

**A COMPARATIVE STUDY OF CUSTOMER PREFERENCE BETWEEN  
QUICK SERVICE RESTAURANTS AND FINE DINING RESTAURANTS OF  
HOTEL CROWNE PLAZA, GREATER NOIDA**

*Project report submitted in partial fulfilled*

*For the award of the degree of*

**BACHELOR'S OF SCIENCE IN HOTEL MANAGEMENT**

*Submitted By*

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**Administration no.: (19GSOH1010065)**

**IN**

**PROJECT WORK**

**SCHOOL OF HOSPITALITY**

**Under the Supervision of**

**Mr. Rohit Jaswal**

**(Associate Professor)**



(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

**MAY- 2022**

## **School of Hospitality**

### **BONAFIDE CERTIFICATE**

Certified that this project report “**A COMPARATIVE STUDY OF CUSTOMER PREFERENCE BETWEEN QUICK SERVICE RESTAURANTS AND FINE DINING RESTAURANTS OF HOTEL CROWNE PLAZA, GREATER NOIDA.**”

is the bonafide work of “**Sunday Nyacigak**” who carried out the project work under my supervision.

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## **Approval Sheet**

This thesis/dissertation/report entitled

**A Comparative Study on Customer Preference between Quick Service Restaurants and Fine Dining Restaurants in Hotel Crowne Plaza Greater Noida**

by (Sunday Nyacigak ) is approved for the degree of Bachelors of Science in Hotel Management (School of Hospitality).

Examiner

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**Mr. Rohit Jaswal**

Chairman

**Date:**

**Place: Galgotias University, Greater Noida.**

## **Statement of Project Report Preparation**

**Thesis Title: -**

**A Comparative Study on Customer Preference between Quick Service Restaurants and Fine Dining Restaurant in Hotel Crowne Plaza Greater Noida.**

1. Degree for which the report is submitted: Bachelors of Science in Hotel Management.
2. Project Supervisor was referred to for preparing the report.
3. Specifications regarding thesis format have been closely followed.
4. The contents of the thesis have been organized based on the guidelines.
5. The report has been prepared without resorting to plagiarism.
6. All sources used have been cited appropriately.
7. The report has not been submitted elsewhere for a degree.

(Signature of the student)

**Name: Sunday Nyacigak**

**Admission number: 19GSOH1010065**

## **CANDIDATE DECLARATION**

I hereby declare that the work presented in this TERM PAPER REPORT entitled **“A Comparative Study on Customer Preference between Quick Service Restaurants and Fine Dining Restaurant in Hotel Crowne Plaza Greater Noida.”** towards the partial fulfillment of the requirement for the award for term paper submitted in the School of Hospitality, Galgotias University, Greater Noida, Uttar Pradesh, India is an authentic record of my own work carried out during the period from (Jan. 2022 – May 2022), under the guidance of **Mr. Rohit Jaswal (Associate Professor)**, School of Hospitality, Galgotias University, Greater Noida, Uttar Pradesh.

**Date:**

**Sunday Nyacigak**

**Place: Greater Noida**

**Admission number: 19GSOH1010065**

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I would like to thank Former assistant manager Satyenda Singh for all the help given and valuable knowledge about Crowne Plaza Greater Noida restaurants, I would also like to thank the Food and Beverage Director Amit Chawla who's has played a crucial part in my interviewing process.

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## **ABSTRACT**

Customer preference is ever changing yet it is very integral in hospitality industry. Understanding the factors that affect the customer choices between Fine Dining Restaurant and Quick Service Restaurant is important. This study will help to analyze whether customers prefer Hotel Crowne Plaza Greater Noida, which is a five-star hotel that offers Fine dining for its guests in the various restaurants, Mosaic multi-cuisine coffee shop, Spice Art- Indian restaurant, ChaoBella - offering Korean food to it's in house guests, or they prefer to dine in Quick Service Restaurant within Greater Noida and Delhi.

In this research various factors affecting the customers choices were looked at both tangible and intangible aspects of service such as staff courtesy, the hygiene of the restaurant and staff, the COVID-19 policies being followed. The quality and quantity of food, the service timing among other. How the unique of both restaurants cater to the different demographic.

**Keywords: - Customer Preference, Fine Dining Restaurant, Quick Service Restaurant**



## INTRODUCTION

For any business to thrive understand what the customer wants and needs is essential. The customer preferences are constantly changing. Quick Service Restaurants often referred to as 'fast food restaurants' they have a limited menu offering wraps, sandwiches, fried food such as: chicken, burgers, salads and soft drinks. They often offer food as take outs, drive-thru and dining in the restaurant. The interior decor is very less. Fine Dining restaurants offer elaborate food and Beverage in menu, they offer high end formal service and interior decor is elegant at a relatively higher price

Over the last two years during the COVID-19 pandemic the hospitality industry has been affected and due to lockdown and restrictions there was a rise in home delivery, more customers opted for fast food restaurants but during the post COVID-19 new measures have been put in place so as customers can dine out. Factors affecting the customers preferences include: ambience, hygiene and sanitation, cost, quality of service, timeliness of service, courtesy of the service provider, variety of choices of food and beverage offered restaurants.

In the post COVID-19 era the new measures put in place do influence the customer preferences. These measures include social distancing, servers wearing masks, face shield gloves. Also, fine dining restaurants started offering food delivery.

Quick service restaurants cater to a youths as they are popular places to meet up with friends on their free time and convenient for a student budget. From my perspective young people are more fond of fast food as they taste amazing, deep-fried food, grilled burgers, soft drinks, while also they are easily located in various places as most, quick service restaurants have franchises as compared to 5 star rated Fine Dining restaurants such as the one in Crowne Plaza greater Noida.

Nevertheless, Fine Dining Restaurant cater to a wider customer range, those seeking healthier options, variety of food and alcoholic and none alcoholic beverage selections, the MICE (Meetings, incentives, conference and exhibition) clientele that are looking to have meetings over lunch, the cooperate clients that use the banquet, spaces within the hotel. The families who plan an outing to celebrate an occasion among other.

## **Objectives**

To establish the customer preference between Quick Service Restaurants and Fine Dining Restaurant in Hotel Crowne Plaza Greater Noida. Therefore, the specific objectives that will be studied are below:

1. Determining customer preference between Fast food restaurants and fine dining.
2. Understanding factors affecting the customers choice when selecting their dining restaurants.
3. Understand how the new Covid-19 measures affect customers choice when selecting between fine dining and Quick Service Restaurant.

## **Importance**

- **Government**

The study will be significant to the government as they'll be able to have a body knowledge that will help them create policies and regulations that can be beneficial or the hotel sector. They will be able to assist the hotel industry by providing a conducive business environment for the hotels to fulfill customers preferences.

- **Scholars**

This study will provide other scholars and other researchers with literature that can be used for further research on how customer preferences play a big role in the hotel industry especially in regards to Fine Dining Restaurants and Quick Service Restaurants.

- **Crowne Plaza**

Crowne Plaza hotel will gain information on how their customers prefer and this can be used to create a better experience and services for their customers.

## **Justification**

First of all, the understanding of what customers prefer is essential for every restaurant so as they are able to satisfy their wants and needs. Secondly the knowledge can be used to refine the standard operating procedures to better retain their customers and even attract new clientele as the best advertisers are the customers who are satisfied with the services rendered.

## LITERATURE REVIEW

- As per *David Njite, Greg Dunn & Lisa Hyunjung Kim (2008)*, In order to understand what customers would prefer between a Quick Service Restaurant or a fine dining restaurant one has to look at the factors affecting their choice. These factors can be physical such as the interior design or something that cannot be touched but experienced such as the politeness of etiquette of staff. When selecting whether to a quick service restaurant or a fine dining restaurant customers look at facilities availed such as parking, the type of furniture and decor which affects the ambience, cleanliness and hygiene aspects as well is considered. Intangible factors such how cordial the staff are, how willing are the staff when guests need help and attend to guests even when the restaurant is fully packed and busy, getting the right orders ensuring the bills are correct, how attentive the staff are to the wants and needs of guests. Even a simple thing such as staff remembering the names of repeat customers.
- As discussed by *Harr, Ko King Lily, "Service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore" (2008)*, COVID-19 pandemic has brought about changes in the hospitality sector and other service industries. The impact of it has been felt and there has been steady growth of the hotels and restaurants with implementation of new standard operating procedures. At the beginning when lockdown was imposed and there were lots of restrictions for public area meetings, new measures were taken by restaurant where they created partitions or offered private dining tables, social distancing was maintained in terms of sitting arrangements means fewer tables and sits.
- As explained by *Nguyen, Q., Nisar, T.M., Knox, D. and Prabhakar, G.P. (2018)*, There was also a rise in home delivery which was capitalized by most fast-food restaurants who already were following the concept of takeaway, drive-thru, home delivery and dine in. Five-star hotels also started home delivery as they experience less foot traffic in their restaurants an example being Crowne Plaza Greater Noida. Other measures taken include ensuring staff wear masks, gloves and face shield, frequent cleaning and sanitization, providing digital payment platform, QR code menus.

# **METHODOLOGY**

## **Introduction**

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

## **Research design**

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

## **Study area**

The study will be undertaken at Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

## **Study population**

The population of this study will be customers from Crowne Plaza, Greater Noida. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 72 participants from Crowne Plaza. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

## **Sampling and Sample Size**

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 72 participants.

### **Data collection methods and Procedure**

Questionnaire was prepared and participated were asked questions related to which the preferred fine dining or quick service restaurants. Questions about factors affecting their choice was asked such as, quality of food and service, quantity, cost and value for money, the ambience.

A total of 72 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of quick service restaurant and fine dining restaurants, to rate the ambience of Quick Service Restaurant, and to rate their overall experience in Fine dining restaurants of Hotel Crowne Plaza Greater Noida.

