

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
SUKHUBHAI RESTAURANT: A SPECIAL REFERENCE TO ALANDUR
BRANCH CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

M. ANANDHAN
38280016



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MARCH– 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the confide work of **M. ANANDHAN 38280016** who have done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS SUKHUBHAI RESTAURANT: A SPECIAL REFERENCE TO ALANDUR BRANCH CHENNAI**” under my supervision from January 2021 to March 2021

DR THINESH KUMAR .M
Internal Guide

Dr. BHUVANESWARI G.
Dean – School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.THINESH KUMAR. M** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

DECLARATION

I **VIJAY.C 38280011** hereby declare that the Project Report entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS SUKHUBHAI RESTAURANT: A SPECIAL REFERENCE TO ALANDUR BRANCH CHENNAI** done by me under the guidance of **Dr.THINESH KUMAR.M** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT:

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneshwari M.B.A., Ph.D., Dean – School of Management Studies and Dr. A. Palani M.Com., M.Phil., M.B.A., Ph.D., Head of the Department studies for providing me necessary support and details at the right time during the progressive reviews.

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ABSTRACT:

Exactly how the restaurant industry creates good quality service experiences has attracted the attention of scholars and practitioners. Some scholars advocate creating high quality service encounters to enhance customer satisfaction. However, recent research objectives of examined hotel restaurant service, and a detailed understanding of its potential effects on the customer meal experience and customer satisfaction is needed. This project of service encounters and restaurant consumer behavior constructed a comprehensive framework via a literature review. Empirical data were collected by a questionnaire distributed to SUKHUBHAI restaurant customers. The results indicated that restaurant environmental factors and interactions with service employees and other consumers positively influence the consumer experiential value. Additionally, only interactive relationships with service employees directly and positively affect consumer satisfaction. Restaurant environment factors and interactions with other consumers indirectly and positively influence consumer satisfaction through experiential value. Finally, with respect to marketing and development initiatives, the results of this study can help improve the physical attractiveness of the examined SUKHUBHAI restaurants.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION:

- In the year 1975 when the world was yearning for peace from all the wars, Mr. Abdul Khader rolled out an eatery named 'Sukku Coffee and Kebabs' at Alandur, and thereby did his part in ensuring people felt peaceful and satisfied after a swill and snack at his outlet. 'Sukku coffee' or 'Sukku kaappi' as it is known in Tamizh, isn't a variety of coffee at all. Instead, it is a delightful brew made by a congenial combination of dry ginger, coriander seeds and other spices which is thoroughly nourishing and organic.
- Thus Mr. Abdul Khader earned the sobriquet 'Sukkubhai' owing to his patrons' overwhelming approval of his dry ginger-based drink as well as his mouth watering Kebabs and snacks. Thus, the restaurant was named as Sukkubhai Biryani
- In October 1994, Mr. Abdul Khader departed for his heavenly abode leaving his young family and his devoted Consumers in a perpetual state of sorrow. It was too much of a loss for them to take, and although she was grieving, his beloved wife Mrs. Fatima Abdul Khader carried forward her husband's flourishing business for an arduous period of six years until the turn of the millennium. From then on, their son – Mr. Abdul Khader Ali took over the mantle of his cherished father, carving a niche for himself and successfully constituting the restaurant to what it is today.

OUR MENU IS FEAST FOR YOUR SENSES:

- Sukkubhai Biryani's exquisite delicacies satisfy all the five senses of our consumers. Elaborating further, the pattern goes on as follows.
- Firstly, they hear all great things about our restaurant by word of mouth through their ears. Then their eyes hopelessly fall in love with the menu as it is tremendously drool-worthy.
- Next their noses inhale the enlivening aroma, accompanied by their fingers (read: skin) experiencing the tenderness and succulence of the qualitative meat chunks, and finally the ultimate ecstasy culminates with their tongues relishing the lip-smacking taste of our food.

1.2 INDUSTRY PROFILE:

MUTTON BIRYANI - ₹ 260

- Chunks of mutton and loads of flavour, our mutton biryani is the classic taste of the Chennai for your taste buds.



CHICKEN BIRYANI - ₹ 200

- The classic fare, the stuff of legends. Sukkubhai's Chicken Biryani brings people from far and wide to our restaurants.



BEEF BIRYANI - ₹ 200

- Sukkubhai's inception happened with Beef Biryani and needless to say, we serve the best beef biryani in the entire city.



ZPRAWN BIRYANI - ₹ 250

- A new delicacy from our famed kitchens, prawn 'Dum' biryani has put our consumers in trance with its patterned taste.



FISH BIRYANI - ₹ 250

- Another new delicacy, infused fish slices along with classic Sukkubhai Biryani flavours. Do we need to say more?



VEGETABLE BIRYANI - ₹ 150

- Does it really exist? Or is it simply pulao? Well, biryani fanatics can argue for hours but at Sukkubhai, you get the most amazing vegetable biryani comprising of all the fresh veggies with definitive Sukkubhai taste.



