

The Significant of Customer Satisfaction in Food Service Business:Case of Kogi Hotel Limited Lokoja,Nigeria

ONABANJI A.O.

Federal Polytechnic, School of Technology Department of Hospitality Management P.M.B 1037 Idah. Kogi State, Nigeria

Abstract

This paper examines the significant of customer satisfaction in foodservice business using Kogi Hotel Limited, Lokoja as a case study. The paper reveal that there is still so much work to be done in terms of customer satisfaction; forming a cordial relationship with customers, who desire the greatest possible satisfaction from any good purchase. Descriptive research method was used for fact finding and gathering of data. Questionnaire were administered to the staff and regular customers of KOGI HOTELS LIMITED, LOKOJA to determine the sample size, simple percentage method was use to analysed data collected. These were further simplified in to tables, charts and figures to aid understanding. Finding revealed that, Prompt efficient service and fair price product is a motivational factor in satisfying customer's continuous patronage. Recommendations such as staff training, motivation, innovations which becomes necessary as a result of market conditions which is never stable and unpredictable. Since customer behaviours changes with respect to taste, fashion and the state of the economic.

Keywords: Hospitality, Customer, Satisfaction, Motivation, Patronage and Services.

INTRODUCTION:

Horby (2006) view business as everything from a small owner-operated company such as a family restaurant to a multinational conglomerate such as General Electric. From the economic view, a person engages in a business for the sole purpose of making profit. Varg and Lusch (2004,2008a) looks at business from different perspective by focusing attention on the "customer" and his satisfaction through whom profit would be made and consolidated on the long run .Varg and Lusch (2004,2008a) view the significant of customer satisfaction, as a term that no business can exist without the patronage of customers, that gives rise to the relationship between business and customers which is linked to demand and supply. Wants are how people communicate their needs, for instance a hungry man in Idah Kogi-State, Nigeria wants a plate of corn mould and stew. While a hungry person in the United States may want, a ham burger, French fries and a coke. People have almost unlimited wants, but limited resources, so they choose products that produce the most satisfactory for their money, which when backed by buying power, wants becomes demand.

Tresidder and Hirst (2012) opined that supply would worth nothing if there is no demand for it, that is why customer occupies a special position in any business and it is an established fact that no business can survive without customer.

Hospitality includes the idea of "a host who receives, welcomes and caters to the needs of people temporarily outside the home"(Dittmer 2002, p.5) and that therefore the hospitality industry comprises businesses that do this.

That is a group of firms producing the same or similar products, which are accommodation, food and drive away from home'. Powers 2006, in his own view suggest that the industry comprises of businesses whose primary activities are the provision of accommodation, selling of alcoholic beverages for consumption on the premises, provision of food and entertainment to patron or guest.

Kotler et al (2006).p391, opined that the significant of customers and their satisfaction appears only to be on paper without being practiced by most Hospitality and Tourism business enterprise.This makes(Kotler et al 2006) customers to have thousands of complaints to make each time they have an encounter with a service rendered from an hospitality business especially food service business.

Kotler et al(2006)opined that, customer satisfaction depends on a products perceived performance in delivering value relative to a buyer expectation and if the product performance fall short of customer's expectations, the buyer is dissatisfied, if performance matches expectations, the buyer is satisfied and if performance exceeds expectation, the buyer is delighted. And that customer' expectations are based on the past buying experiences, opinions of friends and market information.

Bowen et al(2010) view that food service business represent the hospitality and service business which requires people who are able to demonstrate courtesy,civility,sensitive at all times, great patience, acceptance and understanding of the habits and traditions of other religions and races which good humour and pleasant manner helps to breakdown.

The objective of this paper is to view critically some of the problems hindering hospitality operators from satisfying their customers, investigate the extent to which caterers; adopt and practice marketing concept,

how staff are been motivated and to stimulate intellectual discuss as a basis for further research into this concept “significant of customer satisfaction”.

MATERIALS AND METHODS:

This work is to assess the significant of customer satisfaction in hospitality operation management with the case study of kogi hotel limited lokoja. Kogi-state. The study population is the staff and regular customers of the hotel.