### **Data analysis**

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

## GRAPHICAL PRESENTATION

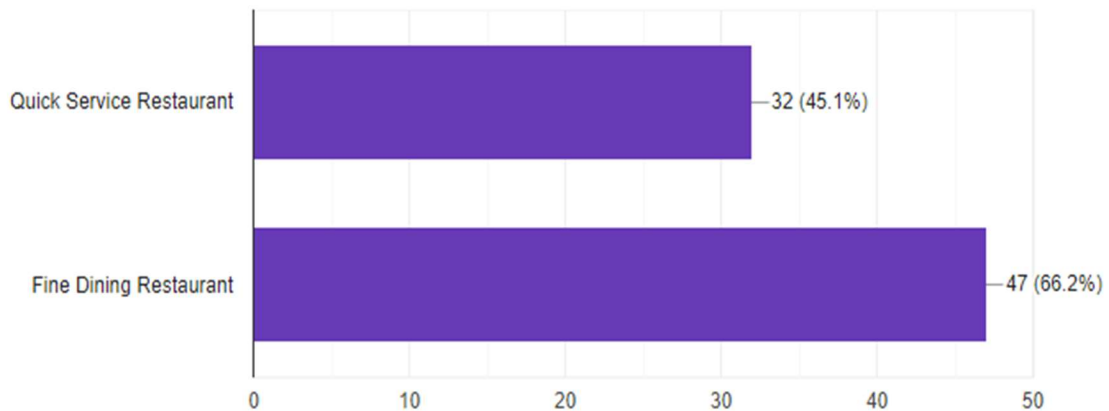
### 1. Customer preference between quick service restaurants and fine dining restaurants:

-  
66.2 % preferred to eat out in Fine Dining restaurant than to eat in service restaurant. Fine dining restaurants offer more elaborate and personalized services, such as pre plated service, silver service with the food is brought on platters and served to guests. More variety of choices in menu with different courses and Beverage menu granting guests multiple choices of soft drinks, cocktail and alcoholic drink.

1. What is your first preference when it comes to eating out?

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71 responses

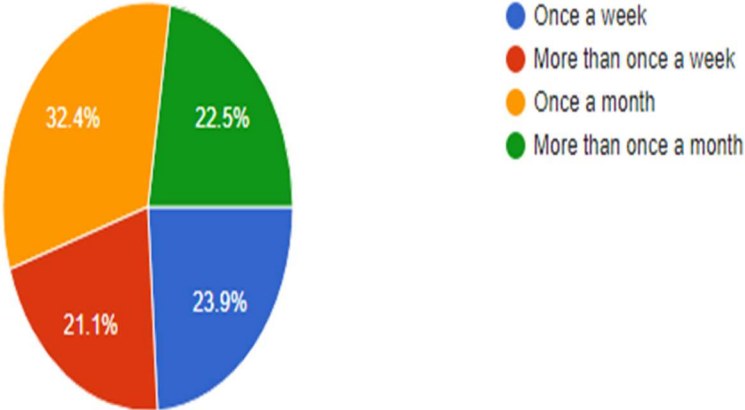


2. How often the participants visit fine dining restaurants in Crowne Plaza greater Crowne 32.4% visited the hotel restaurants at once a month, followed by 23.9% frequently visited on a weekly basis, 21.1% visited more than once a week most of whom had business meetings conducted in the hotel. 22.5% visited the hotel more than once a month.

2. How frequent do you eat out in our restaurants?

 Copy

71 responses





**3. Type of service:** Service is intangible acts that provide customers with satisfaction. It's more of an attitude than it is a skill, the courtesy of the employees, attention to detail, remembering the guest's name are just example of how service affect the overall satisfaction of the customer. Type of service encompasses the style of service being provided by the restaurant, personalized services, formal and informal service is offered. Guest going to fine dining restaurants have an expectation to receive a more personalized professional service as compared to a quick service restaurant.



**Quality:** The quality of food can be determined by the taste of the food, the presentation of the food, how fresh it is, nutritional value. Based on the Survey 62.5 % consider it of most important as it is the main reason, they go out to the restaurants to eat and drink. Most customers are likely to come

**Quantity of food:** This refers to the size or portion of food per plate, this is determined by the chef if it's pre-plated like in fast food restaurants or by the guests if it's buffet. 52.8 % considered to a factor they consider as they also associated it with value for money.

**Cost:** This is monetary value attached to a particular dish or beverage. 50% stated that they do consider where to it by the cost of the food but also considered the quality of the food in association to the cost.

**Variety in Menu:** Be it the number of dishes available in different courses or the menu in its entirety, or the different cuisines, 52.8% thought having that option to select from was a key factor when deciding whether to dine in Fine dining or quick service restaurants

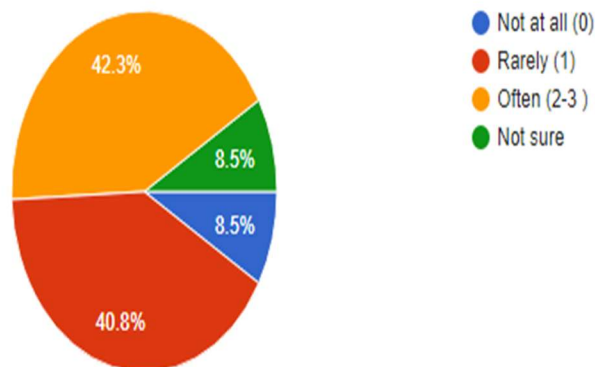
**Environment:** Referred to as ambience most of the participants thought that the interior design and décor, music affect their whole eating or drinking experience in the restaurant.

4. 42.3 % of the participants ordered food from quick service restaurants 2-3 times in a week. Most of them were students who found it convenient because of the fact delivery process, and at during their class breaks when they were around their friends. 40.8 % ordered once in a week, mostly on weekends when they didn't have school or work yo do.

4. How often do you order online from Quick Service Restaurant in a week?

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71 responses

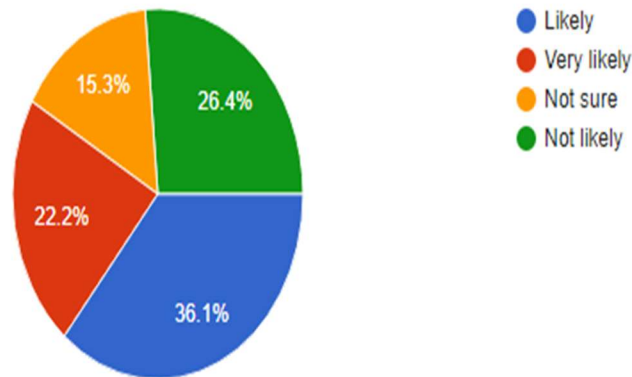


5. COVID-19 has had a major impact on the hospitality especially on customers preferences on eating in public spaces this is because of social distancing and other measures put in place by the government to prevent the spread of Covid-19. Restaurants have taken up measures to ensure that customers will feel safe by ensuring proper sanitation of the dining area, servers wearing masks, gloves and face shield, social distancing being maintained wherever possible. These measures have helped in ensuring that customers consider to dine in their restaurants both fine dining and Quick Service Restaurants. Findings from our survey show that 22.2 % and 36.1% of the participants were very likely and likely respectively to dine out. 26.4 % were not likely to dine out because they either preferred to order online because of convenience and because they didn't want to be in crowded places.

5. Due to COVID 19 you are likely to order in than to eat out in a Restaurant ?

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72 responses

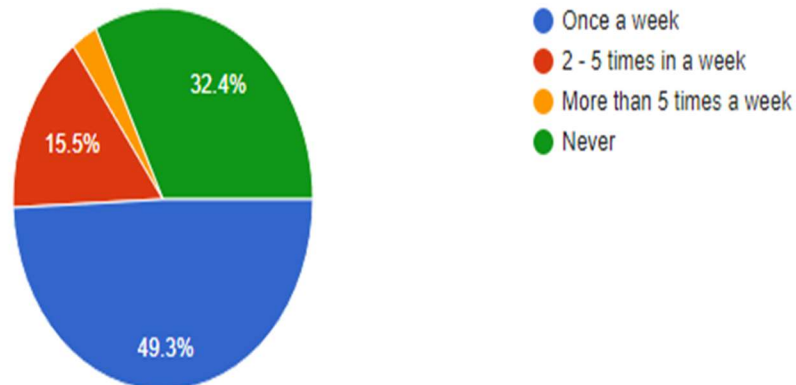


6. Before Covid-19 situation most fine dining restaurants did not offer home delivery services, they mainly offered dine in and take out. In 2020 Crowne Plaza Greater Noida launched home delivery service. Guests could choose from a multi cuisine menu. While the concept of home delivery was already in place in quick service restaurants most participants opted to order from fine dining restaurant because it offered more variety in of dishes in their menu. In the Survey conducted 49.3 % opted to order from a fine dining restaurant than a quick service restaurant. 15.5 % ordered from fine dining restaurant up to 5 times a week. 32.4 % never ordered from fine dining restaurant because they opted for quick service restaurants as more options were available on standalone applications for the restaurants and also from websites like Zomato and Swiggy.

6. How many times do you order online from a fine dining restaurant than a Quick Service Restaurant?



71 responses

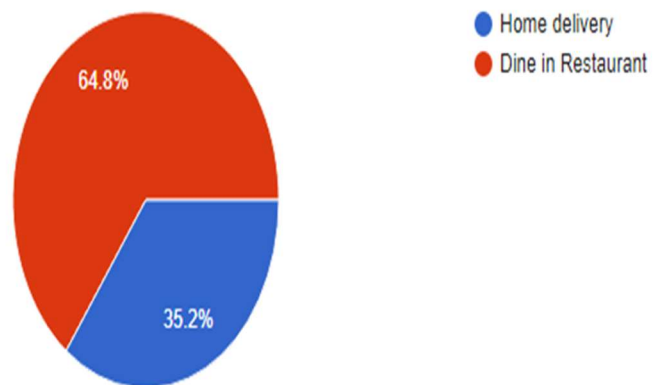


7. 64.8 % participants preferred to dine in the restaurant than to have the food delivered at their homes. Previous studies during the COVID-19 pandemic and lockdown shows that most people preferred to order home delivery and take out. This is a great sign that the hospitality industry is recovering and there is more trust built with the customers as they are comfortable to dine out in restaurants. Following the Covid-19 protocols maintaining high standards of hygiene has had a positive impact on the customers.

