

THE QUALITY OF RESTAURANT SERVICES

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This article is the meaning of quality assessment Restaurants and consequently efficient design of improving its services. Importance and evaluation methods are based on the requirements of the visitors device. Areas for improvement were designed based on customer satisfaction survey, which dealt with the offer, services and environment.

Key words: quality, restaurant services, customer satisfaction.

1 INTRODUCTION

The word quality has occurred in languages that mankind used BC. The oldest definition of this term is attributed to Aristotle. "Quality is according to what is called an object or phenomenon." For existing applications in all sectors of the economy is inappropriate. During the existence of a market economy perspectives and definitions of quality are constantly changing.

The word service is derived from the word serve. It comes from the Latin word "servicum", which means slavery. Since the services are multifaceted and non-homogeneous, it is difficult to find them clear and comprehensive definition. Kotler means a service activity which one party provides another, this activity is completely intangible and does not create any material possession.

Its implementation may or may not be associated with physical products. The term service activities produced reasonable results in the mutual relations between the provider and the customer, in order to meet its needs. This diploma thesis point out the supply of restaurant services and their quality.

2 QUALITY AND SERVICES

With regard to the global scope of ISO 9000 for the official definition of quality standard EN ISO 9000:2006 considered "degree to which a set of inherent characteristics fulfils requirements". The definition refers to "rate", which creates a sort of quality measurable category, the level of which may be distinguished. The requirements are usually a combination of the requirements of external customers (their needs and expectations), other stakeholders, and also legislation. The term "inherent characteristics" include services such characters and so on. Which is typical for the product (eg, the taste of food).

Mentioned definition of quality can not be regarded as immutable. Like everything around us, is also being developed understanding of and relationship to quality. In recent years, the worldwide trend is clear that the quality was conceived as a state of outperformance in the management of organizations and their track record. Each definition has indeed rational core, but it

depends on what point of view of what is defined. For a definition of quality are developed different approaches that reflect the historical development of the concept of quality. These are:

- a) Transcendent (supersensible) approach,
- b) Product (product-oriented) approach,
- c) Manufacturing approach (approach to the production process),
- d) Goods-expert approach,
- e) Sales approach (approach to the consumer),
- f) Cost approach,
- g) Ecologic approach,
- h) Customer delight.

Today, consumers do not assess only the service itself, but called. comprehensive service, see Figure 1. From the figure we see that the service itself is only one part of a comprehensive service. Substantial part of the services especially in terms of customers are other components. At the current fierce competition and sufficient market supply becomes legally components 2 and 4 critical success factor. The organization mainly focuses on increasing the quality and diversifying the offer of services that are required by the customer.

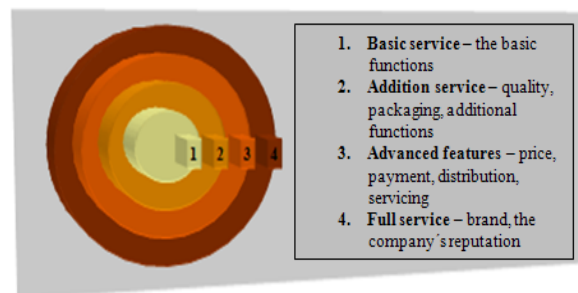


Figure 1 Complex Service

Offer catering services represents a certain volume and range of services that meet the demand. Embody the dining menu and drink list, which is also the price list of food and beverages.

In installations with a lower standard of restaurant services are used daily ticket. Particular by offering a menu. Under the single currency means a set of dishes prepared for lunch or dinner consisting of soup, main course, dessert or coffee. Price is expressed as a single sum. Drink menus are compiled with the social and entertainment features,

in which a wide range of drinks served.

2.1 Improving the quality of service

PDCA cycle is an explanatory model or a universal model for improving the quality and consists of four stages:

Phase 1: Planning (from the English. PLAN)

Assess possible problems, gather information about the main problem and focus on the root causes of the problem. Propose possible solutions and plan the introduction of appropriate solution.

In restaurants, management must clarify and quantify the problem that must be solved. Restauration deals supply of restaurant services it provides to its visitors and trying to figure out what the problem arises. The next step is to identify the most suitable solution to the problem and develop an action plan that would lead to an improvement in quality.

Phase 2: Execute (from the English. INTO)

Implementation of best fit and collect data on its operation. Leadership restaurant equipment is trying to implement a plan to advance quality improvement.

Phase 3: Check (from the English. CHECK)

Evaluate results and assess whether the intended result was achieved. If you experience problems, focus on obstacles to improvement. Restaurants device monitors the problem that has been solved or not.

