

GUESTS' SATISFACTION IN GYŐR-MOSON-SOPRON COUNTY, IN HUNGARY

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Abstract: The primary goal of the study is to explore the satisfaction of Hungarian people with food delivery services, which gained popularity during the COVID-19 pandemic, in the post-pandemic period. The publication's main research questions are: to what extent are customers satisfied with the speed of food delivery and the temperature of the delivered meals? The empirical research also analyses whether the speed of delivery influences the customers' attitudes towards their connection with the catering establishments. The survey was carried out between April 10, 2022, and June 30, 2022. The sample is non-representative (N=452), with respondents being selected arbitrarily in Győr-Moson-Sopron County. Data were processed using the IBM SPSS 25.0 statistical software package. During the primary research the authors examined the current food ordering habits of the participants using statistical (descriptive, correlational) analyses. The aim of this study is to identify and evaluate the key factors that influence customer satisfaction and decision-making in the food delivery industry, providing actionable insights for service providers. The topic of the present study is the examination of the customer satisfaction and decision-making of the Hungarian population focusing on the food delivery industry. A comprehensive literature review was conducted to establish a theoretical framework and formulate hypotheses. A survey-based methodology was employed to collect data from consumers and the collected data were analysed using statistical techniques to test the formulated hypotheses and determine the relationships between the identified factors and customer satisfaction. Results and discussions: presentation and analysis of the obtained results. The study concludes that delivery speed, food temperature, price-value ratio, quality, variety and online presence are crucial factors in the customer satisfaction and decision-making in the food delivery industry. Addressing these aspects can help service providers enhance their competitiveness and improve the overall customer experience.

Key words: attitudes, delivery, satisfaction

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INTRODUCTION

In the hospitality industry, guest satisfaction is a key factor for business success. The well known 7P marketing model highlights the vital role of employees in the success of the services provided in hospitality establishments. Kindness, openness, friendliness, a trustworthy appearance and the skills of the staff who serve the guests are key factors in guest satisfaction and, consequently, business success. The role of guests is also significant, as they tend to use services in the company of others who can influence each other's consumption patterns and satisfaction, both negatively and positively.

A key factor in the demand for services is that all guests feel important and valued by their hosts. Staff must be willing, helpful and courteous to them. If the person who interacts directly with guests can build trust, guests are more likely to return to them in the future. One key to guest satisfaction is providing quality service. The quality of service is strongly correlated with the guest satisfaction index, which has an impact on the profitability indicators of the operating units.

Győr-Moson-Sopron County, with its rich cultural and historical heritage, offers exceptional opportunities for the hospitality industry. Local restaurants offer a unique atmosphere and quality services that contribute to a high level of guest satisfaction. However, in-depth research and analysis is needed to further develop the county's hospitality industry and increase guest satisfaction. The aim of the present study is to explore in depth the guest satisfaction in the catering establishments operating in Győr-Moson-Sopron County and to make recommendations for further improvements.

In order to better understand the importance of the field and the complexity of the topic, it is worth reviewing previous research. Previously, several studies - described below - have shown that guest satisfaction is closely linked to the quality of service and the atmosphere in the restaurant. In the following sections, we will analyse in detail the research methodology and results, and discuss the conclusions and recommendations for Győr-Moson-Sopron County restaurants.

LITERATURE REVIEW

Numerous definitions have been provided in the literature for conceptualizing tourism for example (Schwink, 1930; Glücksmann, 1935; Norwal, 1936; Kaspar and Fekete, 1999). "Tourism, on one hand, is a knowledge about human

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relations, so there are points in it that attract people on, but also points that ward people off” (Glücksmann, 1935:6). For example, the Hungarian Interpretive Dictionary defines the concept as "noun press 1. Tourist-oriented tourism. 2. Rarely. Touristic, hiking" (Juhász et al., 2006:1414). The UNTWO (United Nations World Tourism Organization) states that “tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure”(https://www.unwto.org/glossary-tourism-terms). By Michalkó tourism, are activities that result from people's use of time outside of working hours, usually based on independent decisions (Michalkó, 2012). "Tourism is an integral part of life in its diversity and completeness, with the limitation that it is linked to free time and involves a change of location outside of the home or permanent work schedule” (Bába, 2020: 4). The phenomenon is travel to visit related places with popular culture is not new, it has always been present in people's lives (Lexhagen et al., 2022). Tourism has existed as long as humanity itself, as visiting relatives was already a practice in prehistoric times, and people visited their family, friends, and acquaintances. In ancient times, acquaintances and relatives accompanied competitors to the Olympic Games. In the Middle Ages, journeymen travelled away from their homes to learn their trade from masters living far away.