7. Do you prefer to dine in Restaurant or home delivery?

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71 responses

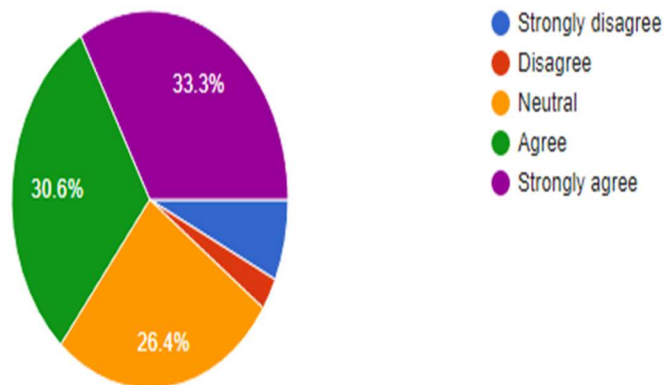


8. When it come to choices of food and beverage, fine dining restaurants offer a very large variety, this is because they offer food according to courses, with lavish buffet menus and ala carte menus. The different cuisines offered in fine dining restaurants adds to the variety that is availed to the guests. Their dietary needs can be easily met. Most fast-food restaurants offer their main dishes it may he buggers, fried, chicken, tacos and limited side dish. This is offered with mainly soft drinks and limited desserts.

8. Fine dining restaurant offer more variety in dishes and Beverage compared to Quick Service Restaurant?



72 responses

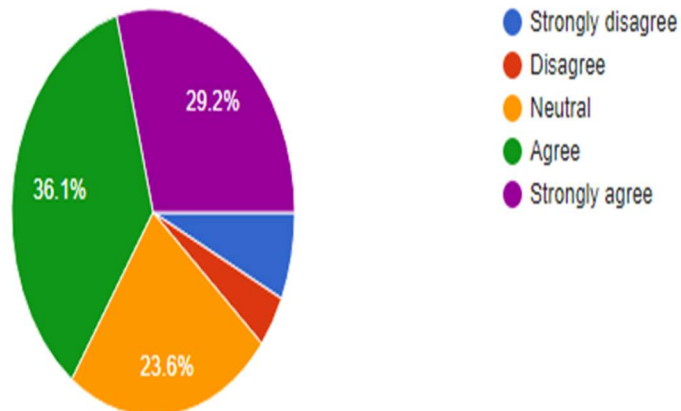


9. Quality of food 65.3 % of the participants both agreed and strongly agreed that fine dining restaurants have better quality food than in Quick Service restaurants. The quality of food is about the flavor, presentation, the freshness, the techniques and skills used by chefs in making the food. The availability of specific wants by the guests due to diet restrictions, more healthier options being availed, the quality of ingredients used and the processing of the food, all these and more factors are used by customers to determine what they consider to be of quality.

9. The quality of food in Fine Dining Restaurant is better than in Quick Service Restaurant?

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72 responses

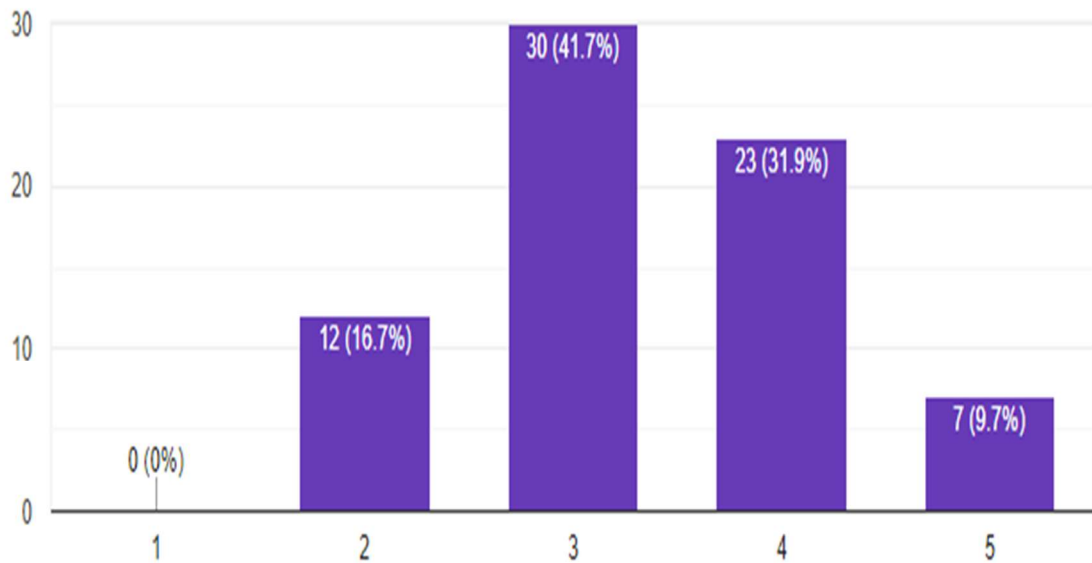


10. The findings show that most participants rated the cleanliness of the Quick Service Restaurant 3 star and 4 star this was because they thought there were some points in which could be worked on such as the frequency of cleanliness and clearance of the tables took too long.

10. On a scale of 1 to 5 rate the cleanliness of a quick service restaurant.



72 responses



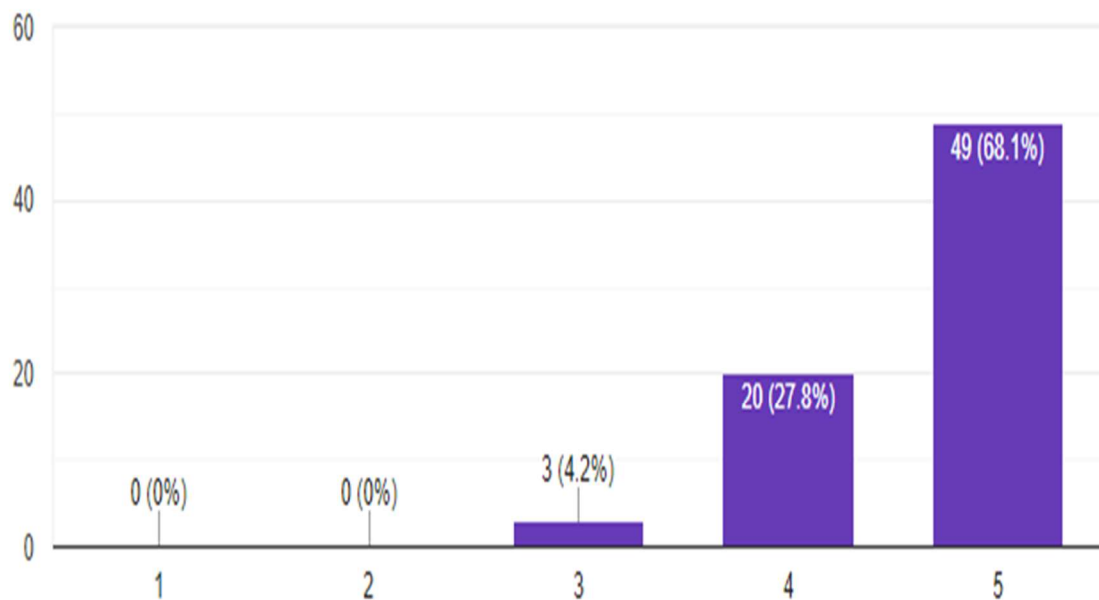


**11.** Every customer wants to eat in clean and hygienic environment, ensuring that the place is up to required standards is essential for every food and beverage outlet. The same goes for fine dining restaurants. In our conducted survey we found out that most participants found our restaurants to be clean and they stated that it was one of their deciding factors when asked if they would come back again.

11. Rate the cleanliness of fine dining restaurant on a scale of 1 to 5.



72 responses

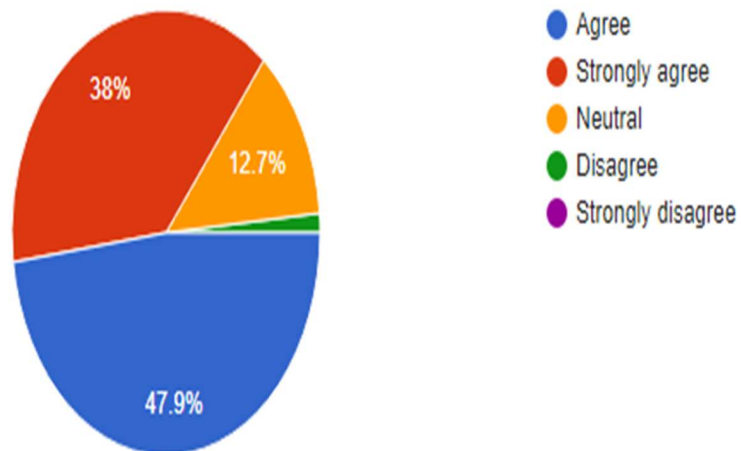


12. The restaurant staff in Crowne Plaza Greater Noida, wear masks, gloves and ensure they sanitize their hands frequently. At the hostess desk extra masks are kept for both guests and staff. In all side station sanitizers and gloves are kept. For proper disposal special dustbin is kept for the gloves and masks.

12. Is our staff in Fine Dining Restaurant wear mask, gloves and face shield as COVID 19 protocols?

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71 responses

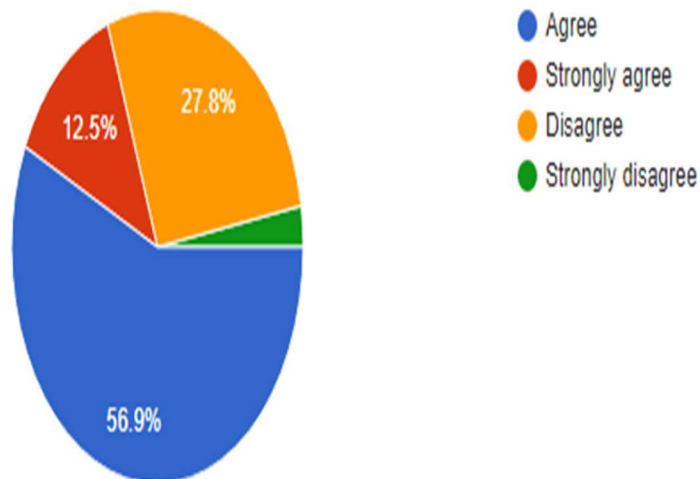


**13.** With the need to maintain high standards of hygiene and sanitation more quick service restaurants also have their staff's wearing masks and gloves as it is important aspect to have those customers coming back again. Though there are some quick service still not maintaining the Covid-19 regulations as 27.8% of the participants stated.

