

ANALYSIS OF CUSTOMER SATISFACTION AT THE RESTAURANT REFORMA 9 - AGRONOMY COMPLEX

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Abstract

The notion of quality is an attribute of products and services that can be evaluated in terms of good or bad. Quality represents customer satisfaction through the best product at the most reasonable price. Modern culinary production, defined by the terms cook-chill = cooked and refrigerated, cook-freeze = cooked and frozen and sous vide = cooked and vacuum-packed, has emerged as a necessity of the modern times we are going through. In this paper, we aimed to analyze the degree of customer satisfaction within the Restaurant Reforma 9 - Complex Agronomia. We completed a questionnaire, which we applied to the restaurant's customers, between January and March 2020. Due to the fact that in March 2020 started the COVID-19 pandemic, and the restaurant was closed, we managed to apply only 60 questionnaires, some of which had incomplete answers. In this study, we received help from several students from the Master of Quality Management and Management in Agrotourism and Public Catering from our Faculty. The results of the study show that, although the restaurant is a student one, where many students from our faculty work, customer satisfaction with the quality of food and services is high. Unfortunately, the COVID-19 pandemic led to the closure of the restaurant for a long time, but managers have found modern solutions to partially maintain the business.

Key words: customer satisfaction, public catering, quality, questionnaire

INTRODUCTION

Modern culinary production, defined by the terms cook-chill = cooked and refrigerated, cook-freeze = cooked and frozen and sous vide = cooked and vacuum-packed, has emerged as a necessity of the modern times we are going through [2].

Cook-freeze production refers to the feeding system based on the integral heat treatment of the raw materials followed by the rapid freezing with storage at -18°C and reheat before serving [10].

The technological process involves nine stages, from the raw material to the serving of the preparation: raw materials, storage of raw materials, preparatory operations, heat treatment, portioning, blast freezing, cold storage, distribution and regeneration [3].

Cook-chill production designates the culinary production system based on complete heat treatment, followed by rapid cooling with storage at low temperature, controlled above freezing temperature, at $0-3^{\circ}\text{C}$, followed by

complete reheating just before consumption. The process includes also nine stages: raw materials of very good quality, storage of raw materials at optimal conditions of temperature, humidity, time, preliminary preparation, heat treatment, portioning, air cooling (blast chilling), cold storage, distribution and regeneration [4].

Basic principles of cook-freeze and cook-chill systems:

- all raw materials must be of good microbiological quality;
- the initial heat treatment of the food will ensure the destruction of the vegetative phases and of any pathogenic microorganism;
- as certain microorganisms are in the form of spores which are not killed by normal heat treatment processes, it is necessary to exceed $+60^{\circ}\text{C}$ for their destruction;
- contamination must be avoided during the technological process between raw and prepared foods. The physical separation of the preliminary preparation areas with those of heat treatment to be distinct;

- the storage conditions of refrigerated or frozen preparations must be strictly controlled to ensure quality and safety;
- reheating and serving processes must be strictly adequate to ensure food safety, the temperature being strictly controlled.

The organoleptic and nutritional quality of cook-freeze and cook-chill preparations is related to:

- quality of raw materials;
- general storage conditions. The longer fresh vegetables are stored before cooking or left in water, the weight and nutritional value loss is greater;
- processing time. Any excess of the preparation-refrigeration-freezing or storage time any period of time between reheating and consumption leads to the loss of vitamins and taste qualities [14].

Sub-vacuum production involves the processing of quality raw materials, pre-heat treatment when needed, packaging in special plastic bags, vacuuming, gluing bags and then steaming at pasteurization temperatures - max. 80°C. The preparations can be served directly to the consumer after this phase or cooled rapidly to +1 - + 3°C and stored between 0- + 3°C for a maximum of 21 days. [8] This method increases the validity of preparations in three ways: [11]

- By extracting air from the bags, the development of most bacteria is prevented;
- The preparations are heat treated at pasteurization temperatures, helping to destroy most microorganisms;
- The preparations are sealed in plastic bags, thus protecting themselves from contamination during storage and regeneration (reheating) [15].

Vacuum preparations have a number of very important advantages:

- Nutritional, taste qualities, flavours are superior, close to normal, due to the absence of air and temperature below 100°C;
- The packaging is convenient for handling and distribution and prevents contamination;
- Decreasing the weight of cooked products reduces specific consumption by 20%;
- Offers a convenient production method, with a la carte applications and event menus;

- Long-term storage of sensitive products (fish) by excluding germs;
- Preparations indicated in any kind of diets;
- No large investments are required for a diversified offer;
- Conscious use of steam appliances and, thus, a lower consumption and less work with washing dishes;
- Possibilities to sell directly on the street;
- Low energy consumption due to previous preparation of raw materials;
- Efficient distribution of operations during the work process [10];
- Storage and heating in located stores.