Descriptive research method was used and a sampling approach was adopted. A total of sixty (60) questionnaires were administered to the staff and regular restaurant customers of kogi state hotel limited. Lokoja, kogi-state.

100% responses were received. The questionnaire was categorise into two sections; one the demography data and the second general question to elicit information.

Data obtained from this study were tabulated and presented using tables and charts for easy interpretation. The simple percentage method of statistical analysis was essentially used for easy understanding, Mason (2014).

RESULTS AND DISCUSSIONS

Table 1: shows the demographic characteristic majority of the respondent are males (66.67%) while the rest are female (33.33%) which is an indication that they are more male workers than the female.

AGE: (8.33%) falls between 20years – 25years, (16.67%) falls between 26years – 30years, (41.67%) falls between 31years – 35years while (33.33%) are 36 and above. This is an indication that the hotel employees are in line with the law that says a minor cannot work in any of the hospitality sectors.

MARITAL STATUS: (58.33%) represents married workers while (41.6%) represent single workers. This shows that there are more married workers than single workers.

EDUCATIONAL LEVEL: (8.33%) represent primary education (41.67%)represent secondary education (25%) represent national diploma/national certificate of education, (16.67%) represent B.Sc/HND while (8.33%) represent M.B.A. respectively.

CHART ONE: shows that (33.33%) of the respondent representing 20 indicates a very sharp change in demand of the hotel products when there is a little price change, (25%) of the respondent representing 15 indicates high increase in price, (23.33%) of the respondent representing 14 indicates fair price change while (18.33%) of the respondent representing 11 indicates that the price change is affordable.

CHART TWO: shows that 10 of the respondent representing (16.67%) indicated that there are fifteen varieties. 16 of the respondent representing (26.67%) shows there are ten varieties. 20 of the respondent representing (33.33%) said that there are seven varieties. While 14 of the respondent said that there are only five varieties.

CHART THREE: shows that (33.33%) representing 20 respondents complained during high demand for service, while (41.76%) representing 25 of the respondent complained and (25%) representing 15 of the respondent have no complaint. This is an indication that during peak period of service more waiters would be slated for service.

CHART FOUR: shows that (50%) representing 30 of the respondent indicated a very cordial relationship with customers (30%) representing 18 of the respondent indicated very good while the remaining (20%) of the respondent indicated good from this it could be deduced that there customer staff relationship is high.

TABLE 2: shows that 35 respondent representing (58.33%) indicated that there is enough food available at all times, while 25 of the respondent representing (41.67%) indicated that there is not enough food at all times staff motivation shows that 40 respondent representing (66.67%) indicated that they are well motivated while 20 respondent representing (33.33%) indicated that they are not well motivated.

TABLE 3: shows that 4 of the respondent representing (6.66%) indicated that the organization carries out marketing research, 26 of the respondent representing (43.33%) indicated that the marketing search is sometimes carried out, while 30 of the respondents indicating (50%) that the organization does not carry out marketing research.

INEFFICIENT SERVICE: 28 of the respondent representing (46.67%) indicate efficient service while 32 of the respondent representing (53.33%) indicated inefficient service.

CONCLUSSION: The following was drawn, that workers in the hospitality industry have to understand customers, the market in which they buy their needs as well as the business environment were these activities takes place. Knowing very well that no business can exist without customers and it is no exaggeration to say that customers are the “live wire” of any profit-oriented business, this is because customers are rotational human beings who want to desire the greatest possible satisfaction from any good purchase.

RECOMMENDATIONS: Based on the findings the following were drawn:

- Periodic Marketing research should be carried out for a very effective services cape.
- Service staff should be well motivated to enhance good service delivery.

