

Customers Questionnaire - Frequencies & Means

CODE	QUESTION - (1. RESTAURANT SERVICE)	HOTEL 1 Valid Questionnaires: 69			HOTEL 2 Valid Questionnaires: 116		
		FREQUENCY	PERCENT	MEAN	FREQUENCY	PERCENT	MEAN
B 1	The restaurant's aesthetic and atmosphere was exceptional	66	95.7	3.76	105	96.3	4.51
B 2	There was a variety of Theme buffet nights during the week	61	88.4	4.22	99	90.8	3.66
B 3	There was a variety of dishes to choose from	63	91.3	3.67	105	96.3	4.13
B 4	The presentation of food was excellent	60	87	4.03	105	96.3	4.47
B 5	The food temperature was adequate	65	94.2	3.95	100	91.7	4.04
B 6	The quality of food (starters, main dishes, dessert) was excellent	64	92.8	4.03	99	90.8	4.44
B 7	The waiting time between dishes was adequate	61	88.4	3.86	97	89	4.01
B 8	The plate's and dish's decoration was excellent	64	92.8	3.95	101	92.7	4.34
B 9	The buffet area was spotlessly clean	56	81.2	4.00	87	79.8	4.26
B 10	The waiting staff was smartly dressed	65	94.2	4.03	96	88.1	4.52
B 11	The kitchen staff was always alert during the buffet service time	61	88.4	4.22	103	94.5	4.39
QUESTION - (2. ROOM SERVICE)							
B 12	There was a variety of dishes to choose from the menu	52	75.4	3.54	86	78.9	3.89
B 13	The food temperature was adequate	47	68.1	4.00	84	77.1	3.85
B 14	The room service trolley was clean and well led	46	66.7	4.17	84	77.1	4.44
B 15	The quality of food was excellent	46	66.7	4.13	83	76.1	4.12
B 16	The waiting time was adequate	46	66.7	4.02	87	79.8	4.03
QUESTION - (3. BAR)							
B 17	There are adequate bar glass types according to each drink	59	85.5	4.06	90	82.6	4.42
B 18	For each drink nuts, food accompaniments are adequate	61	88.4	3.65	91	83.5	3.92
B 19	The quality of drinks is excellent	61	88.4	3.81	91	83.5	4.21
B 20	The waiting time is adequate	62	89.9	3.79	91	83.5	4.02
B 21	The glass's presentation is excellent	60	87	3.86	92	84.4	4.39