Advantages of centralized production:

- separation of production and serving activities with all the advantages of this, mainly by separating the time and place from the serving activity;
- concentration of qualified production staff in a central unit, making possible a high-quality standard;
- energy consumption can be reduced by carefully scheduling the production of a certain type of product;
- the total surface requirements of all kitchens can be reduced by about 60% [13].

The notion of quality is an attribute of products and services that can be evaluated in terms of good or bad [7].

Quality represents customer satisfaction of the best product at the most reasonable price. In the food sector there are several terms derived from the general notion of quality, namely:

- Designed quality;
- Prescribed quality;
- Quality delivered;
- Real quality.

HACCP - Hazard Analysis and Critical Control Points

HACCP is the most advanced method of self-control and achievement of food quality and food safety.

This translates into Hazard Analysis and Critical Control Points and is a preventative measure used to increase the safety of food, cosmetics and medicines [12]. The method appeared in 1971 in the USA.

MATERIALS AND METHODS

In this paper, we aimed to analyse the degree of customer satisfaction within the Restaurant Reforma 9 - Complex Agronomia. We applied a questionnaire to the restaurant's customers, between January and March 2020. Due to the fact that in March 2020 started the COVID-19 pandemic, and the restaurant was closed, we managed to apply only 60 questionnaires, some of which had incomplete answers [1] and [6].

For applying this study, we received help by several students from the Master of Quality Management and Management in Agrotourism and Public Catering from our Faculty [5].

The questions to which the customers in the sample had to respond have been the following ones:

Study on customer satisfaction Reform 9

Dear Madam/Sir, Thank you for visiting us, through your contribution you will help us to improve our results:

Your sex ? Male, Female.

What age group do you belong to?

<20 years

21-30 years

31-40 years

41-50 years

51-60 years

60+ years

Which are your latest studies completed?

Gymnasium

High school

Post high school

University

Post university

Which is your marital status?

Married

Unmarried

Which is your occupation?

Student

Full time employee

Part time employee

Housewife

Unemployed

What category of income group do you belong to?

<500 lei

500-1,000 lei

1,000-2,000 lei

> 3,000 lei

How often do you visit the restaurant Reforma 9?

Several times a week

Daily

Once a week

Several times a month

Once a month

Several times a year

Once a year or less

I only visited once

What is your level of satisfaction with Reforma 9 services?

Very unsatisfied

Unsatisfied

Neutral

Satisfied

Very satisfied

Please mark your level of satisfaction with the following services:

The food was served hot and fresh.

The menu has a wide variety.

The quality of the food is excellent.

The amount of food is excellent.

The bill was brought without error.

Drinks were served quickly.

The food was served quickly.

The price was right.

The exterior of the restaurant was clean.

The interior of the restaurant was clean.

The toilets were clean.

The following set of questions was designed to measure the effectiveness of staff.

Please mark the performance level of Reforma 9 employees achieved in the following categories:

Efficiency

Kindness

Knowledge of the menu / offer

Speed

How to serve in general

The following set of questions was designed to measure the quality of home delivery service.

Delivery was received within the estimated time of taking the order.

The food delivered was properly packaged.

The food was delivered warm and fresh.

The person who delivered the order was kind.

RESULTS AND DISCUSSIONS

Founded in 2017, in a place belonging to history, with a story started in 1915, Reforma 9 restaurant is an urban, authentic location, where the taste of food and well-being will make you come back with pleasure. The staff will always welcome you with professionalism and service that can satisfy any customer.

The restaurant has a maximum capacity of 150 seats (50 indoor/100 outdoor).

Reforma 9 restaurant has been designed as an oasis of privacy and comfort. The menu consists of the finest and most sophisticated ingredients.

The statistically processed results at the questions mentioned above are graphically illustrated in the figures presented below.

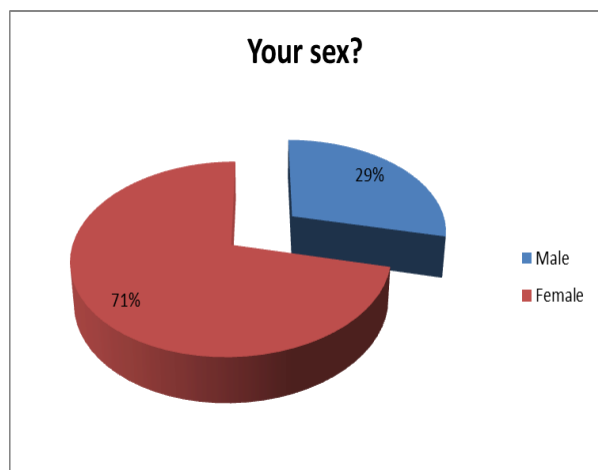


Fig. 1. Respondents' structure by gender.
 Source: Own calculation.