1.3 COMPANY PROFILE:

Sukkubhai Biryani's exquisite delicacies satisfy all the five senses of our consumers. Elaborating further, the pattern goes on as follows. Firstly, they hear all great things about our restaurant by word of mouth through their ears. Then their eyes hopelessly fall in love with the menu as it is tremendously drool-worthy. Next their noses inhale the enlivening aroma, accompanied by their fingers (read: skin) experiencing the tenderness and succulence of the qualitative meat chunks, and finally the ultimate ecstasy culminates with their tongues relishing the lip-smacking taste of our food.

'A feast for the senses' proclaimed Mr. Abdul Khadar Ali, and envisioned how this unique sounding motto of his would fit the bill for his enterprise. After just about being back to square one in the year 2000, he hit the ground running with a renewed zeal and novel thinking to replenish his business. Primary goals were set and prominence was given to Consumer satisfaction and their valuable feedback. At the same time, supreme importance was given to improving the meat products' standards (read: freshness and tenderness) along with refining the quality of the food and organic enhancement of its taste. He went on to further expand the menu by triumphantly adding Mutton biryani and Chicken biryani assortments alongside the already existing beef biryani which become a pioneering move in his business.

However, these superlative priorities of Mr. Abdul Khader Ali were met with a stumbling block as it were conjectured to compromise on the economical prices of his products. Yet he never cowed down to such a scenario, and continued to cater deliciously quality food in brim-full portions at highly affordable prices keeping his vision to serve great food at affordable rates. After many excruciating hassles, the results started to show in as a loyal consumer base was starting to nurture.

1.4 NEED FOR THE STUDY:

Restaurant industry creates good quality service experiences has attracted the attention of scholars and practitioners. Some scholars advocate creating high quality service encounters to enhance customer satisfaction. However, recent research objectives of examined hotel restaurant service, and a detailed understanding of its potential effects on the customer meal experience and customer satisfaction is needed.

1.5 Objectives of the study:

1. To study service quality dimension in impact on customers satisfaction.
2. To find factor which influence on customers' satisfaction on SUKHUBHAI RESTAURANT
3. To give suggestion towards various measures for customers' satisfaction on SUKHUBHAI RESTAURANT.

CHAPTER- 2

REVIEW OF LITERATURE

2.1 Review of literature:

Ahmad T., et al. (2012): Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of client's satisfaction, confidence and there training of the clients of the State Hotel of India, it is clear that there is no company in the world dropped from defects and imperfect. Without doubt, every company should scrutinize and upgrade its plans despite of its success to identify the new strategies, which specified the needs and desires of old, or new consumers.

Abrader A. (2013) Training is found to be one of the most significant human resource practices in any industry. The implementation of these practices in proper manner decides the overall performance of any organization. Trained employees are more likely to take pride in organisational achievements; believe in the goals; committed to their organizations and values of the organisation and, therefore, exhibit higher levels of performance. Hence, the hotel organization has to endorse the training of its workforce to broaden their knowledge and skills, re-orient their culture and values, and encourage individuals to become idea champions.

Bagri S.C., et al. (2012): In an effort to increase guest satisfaction, hotels should make a concerted effort to increase employee satisfaction through policies and programs that these employees view as beneficial. Employee friendly policies and programs help to provide motivation. Motivation is considered to be a primary factor or variable that can act upon employees and inspire them to render effective service.

Banu. S. (2012) The main objective for developing various tourism is to promote our rich cultural heritage and environment. This, in turn, enhances eco-tourism for sustainable livelihoods. The strategies involved for sustainability of state tourism projects should also include aggressive Marketing Strategies. There is demand of rural tourism in India as modern-day tourist is keen to explore and experience the cultural heritage of the destination.

Batra M.(2014):Service bonding, Service timeliness, Service availability, Service communication are not showing good results though these factors are equally important parameters of service quality. All the parameters especially service bonding should be looked upon very seriously. So, all the concerned hotels must try to improve on these fronts.

Bhatia A. (2013): The ministry of tourism can analyse the strengths and weaknesses of Indian tourism industry and also explore the favourable opportunities coming its way and minimize the effects of threats posed so that Indian tourism industry can be benefitted from it. As the world tourism organization highlights have also revealed in their study that there will be a shift in global trend of foreign tourist arrival from advanced economies to emerging economies and India being a part of the latter should therefore be ready enough to grab the fruits of this opportunities
Coming its way.

Begum S. (2013) In order for marketing India as a unique destination for medical and wellness tourism, primarily important to identify the macro and micro issues facing the industry. It is essential for the Central and State Tourism Boards to coordinate and collaborate on a set of international standards. It is a unanimous opinion of all the experts and facilitators interviewed that it is high time the authorities attached significance to this issue. Loopholes in the administrative system and process of tourism services demand immediate attention.