13. Staff in Quick Service Restaurant follow COVID 19 protocol and wear protective equipment?

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72 responses

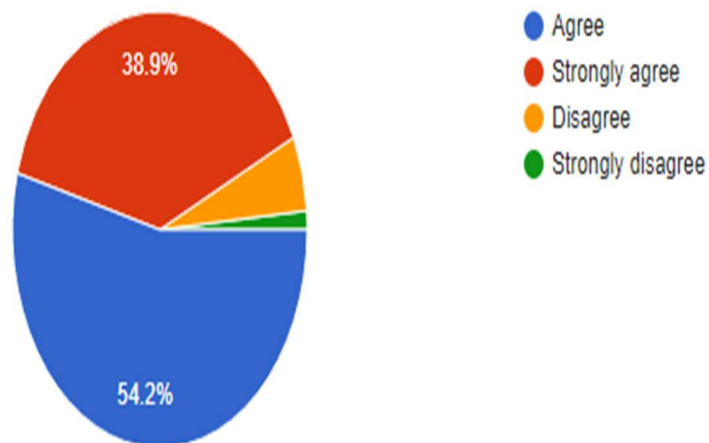


**14.** As social distancing is one of the requirements during the pandemic, Crowne Plaza Greater Noida had to increase the spacing distance between the tables, this meant that there are less covers within the restaurants and this has helped to reassure the customers that their well-being is a priority to the hotel. Demarcation and signs put in place to remind customers to maintain distance.

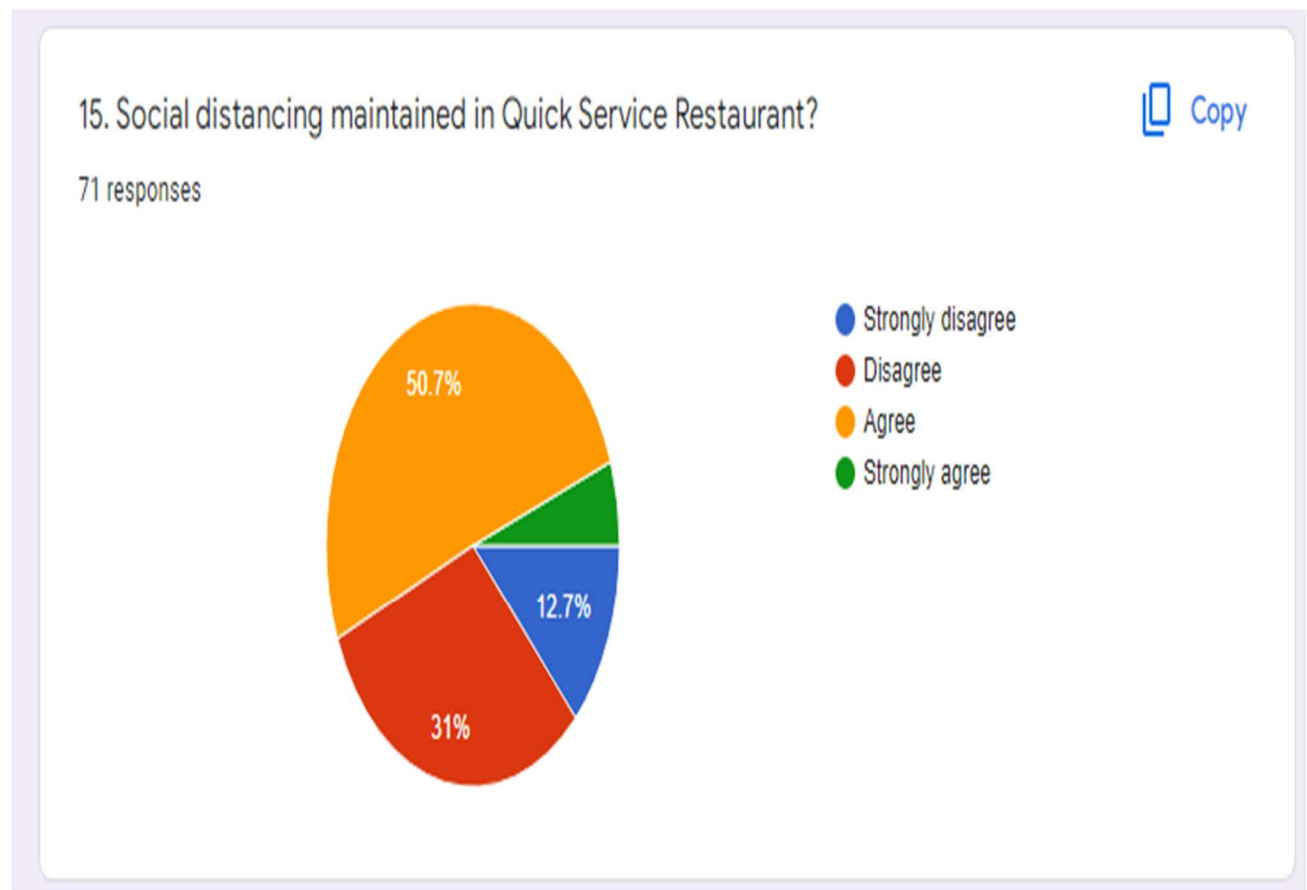
14. Social distancing is maintained in Fine Dining Restaurant?

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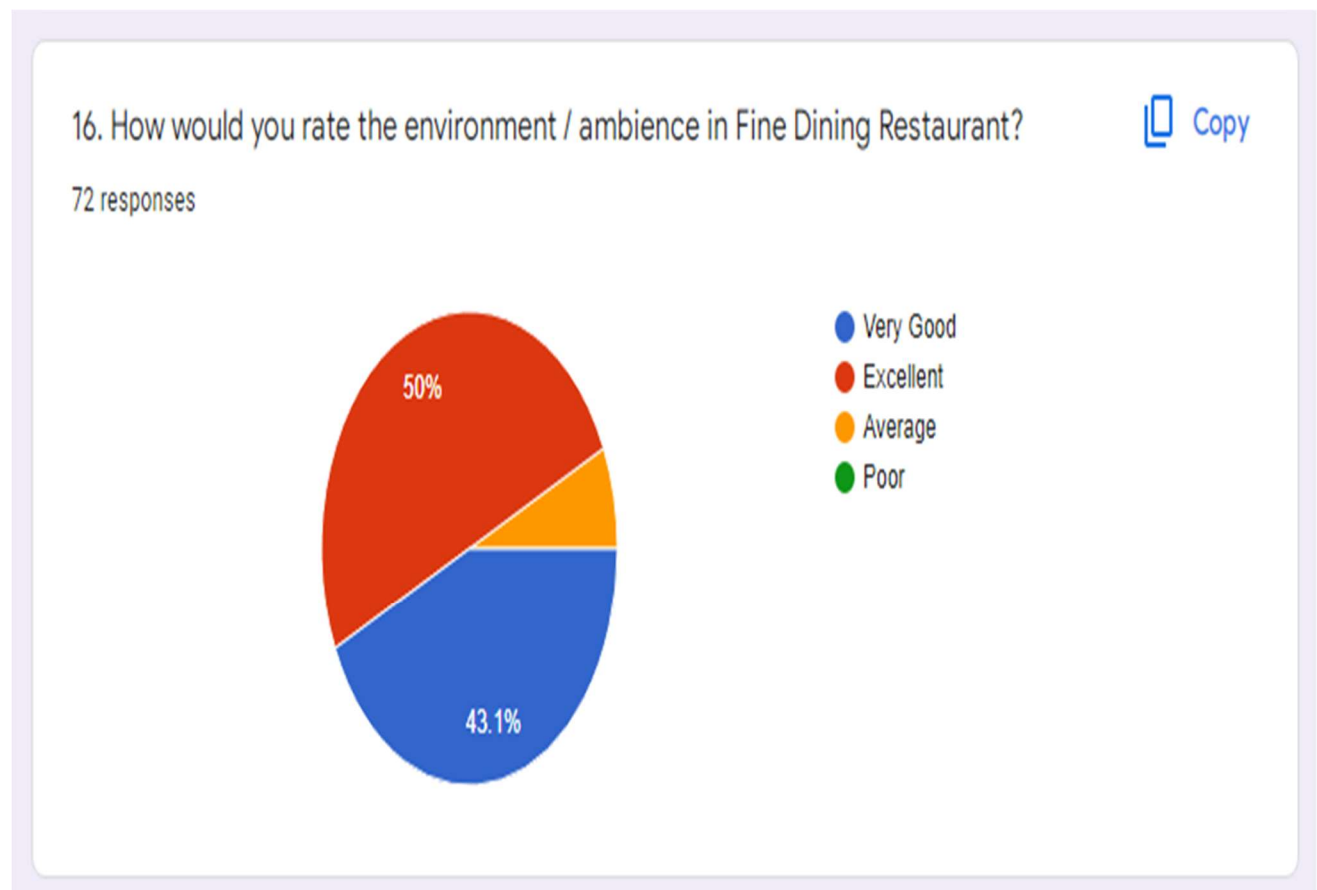
72 responses



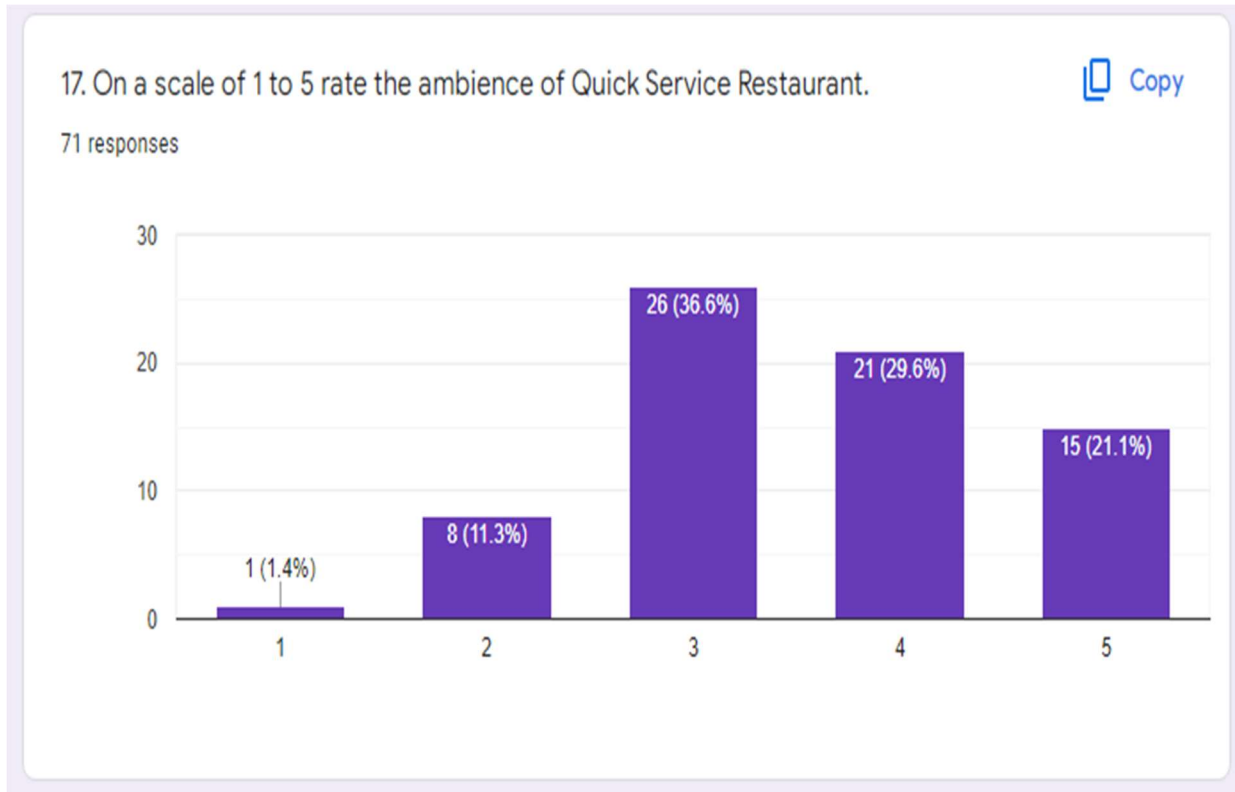
**15.** According to the Survey conducted 50% of the participants stated that social distancing is maintained in social distancing, this was mainly because of the drive-thru and most guest picked their own foods from the pick-up counters. The is minimal Contact with the staff. 31% disagreed and 12.7 % disagreed due to smalls distance between the tables and no signs displayed for the guests to maintain social distancing.



