QUESTIONNAIRE

"A study of Customer Satisfaction in Hotel Industry (With special reference to Annapoorna Group of Hotels in Coimbatore Dist of Tamilnadu)"

1. **Name:** …….
2. **Age:** (a) Up to 20 years [ ] (b) 21-30 years [ ] (c) 31-40 years [ ]
   (d) 41-50 years [ ] (e) Above 50 years [ ]
3. **Gender:** (a) Male [ ] (b) Female [ ]
4. **Educational Qualification:** (a) Up to SSLC [ ] (b) HSC [ ] (c) Graduation [ ]
   (d) Post Graduation [ ] (e) others specify……
5. **Occupation:** (a) Salaried [ ] (b) Self- Employed [ ] (c) Professional [ ]
   (d) Student [ ] (e) others specify……..
6. **Your Status:** (a) Single [ ] (b) Married [ ]
7. **Your family Type:** (a) Nuclear family [ ] (b) Joint Family [ ]
8. **Size of the family:** (a) 3 Members [ ] (b) 3 – 6 Members [ ]
   (c) 7–9 members [ ] (d) Above 9 members [ ]
9. **No. Of Children you have:**
   (a) One [ ] (b) Two [ ] (c) More than Two [ ] (d) None [ ]
10. **Whether any other family member is working:**
    (a) Spouse [ ] (b) Father [ ] (c) Mother [ ]
    (d) Children's [ ]
11. **Annual Income:**
    (a) Below I Lakh [ ] (b) 1 – 2 Lakhs [ ] (c) 2 - 3 Lakhs [ ]
    (d) Above 3 Lakhs [ ]
12. **You stay in:** (a) Own House [ ] (b) Rented House [ ]
13. **Do you possess:** (a) Two Wheeler [ ] (b) Four Wheeler [ ] (c) Both [ ]
    (d) None [ ]
14. **Do you own a credit card:** (a) Yes [ ] (b) No [ ]
15. **What are your main modes of recreation?**
    (a) Movies [ ] (b) Reading [ ] (c) Playing [ ]
    (d) Dancing [ ] (e) Outing [ ] (f) Others specify ……

Study Related Questions :

1. **How often you take food in the Hotel:**

(a) Once in a week [ ] (b) Twice in a week [ ]
(c) Once in 2 weeks [ ] (d) Once in a Month [ ] (e) Rarely [ ]

2. **Why do you prefer outside food:**
(a) Tasty Food [ ] (b) Bachelor [ ] (c) Student [ ]
(d) Party [ ] (e) Others specify……..

3. **How you came to know about SASG:**
(a) Radio [ ] (b) Television [ ] (c) News Paper [ ]
(d) Publicity [ ] (e) Word of Mouth [ ] (f) Friends [ ]
(g) Relatives [ ] (h) Others Specify…….

4. **Who influenced you to visit the hotel?**
(a) Spouse [ ] (b) Family [ ] (c) Friends [ ] (d) Colleagues [ ]
(e) Others Specify…….

5. **Your visit to the hotel is with:**
(a) Spouse [ ] (b) Family [ ] (c) Friends [ ]
(d) Colleagues [ ] (e) Others Specify…….

6. **How many times you visit SASG in a month:**
(a) Once [ ] (b) Twice [ ] (c) More than Twice [ ]

7. **Whether the items mentioned in the menu is available:**
(a) Yes [ ] (b) No [ ]

8. **Are you aware of the branches of SASG:**
(a) Yes [ ] (b) No [ ]

9. **Your frequent visit to the hotel is at:**
(a) Morning [ ] (b) Afternoon [ ] (c) Evening [ ]
(d) Night [ ] (e) No fixed Time [ ]

10. **Which is your favorite Breakfast item?**
(a) Idli Sambar [ ] (b) Dosa [ ] (c) Roast [ ]
(d) Puri [ ] (e) Pongal [ ] (h) Others Specify……

11. **Which is your favorite Mid Day Food Item?**
(a) Meals [ ] (b) Vegetable Biriyani [ ] (c) Curd Rice [ ]
(d) Roti [ ] (e) Parotta [ ] (h) Others Specify…….