Chowdhury B. (2013) Tourism can stimulate economic growth at local and national levels and promote the growth of agriculture, industry and service sectors. Tourism helps in the development of infrastructure through the construction of roads and tracks to different areas of tourist attraction. Tourism can generate financial resources for conservation of the natural Ghazi

Rizwan S.A. (2013) the high pressure and overloaded working will affect the health conditions of the employees of this division due to stress built up. Recognition at all levels not only place of work but in society is missing. Hospitality should launch a programme where self-esteem and overall image in the eye of internal environment and society in general should be improvised upon. Once these basic issues and barriers to motivation has been dealt for satisfaction of higher needs the studies have to be based on effects of media reporting, outside perception, and family and leisure involvement on employee's morale

Gupta N. (2013): In the society tourism profession is regarded only as job of travel agents and tour-guide, tourism profession is not valued in the society and people working in tourism industry was not getting respect. So, awareness should be drawn in the society about the contribution of tourism in national economy and its importance as a source of revenue generation. And tourism professional should feel pride to be a part of one of the largest industries of the country.

Jain D. (2013): Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies. Promotion is an important element of marketing mix and plays a vital role in developing marketing strategies. Because of tourism is a field where the tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective

tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination.

Jaiswal S. S. (2014): Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Miner Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural Jagannathan G. S. and Srinivasulu Y. (2014), Hotels are stepping away from the traditional bottom line which mostly concentrate on profit making. Most of the entities are following triple bottom line approach of sustainable development which includes society and environmental

Kalkaska P. (2013) In India the hotels are classified on the basis of general features and facilities offered, hence they are classified as five stars deluxe, five-star, four-star, three-star, two-star, one star and heritage hotels. These are the classification given by Ministry of Tourism, Government of India. Every five years these ratings are put under review. The 5star hotels are included in the premium and luxury segment, 3and 4star hotels are included in the midmarket segment, 1and 2star hotels are included in the Budget hotels.

Mathai R. (2014) Indian hotel industry is a boom with international and Indian owned hotel with domestic and foreign tourists in the country. Knowledgeable and skilled employees are proved to be an asset in hospitality industry. In order to enhance their competitiveness and skills, training and development of employees are essential. E-learning can be used by the management for rapid delivery of information, more reliable and better learning opportunities for employees. learning has several advantages such as online testing of employees, user friendly design process, flexibility, self- learning, and self -practice and also software's can be updated.

Mishra L. and Jubal S. C. (2012): The major reason for people being attracted to Hill stations is the calm, cool and serene environments and scenic beauty they offer. The natural environment and the Biodiversity offered by hill stations is one of the basic ingredients of tourism and have historically been behind the development of Tourism and related activities. In India, quite notably Hill Tourism developed in Mughal and British Times, wherein the hill destinations served as resorts for the royals. These resorts later evolved into present day

Hill stations. Mohanty P. P. (2014) A land which always gives the immense and profound respect even to the strangers not only with a glass of water but also make them delighted with sumptuous meal which carves its stepping stone to the culinary activities. India is such a country where its culinary dimension is best projected due to its natural grandeur, its picturesque location, snow-capped mountains and lush green valleys, cool climate and above all the hospitable people. Therefore, culinary is beastly and finely experienced in India because every hundred meters, the food dimension changes and a tourist can enjoy the different food with different experience which is nowhere found in the world.

Naik A. and Jangir S (2013) Tourism is a socio-cultural event for the traveller and the host, part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances in because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning land use and economic priorities in the destination areas.

Naveed M. (2012): Customer Relationship Management is a powerful management tool that can be used to exploit sales potential and maximize the value of the customer to the hospitality industry. In the long term, Customer Relationship Management produces continuous scrutiny of the hospitality business with the customer, thereby increasing the value of the customer's business. Hospitality sector's greatest assets are their knowledge of their customers. They can use this asset and turn it into key competitive advantage by retaining those customers who represent the highest lifetime value and profitability. They can develop customer relationships across a broad spectrum of touch points such their franchise branches.

Pesonen J. (2012): Segmentation can be regarded as one of the cornerstones of marketing. In online marketing importance of social media has been growing. In this study these two marketing aspects are combined by segmenting tourists according to social media channels they use. Social media users are segmented to nine segments using two-step cluster analysis.

Setal. (2012): Guest will choose where to stay what to do on basis of the recommendations of their personal social network. Guest has reason not to trust all the hype and marketing when they have perfectly good friends and likeminded acquaintances that have been to a good hotel and done activities they would like to do. Not only are the distribution and commission margins costs being a lot lower, but the quality of referrals is a lot more credible and brings in exactly the kind of guest's hotel is looking for.

Srinivasa R. (2014): Despite the size and complexity of the industry, today many of its arms are interconnected by technology. Computer systems now allow people to reserve airline tickets, rental cars, hotel rooms, and tours-all at the same time. These computer systems are called computer reservation systems or global distribution systems. Although many in the industry work in behind-the-scenes positions, those on the front

lines-travel agents, front desk clerks, tour guides, and so on-must be enthusiastic and articulate. And in most any position, you'll need to have a love of service and a strong attention to detail.