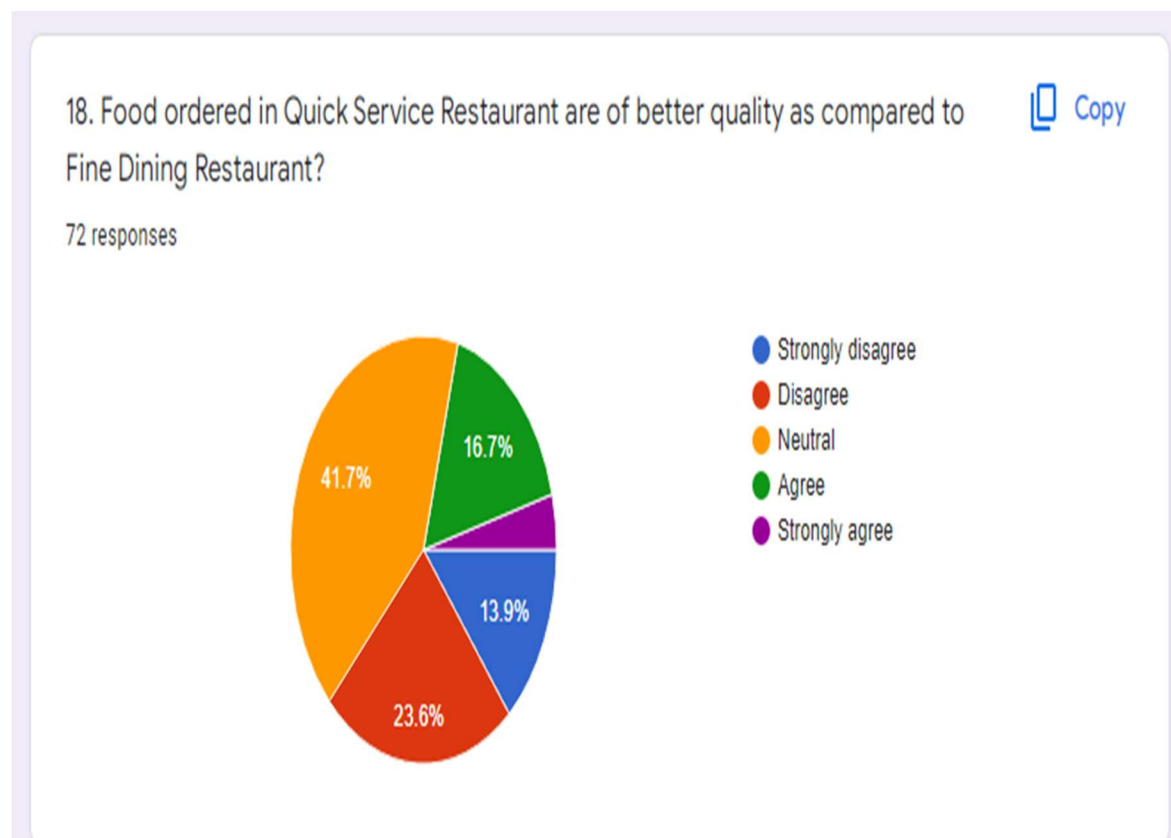
16. Crowne Plaza greater Noida restaurants have a great ambience, the décor, the furnishing is of great quality. Live music played in the restaurants during the weekend. According to the survey carried out it shows 50% rates the fine dining restaurants with excellent while 43.1% considered it to be very good.



17. The ratings for quick service restaurants ambience was 3 star (36.6%). Most quick service restaurants have minimal design as compared to Fine Dining restaurants.

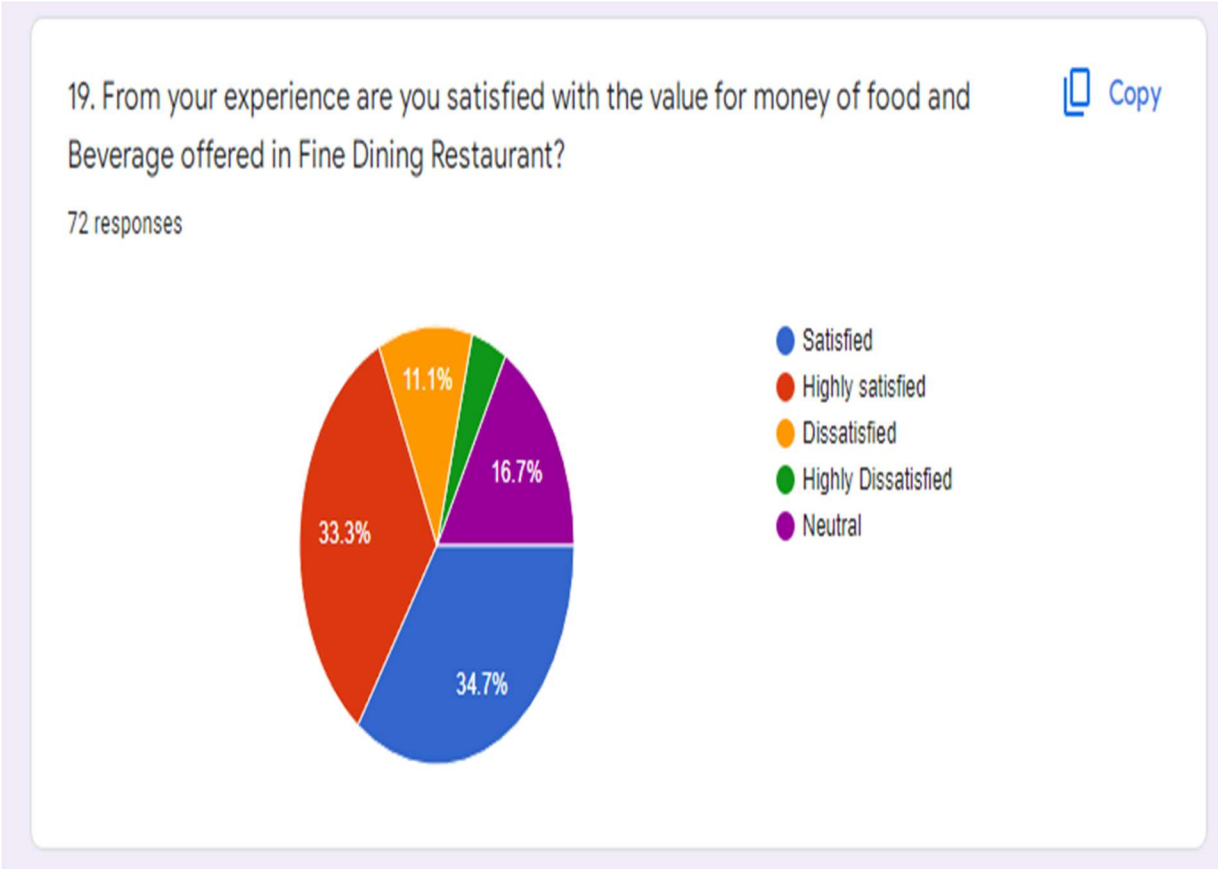


**18.** 41.7% of the participants took a neutral stance on food ordered from Quick Service Restaurant being better than fine dining restaurants .23.6% disagreed as they thought food from fine dining restaurants had better quality interest of taste.