CODE	QUESTION - (1. FRONT LINE STAFF SERVICE)	HOTEL 1 Valid Questionnaires: 69			HOTEL 2 Valid Questionnaires: 116		
		FREQUENCY	PERCENT	MEAN	FREQUENCY	PERCENT	MEAN
C 1	I am greeted in a warm and friendly manner	66	95.7	4.40	107	98.2	4.69
C 2	Staff is promoting restaurants, products facilities of the hotel	62	89.9	3.27	94	86.2	3.92
C 3	Handling complaints is properly done	37	53.6	3.83	85	78	3.88
C 4	Language communication barrier is apparent at reception	60	87	3.35	94	86.2	2.2
C 5	Employees are well groomed	63	91.3	4.28	98	89.9	4.36
C 6	Employees are speech clear and audible	64	92.8	4.29	99	90.8	4.26
C 7	Employees are cordial, attentive and helpful	65	94.2	4.47	101	92.7	4.56
C 8	Employees use customer's name	64	92.8	2.78	105	96.3	3.08
QUESTION - (2. RESTAURANT STAFF)							
C 9	I am greeted in a warm and friendly manner	66	95.7	4.18	102	93.6	4.58
C 10	Language communication barrier is apparent in restaurants	62	89.9	2.85	89	81.7	2.22
C 11	Employees are well groomed, speech clear and audible	66	95.7	4.00	94	86.2	4.19
C 12	Employees are cordial, friendly, helpful and work as a team	65	94.2	4.15	94	86.2	4.37
C 13	Employees are attentive and approachable to customer's needs	66	95.7	3.98	95	87.2	4.3
C 14	Restaurants are clean and tidy	66	95.7	4.19	96	88.1	4.36
C 15	Waiting staff is well aware of all menu and beverage options	61	88.4	3.75	96	88.1	4.3
C 16	Waiting staff is demonstrating "suggestive selling" techniques	59	85.5	3.20	99	90.8	3.81
C 17	Food and beverage is served in the proper time	64	92.8	4.34	97	89	4.36
C 18	When I order wine, waiting staff demonstrate good wine knowledge	60	87	3.75	85	78	3.55
C 19	The bill is presented in a folder with an opened hotel pen	59	85.5	4.18	94	86.2	4.6
C 20	Waiting staff always thank me after dinner, on my way out	64	92.8	4.34	96	88.1	4.56
QUESTION - (3. BAR STAFF)							
C 21	I am greeted in a warm and friendly manner	64	92.8	4.07	94	86.2	4.58
C 22	Language communication barrier is apparent in bars	60	87	2.76	84	77.1	2.4
C 23	Employees are well groomed	64	92.8	4.00	93	85.3	4.37
C 24	Employees are speech clear and audible, cordial and helpful	62	89.9	3.95	84	77.1	4.13
C 25	Bar waiting staff is well aware of all menus and wine options	62	89.9	3.69	86	78.9	3.98
C 26	Bar waiting staff is demonstrating "suggestive selling" techniques	60	87	3.33	83	76.1	3.98
C 27	Employees are not only attentive but also work as a team	62	89.9	3.66	84	77.1	4.55
C 28	Bar staff wish me to have a nice day, afternoon or evening on my way out of the bar	64	92.8	4.09	89	81.7	4.44

CODE	QUESTION - (TANGIBLE SERVICES)	HOTEL 1 Valid Questionnaires: 69			HOTEL 2 Valid Questionnaires: 116		
		FREQUENCY	PERCENT	MEAN	FREQUENCY	PERCENT	MEAN
D 1	Hotel air-condition is at good temperature	62	89.9	3.90	105	96.3	4.02
D 2	Hotel and room furniture and building are in good repair	64	92.8	4.59	106	97.2	3.98
D 3	Lightings are in good condition	64	92.8	3.65	102	93.6	3.89
D 4	Hotel accessibility and disabled' accessibility is in good condition	51	73.9	3.84	85	87.2	3.73
D 5	Hotel's landscaping is in very good condition	63	91.3	4.15	102	93.6	4.21
D 6	Hotel's safety and evacuation rules are clear and visible	56	81.2	5.07	95	87.2	4.35
D 7	Balconies and rooms are in good repair	64	92.8	3.84	101	92.7	3.89
D 8	In-door swimming pool is always heated	56	81.2	3.50	89	81.7	4.11
D 9	Crockery, cutlery and chinaware are spotless and of the same design	60	87	3.98	95	87.2	4.29

CODE	QUESTION - (OTHER SERVICES)	HOTEL 1 Valid Questionnaires: 69			HOTEL 2 Valid Questionnaires: 116		
		FREQUENCY	PERCENT	MEAN	FREQUENCY	PERCENT	MEAN
E 1	My value for money perception and expectation is exceptional	67	96.3	3.13	104	95.4	3.41
E 2	Safe box facilities are very good	61	88.4	3.65	104	95.4	4.2
E 3	Mini-club facilities are very good	22	31.9	4.13	64	58.7	3.92
E 4	Baby seating facilities are very good	20	29	4.05	59	54.1	3.79
E 5	Water sport facilities are very good	20	29	3.85	63	57.8	3.71
E 6	Housekeeping staff ascertain my name and use it at least once	63	91.3	2.84	96	88.1	3.39
E 7	Hotel and room cleaning is spotless	65	94.2	4.13	101	92.7	4.4
E 8	SPA and gym employees are speech clear, audible and helpful	64	92.8	4.23	92	84.4	4.34
E 9	SPA and gym employees smile and exhibit a friendly manner	62	89.9	4.14	96	88.1	4.41
E 10	SPA and gym employees are well groomed, attentive and approachable to customer's needs	62	89.9	4.01	97	89	4.4
E 11	Housekeeping staff is speech clear, audible and helpful	63	91.3	3.61	96	88.1	3.83
E 12	Hotel's live music is in good quality and according to various tastes	63	91.3	3.25	88	80.7	3.76
E 13	Hotel's live entertainment and animation programme are in good quality and in good variety for all tastes	58	84.1	3.18	81	74.3	3.91

