominance of the middle class.

Table 1: Family income

Income Range	Percentage
Up to R\$ 650.00	2.3%
from R \$ 651.00 to R \$ 1,200.00	5.2%
from R \$ 1,201.00 to R \$ 1,900.00	8.4%
from R \$ 1,901.00 to R \$ 3,000.00	12.1%
from R \$ 3,001.00 to R \$ 6,000.00	31.1%
from R \$ 6,001.00 to R \$ 12,000.00	25.1%
above R \$ 12,000.00.	15.9%

As for marital status, the majority are married or have a stable union (51%), 26% are single, 10% are divorced, 3% are widowers and 10% do not report, as shown in the sector chart in Figure 3.

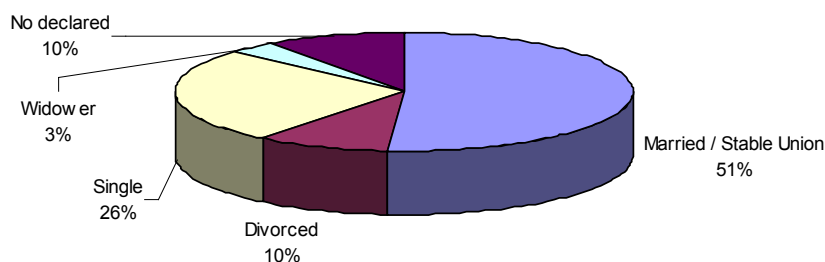


Figure 3 - Civil Status

As for the school level, represented in the graph of Figure 4, it is observed that the majority (38.2%) have a university degree, 25.0% have completed high school, and 24.7% have some postgraduate degrees. This shows that the restaurant is frequented by people with good level of schooling.

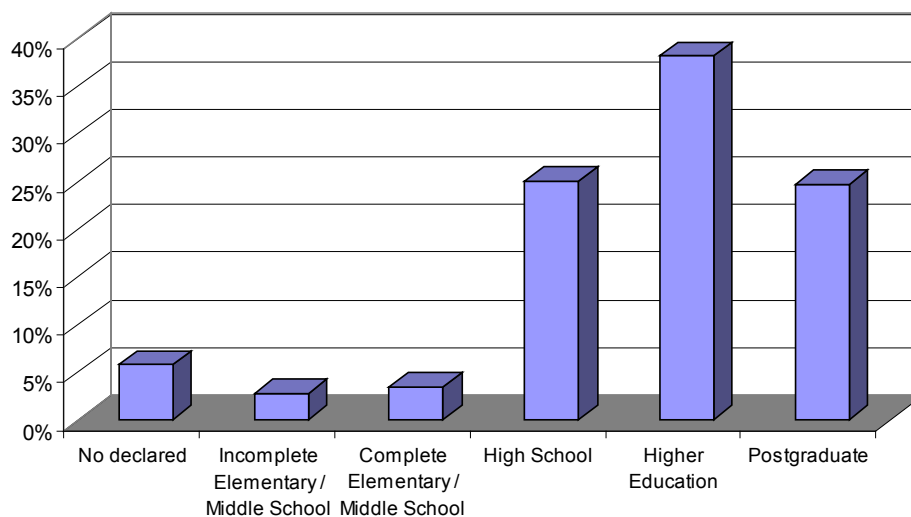


Figure 4 - School level

Almost half of the customers responded that they like to dine in the restaurant because of the quality of food, as shown in Figure 5. Staffing is the second main reason, being pointed out by 23.6% of the customers. The tradition of the restaurant and the environment (comfort, family atmosphere, etc.) were also reasons cited by more than 10% of the customers.