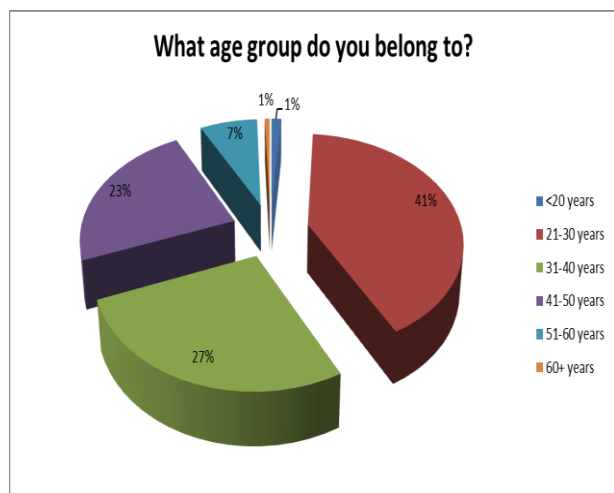


Fig. 2. Age structure of the respondents included in the sample
 Source: Own calculation.

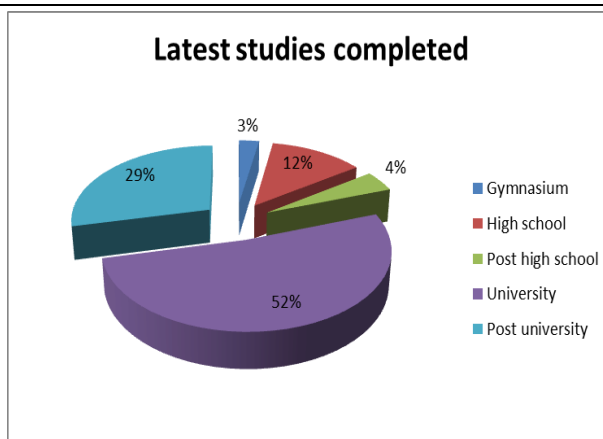


Fig. 3. Respondents' structure based on the latest studies completed
 Source: Own calculation.

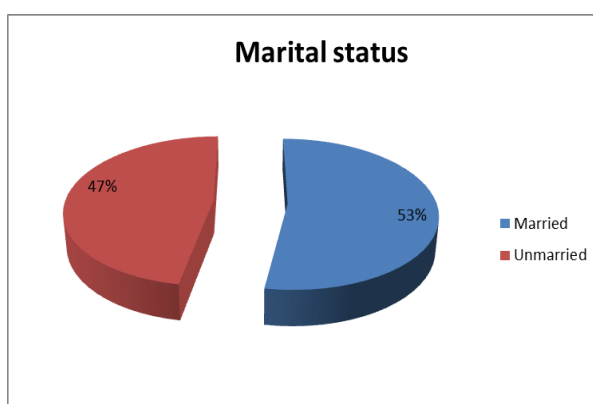


Fig. 4. Respondents structure by marital status
 Source: Own calculation.

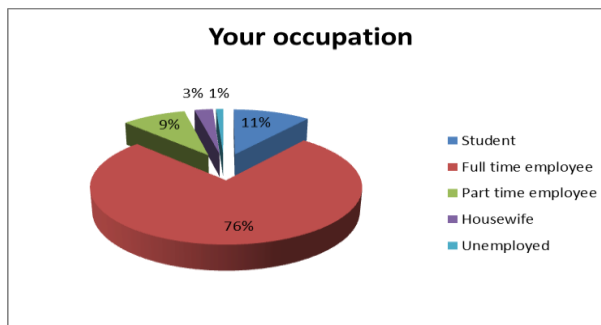


Fig. 5. Respondents' structure by occupation
 Source: Own calculation

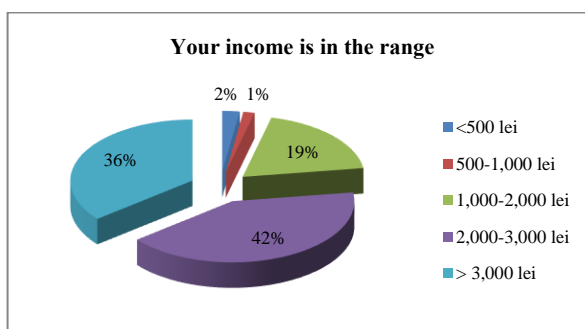


Fig. 6. Respondents' structure depending on their income
 Source: Own calculation