CODE	QUESTION - (GENERAL SERVICES)	HOTEL 1 Valid Questionnaires: 69			HOTEL 2 Valid Questionnaires: 116		
		FREQUENCY	PERCENT	MEAN	FREQUENCY	PERCENT	MEAN
F 1	Efficient quality of service is important towards guests' satisfaction and guests and staff loyalty	64	92.8	4.46	105	96.3	4.43
F 2	Customer's quality perception is important to the hotel's quality performance and success	64	92.8	4.46	104	95.4	4.46
F 3	Customer's quality of service perception could be different from staff's perception	63	91.3	4.15	102	93.6	4.11
F 4	Effective customer satisfaction can contribute to either the hotel's financial success or loss	64	92.8	5.17	103	94.5	4.39
F 5	"Service Profit Chain" is considered to be an important issue as far service quality is concerned:						
	a. "Profit & Growth" are stimulated primarily by customers' loyalty	64	92.8	4.50	101	92.7	4.16
	b. "Loyalty" is a direct result of customers' satisfaction	63	91.3	4.74	99	90.8	4.29
	c. "Satisfaction" is largely influenced by the value of service provided to customers	64	92.8	4.62	101	92.7	4.34
	d. "Value" is created by satisfied, loyal and productive employees	64	92.8	4.46	98	89.9	4.11
	e. "Employee Satisfaction" results from high quality support service policies that enable staff to deliver results to customers	63	91.3	4.52	96	88.1	4.33
F 6	The following "Parasuraman's five service dimensions" are important to a hotel's success:						
	a. "Reliability" is the ability to perform the promised service dependably and accurately	62	89.9	4.43	99	90.8	4.33
	b. "Responsiveness" is defined as the willingness to help customers and provision of prompt service	62	89.9	4.67	100	91.7	4.4
	c. "Assurance" is defined as the knowledge and courtesy of employees and inspire trust and confidence	62	89.9	4.61	99	90.8	4.81
	d. "Empathy" is defined as caring and individualised attention to customers	62	89.9	3.91	99	90.8	4.33
	e. "Tangibles" are physical facilities, equipment and appearance to personnel	62	89.9	4.08	96	88.1	4.11
F 7	Service quality is declining in the Cyprus hotel industry	59	85.5	3.18	101	92.7	2.66
F 8	Service quality is declining from this hotel	59	85.5	3.00	102	93.6	2.34
F 9	Service Relationship: when "Customers require the same staff to serve them at all times during their holidays", is an important issue toward quality of service increase	62	89.9	3.61	99	90.8	3.95
F 10	Global organisation memberships i.e "Leading Hotels of the World", "Luxury Hotels", "Preferred Hotels" etc are important towards hotels' quality of service success	62	89.9	3.91	98	89.9	3.62
F 11	The handling complaints evaluation process in this hotel is effective towards minimisation of future complaints	36	52.2	4.08	94	86.2	4.25
F 12	Positive "Word of Mouth" can reflect positively to the hotel's business and revenue	63	91.3	4.26	97	89	4.4
F 13	There is an increased positive "Word of Mouth" in this hotel	61	88.4	3.3	93	85.3	4.3

Index:

- Mean less than 3.9 (negative results)
- Mean higher than 4.3 (positive results)
- Dependent variable