Srivastava S. (2011):The term 'Tourism contributors to economies' denotes all the service industries, which are essential for the domestic and the international tourists. It includes all the transport facilities like airlines, railways, travel buses, taxis, Accommodation sectors- all star hotels, resorts, small restaurants, local shops, different handicrafts exhibitions and other local made products.

Thakur S.K. (2014) This Industry needs star-performer. Nothing good is possible, when we continue with a pool of non-performer and nothing is impossible when we peak a team of star- performer. Presently we find tourism industry of India is facing image problem. Increasing the number of star performers need top priority in this sector. The apex institutions in India have stopped to offer specialisation in Tourism Education courses. This has resulted complete negative effect over the fate and future of tourism education and supply of right kind of people.

Thryambakam P. (2013): Community based sustainable Rural tourism has been a valuable vehicle to bring the ultimate rural stakeholders in touch with tourism sector to increase employment. In order to make this more meaningful, it is very important that the sustenance issues be discussed with the community before the start of the project and also Aggressive marketing of the destinations be taken up with the local and international Tour Operators. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural ar

CHAPTER – 3

3.1 RESEARCH DESIGN

3.1.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables. More simply, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 CONVENIENCE SAMPLING METHOD

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA:

The primary data is directly collected from the respondents with the help of questionnaire. (106 samples)

SECONDARY DATA:

The secondary data has collected through Journal, websites, conference proceedings, magazines, articles, text books, and then internet sources. (Already published data collected from authentic sources).

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.5 SAMPLE SIZE

The study covers 106 respondents under Sukhubhai Restaurant in Alandur Branch, Chennai

3.6 PERIOD OF STUDY

The duration of the study is from January 2021 to March 2021 which is a three months of study.

3.7 ANALYTICAL TOOLS

- Percentage of analysis
- Bar chart
- Pie chart

PERCENTAGE OF ANALYSIS

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data.

BAR CHART

A bar chart is a chart that shows the frequencies or percents of a variable and is presented as a series of vertical bars. The height of each bar is proportional to the number of cases or the percent of cases in each category. It is normally used with nominal or ordinal variables.

PIE CHART

A pie chart is a chart that shows the frequencies or percents of a variable with a small number of categories. The area of each slice is proportional to the number of cases or the percent of cases in each category. It is normally used with nominal or ordinal variables.

CHAPTER 4

DATA ANALAYSIS AND INTERPRETATION

4.1PERCENTAGE ANALYSIS:

1. Table: Gender of the respondents

S. No	Particulars	Number of responds	Percentage
1	Male	60	56.07
2	Female	46	42.99
Total		106	100.00

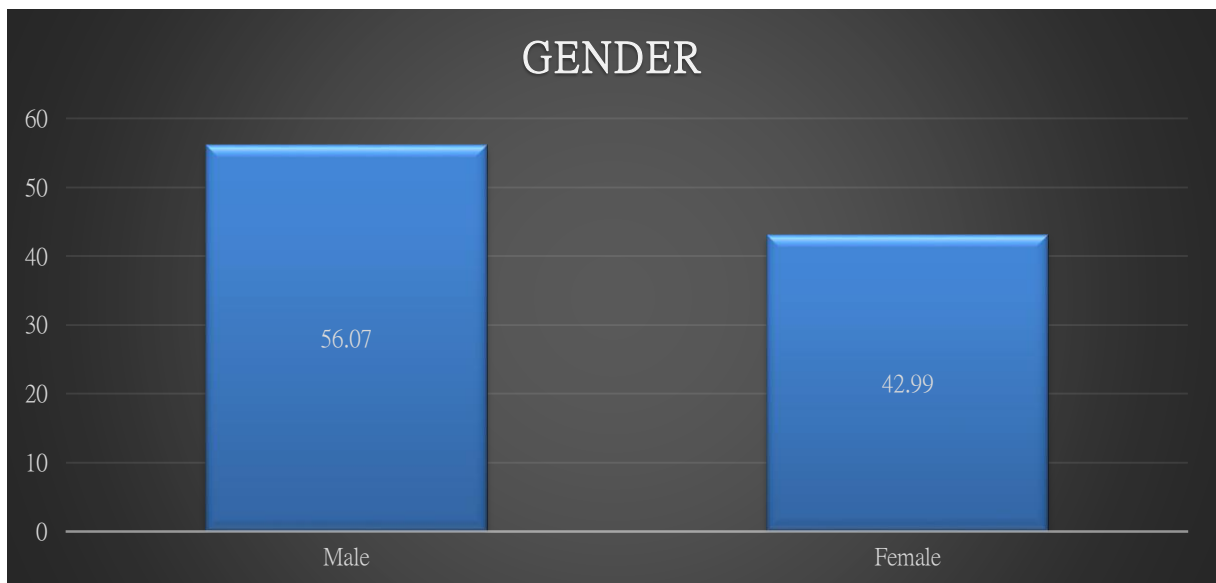


Chart: Gender of the respondents

Interpretation:

From the above table it is interpreted that the number of respondents are 56.07% is male, 42.99% is female.