12. **Which is your favorite Branch?**
(a) Raja Street [ ] (b) Gandhipuram BS [ ] (c) Arts College [ ]
(d) Saibaba Colony [ ] (e) Lakhsmi Complex [ ](f) Town Hall [ ]
(g) Cross – Cut Road [ ] (h) Mettupalayam [ ] (i) People's Park [ ]
(j) Ramakrishna Hospital [ ]

13. **Your visit to the hotel is:**
(a) Mostly Planned [ ] (b) Mostly Spontaneous [ ]

14. **What type of food do you prefer?**

(a) South Indian [ ] (b) North Indian [ ] (c) Chinese [ ]
(d) Andhra Style [ ] (e) others specify [ ]

15. Do you ask for the menu card: (a) Yes [ ] (b) No [ ]

16. Do you have a habit of noticing "Today's Special" at the entrance
(a) Yes [ ] (b) No [ ]

17. Your opinion about the Quality Provided:

Opinion about the quality of		HS	S	M	DS	HDS
1	Coffee / Tea					
2	Breakfast Items					
3	Mid Day Items					
4	Dinner Items					
5	Chat items					
6	Salads / Juices					
7	Ice creams					
8	Chinese Items					
9	North Indian Dishes					
10	Sweets					
11	Savories					

18. Your opinion about the Varieties Available:

Opinion about the availability of varieties		HS	S	M	DS	HDS
1	Breakfast Items					
2	Mid Day Varieties					
3	Dinner Items					
4	Chat Items					
5	Cool drinks / Juices					
6	Ice creams					
7	Chinese Items					
8	North Indian Dishes					
9	Sweets					
10	Savories					

19. Your opinion on Neatness & Cleanliness:

Opinion towards Cleanliness & Neatness		HS	S	M	DS	HDS
1	Vessels - (Plates & Glasses)					
2	Table					
3	Floor					

4	**Waiters**					
5	**Toilets**					
6	**Towels**					
7	**Napkins**					
8	**Wash Area**					
9	**Drinking Water**					
10	**Furnitures**					

20. Your opinion about the Quantity Offered:

Opinion towards the Quantity offered		**HS**	**S**	**M**	**DS**	**HDS**
1	**Quantity of Break Fast Items**					
2	**Quantity of Mid Day Items**					
3	**Quantity of Dinner**					
4	**Quantity of Chat Items**					
5	**Quantity of Juice**					
6	**Quantity of Ice creams**					
7	**Quantity of Coffee / Tea**					
8	**Quantity of Sweets**					
9	**Quantity of Savories**					
10	**Quantity of Chinese Items**					
11	**Quantity of North Indian Dishes**					

21. Your opinion about the Taste:

Opinion towards Taste		**HS**	**S**	**M**	**DS**	**HDS**
1	**Breakfast Items**					
2	**Mid Day Varieties**					
3	**Dinner Items**					
4	**Chat Items**					
5	**Cool drinks**					
6	**Ice creams**					
7	**Chinese Items**					
8	**North Indian Dishes**					
9	**Sweets**					
10	**Savories**					

22. Your opinion about the Price:

Opinion towards Price		**HR**	**R**	**N**	**NR**	**HNR**
1	**Breakfast Items**					
2	**Mid Day Varieties**					
3	**Dinner Items**					
4	**Chat items**					
5	**Cool drinks**					

6	**Ice creams**					
7	**Chinese Items**					
8	**North Indian dishes**					
9	**Sweets**					
10	**Savories**					

23. Your opinion about the Interior Decoration:

Opinion towards Interior Decoration		**HS**	**S**	**M**	**DS**	**HDS**
1	**Lighting**					
2	**Sofa sets**					
3	**Seating Arrangement**					
4	**Wall Paintings**					
5	**Screens**					
6	**Floorings**					
7	**Ceiling Works**					
8	**Wood Works**					
9	**Furniture and Tables**					
10	**Wall Hangings**					

24. Your opinion about the Waiters:

Opinion towards waiters		**HS**	**S**	**M**	**DS**	**HDS**
1	**Behavior**					
2	**Hospitality**					
3	**Neatness**					
4	**Cleanliness**					
5	**Approach**					
6	**Serving**					
7	**Respect**					
8	**Dressing**					
9	**Communication**					
10	**Billing**					