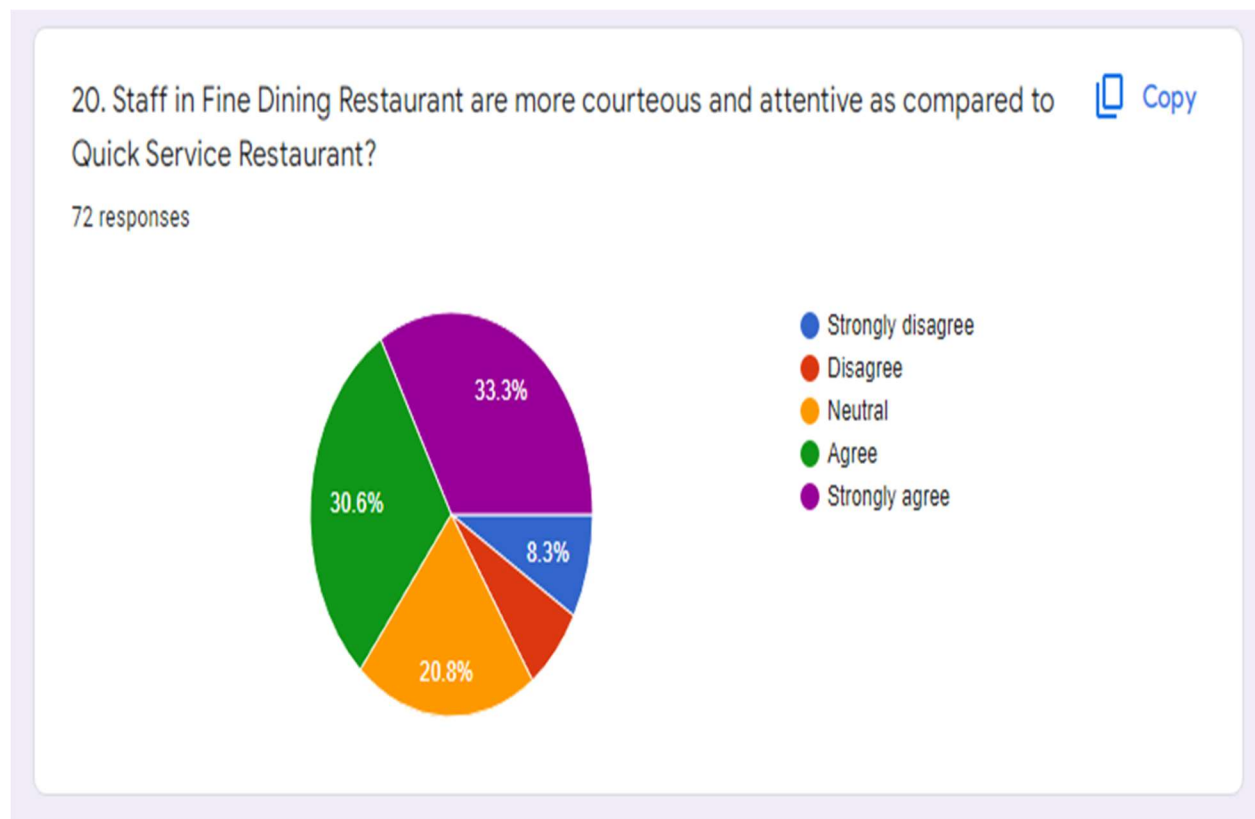




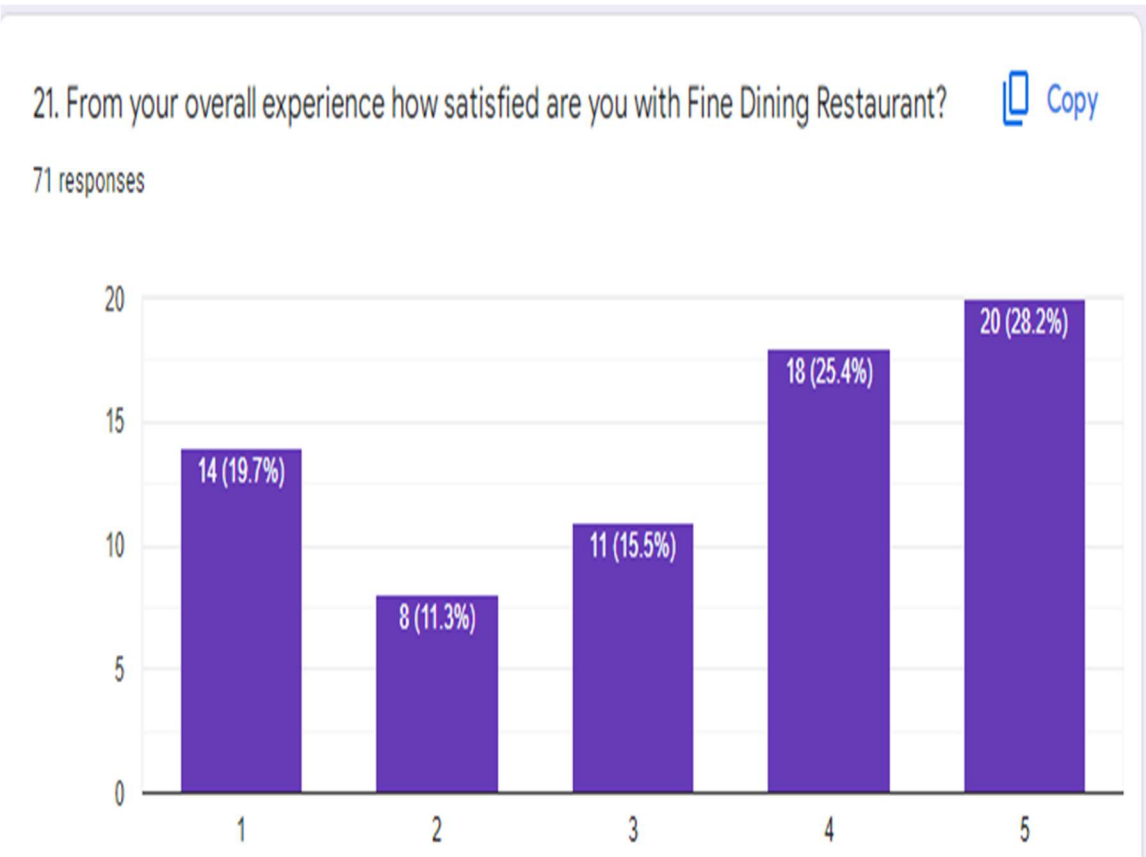
19. Whenever we spend money, we tend to assess whether the goods and services we purchased was worth it in terms of quality, and other benefits, that is what value for money is. Most customers who dined at our Crowne Plaza Greater Noida fine dining restaurants stated they were either satisfied or highly satisfied.



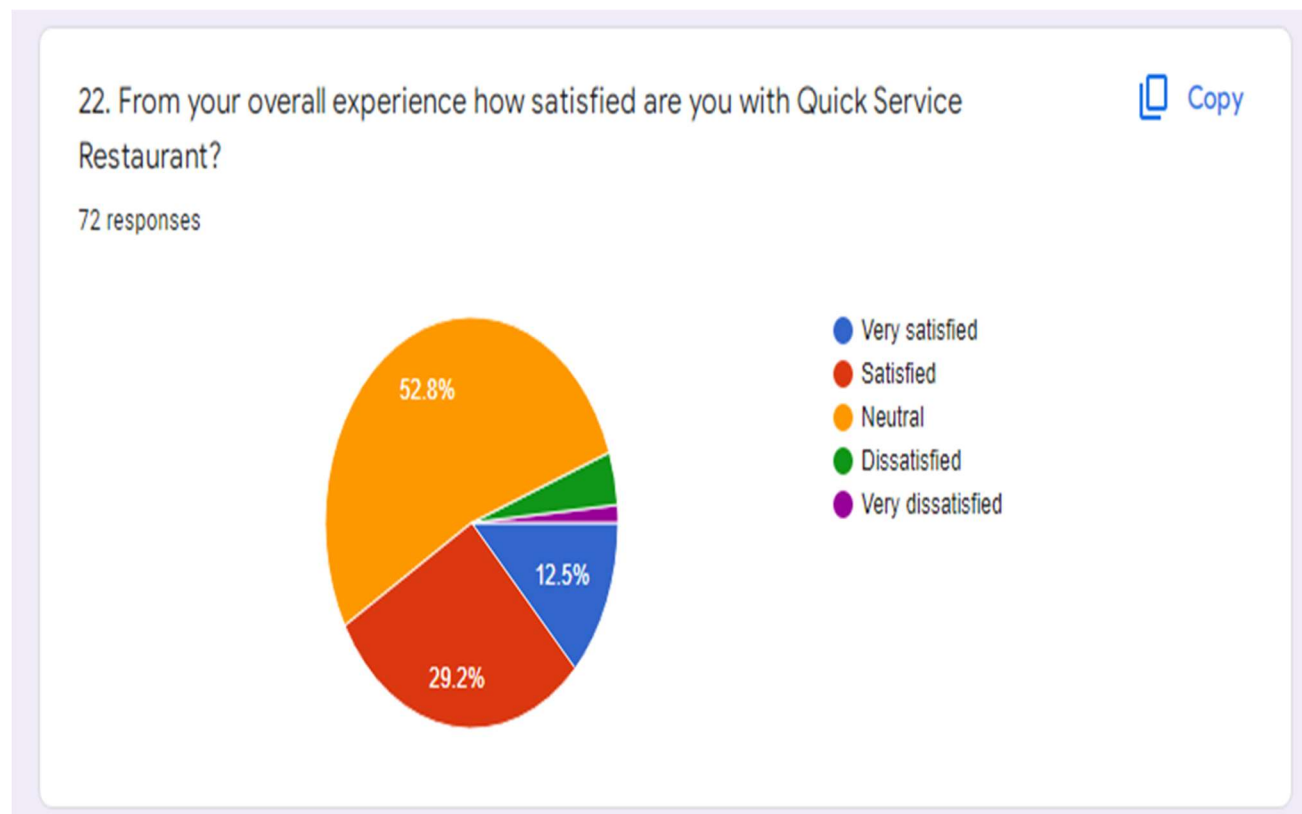
20. Hospitality industry is known for having polite and customer friendly staff and upon asking the participants in the Survey conducted whether staff in Fine Dining Restaurant or more courteous and attentive compared to quick service restaurants 33 % strongly agreed and 30 % agreed 8% disagreed because when they fine dining restaurants was busy some guest's felts that it took a while for the servers to attend to them.