Inference:

Majority (56.07) of the respondents are male

2. Table: Customer Age Prefer

S. No	Particulars	Number of respondents	Percentage
1	18	32	29.91
2	25	39	36.45
3	35	25	23.36
4	60	10	9.35
Total		106	100.00

Source: Primary data

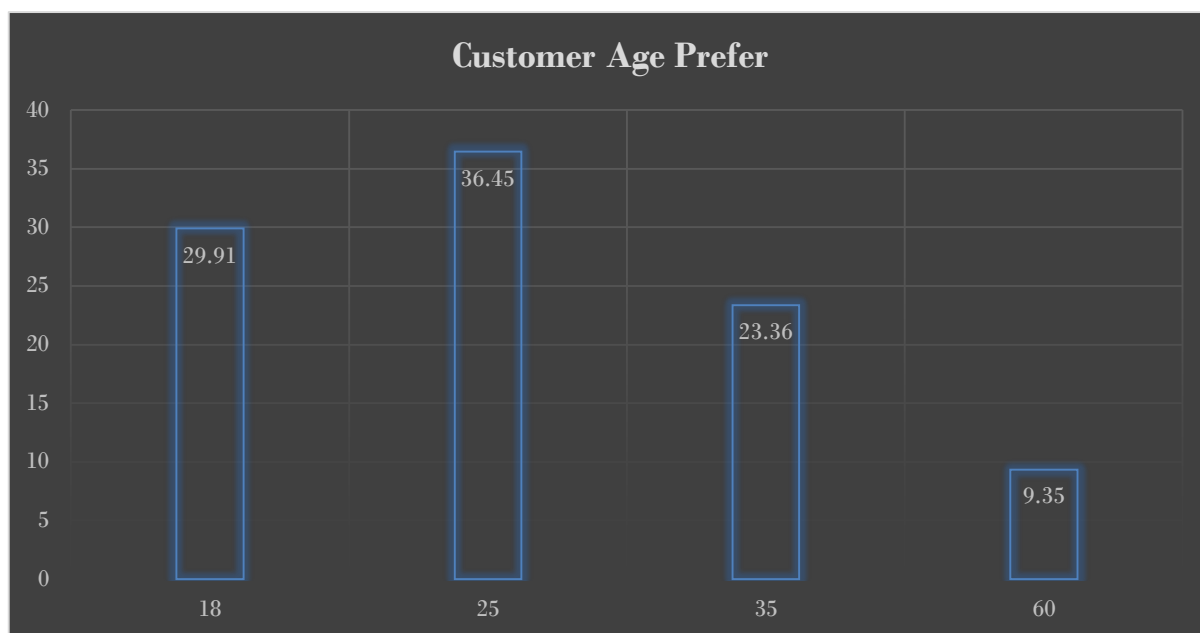


Chart: Customer Age Prefer

Interpretation:

From the above table it is interpreted that the number of respondents were 29.91% in 18, 36.45% in 25, 23.36% in 35, 9.35% in 60.

Inference

Majority (36.45) of respondents are 25 age.