Phase 4: Improving (from the English. ACT)

On the basis of tests and assessment solutions to capitalize developed the ultimate solution in order to become applicable whenever a new integrated approach.

Restaurants device keeps applying solutions of low quality restaurant services based on established standards. If the findings re shortcomings, look for other solutions improvement.



Figure 2 PDCA Cycle

3 RESTAURANT EQUIPMENT IN KOSICE

The city of Kosice is composed of several parts. Among the largest urban areas, in addition to the historical "pedestrian zone" includes the estate because they are residential part of the city. In each borough is at least one facility providing restaurant services.

Near the "Main" historic city center, which we chose because of the large amount of movement of potential customers is 43 restaurants. Bazaar Restaurant Pizza & Restaurant, located in the "pedestrian zone" was willing to work with us to provide the necessary information for more knowledge of equipment and carry out a questionnaire survey on satisfaction of service and quality. In Table 1 are restaurant facilities in the area "pedestrian zone" city of Kosice.

Table 1 Distribution of "pedestrian zone" city of Kosice

Part of the city of Kosice	Quantity
Aupark	10
Cathedral st. Elizabeth	16
Tesco	17
Total	43

3.1 The Bazaar Restaurant Pizza & Restaurant

The restaurant is located on Alžbetina street in the st. Elizabeth. The capacity of the upper part is about 35 people and the bottom about 40 people.

Bazaar Terrazza (upper part) is space in the courtyard and there is a restaurant where you can enjoy the peace pizza, salad, burger or pasta. The wine list we find a good aperitif, Moravian wine or your favourite cocktail and long drinks. Of course, for a relaxing sit includes a good coffee.

Bazaar Pub in turn cellars restaurant equipment and are ideal for meeting friends for good beer, food and entertainment. Large-screen projector and have become popular for monitoring all major sporting events or concerts played reruns on canvas. Performances of live bands also become a traditional part of the musical evenings every Saturday.

Delivery service has been in operation since 2006 and is available for Košice and its citizens. The door-pizza menu can be found, the largest selection of salads, fast food and pasta, as well as the menu of restaurants. The restaurant first opened in the distribution of hamburgers. For permanent clients are available various forms of discounts.

4 QUESTIONNAIRE SURVEY IN SELECTED FACILITIES AND SUGGESTS IMPROVEMENTS IN SERVICE DELIVERY

Between 30. 01 .2014- 14. 02 .2014 conducted a questionnaire survey aimed it was to determine respondents' views on the provision of catering services in the institution. For the research sample we considered each respondent who was willing to fill out the questionnaire, and were not subject to any age or other restrictions. The survey respondents were involved in 42 and the selection was random.

4.1 Evaluation of the questionnaire survey

The results of the questionnaire on individual issues, we summarized in Table 2.

Table 2 Summarizing the results of the questionnaire

Question / Rating	1	2	3	4	5	Σ
1. Restaurant environment is ...	5	11	18	8	0	42
2. The purity of environment I ...	2	13	2	18	7	42
3. Range of dishes in the menu ...	3	10	23	6	0	42
4. Range of drinks in the menu ...	5	8	22	7	0	42
5. The quantity and quality of food I ...	5	31	6	0	0	42
6. The service personnel I ...	11	6	20	3	2	42
7. With latency operation I ...	2	12	3	13	12	42
8. With the prices offered meals and drinks I ...	2	11	23	6	0	42

The questionnaire we used a 5-point scale assessment, therefore it is possible wording of the evaluation of each question converted into numerical values from 1 to 5, wherein the number one best expresses the rating and number five is expressed worst rating or literal expression A - E, where A letter expresses the best and evaluation of the letter E worst as shown in Table 3, 4.

Table 3 New transposed form evaluation

Question / Rating	1	2	3	4	5	6	7	8	Maximum
A (1)	5	2	3	5	5	11	2	2	11
B (2)	11	13	10	8	31	6	12	11	31
C (3)	18	2	23	22	6	20	3	23	23
D (4)	8	18	6	7	0	3	13	6	18
E (5)	0	7	0	0	0	2	12	0	12
Maximum	18	18	23	22	31	20	13	23	

Transposing the form of evaluation to determine what response, respondents most frequently mentioned use Wald's rule max-max. With this rule, we found that customers of restaurant equipment, surveyed most frequently reported in the

questionnaire response B (2), which means that clients expressed their satisfaction with the services provided. Question highs reached. 5, which means that clients equipment are satisfied with the quality and amount of food.

