

The Relationship Study between Service Quality on Customer Satisfaction in the Luxury Restaurant Sector in Mongolia

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ABSTRACT

The restaurant sector is one of the fastest-growing sectors within the Mongolian economy. A questionnaire-based study was selected to 121 peoples served to choose one service restaurant around in the capital of Ulaanbaatar. The research method was quantitative, and primary and secondary methods were used to analyze the data. According to the results, the hypotheses optioned that all the planed factor had a positive relationship with customer satisfaction. With the presence of these factors, customer satisfaction will increase.

KEYWORDS: *customer satisfaction, service quality*

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INTRODUCTION

Businesses invest all their resources and energy to better understand and deliver the best possible services to their customers. Mongolian luxury restaurants to the target audience, though attract all ethnicities but their specialties remain Mongolia cuisine. Location and environment also play an important role in facilitating the satisfaction of customers. The more the positive satisfied consumer, the more benefits unique it creates for the image of the restaurant. This thesis shows how with the help of price, food quality, service quality, and ambiance a restaurant can create.

Literature review

The Mongolian restaurant sector is one of the fastest growing Mongolian branches. Modernization, mechanization, social progress, the increase in quality of life, are just some of the factors that have influenced this market. Restaurants must develop a modern approach with customers as the focus. The revenue of restaurant establishments is generated mainly by its food production, followed by alcohol and tobacco sales.

Satisfaction is what the perceived quality results in the form of an evaluative judgment of a transaction performance. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation. The restaurant needs to better understand the satisfaction of their restaurant quality to satisfy customers' satisfaction.

The degree to which providers can accommodate consumer includes responsiveness and timely service delivery. The desire to offer fast service and to assist consumer is what is called responsiveness and excellent quality service. In fast-food restaurants, workers are ready to help their clients when needed. Customers tend to refer to other customers if they are satisfied.

The research questionnaire-based survey distributed to 121 peoples served to and luxury restaurants around in the capital of Ulaanbaatar.

- H 1 Service Quality is positively related to Customer Satisfaction.
- H 2 Food Quality is positively related to Customer Satisfaction.
- H 3 Price is positively related to Customer Satisfaction.
- H 4 Ambiance is positively related to Customer Satisfaction.

According to results, a total of 121 customers were considered. Among these, 40.8% were female and 59.2% male. About 54.2% of the respondents are between 20 and 30 years old. Moreover, about 37.4% of the respondents' monthly income are between 1.000.000-1.500.000MNT. Around 59.5% of the respondents are employees.

Results of standard deviations, and correlation coefficients for all measures are reported, the analysis of correlation is

one of a most efficient way to check the strength of association between two variables and the direction of the relationship. The most widely used type of correlation coefficient is the Pearson's coefficient correlation. The results were shown: as predicted SQ,FQ,P,A and CS are significantly related to each others. The price is higher (.833**) than other variables, and it is more correlated with satisfaction than any other variable (price is higher than ambiance)

Study used are SQ, FQ, P and P as the independent variable, CS as the dependent variable. The study used gender, age, and income as the control variables. The regression results showed that service quality is a good significant predictor of customer satisfaction. As a result, hypothesis (study hypothesis) is accepted which confirmed the positive relationship between service quality and customer satisfaction. The study was published in the journal 'Consumer Reports', published by the American Marketing Association, Inc. (1989, No. 3). It is the largest consumer satisfaction study of its kind ever published. The results show that food quality (food quality, ambiance, price) has a significant influence on customer satisfaction in the U.S. and Canada. It is the only study to have published this type of study in the world's consumer satisfaction journal, the American Customer Satisfaction Research Association (ACRA) journal, published in 1989, no. 4. "Customer satisfaction" was the first study to show a positive correlation between food quality and satisfaction.

According to the analysis, all the proposed hypotheses were accepted.

Luxury restaurants in Mongolia are expanding their bases in the country. Price, food quality, service quality and ambiance are the most important factors. Future researchers can focus on customer's characteristics, their perception and customer loyalty and how it affects their satisfaction for a dining experience in an restaurant. If customers are satisfied with the restaurant, they will be loyal to it and would come again and with positive word of mouth, refer to other people as well.

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