3.Table: Customer's like Old Sukkubhai or New Sukkubhai

S. No	Particulars	Number of respondents	Percentage
1	Old Sukkubhai	38	35.51
2	New Sukkubhai	54	50.47
Total		106	100.00

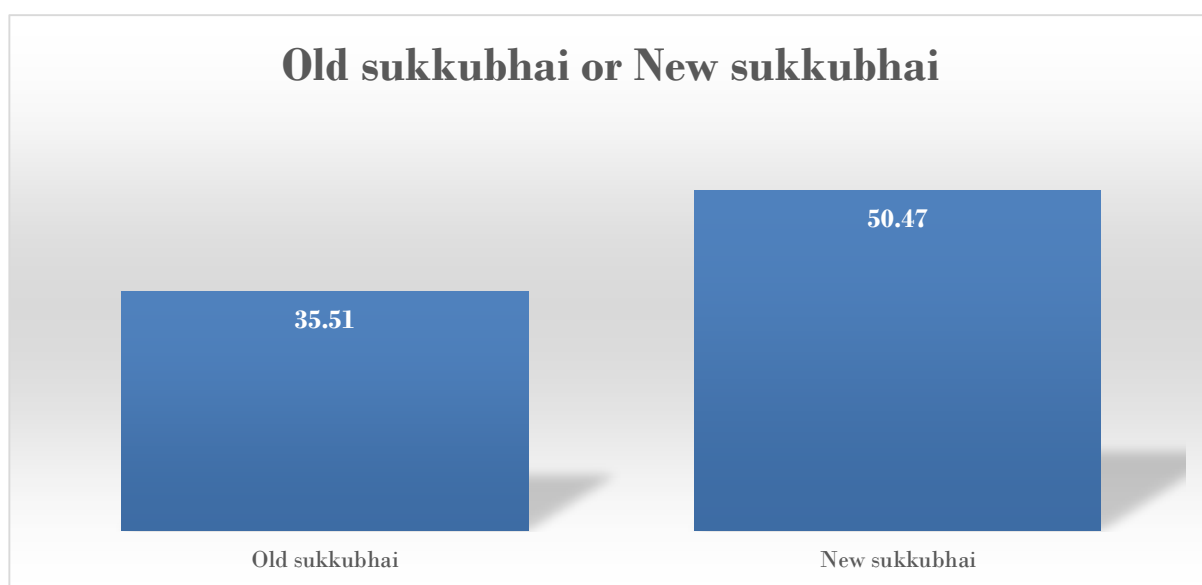


Chart: Customer's like Old sukkubhai or new sukkubhai

Interpretation:

From the above it is interpreted that the number of respondents were 35.51% in old sukkubhai, 50.47% in new sukkubhai.

Inference:

Majority (50.47) of the respondents are new sukkubhai.

3. Table: Customers prefer for Biriyani

S. No	Particulars	Number of respondents	Percentage
1	Chicken	32	29.91
2	Mutton	37	34.58
3	Beef	35	32.71
Total		106	100.00

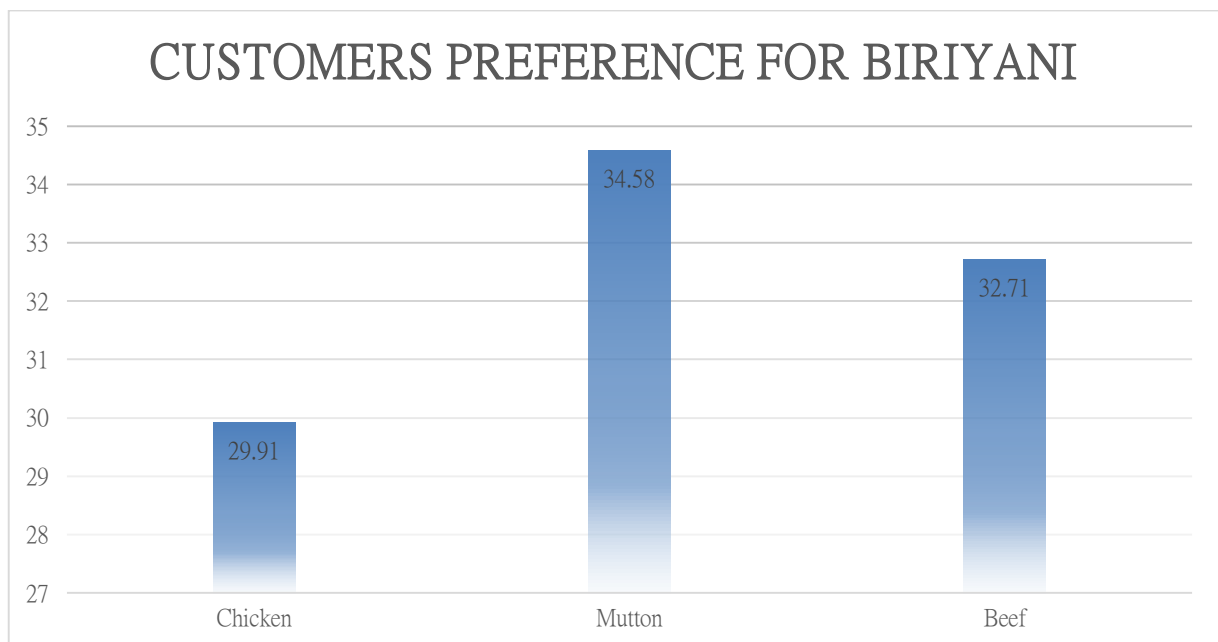


Chart: Customers prefer for Biriyani

Interpretation:

From the above table it is interpreted that the number of respondents were 29.91% in chicken, 34.58% in mutton, 32.71 in beef.

Inference:

Majority (34.58%) of the respondents are mutton

4,Table: Preference for combo pack

S. No	Particulars	Number of respondents	Percentage
1	Bri+65+sweet	9	8.71
2	Bri+ Tandoori+ sweet	28	26.17
3	Bri+egg+65+tandoori+soup	51	51.40
Total		106	100.00

