

Customers Questionnaire

This questionnaire is designed to reveal your feelings, opinions, impressions and experiences of major factors influencing tangible and intangible services in the 5* hotel establishment you are staying at.

There are no right or wrong answers. What is important is that you respond to each statement as honestly as you can. Your responses are confidential and your privacy is assured.

The questionnaire contains the following six sections:

- Section A:** Demographics and other general information
- Section B:** Food & Beverage (food quality, food quantity, food variety, etc)
- Section C:** Frontline staff service (staff friendliness, approach, effectiveness, etc)
- Section D:** Tangible service (building, rooms, air-condition, noise, lighting, location, etc)
- Section E:** Other services (maintenance, SPA, gym, Housekeeping, entertainment, etc)
- Section F:** General services (quality of service opinion and so on).

SECTION A DEMOGRAPHICS AND OTHER GENERIC INFORMATION

This section aims to gather appropriate general demographic background information that would help the researcher analyse the results. Please answer the following questions accurately by circling your response:

Please circle only one response for each of the following questions/statements:

A.1. Sex: (Circle one number)

Male	1
Female	2

NATIONALITY:

A.2. What is your age: (Circle one number)

18-30	1
31-40	2
41-50	3
51-64	4
Over 65	5

A.3. Marital Status: (Circle one number)

YES	1
NO	2
DIVORCED	3
WIDOWED	4

A.4. Number of children: (Circle one number)

One	1
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Two	2
Three	3
Four	4
Other (please specify): _____	5
Children's ages: _____	6

A.5. Educational : (*Circle one number*)

No School Education	1
Elementary School	2
High School	3
Bachelor's Degree	4
Master's Degree	5
Doctorate Degree	6
Other (please specify): _____	7

A.6. Your Occupation: (*Circle one number*)

Unemployed	1
Self-employed	2
Company Director	3
Executive/Manager	4
Educator	5
Government Employee	6
Blue Collar	7
Housewife	8
Other (please specify): _____	9

A.7. Purpose of this trip: (*Circle one number*)

Business	1
Leisure and Vocation	2
Leisure	3
Conference	4
Family, friends visit	5

A.8. Your frequency of stay at hotels: (*Circle one number*)

Once a year	1
Twice a year	2
Three times a year	3
Four times a year	4
Five times or more a year	5

A.9. Your frequency of stay in Cyprus: (*Circle one number*)

Once a year	1
Twice a year	2
Three times a year	3
Four times a year	4

Five times or more a year	5
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A.10. Your frequency of stay in this hotel: *(Circle one number)*

Once a year	1
Twice a year	2
Three times a year	3
Four times a year	4
Five times or more a year	5

A.11. Annual Income: *(Circle one number)*

Under €50,000	1
€50,001 - €80,000	2
€80,001 - €100,000	3
€100,001 - €150,000	4
€150,001 - €200,000	5
€200,001 and over	6

SECTION B FOOD & BEVERAGE

This section aims to gather generic Food & Beverage service information regarding the 5* hotel industry in Cyprus. Please indicate the degree that each statement reflects your opinion by circling the appropriate response using the provided scale.

1. RESTAURANT SERVICE:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

B 1	The restaurant's aesthetic and atmosphere was exceptional	1	2	3	4	5
B 2	There was a variety of Theme buffet nights during the week	1	2	3	4	5
B 3	There was a variety of dishes to choose from	1	2	3	4	5
B 4	The presentation of food was excellent	1	2	3	4	5
B 5	The food temperature was adequate	1	2	3	4	5
B 6	The quality of food (starters, main dishes, dessert) was excellent	1	2	3	4	5
B 7	The waiting time between dishes was adequate	1	2	3	4	5
B 8	The plate's and dish's decoration was excellent	1	2	3	4	5
B 9	The buffet area was spotlessly clean	1	2	3	4	5
B 10	The waiting staff was smartly dressed	1	2	3	4	5
B 11	The kitchen staff was always alert during the buffet service time	1	2	3	4	5