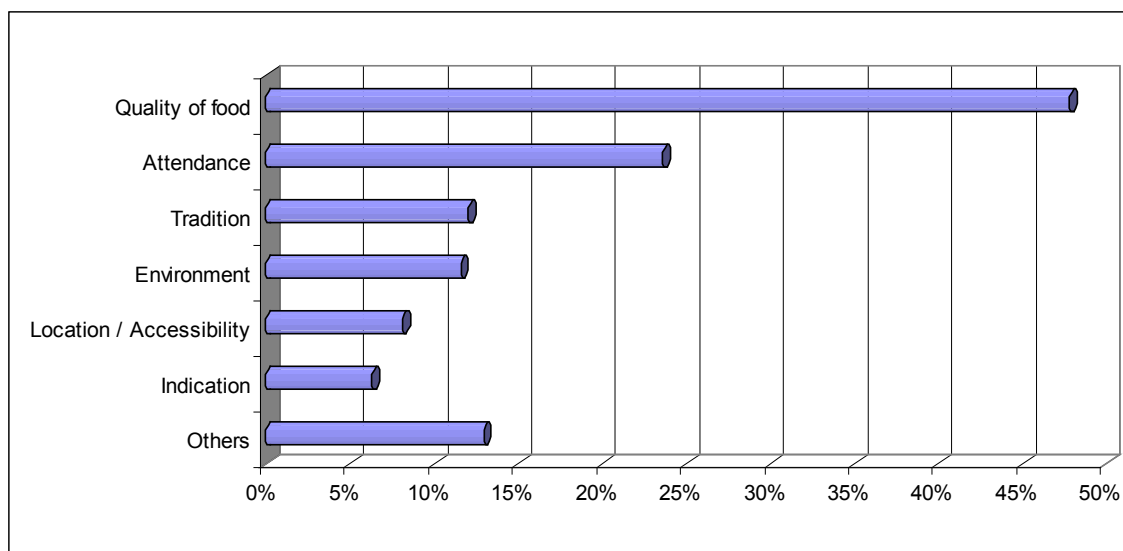


Figure 5 - Reason for using the restaurant



Table 2 presents the distribution of the level of satisfaction of the eight items related to the restaurant's internal environment. It is observed that customers are satisfied (92.2%) with the size and structure of the restaurant and layout (85.1%). On the other hand, there is a large percentage of customers who consider themselves reasonable (35.2%), bathroom (30.2%), restaurant comfort (27.7%), lighting (21.8%) and cleaning (18.9%). However, the smell of the internal environment does not seem to please the customers (23.7% of dissatisfaction), as well as the internal decoration (17.1%).

Table 2: Analysis of the restaurant's internal environment.

Item	Satisfaction Percentage				
	Totally dissatisfied	Dissatisfied	Reasonable	Satisfied	Totally Satisfied
1. Size and structure of the restaurant	2.5%	1.1%	4.1%	29.9%	62.3%
2. Layout (table layout and access)	1.8%	1.8%	11.2%	42.5%	42.6%
3. Bathroom	2.4%	4.6%	30.2%	32.1%	30.7%
4. Cleaning	1.6%	7.0%	18.9%	31.3%	41.1%
5. Lighting	1.8%	3.9%	21.8%	30.4%	42.0%
6. Scent	11.2%	12.5%	13.0%	29.4%	33.9%
7. Decoration	6.1%	11.0%	35.2%	29.8%	17.9%
8. Comfort (chairs, table heights, temperature)	1.9%	5.8%	27.7%	39.0%	25.6%

Table 3 presents the descriptive analysis of the level of satisfaction of the eight items related to the restaurant's internal environment. It was observed that the highest satisfaction means were obtained by attributes: restaurant size and structure (4.48), layout (4.22) lighting (4.07%) and cleaning (4.03). The lowest average was due to the internal decoration (3.42), obtaining also the lowest median (3) and the lowest fashion (3). Also note the smell in the environment (3.62), comfort (3.81) and bathroom (3.84).

Table 3 - Descriptive analysis of attributes related to the restaurant's internal environment.

Item	Descriptive Analysis					
	Valid Answers	Mean	Median	Mode	Standard deviation	Variance
1. Size and structure of the restaurant	632	4.48	5	5	1.02	1.03
2. Layout (table layout and access)	605	4.22	4	5	1.02	1.04
3. Bathroom	592	3.84	4	4	1.03	1.07
4. Cleaning	610	4.03	4	5	1.03	1.06
5. Lighting	609	4.07	4	5	1.03	1.06
6. Scent	616	3.62	4	5	1.07	1.14
7. Decoration	620	3.42	3	3	1.05	1.10
8. Comfort (chairs, table heights, temperature)	621	3.81	4	4	1.03	1.06

Table 4 presents the distribution of the level of satisfaction of the five items related to the external environment of the restaurant. The restaurant's location is excellent (92.3% satisfaction), as well as accessibility (83.5%), façade (80.5%) and signage (73.4%). However, parking has displeased many of the customers (18.2% dissatisfaction), although 26.1% consider it reasonable.

Table 4: Analysis of the external environment of the Restaurant.