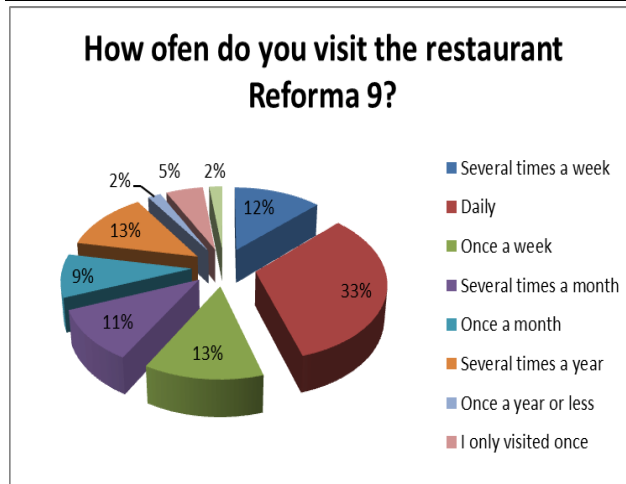


Fig. 7. Answers given to the question: How often do you visit the restaurant Reforma 9?
 Source: Own calculation

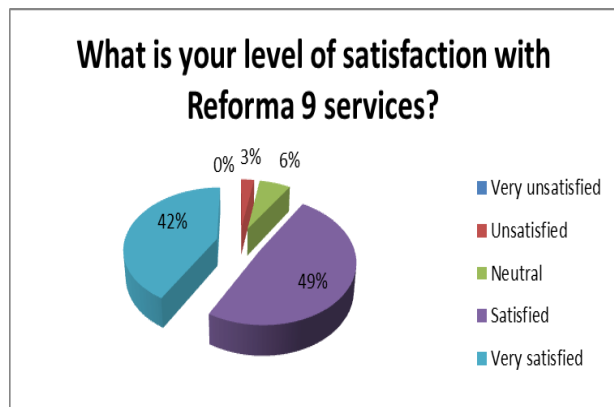


Fig. 8. Answers given to the question: What is your level of satisfaction with Reforma 9 services?
 Source: Own calculation.



Fig. 9. Answers reflecting the customers' level of satisfaction with the services
 Source: Own calculation.

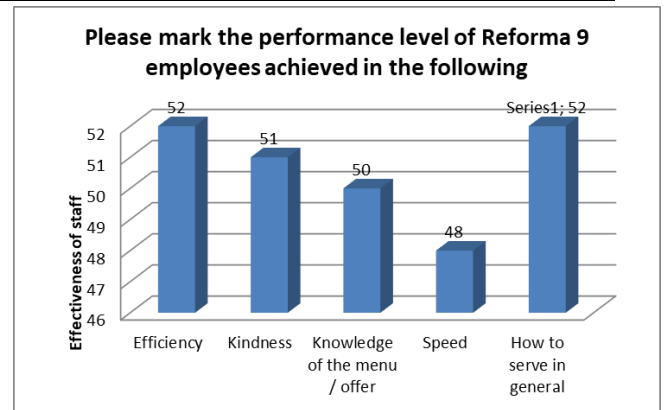


Fig. 10. Answers reflecting the performance level of Reforma 9 employees
 Source: Own calculation.

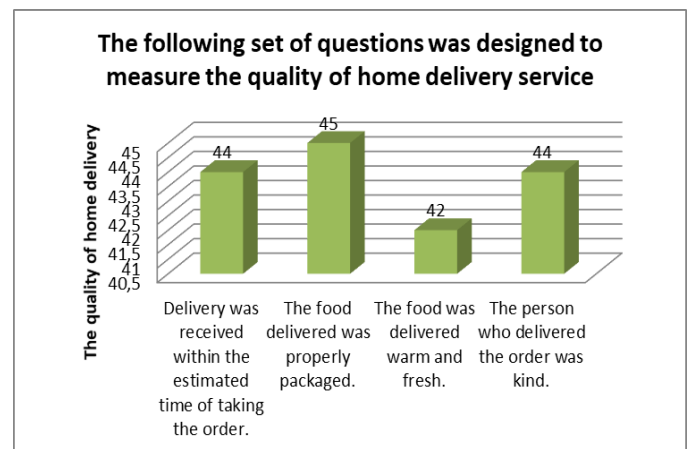


Fig. 11. Measure the quality of home delivery service.
 Source: Own calculation.

CONCLUSIONS

The results of the study show that, although the restaurant is a student one, where many students from our faculty work, customer satisfaction with the quality of food and services is high. Unfortunately, the COVID-19 pandemic led to the closure of the restaurant for a long time, but managers have found modern solutions to partially maintain the business.

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