REFERENCES

Bowen, John W, and Shiang-lih Chen(2010). “The relationship between customer loyalty and customer satisfaction”, *International journal of contemporary hotel management* 13(5), 2001, 13-17.
 Dittmer P (.2002): *Dimensions of the Hospitality Industry*, 3rd Edn, New York, Wiley.
 Horny,A,S.(2006):*Oxford Advanced Learners Dictionary*.7th Edn. Oxford. Oxford University Press.
 Mason, P (2004): *Researching Tourism, Leisure and Hospitality for your Dissertation*. Oxford, Good fellow.
 Kortler, P., Bowen, J.T. and Makens, J. C.(2006): *Marketing for hospitality and Tourism*.4th Edn. Upper saddle River, New Jessy. Pearson Education Ltd. Publishers Limited.
 Powers, T.F. 2006, *Introduction to Management in the Hospitality Industry*, 8th End. Hoboken, NJ, Wiley.
 Tresidder, R. and Hirst. C.(2012):*Marketing in Food, Hospitality, Tourism and events. A Critical Approach*. Oxford, Good fellow Publishers Limited.
 Vargo,S.L .Lusch, R.F. (2004): ”Evolving to a new dominant logic for marketing,68(1),pp1-7.
 Vargo, S.L. and Lusch, R.F. (2008a): ”Service-dominant logic: Continuing the Evolution, *Journal of the Academy of Marketing Science* 36(1) Pp1-10.

TABLE 1: RESPONSES TO DEMOGRAPHY DATA QUESTIONNAIRE

	CHARACTERISTICS	FREQUENCY	PERCENTAGE
SEX	MALE	40	66.7
	FEMALE	20	33.33
AGE	20YRS-25YRS	5	8.33
	26YRS-30YRS	10	16.67
	31YRS-35YRS	25	41.67
	36YRS & ABOVE	20	33.33
	MARRIED	35	58.33
MARITAL STATUS	SINGLE	25	41.67
	PRIMARY	5	8.33
EDUCATIONAL LEVEL	WASE/GCE	25	41.67
	ND/NCE	15	25
	B.Sc/HND	10	16.67
	M.B.A	5	8.33

SOURCE: *Questionnaire Administered.*

TABLE 2:RESPONDENT CATEGORIZED ACCORDING TO ENOUGH FOOD AVAILABLE AT ALL TIME AND STAFF MOTIVATION.

OPTION	RESPONDENT	PERCENTAGE
YES	35(58.33)	40(66.67)
NO	25(41.67)	20(33.33)
TOTAL	60(100)	60(100)

TABLE 3: RESPONDENT CATEGORIZED ACCORDING TO MARKETING RESEARCH ON THE PRODUCE OFFERED FOR SALE AND INEFFICIENT SERVICE

OPTION	RESPONDENT	PERCENTAGE
Regularly	4(6.66)	28(46.68)
Sometimes	26(43.33)	32(53.33)
Not at all	30(50.0)	-----
TOTAL	60(100)	60(100)

CHART 1: RESPONDENSES ACCORDING TO PRICE CHANGE ON PRODUCT BAR CHART

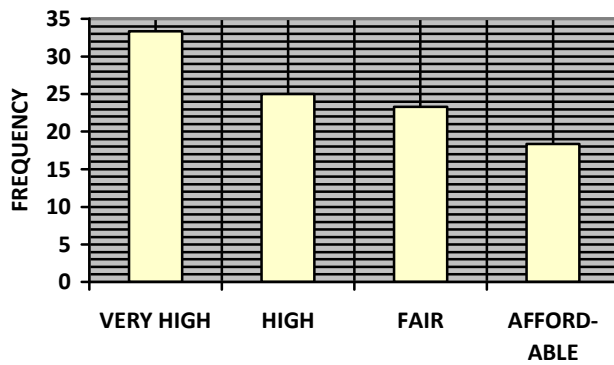


CHART 2: CYLINDER CHART OF RESPONDSES ACCORDING TO PRODUCT VARIETIES

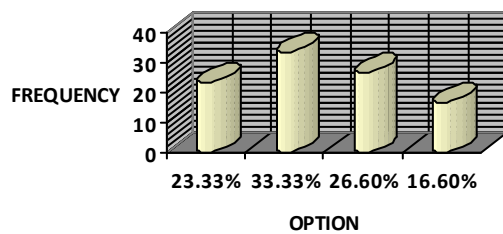


CHART 3: PIE CHART RESPONDANT ACCORDING TO CUSTOMER COMPLAINTS

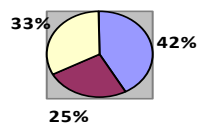


CHART 4:PIE CHART OF RESPONDENT ACCORDING TO WORKERS RELATIONSHIP WITH CUSTOMER