Item	Satisfaction Percentage				Totally Satisfied
	Totally dissatisfied	Dissatisfied	Reasonable	Satisfied	
9. Facade	2.4%	4.2%	13.0%	37.9%	66.0%
10. Location	2.3%	1.5%	3.9%	27.1%	80.5%
11. Accessibility	2.2%	2.0%	12.3%	35.8%	39.9%
12. Signaling	1.5%	4.0%	21.2%	42.5%	32.5%
13. Parking lot	5.8%	12.4%	26.1%	27.4%	31.6%

Table 5 presents the descriptive analysis of the level of satisfaction of the five items related to the restaurant's internal environment. As noted in the table above, restaurant location is excellent with an average of 4.51, and with median and fashion equal to 5, the maximum value of the scale. They also obtained good average satisfaction values for accessibility (4.25), façade (4.14) and signaling (3.97). Again, the parking lot got a lower average.

Table 5 - Descriptive analysis of the attributes related to the external environment of the Restaurant.

Item	Descriptive Analysis					
	Valid Answers	Mean	Median	Mode	Standard deviation	Variance
9. Facade	625	4.14	4	5	1.03	1.05
10. Location	609	4.51	5	5	1.02	1.03
11. Accessibility	595	4.25	4	5	1.02	1.05
12. Signaling	605	3.97	4	4	1.03	1.05
13. Parking lot	620	3.60	4	5	1.05	1.11

Table 6 shows the distribution of the level of satisfaction of the nine items related to the food offered by the restaurant. All evaluated items obtained a good index of customer satisfaction, above 78% satisfaction, with emphasis on payment options, with 93.6% satisfaction. The presentation and identification of the dishes was considered reasonable by 17.5% of the customers, since the price charged was considered reasonable by 12.7% of the customers. The highest rate of dissatisfaction was in relation to the price charged, 6.3%, but is still considered low.

Table 6: Food analysis of the Restaurant.

Item	Satisfaction Percentage				Totally Satisfied
	Totally dissatisfied	Dissatisfied	Reasonable	Satisfied	
14. Organization of the Buffet (distribution of the dishes)	1.8%	2.8%	11.0%	44.7%	39.7%
15. Quality of the dishes	1.8%	1.5%	9.7%	33.9%	53.0%
16. Presentation and identification of dishes	1.7%	2.1%	17.5%	38.8%	39.9%
17. Waiting time	1.7%	1.3%	10.9%	37.0%	49.1%
18. Diversity of menu items	1.2%	1.9%	8.1%	47.5%	41.3%
19. Amount of portions	1.2%	2.9%	9.4%	41.5%	45.0%
20. Payment Options	1.9%	0.9%	3.6%	35.5%	58.1%
21. Price charged	1.4%	4.9%	12.7%	46.4%	34.6%
22. Speed of payment	2.2%	3.1%	5.9%	40.5%	48.3%

Table 7 presents the descriptive analysis of the level of satisfaction of the nine food related items of the restaurant. All items were well evaluated, with an average of more than four, with emphasis on payment options (4.47) and quality of dishes (4.35).

Table 7 - Descriptive analysis of the attributes related to the restaurant's food.

Item	Valid Answers	Descriptive Analysis				
		Mean	Median	Mode	Standard deviation	Variance
14. Organization of the Buffet (distribution of the dishes)	282	4.18	4	4	1.02	1.04
15. Quality of the dishes	596	4.35	5	5	1.02	1.04
16. Presentation and identification of dishes	582	4.13	4	5	1.02	1.05
17. Waiting time	597	4.30	4	5	1.02	1.04
18. Diversity of menu items	581	4.26	4	4	1.02	1.03
19. Amount of portions	585	4.26	4	5	1.02	1.04
20. Payment Options	577	4.47	5	5	1.01	1.03
21. Price charged	590	4.08	4	4	1.02	1.05
22. Speed of payment	578	4.29	4	5	1.02	1.04

Table 8 shows the distribution of the level of satisfaction of the six items related to the professional service of the restaurant. All items had an approval rating greater than 75.0%. It is observed that customers are satisfied with the domain and the knowledge about the products presented in the menu (85.8%) and with the concern to serve the customer well (81.5%). The highest percentage of dissatisfaction was 7.4%, related to the availability of the waiters in the service, where still 17.5% considered reasonable.

Table 8: Analysis of the restaurant's professional service.