2. ROOM SERVICE:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

B 13	There was a variety of dishes to choose from the menu	1	2	3	4	5
B 14	The food temperature was adequate	1	2	3	4	5

B 15	The room service trolley was clean and well led	1	2	3	4	5
B 16	The quality of food was excellent	1	2	3	4	5
B 17	The waiting time was adequate	1	2	3	4	5

3. BAR SERVICE:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

B 18	There are adequate bar glass types according to each drink	1	2	3	4	5
B 19	For each drink nuts, food accompaniments are adequate	1	2	3	4	5
B 20	The quality of drinks is excellent	1	2	3	4	5
B 21	The waiting time is adequate	1	2	3	4	5
B 22	The glass presentation is excellent	1	2	3	4	5

**SECTION C
FRONTLINE STAFF SERVICE**

This section aims to gather generic frontline service quality information in accordance to the 5* hotel industry in Cyprus. Please indicate the degree that each statement reflects your opinion by circling the appropriate response using the provided scale.

1. Front Office, Reception Staff:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

C 1	I am greeted in a warm and friendly manner	1	2	3	4	5
C 2	Staff is promoting restaurants, products facilities of the hotel	1	2	3	4	5
C 3	Handling complaints is properly done	1	2	3	4	5
C 4	Language communication barrier is apparent at reception	1	2	3	4	5
C 5	Employees are well groomed	1	2	3	4	5
C 6	Employees are speech clear and audible	1	2	3	4	5
C 7	Employees are cordial, attentive and helpful	1	2	3	4	5
C 8	Employees use customer's name	1	2	3	4	5

2. Restaurant Staff:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

C 9	I am greeted in a warm and friendly manner	1	2	3	4	5
C 10	Language communication barrier is apparent in restaurants	1	2	3	4	5
C 11	Employees are well groomed, speech clear and audible	1	2	3	4	5
C 12	Employees are cordial, friendly, helpful and work as a team	1	2	3	4	5
C 13	Employees are attentive and approachable to customer's needs	1	2	3	4	5
C 14	Restaurants are clean and tidy	1	2	3	4	5
C 15	Waiting staff is well aware of all menu and beverage options	1	2	3	4	5
C 16	Waiting staff is demonstrating "suggestive selling" techniques	1	2	3	4	5
C 17	Food and beverage is served in the proper time	1	2	3	4	5

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C 18	When I order wine, waiting staff demonstrate good wine knowledge	1	2	3	4	5
C 19	The bill is presented in a folder with an opened hotel pen	1	2	3	4	5
C 20	Waiting staff always thank me after dinner, on my way out	1	2	3	4	5

3. Bar Staff:

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

C 21	I am greeted in a warm and friendly manner	1	2	3	4	5
C 22	Language communication barrier is apparent in bars	1	2	3	4	5
C 23	Employees are well groomed	1	2	3	4	5
C 24	Employees are speech clear and audible, cordial and helpful	1	2	3	4	5
C 25	Bar waiting staff is well aware of all menus and wine options	1	2	3	4	5
C 26	Bar waiting staff is demonstrating "suggestive selling" techniques	1	2	3	4	5
C 27	Employees are not only attentive but also work as a team	1	2	3	4	5
C 28	Bar staff wish me to have a nice day, afternoon or evening on my way out of the bar	1	2	3	4	5

**SECTION D
TANGIBLE SERVICES**

This section aims to gather generic tangible service quality information in accordance to the 5* hotel industry in Cyprus. Please indicate the degree that each statement reflects your opinion by circling the appropriate response using the provided scale.

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

D 1	Hotel air-condition is at good temperature	1	2	3	4	5
D 2	Hotel and room furniture and building are in good repair	1	2	3	4	5
D 3	Lightings are in good condition	1	2	3	4	5
D 4	Hotel accessibility and disabled's accessibility is in good condition	1	2	3	4	5
D 5	Hotel's landscaping is in very good condition	1	2	3	4	5
D 6	Hotel's safety and evacuation rules are clear and visible	1	2	3	4	5
D 7	Balconies and rooms are in good repair	1	2	3	4	5
D 8	In-door swimming pool is always heated	1	2	3	4	5
D 9	Crockery, cutlery and chinaware are spotless and of the same design	1	2	3	4	5

**SECTION E
OTHER SERVICES**

This section aims to gather other services information such as (maintenance, SPA, gym, housekeeping, entertainment, etc) in accordance to the 5* hotel industry in Cyprus. Please indicate the degree that each statement reflects your opinion by circling the appropriate response using the provided scale.