Source: Primary data

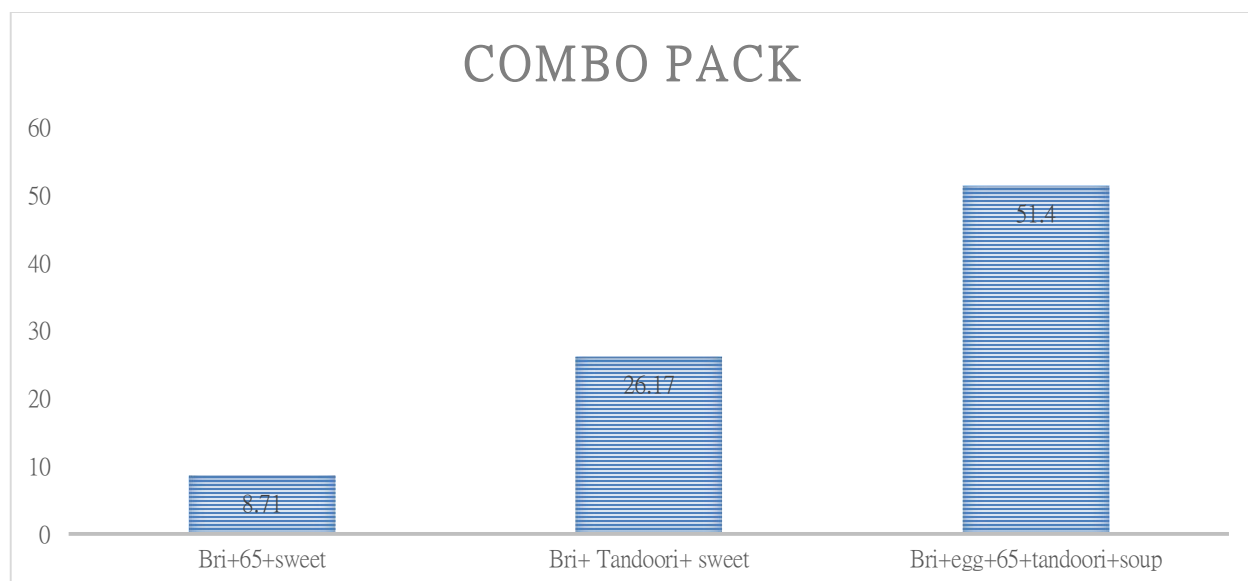


Chart: Which like your combo packs

Interpretation: From the above table it is interpreted that the number of respondents 8.71% bri+65+sweet, 26.17% in bri+tandoori+sweet, 51.4% bri+egg+65+tandoori+soup.

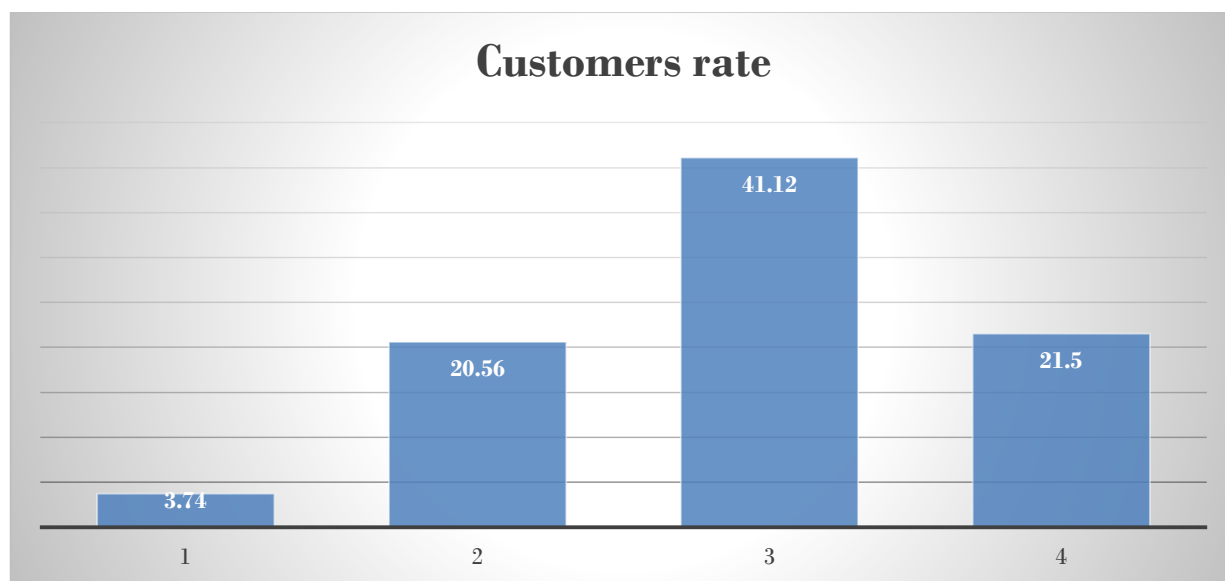
Inference:

Majority (51.4) of the respondents are bri+egg+65+tandoori+soup.

4. Table: Customers rate in Sukkubhai restaurant

S. No	Particulars	Number of respondents	Percentage
1	1	4	3.74
2	2	22	20.56
3	3	44	41.12
4	4	23	21.50
Total		106	100.00

Source: Primary data



Source: Customers rate in sukkubhai restaurant

Interpretation: From the above table it is interpreted that the number of respondents 3.74% in 1, 20.56% in 2, 41.12% in 3, 21.5% in 4.

Inference:

Majority (41.12%) of the respondents are 3.