Item	Satisfaction Percentage				
	Totally dissatisfied	Dissatisfied	Reasonable	Satisfied	Totally Satisfied
23. Personal presentation of staff (uniform, personal hygiene, posture)	1.6%	1.3%	17.8%	26.0%	53.3%
24. Domain and knowledge about the products presented in the menu	1.7%	1.2%	11.3%	28.7%	57.2%
25. Agility of attendants	1.8%	2.6%	17.5%	30.2%	47.9%
26. Attendants Initiative	2.0%	3.0%	20.0%	25.0%	50.1%
27. Concern about serving the customer well	2.2%	1.7%	14.7%	28.6%	52.8%
28. Availability of waiters in attendance	2.3%	5.1%	17.5%	26.1%	48.9%

Table 9 presents the descriptive analysis of the level of satisfaction of the six items related to the professional service of the restaurant. All items were well evaluated, with an average of more than four, with emphasis on the domain and knowledge about the products presented in the menu (4.38), personal presentation of employees (uniform, personal hygiene, posture) (4.28) and the concern to serve the customer well (4,28).

Table 9 - Descriptive analysis of the attributes related to the restaurant's professional service.

Item	Descriptive Analysis					
	Valid Answers	Mean	Median	Mode	Standard deviation	Variance
23. Personal presentation of staff (uniform, personal hygiene, posture)	619	4.28	5	5	1.02	1.05
24. Domain and knowledge about the products presented in the menu	593	4.38	5	5	1.02	1.04
25. Agility of attendants	616	4.20	4	5	1.02	1.05
26. Attendants Initiative	601	4.18	5	5	1.03	1.06
27. Concern about serving the customer well	604	4.28	5	5	1.02	1.05
28. Availability of waiters in attendance	605	4.14	4	5	1.03	1.06

To summarize the results found, Figure 6 was elaborated, which presents the percentage of dissatisfaction, that is, the sum of the categories "unsatisfied" and "totally dissatisfied", and Figure 7, which presents the satisfaction percentage, the sum of the categories "satisfied" and "fully satisfied", for all evaluated items. The reasonable category was not considered in this analysis.

By means of these figures, one can observe the contrast between the evaluation of the items, where, in general, the items with the highest percentage of satisfaction (Figure 6) appear with the lowest percentages of dissatisfaction (Figure 7), and vice versa.

It is observed that the three highest percentages of dissatisfaction (above 10%) are related to the restaurant's infrastructure. The issue of smell in the indoor environment has been a recurring problem since the installation of air conditioners, which implied closing the windows. Thus, the smell of food remains in the environment and is, for example, impregnated in clothes, which is the main reason for customer dissatisfaction.

Parking is the second biggest reason for customer dissatisfaction. The cars are in front of the restaurant without sun and rain cover, as well as being parked one behind the other due to lack of space and during the customers' meal are requested to remove the cars causing discomfort to them.

The decoration of the inner environment appears as the third highest index of customer dissatisfaction. On the other hand, with the exception of the criterion "internal decoration", all the attributes were evaluated positively, with more than 50% satisfied customers.

Regarding satisfaction, the three largest percentages (above 90%) are also related to the restaurant infrastructure, as shown in Figure 7.

The payment options was the best evaluated item for satisfaction, pleasing the majority of customers. The location was the second best rated item was the location, as the restaurant is located on one of the busiest avenues and with good accessibility for those coming from various regions of the city.

The third best evaluated item is the size and structure of the restaurant, which seems to adequately meet the quantity demanded by customers. It is interesting to note that all items, except for the decoration in the internal environment, had a percentage of satisfaction above 50%, which is a good indication of the quality of the restaurant.