Strongly Disagree 1	Disagree 2	No Opinion / Neutral 3	Agree 4	Strongly Agree 5
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(Please circle one number for each selection trait).

E 1	My value for money perception and expectation is exceptional	1	2	3	4	5
E 2	Safe box facilities are very good	1	2	3	4	5
E 3	Mini-club facilities are very good	1	2	3	4	5
E 4	Baby sitting facilities are very good	1	2	3	4	5
E 5	Water sport facilities are very good	1	2	3	4	5
E 6	Housekeeping staff ascertain my name and use it at least once	1	2	3	4	5

Never 1	Seldom 2	Sometimes 3	Often 4	Always 5
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(Please circle one number for each selection trait).

E 6	Hotel and room cleaning is spotless	1	2	3	4	5
E 7	SPA and gym employees are speech clear, audible and helpful	1	2	3	4	5
E 8	SPA and gym employees smile and exhibit a friendly manner	1	2	3	4	5
E 9	SPA and gym employees are well groomed, attentive and approachable to customer's needs	1	2	3	4	5
E 10	Housekeeping staff is speech clear, audible and helpful	1	2	3	4	5
E 11	Hotel's live music is in good quality and according to various tastes	1	2	3	4	5
E 12	Hotel's live entertainment and animation programme are in good quality and in good variety for all tastes	1	2	3	4	5

SECTION F GENERAL SERVICES

This section aims to gather very generic service information such as (quality of service opinion and on) in accordance to the 5* hotel industry in Cyprus. Please indicate the degree that each statement reflects your opinion by circling the appropriate response using the provided scale.

Strongly Disagree 1	Disagree 2	No Opinion / Neutral 3	Agree 4	Strongly Agree 5
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(Please circle one number for each selection trait).

F 1	Efficient quality of service is important towards guests' satisfaction and guests and staff loyalty	1	2	3	4	5
F 2	Customer's quality perception is important to the hotel's quality performance and success	1	2	3	4	5
F 3	Customer's quality of service perception could be different from staff's perception	1	2	3	4	5
F 4	Effective customer satisfaction can contribute to either the hotel's financial success or loss	1	2	3	4	5
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	1	2	3	4	5

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	b. "Loyalty" is a direct result of customers' satisfaction	1	2	3	4	5
	c. "Satisfaction" is largely influenced by the value of service provided to customers	1	2	3	4	5
	d. "Value" is created by satisfied, loyal and productive employees	1	2	3	4	5
	e. "Employee Satisfaction" results from high quality support service policies that enable staff to deliver results to customers	1	2	3	4	5
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	1	2	3	4	5
	b. "Responsiveness" is defined as the willingness to help customers and provision of prompt service	1	2	3	4	5
	c. "Assurance" is defined as the knowledge and courtesy of employees and inspire trust and confidence	1	2	3	4	5
	d. "Empathy" is defined as caring and individualised attention to customers	1	2	3	4	5
	e. "Tangibles" are physical facilities, equipment and appearance to personnel	1	2	3	4	5
F 7	Service quality is declining in the Cyprus hotel industry	1	2	3	4	5
F 8	Service quality is declining from this hotel	1	2	3	4	5

Never	Seldom	Sometimes	Often	Always
1	2	3	4	5

(Please circle one number for each selection trait).

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	1	2	3	4	5
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	1	2	3	4	5
F 11	The handling complaints evaluation process in this hotel is effective towards minimisation of future complaints	1	2	3	4	5
F 12	Positive "Word of Mouth" can reflect positively to the hotel's business and revenue	1	2	3	4	5
F 13	There is an increased positive "Word of Mouth" in this hotel	1	2	3	4	5

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