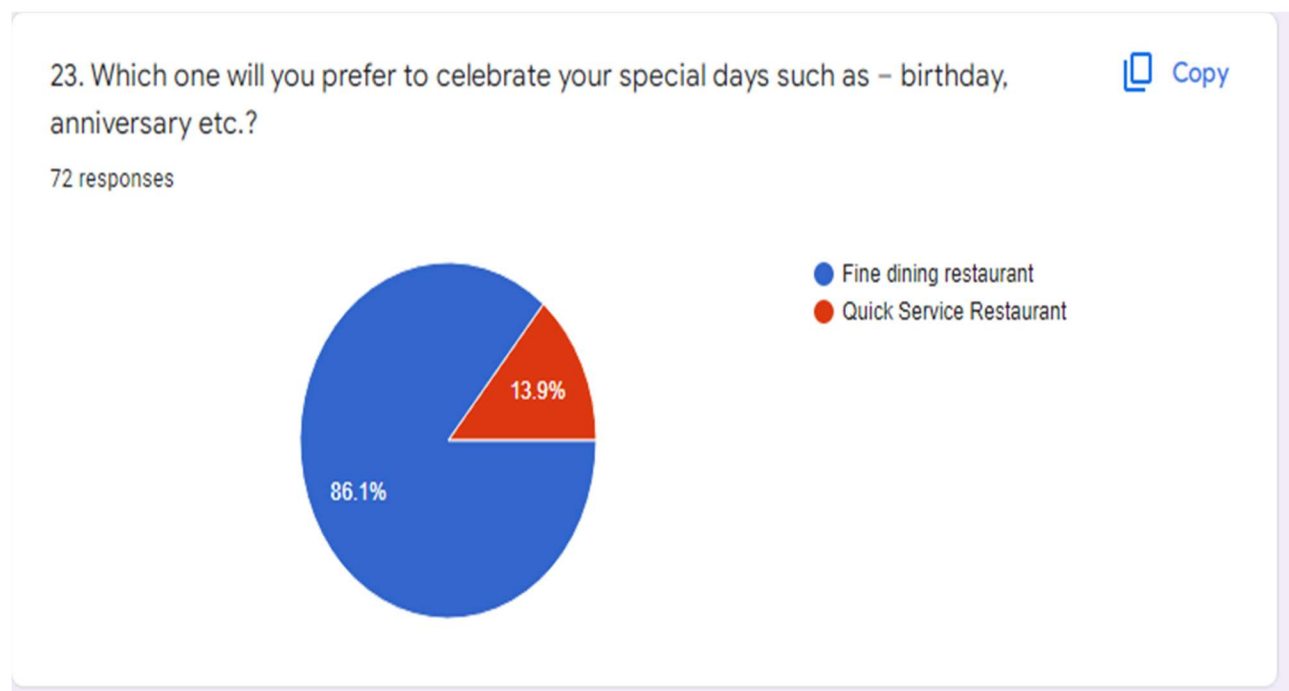
**21.** The overall satisfaction of the participants in Fine Dining Restaurant was rated 5 by 28.2% and 4 by 25.4%. There are still a large portion that rated 1 19.7% this was either due to late service, wrong order taken, delay in delivery of food.



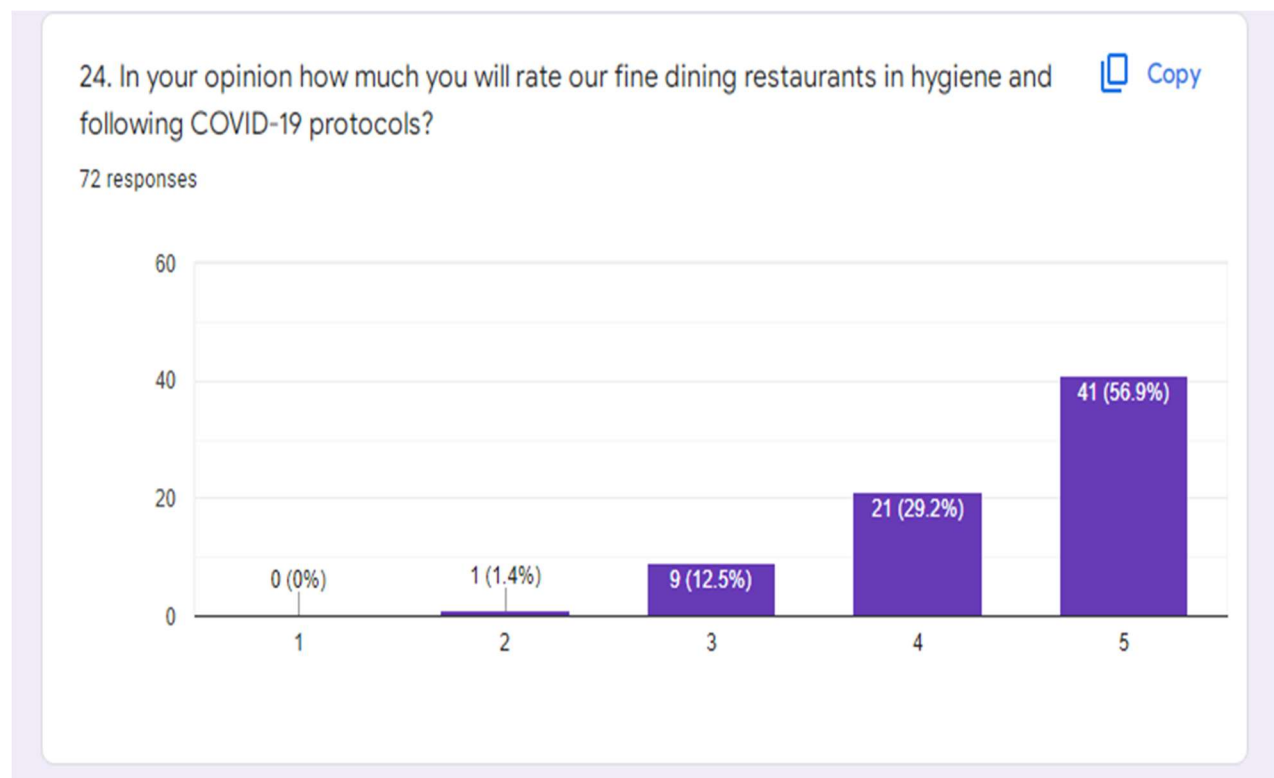
22. 50% of the participants had a neutral stance, while 29.2% were satisfied and 12.5% were very satisfied indicating that there's lots of improvement to be made in Quick Service Restaurant if they wanted more customers to have better experiences.



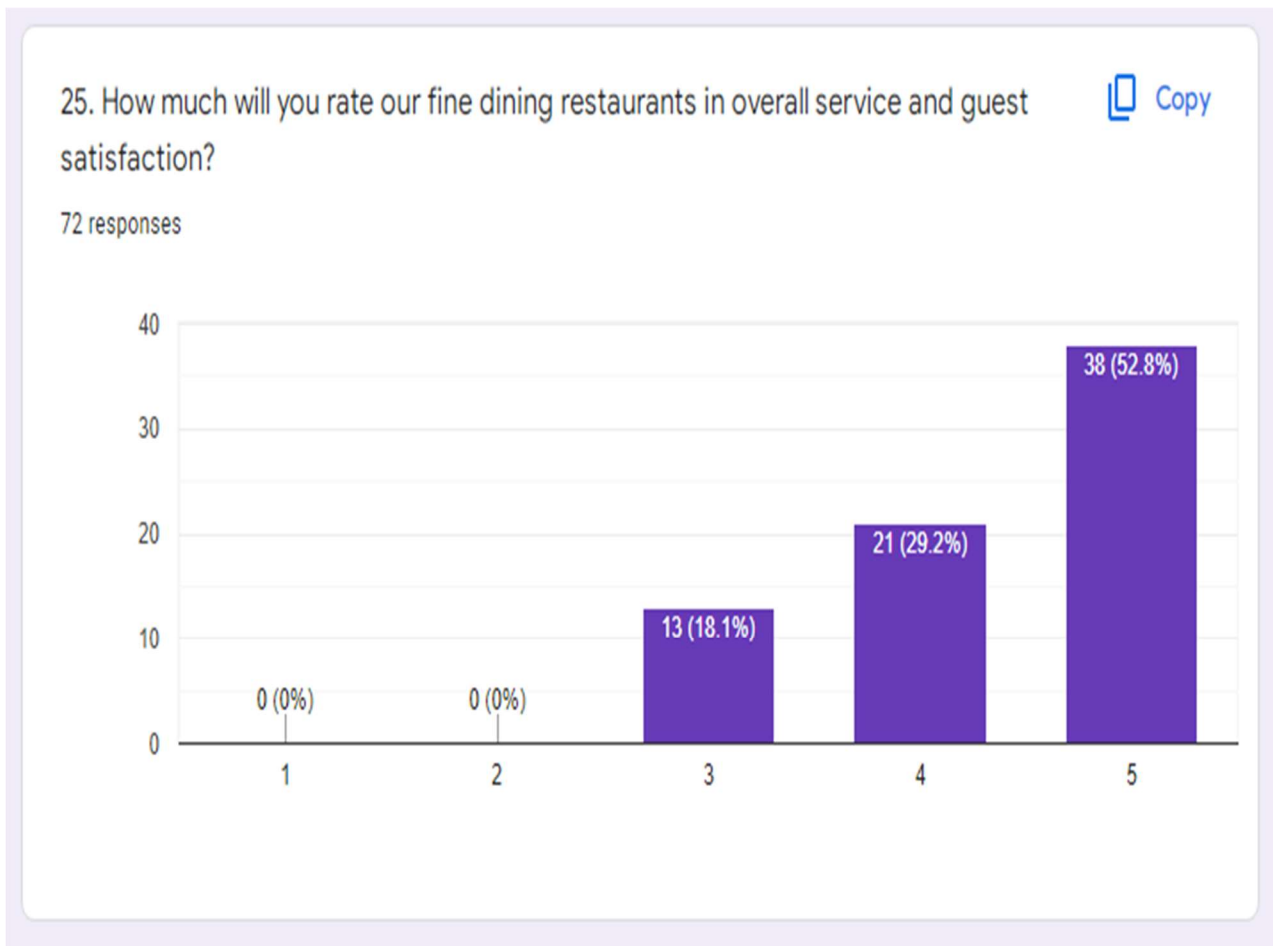
23. As celebration are one of the many for people going out to dine we found a large percentage preferred to go to Fine dining restaurants to celebrate, as one could have a curated special menu and offers, topped with great ambience in a fine dining as compared to Quick Service Restaurant. Plus, every major holiday in Crowne Plaza, special décor, menus and offers are made like valentines, Christmas, new year etc.



**24.** When it comes to COVID 10 protocols being observed in our fine dining restaurants most participants felt that they were observed and maintained.



**25.** The participants had an overall great experience. The Crowne Plaza greater Noida fine dining restaurants were rated 5,4,3 with 52 % were very satisfied with the service provided.



## CONCLUSION

The reason for conducting this research was to study whether customers prefer to dine in Fine dining restaurants in Crowne Plaza Greater Noida or in Quick Service Restaurants. In our survey conducted most participants stated that they preferred to dine in the fine dining restaurants as compared to the Quick Service Restaurant.

In the past three years during the COVID-19 pandemic, there has been lots of changes in consumer trends due to the rise and fall of the number of people infected with Covid-19. Lockdown and other restrictions initially caused more people to order in more or have takeaway as compared to previously where people could easily dine out, in our conducted survey most participants preferred to dine in restaurants than to have food delivery.

From those who ordered online from Quick Service Restaurant majority ordered at least once a week. Participants visited Crowne Plaza greater Noida fine dining restaurants regularly too. Some people still preferred to eat at home due to concern about Covid-19 spread and considering dining out after ensuring the restaurants are following COVID-19 protocols such as social distancing, staff wearing protective gears such as gloves shield and mask.