Figure 6 - Percentage of dissatisfaction of all evaluated items

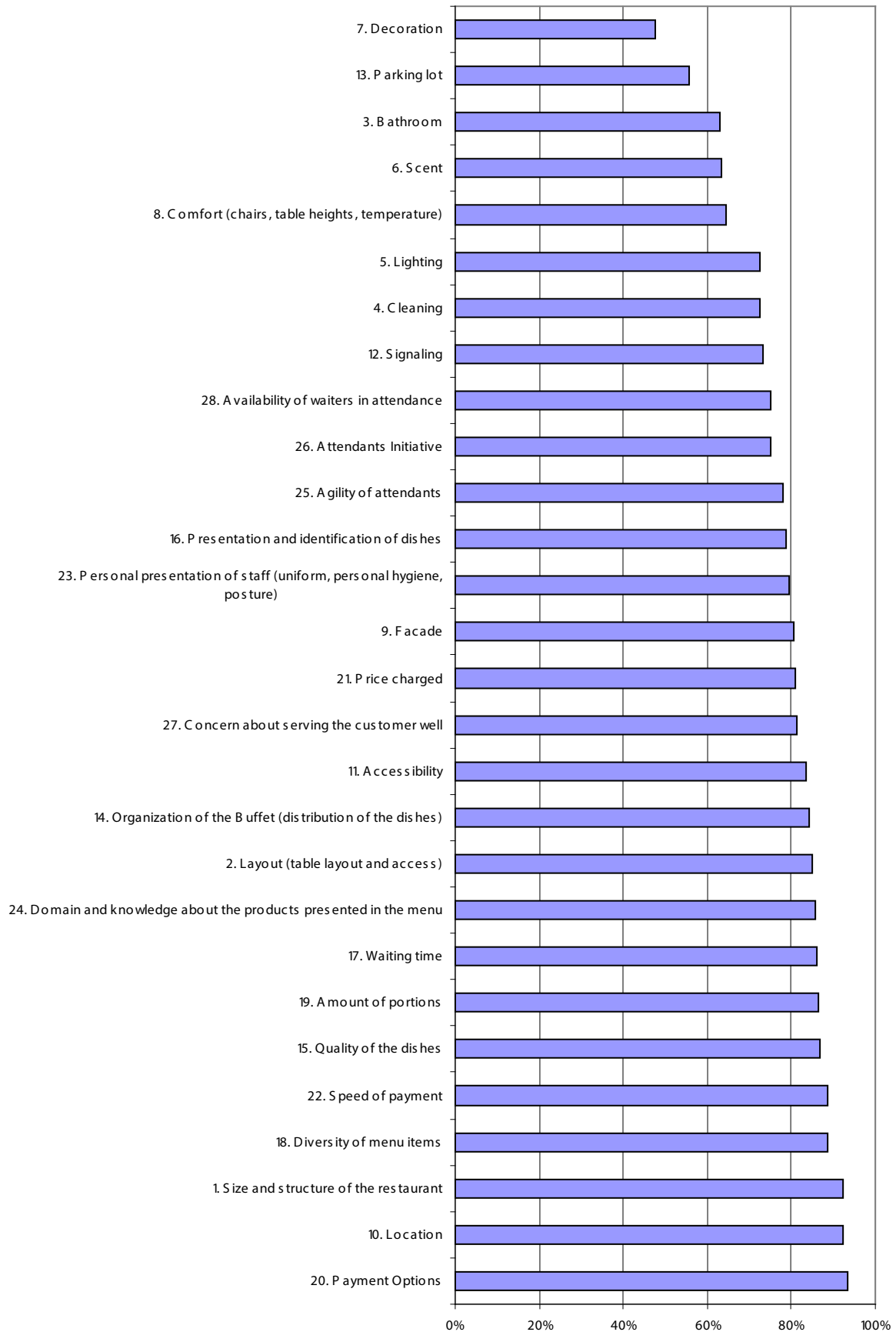
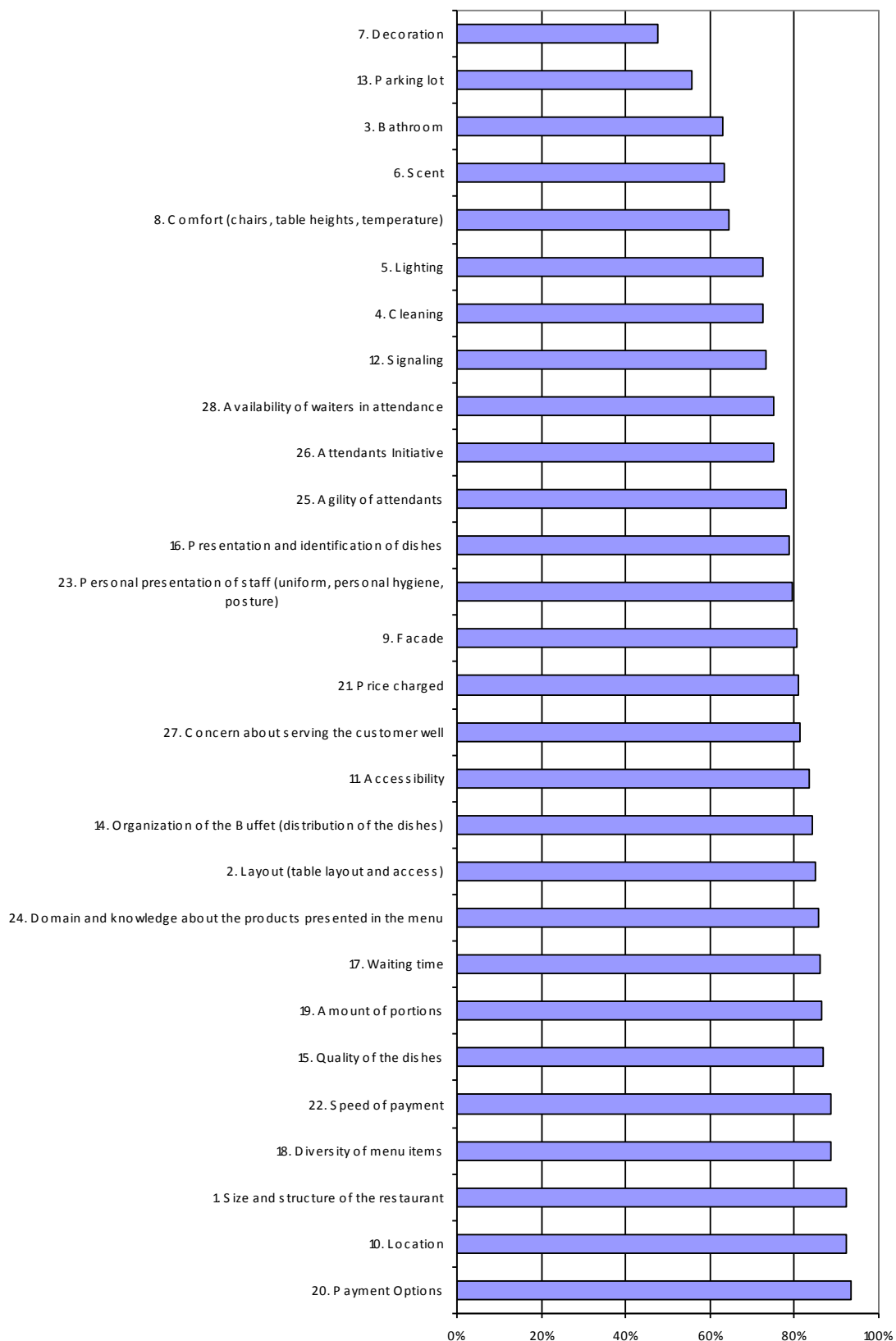