25. Your opinion towards parking facility:

(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

26. Your opinion towards drive Inn facility:

(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

27. Your opinion towards the amenities of the hotel:

(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

28. Do you prefer to use AC Dining Halls?

(a) Yes [ ] (b) No [ ]

29. You normally buy sweets during:
(a) Festival's [ ] (b) Party's [ ] (c) Visiting Friend's [ ]
(d) On arrival of Relative's [ ] (e) Pooja's [ ]

30. Do you buy both sweets and Savories?
(a) Yes [ ] (b) No [ ]

31. How much time do you wait to get a place to sit?
(a) Less than 3Mins [ ] (b) 3 – 5 Mins [ ] (c) 5 – 7Mins [ ]
(d) 7 - 10 Mins [ ] (e) More than 10 Mins

32. How long do you wait for the orders to be taken?
(a) Less than 3Mins [ ] (b) 3 – 5 Mins [ ] (c) 5 – 7Mins [ ]
(d) 7 - 10 Mins [ ] (e) More than 10 Mins

33. How long you wait to get the ordered items?
(a) Less than 3Mins [ ] (b) 3 – 5 Mins [ ] (c) 5 – 7Mins [ ]
(d) 7 - 10 Mins [ ] (e) More than 10 Mins

34. How much you spend in the hotel on an Average per visit:
(a) Less than Rs 100 [ ] (b) Rs100 – 200 [ ]
(c) Rs 200 – 300 [ ] (d) Rs 300 - 500 [ ]
(e) More than Rs 500 [ ]

35. Do you provide tips to the server?
(a) Yes [ ] (b) No [ ]

36. If yes, How Much do you pay:
(a) Less than Rs 2 [ ] (b) Rs 2 – 5 [ ] (c) Rs 5 – 10 [ ]
(d) Rs 10 - 20 [ ] (e) More than Rs 20 [ ]

37. Do you order for parcel while you dine?
(a) Yes [ ] (b) No [ ]

38. Where do you pay the Bill?
(a) Dining Table [ ] (b) Cash Counter [ ]

39. Are you aware of the waiting hall:
(a) Yes [ ] (b) No [ ]

40. Are you aware of the Discounts or offers provided by the hotel:
(a) Yes [ ] (b) No [ ]

41. Whether you have made any reservation for the tables earlier:
(a) Yes [ ] (b) No [ ]

42. Do you prefer to use family rooms for dining:
(a) Yes [ ] (b) No [ ]

43. Whether you had any Billing Problems in the past?
(a) Yes [ ] (b) No [ ]

44. Your opinion towards Quality of SASG compared to other Hotels:

(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

45. Your opinion towards Availability of Varieties of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

46. Your opinion towards Quantity offered by SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

47. Your opinion towards Neatness and Cleanliness of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

48. Your opinion towards Taste of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

49. Your opinion towards Price of SASG compared to other Hotels:
(a) Highly Reasonable [ ] (b) Reasonable [ ] (c) Moderate [ ]
(d) Non Reasonable [ ] (e) Highly Non Reasonable [ ]

50. Your opinion towards Interior decoration of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

51. Your opinion towards Parking Facilities of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

52. Your opinion towards Services of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

53. Your opinion towards Drive –Inn facility of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

54. Your opinion towards Locations of SASG compared to other Hotels:
(a) Highly Satisfied [ ] (b) Satisfied [ ] (c) Moderate [ ]
(d) Dissatisfied [ ] (e) Highly Dissatisfied [ ]

55. Please rank the attributes of SASG as per your preference:

Rank the various attributes of the SASG		Rank them
1	Quality Offered	
2	Quantity Provided	
3	Varieties Available	

4	**Interior Decoration**	
5	**Parking Facility**	
6	**Drive Inn Facility**	
7	**Neatness & Cleanliness**	
8	**Amenities**	
9	**Price**	
10	**Taste**	

56. Have you come across with any health issues after consuming food in SASG?

(a) Yes [ ] (b) No [ ]

57. Do you like to visit again?

(a) Yes [ ] (b) No [ ]

58. Will you recommend others to visit SASG?

(a) Yes [ ] (b) No [ ]

59. What suggestions would you like to give for SASG?

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Thank You