

TO EXPLORE THE FACTORS INFLUENCING CUSTOMER SATISFACTION AT SAPA DIEM HEN RESTAURANT

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INTRODUCTION

Sapa Diem Hen (SDH) is a Vietnamese restaurant established in 2022, located in Lao Cai Province, northwest Vietnam (Sapa Diem Hen, 2022). The restaurant serves both domestic and international tourists visiting the culturally and scenically rich Sapa region. **Competitors** in the area include local restaurants such as **Tham Thang restaurant** and Thu Beo restaurant, which serve similar market segments and offer traditional Vietnamese cuisine (Duong et al., 2021).



This research is aim to explore the factors influencing customer satisfaction at SDH restaurant.

OBJECTIVES

To analyze customer preferences and market trends to enhance the customer experience.

To identify areas for improvement in the restaurant's current service delivery.

To recommend feasible strategies for business development for the SDH restaurant.

METHODOLOGY

CUSTOMER SATISFACTION

Zanetta et al. (2024) and Anggraeni, Sulistyo, and Affandy (2020) found that key factors influencing restaurant satisfaction include food quality, ambiance, pricing, and emotional connection. Liu and Tse (2018) noted that accessibility and location also play a growing role in customer decisions.

SERVICE QUALITY

Ahmed et al. (2022) investigated impact of customer perceptions of service quality and reasonable prices on their satisfaction and loyalty to a restaurant. Ali, Alam, and Bilal (2021) described that better service quality, reasonable prices, and beautiful ambiance can satisfy customers and maintain their loyalty.



PRIMARY RESEARCH

The Research Onion **model** proposed by Saunders et al. (2019), and ethical approval was obtained prior to data collection.



Quantitative Data (Surveys)

- Structured questionnaire via **Google Forms**
- **5-point** Likert scale
- Sample size: **105 respondents**
- **Convenience** sampling technique
- One-week collection period covering all operational hours

Qualitative Data (Interviews)

- **Semi-structured interviews** with customers
- Purposive sampling strategy
- **5 participants** with varying visit frequencies
- Open-ended questions for comprehensive perspectives

As shown in Figure 1, 59% of respondents ranked service quality as the top factor, followed by food quality and pricing at 56%. Interviewee 1 also emphasized these two elements as their top priorities. In contrast, online reviews and previous experience were less influential. This supports ECT (Shukla, Mishra, and Dwivedi, 2023), which links satisfaction to meeting core expectations.



Recommendation 1: Improve Service Speed and Efficiency

ENVIRONMENT

Kitchen

layout

Peak hour

Inefficient order

processing

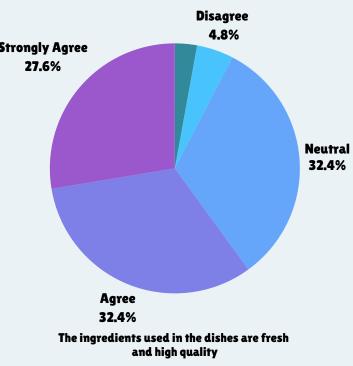
Kitchen

workflow

METHODS

crowding

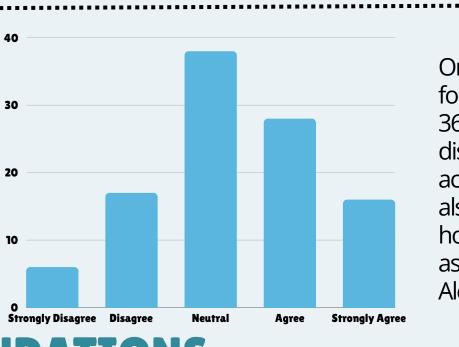
ANALYSIS OF THE KEY FINDINGS



28% of respondents strongly agreed and 32% agreed that they were satisfied with the food quality, supporting Le and Trieu's (2020) findings on satisfaction in Vietnamese restaurants. However, 32% were neutral, suggesting room for improvement. Interviewee 2 also found the food tasty and reasonably priced.



The staff were friendly and welcoming, aligning with the empathy dimension of SERVQUAL Parasuraman's model (Shi and Shang, 2020). Still, 31% gave neutral responses, suggesting room improve customer interactions. Interviewee 3 also praised staff enthusiasm, reinforcing the role of warm service in positive dining experiences.

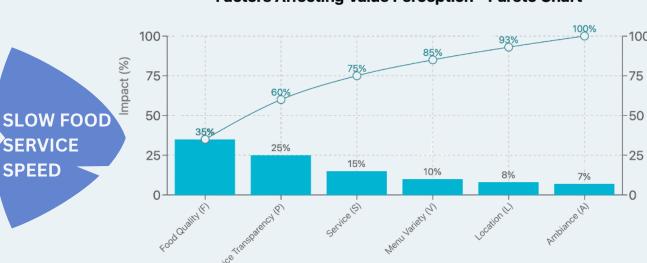


Only 42% of respondents agreed food was served promptly, while 36% were neutral and 21% disagreed - the lowest satisfaction across all factors. Interviewee 1 also noted delays during peak hours. This highlights promptness as a key service gap (Villanueva, Alejandro, and Ga-an, 2023).

RECOMMENDATIONS

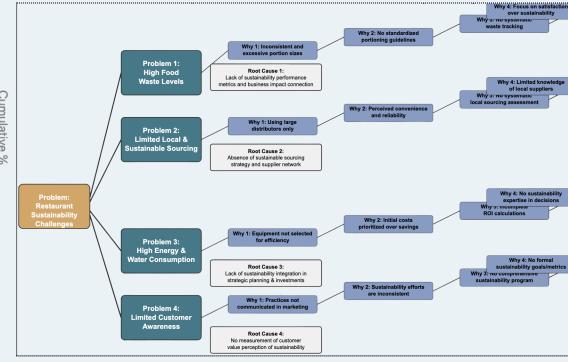
Recommendation 2: Value Perception Enhancement

Factors Affecting Value Perception - Pareto Chart



■ Impact % - Cumulative %

Recommendation 3: Sustainability



CONCLUSION

MANPOWER

Staff training 🛑

Skill levels -

Kitchen

equipment

rder taking system**4**

POS system

efficiency

Communication

MATERIALS

preparation 4

Lack of clear

MEASUREMENT

The research successfully achieved its objectives by discovering the key factors influencing customer satisfaction at Sapa Diem Hen restaurant. Based on surveys and interviews to evaluate service delivery and lay the groundwork for strategic recommendations for business development. Although limited by its time, the findings offer valuable insights to guide future business development at SDH.

REFLECTION

SPEED

CONCRETE EXPERIENCE

- Designed surveys and interview questions Collected data from real customers
- Analyzed customer satisfaction data
- Developed strategic recommendations
- Applied academic knowledge to real business
- Engaged with actual restaurant operations

REFLECTIVE OBSERVATION

- Identified project strengths and challenges
- Improved data visualization skills
- Developed confidence in data analysis

Improved ability to manage large datasets

 Enhanced report writing capabilities Benefited from lecturer guidance

ABSTRACT CONCEPTUALIZATION

- Understood multiple perspectives on customer
- Recognized importance of customer behavior
- Valued communication in consulting Applied analysis tools (fishbone diagrams, Pareto
 - Establish clearer project timelines
 - Improve task delegation and time management

ACTIVE EXPERIMENTATION

Plan more structured approach for future projects

Implement focus groups for deeper customer

- Continue developing consulting skills Understood business challenges in strategic change
 - Enhance organization of work processes