Figure 7 - Percentage of satisfaction of all evaluated items



The results found in this study, when referring to the level of customer satisfaction, are in agreement with the following authors: Dube (1994) states that customer satisfaction in restaurants results from a set of attributes, quality of food, variety of menu offered, waiting time, physical environment, comfort, location, service, cost benefit, among others; Schmitt (2000) reports that in addition to serving good quality food the restaurant should provide the customer with a pleasant feeling like flawless presentation of the dish, easy handling of cutlery, decorated surroundings and adequate lighting; for Wakefield, et al. (1994), customers prefer restaurants where they can feed themselves calmly where they can relax at the time of consumption.

## 5 CONCLUSIONS AND RECOMMENDATIONS

The objective of this study was to evaluate the level of customer satisfaction of a restaurant in Santa Maria - RS, through a descriptive statistical analysis, in order to identify improvement opportunities for the evaluated restaurant.

The results show that the satisfaction index, except for the "internal decoration" aspect, all others were evaluated positively, with more than 50% satisfied customers. Of these aspects, 53.6% had a satisfaction index greater than 80%. This shows that the restaurant seems to meet customers' expectations with respect to its internal structure, layout, accessibility, location, options and speed of payment, as well as the price charged, as well as all aspects related to The feeding.

Concerning the degree of dissatisfaction, about 90% of the aspects analyzed presented a percentage less than 10%. The highest levels of dissatisfaction were related to the smell of the internal environment (23.7%), parking (18.2%) and internal decoration (17.1%).

Thus, it is recommended, invest in some solution to eliminate or reduce the smell of food that remains in the environment. Improve the interior decoration as well as the parking.

It is also recommended to act in those aspects where customers showed themselves with reasonable or indifferent satisfaction levels, such as the internal decoration (35.2%), previously mentioned, the bathroom (30.2%), the comfort of the restaurant (21.8%), external signaling (21.2%) and the attendants' initiative (20.0%), ,

Through this research, one can verify what aspects the restaurant should invest and improve in order to seek continuous improvement, reaching a higher satisfaction of its customers and, consequently, increasing its customers and loyalty.

As future proposals, other analyzes may be elaborated, such as a descriptive analysis of the importance assigned, multivariate analyzes to find possible groups with similar opinions and the construction of satisfaction and importance scales by means of an Item Response Theory modeling.

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