In the survey conducted for this comparative study variety aspects that affect the customers choices for dining out in restaurants was looked at. The cost of the food and beverage, the quality of food and service, the quantity of food and beverages, the value for money and ambience where the factors were considered by all participants to be very important. Also, a comparison was done for some of these factors. When comparing the quality of food from both restaurants most participants found the food from fine dining restaurant of better quality as compared to Quick Service Restaurant.

When it came to variety of dishes fine dining restaurants had more variety in terms of courses, cuisine the types of beverages and cuisine. When asked about the value for money of food and beverages offered in the fine dining restaurant, the participants were very satisfied despite the prices of food being costlier than in Quick Service Restaurant.



When it comes to celebrating of particular events like birthdays anniversary, romantic dates during valentines or Christmas and new year most participants preferred to visit fine dining restaurants in Crowne Plaza Greater Noida than to celebrate. As the hotel has lavish offers for such holiday, themed décor, curated menu which can be tailored to individual guests. The ambience was considered to be better than that of Quick Service Restaurant.

In terms of cleanliness and Covid-19 measures being followed in the both Quick Service Restaurants and Fine Dining restaurants in Crowne Plaza Greater Noida, most guest were satisfied by the overall standard of practice, but there can be more improvements made in Quick Service Restaurant in terms of how frequently do the sanitization and clearance of table timings.

The overall guest satisfaction for quick service restaurants was rated neutral by most participants eluding that more improvements should be made to make guest have a better experience while for fine dining restaurants in Crowne Plaza Greater Noida the participants had a much higher rating with majority giving a five star or 4 stars.

## REFERENCES:

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## Annexure 1 - QUESTIONNAIRE

### Demographic Questions: -

1. Name: \_\_\_\_\_
2. Gender: \_\_\_\_\_ (Male) \_\_\_\_\_ (Female) \_\_\_\_\_ (Others)
3. Age: \_\_\_\_\_
4. Contact number: \_\_\_\_\_
5. Email address: \_\_\_\_\_

### Main Questions: -

1. What is your first preference when it comes to eating out.  
 Quick Service Restaurants       Fine dining restaurants
2. How frequent do you eat out in our restaurants?  
 Once a week  
 More than once a week  
 Once a month  
 Twice a month
3. What affects your choice of restaurant when eating out?  
 Type of service  
 Quantity  
 Quality  
 Cost

Availability of choices

Environment

4. How often do you order online from Quick Service Restaurant in a week?

A) Not at all (0)

B) Rarely (1)

C) Often (2-3)

D) Not sure

5. Due to COVID 19 you are likely to order in than to eat out in a Restaurant?

A) Likely

B) Very likely

C) Not likely

D) Not sure

6. How many times do you order online from a fine dining restaurant than a Quick Service Restaurant?

A) Once a week

B) 2-5 times a week

C) More than 5 times a week

D) Never

7. Do you prefer to dine in Restaurant or home delivery?

A) Home delivery

B) Dine in Restaurant

8. Fine dining restaurant offer more variety in dishes and Beverage compared to Quick Service Restaurant?

- A) Agree
- B) Disagree
- C) Strongly agree
- D) Strongly disagree

9. The quality of food in Fine Dining Restaurant is better than in Quick Service Restaurant?

- A) Agree
- B) Disagree
- C) Strongly agree
- D) Strongly disagree

10. On a scale of 1 to 5 rate the cleanliness of a quick service restaurant.  
(Min.) 1.....2.....3.....4.....5 (Max.)

11. Rate the cleanliness of fine dining restaurant on a scale of 1 to 5.  
(Min.) 1.....2.....3.....4.....5 (Max.)

12. Is our staff in Fine Dining Restaurant wear mask, gloves and face shield as COVID 19 protocols?

- A) Agree
- B) Disagree
- C) Strongly agree

D) Strongly Disagree

13. Staff in Quick Service Restaurant follow COVID 19 protocol and wear protective equipment.

A) Agree

B) Disagree

C) Strongly agree

D) Strong disagree

14. Social distancing is maintained in Fine Dining Restaurant?

A) Agree

B) Disagree

C) Strongly agree

D) Strongly disagree

15. Social distancing maintained in Quick Service Restaurant?

A) Agree

B) Strongly disagree

C) Disagree

D) Strongly disagree

16. How would you rate the environment / ambience in Fine Dining Restaurant?

A) Excellent

B) Good

C) Very Good

D) Average

E) Poor

17. On a scale of 1 to 5 rate the ambience of Quick Service Restaurant.

(Min.) 1.....2.....3.....4.....5 (Max.)

18. Food ordered in Quick Service Restaurant are less qualitative as compared to Fine Dining Restaurant?

A) Agree

B) Strongly agree

C) Disagree

D) Strongly disagree

19. From your experience are you satisfied with the value for money of food and Beverage offered in Fine Dining Restaurant?

A) Highly Satisfied

B) Satisfied

C) Dissatisfied

D) Highly Dissatisfied

E) Neutral

20. Staff in Fine Dining Restaurant are more courteous and attentive as compared to Quick Service Restaurant?

A) Agree

B) Disagree

C) Strongly disagree

D) Strongly agree

21. From your overall experience how satisfied are you with Fine Dining Restaurant?

- A) Highly Satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly Dissatisfied

22. From your overall experience how satisfied are you with Quick Service Restaurant?

- A) Highly Satisfied
- B) Satisfied
- C) Neutral
- D) Highly Dissatisfied
- E) Dissatisfied

23. Which one will you prefer to celebrate your special days such as – birthday, anniversary etc.?

- A) Fine dining restaurant
- B) Quick Service Restaurant

24. In your opinion how much you will rate our fine dining restaurants in hygiene and following COVID-19 protocols?

(Min.) 1.....2.....3.....4.....5 (Max.)

25. How much will you rate our fine dining restaurants in overall service and guest satisfaction?

(Min.) 1.....2.....3.....4.....5 (Max.)



## Annexure 2- SAMPLE SURVEY

Responses cannot be edited

### A Comparative Study on Customer Preference between Quick Service Restaurants to Fine Dining Restaurant of Crowne Plaza Greater Noida.

This questionnaire has been designed for the sole purpose of collecting data on customer preference between Quick Service Restaurants(QSR) for example McDonald's/KFC to Fine Dining Restaurants . The data collected will be treated with a very high degree of confidentiality and it is meant for academic purpose only.

\* Required

Name \*

Ah Jin Seon

Gender \*

- Male  
 Female  
 Other

Age \*

40

Contact number \*

8366691401

Email address \*

anjin@samsung.com

1. What is your first preference when it comes to eating out?

- Quick Service Restaurant  
 Fine Dining Restaurant

2. How frequent do you eat out in our restaurants?

- Once a week  
 More than once a week  
 Once a month  
 More than once a month

3. What affects your choice of restaurant when eating out?

- Type of service
- Quality
- Quantity of food
- Cost
- Available of choices in menu
- Environment

4. How often do you order online from Quick Service Restaurant in a week?

- Not at all (0)
- Rarely (1)
- Often (2-3 )
- Not sure

5. Due to COVID 19 you are likely to order in than to eat out in a Restaurant ?

- Likely
- Very likely
- Not sure
- Not likely

6. How many times do you order online from a fine dining restaurant than a Quick Service Restaurant?

- Once a week
- 2 - 5 times in a week
- More than 5 times a week
- Never

7. Do you prefer to dine in Restaurant or home delivery?

- Home delivery
- Dine in Restaurant

8. Fine dining restaurant offer more variety in dishes and Beverage compared to Quick Service Restaurant?

- Strongly disagree
- Disagree
- Neutral
- Agree

Strongly agree

9. The quality of food in Fine Dining Restaurant is better than in Quick Service Restaurant?

- Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

10. On a scale of 1 to 5 rate the cleanliness of a quick service restaurant.

Min                      1                      2                      3                      4                      5                      Max

11. Rate the cleanliness of fine dining restaurant on a scale of 1 to 5.

Minimum                      1                      2                      3                      4                      5                      Maximum

12. Is our staff in Fine Dining Restaurant wear mask, gloves and face shield as COVID 19 protocols?

- Agree  
 Strongly agree  
 Neutral  
 Disagree  
 Strongly disagree

13. Staff in Quick Service Restaurant follow COVID 19 protocol and wear protective equipment?

- Agree  
 Strongly agree  
 Disagree  
 Strongly disagree

14. Social distancing is maintained in Fine Dining Restaurant?

- Agree  
 Strongly agree  
 Disagree  
 Strongly disagree

15. Social distancing maintained in Quick Service Restaurant?

- Strongly disagree
- Disagree
- Agree
- Strongly agree

16. How would you rate the environment / ambience in Fine Dining Restaurant?

- Very Good
- Excellent
- Average
- Poor

17. On a scale of 1 to 5 rate the ambience of Quick Service Restaurant.

- |         |                       |                                  |                       |                       |                       |         |
|---------|-----------------------|----------------------------------|-----------------------|-----------------------|-----------------------|---------|
|         | 1                     | 2                                | 3                     | 4                     | 5                     |         |
| Minimum | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Maximum |

18. Food ordered in Quick Service Restaurant are of better quality as compared to Fine Dining Restaurant?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19. From your experience are you satisfied with the value for money of food and Beverage offered in Fine Dining Restaurant?

- Satisfied
- Highly satisfied
- Dissatisfied
- Highly Dissatisfied
- Neutral

20. Staff in Fine Dining Restaurant are more courteous and attentive as compared to Quick Service Restaurant?

- Strongly disagree
- Disagree
- Neutral

Neutral

20. Staff in Fine Dining Restaurant are more courteous and attentive as compared to Quick Service Restaurant?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21. From your overall experience how satisfied are you with Fine Dining Restaurant?

Highly satisfied      1      2      3      4      5      Highly dissatisfied

22. From your overall experience how satisfied are you with Quick Service Restaurant?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

23. Which one will you prefer to celebrate your special days such as – birthday, anniversary etc.?

- Fine dining restaurant
- Quick Service Restaurant

24. In your opinion how much you will rate our fine dining restaurants in hygiene and following COVID-19 protocols?

Min.      1      2      3      4      5      Max.

25. How much will you rate our fine dining restaurants in overall service and guest satisfaction?

Min.      1      2      3      4      5      Max.