As the responses vary in importance, we adapted them to a common scale in order to compare them on. Individual ratings we assigned weight criteria as follows:

- evaluation of A (1) weight 5 times points
- evaluation of B (2) times the weight of four points,
- evaluation of C (3) times the weight of three points,
- evaluation of D (4) times the weight of two points,
- evaluation of E (1) 1 times the weight points.

In Table 4 we show the results after conversion to a common scale.

Table 4 Amended to scale

Question / Rating	1	2	3	4	5	6	7	8	Multiple points
A (1)	25	10	15	25	25	55	10	10	5
B (2)	44	52	40	32	124	24	48	44	4
C (3)	54	6	69	66	18	60	9	69	3
D (4)	16	36	12	14	0	6	26	12	2
E (5)	0	7	0	0	0	2	12	0	1
The sum of the points for questions	139	111	136	137	167	147	105	135	
Average (scale 1-5)	3,31	2,64	3,24	3,26	3,98	3,50	2,50	3,21	
Order	3.	7.	5.	4.	1.	2.	8.	6.	

The highest point value and the best average value (3.98 out of a maximum 5.0) give the answer to the question. 5, which confirms the respondents satisfied with the quality and amount of food in equipment.

Furthermore, according to points scored respondents expressed satisfaction with the drinks. The smallest number of points (105), which corresponds to the mean value (2.5) was achieved in question no. 7, suggesting that clients with latency instructions are unhappy in restaurants.

4.2 Suggestions for improvement

Respondents rated on a questionnaire 3 basic parameters:

No basic parameter. 1 - to improve the environment we propose to modernize the restaurant environment, for example. Treatment staircase in areas where the operator is preparing beverages. At the entrance to the facility is the first thing a

customer sees. Updated roof, which acts as a "greenhouse" and install air conditioners are further suggestions for improvement.

Proposal to improve environmental cleanliness lies in daily maintenance of cleanliness and hygiene turf toilets. Wiped tables, prepared menus and clean glasses should be the first priority in the job description operator. Floor restaurant and front glass door and hallway, after which customers enter the premises of the facility are other "traumatic points" clean restaurants. These activities are in the job description or waitress, we propose to employ another person, which should be in charge of preparing the turf, which would include all the above activities.

No basic parameter. 2 - dining and drinks offers meals should deal mainly cook and propose various changes in administration or in flavouring dishes. Can draw inspiration from a variety of gourmet magazines. Consultations between the owners and chef, on the experience gained from other restaurant facilities are another way to improve the supply of food.

In this area there is no need to propose improvements since the majority answered in the affirmative. It is difficult to design improvements for the amount of food because each respondent has a different appetite and thus vary the size of portions of food that they can feed themselves.

The range of drinks is associated offer news on the market. Various light drinks or sodas are very popular nowadays. The basic menu of drinks is a must have soda, sweet and light beverages, several species of coffees and alcoholic beverages.

To improve this assessment, we propose different actions at certain intervals that clients have the feeling that they are not indifferent to the owner of the restaurant, but rather are indispensable. Make you feel the importance of the customer is more than price cuts in food.

No basic parameter. 3 - restaurant staff. This result can only propose to adopt more stringent requirements, references and experience.

If you enjoy a job employee, as well as performance is much higher than that of an employee who performs the job of coercion. Equipment to customer in the restaurant equipment to personnel should be a priority. Helpful staff meet the requirements of guests contribute to pardon the other deficiencies that may occur and we can say that "a satisfied customer is a paying customer."

Restaurants device already has its clientele, as a result of research points to the fact that 78% of respondents rating the restaurant Bazaar Pizza & Restaurant has been in this facility for the first time and 88% of respondents recommended Restauration your friends. Negative statement to question. 10 was that 12% of guests recommended restaurant to your friends.

5 CONCLUSION

In this work we have tried to describe Restauration Bazaar pizza & restaurant just as we see it. We discussed this topic several pages. In the evaluation, we pointed out the shortcomings of restaurant equipment. Proposals to improve the provision of the service is the result of our work.

Based on the analysis of restaurant equipment Bazaar Pizza & Restaurant, we concluded that the services provided are average. Questionnaire pointed out that the services clients have interest, but also what should be improved and which in turn is far too convoluted. Basic assessment parameters were environment, supply and operation of the restaurant. As positive rate of meals and in the environment and in the operation of equipment deficiencies customers see.

We hope that in the shortest possible time, any shortcomings are removed. Like any restaurant equipment should be trying to market, but also to impress guests, therefore making efforts to improving its services through various means, be the best, have the highest profits and minimum losses.

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