5. Table: Do you suggest this hotel to your friends

S. No	Particulars	Number of respondents	Percentage
1	Sure	12.15	13
2	Very sure	38.32	41
3	Not sure	33.64	36
4	never	14.95	16
Total		106	100.00

Source: Primary data

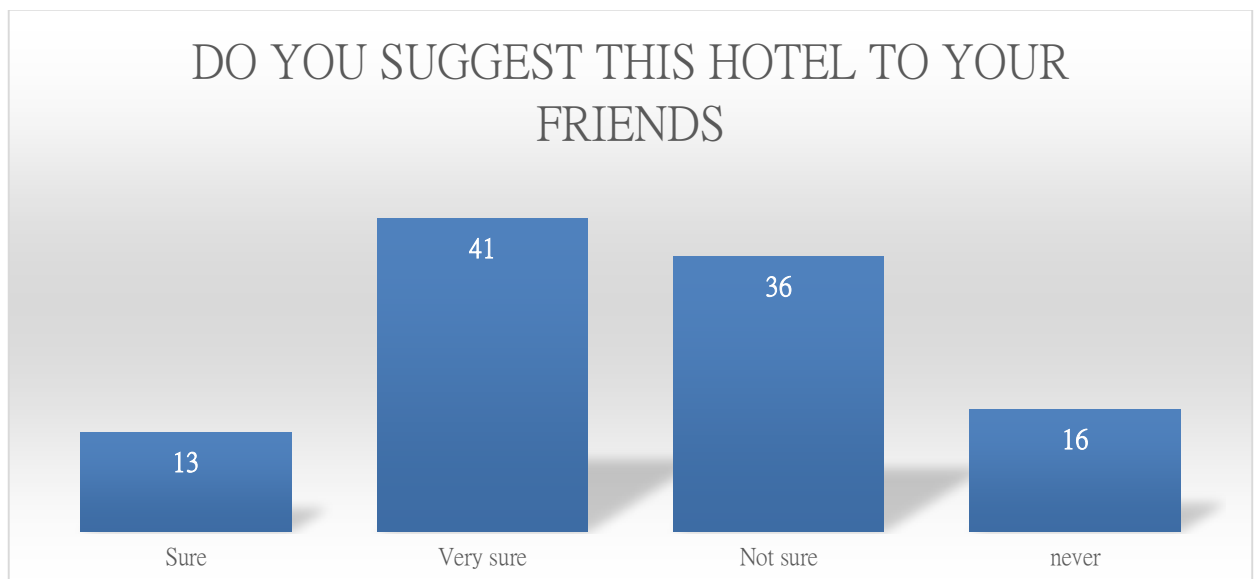


Chart: Do you suggest this hotel to your friends

Interpretation: From the above table it is interpreted that the number of respondents 13% in sure, 41% in very sure, 36% in not sure, 16% in never.

Inference:

Majority (41%) of the respondents are very sure.

Chapter 5

Conclusion

Customer satisfaction is addressed as a strategic business development tool. The results indicated that restaurant environmental factors and interactions with service employees and other consumers positively influence the consumer experiential value. Additionally, only interactive relationships with service employees directly and positively affect consumer satisfaction. Restaurant environment factors and interactions with other consumers indirectly and positively influence consumer satisfaction through experiential value. Finally, with respect to marketing and development initiatives, the results of this study can help improve the physical attractiveness of the examined SUKHUBHAI restaurants. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.. Research has demonstrated that even a difference between a totally satisfied customer and a somewhat satisfied customer could lead to increased revenue.

QUESTIONNAIRE

Email address *

Your email

Name:

Email ID:

Age:

Gender:

male

female

Other:

1. Which age group of customers prefer sukkubhai.

- A. 18
- B. 25
- C. 35
- D. 60

2. Which like old sukkubhai are new update sukkubhai restaurant?

- A. Old sukkubhai
- B. new sukkubhai

3. Which biryani you like this.

- A. Chicken
- B. beef
- C. Mutton

4. Which like your combo packs.

- A. Bri+65+sweet
- A. Bri+Tandoori +sweet
- B. Bri+egg+65+Tandoori +soup+kema+sweet

5 .what is your rate in sukkubhai restaurant.

- A. 1
- B. 3
- C. 5
- D. 7

6. Do you suggest this hotel to your friends?

- A. sure
- B. very sure
- C. not sure
- D. never

7. Is this hotel available near place to you?

- A. near
- B. neutral
- C. distance
- D. long distance

8. What's the sukkubhai restaurant food taste?

- A. excellent
- B. good
- C. poor
- D. not bad

9. Is sukkubhai hotel your best choice?

- A. strongly agree
- B. agree
- C. disagree
- D. 10. Which is your favorite food in Sukhubhai restaurant?

Give your suggestions:

E.

F.

G. 11. Which makes more attractive in Sukkubhai hotels?
give your suggestions:

H.

I.

J. 12 .Give your suggestions to
develop the Sukhubhai restaurant?

K.

L.

M. 13. What's your comment about Sukhubhai restaurant?

*Thank
you*