Sacred sites such as Rome, Jerusalem, Lourds, Angkor, Mecca, were visited for religious reasons and because of their natural and built heritage. The railway was revolutionary and enabled people to travel faster. J. Watson invented the steam engine, R. Fulton the steamship and M. Adam built roads. From the 1820s onwards, steamships enabled tourists to travel on lakes and rivers. After the railway, civil aviation was the biggest explosion in the movement of people, aviation opened new possibilities for mankind, the world's farthest point is available from our home in almost one day. There are many different types of tourism that differ from each other based on their travel goals, organizational forms, and experiences.

Table 1. Classification of the tourism by motivation (Source: authors research)

Denomination	Motivation
Inland tourism	Tourists travel and discover domestic attractions, cultural and natural heritage in their own country.
International tourism	Tourists travel to other countries to discover their attractions, cultural and natural heritage.
Rural tourism	Rural tourism is a way to visit people living in a natural environment, to get to know local products and values, traditions, folk customs, rural life, to gain unique experiences, to build human relations, to actively relax and recreation through quality services (Darabos et al., 2022).
Business tourism	Tourism by people travelling for business purposes, such as conferences, business meetings, trade fairs (Happ, 2015).
Health tourism	Travelling for health, recovery and regeneration, such as health services, wellness and spa tourism (Keller and Printz-Markó, 2020).
Cultural tourism	Tourists are looking for cultural experiences such as to visit museums, galleries, operas and theatres (Richards, 2018).
Ecotourism	A type of tourism to discover nature and the environment, aimed at preserving the natural and cultural heritage and promoting sustainable development trends (Happ, 2019).
Gastro tourism	Travellers want to experience and enjoy the gastronomic delights of the area, such as local food, wine, sweets and other local specialities (Dinç et al., 2023; Lapko et al., 2022).
Sports tourism	Travellers focus on sporting events and sports such as skiing, hiking, fishing, golf and other sports (Ivancsóné and Kupi, 2023).
Hunting tourism	Travellers focus on exploring nature and wildlife, such as safaris, zoos and animal watching tours.

In addition to these types of tourism there are a number of other forms of tourism which are developed according to the different interests and travel habits of travellers. Digitalization can also be found in tourism, and the expansion of digital tourism requires well-prepared, loyal employees who support the organization's operation in the long term. The continuous development of technology provides communication professionals with new tools. For example, the application of virtual reality (VR technology) helps to objectify services and resolves the inseparability of services (Happ and Ivancsóné, 2018; Supekova et al., 2016). Hospitality owns an ancient origin and honourable tradition (Lashley et al., 2007). A considerable literature has been generated across a range of disciplines regarding definitions of and approaches to hospitality.

The concept of hospitality – similar to tourism – is defined in various ways by domestic literature; for example, (Csizmadia, 1996; Burkáné, 1999; Endródy and Veres, 2005; Martos et al., 2007). Lynch et al., 2011 mean “, ... there is neither a single definition of hospitality...nor is there a unified theoretical framework within which hospitality studies are situated” (Lynch et al., 2011:15). Brotherton's opinion “A contemporaneous human exchange, which is voluntarily entered into, and designed to enhance to mutual well-being of the parties concerned through the provision of accommodation, and/or food and/or drink” (Brotherton, 1999:168). According to another approach “It represents a host's cordial reception, welcome and entertainment of guests or strangers of diverse social backgrounds and cultures charitably. Dependent on circumstance and context the degree to which the hospitality offering is conditional or unconditional may vary” (Morrison and O’Gorman, 2006:3). Derrida thinks “Not only is there a culture of hospitality, but there is no culture that is not also a culture of hospitality. All cultures compete in this regard and present themselves as more hospitable than the others. Hospitality this is the culture itself” (Derrida, 2002: 361). The Act CLXIV of 2005 defines the concept as follows: "the marketing of ready-made or on-site prepared food and drinks, primarily for on-site consumption, including related entertainment and other service activities; also, catering in any form, professionally carried out at workplaces, as well as in educational and training institutions, must have the necessary infrastructure" (https://net.jogtar.hu/jr/gen/hjegy_doc.cgi?docid=A0500164.TV).

"Hospitality is a unique commercial activity in which local residents and participants in tourism are provided with food, drink, and various services" (Voleszák, 2008: 26). In a narrower sense, it is a specific branch of commerce, where new value is created from acquired goods through service and professional knowledge transfer. In a broader sense, it is a

collective term, during which the hospitality business provides complex services to the arriving guests, fulfilling their wishes at the highest level, such as in relation to food, drink, and other services (Kőmíves, 2020).

The concept of satisfaction is defined in the Hungarian Dictionary of Interpretation as follows: "noun. The state of being satisfied with someone or something. ~ feeling" (Juhász et al., 2000: 273).

"Satisfaction is a person's joy or disappointment resulting from the comparison of a product's perceived performance (or outcome) against expectations" (Kotler, 1998: 74). According to the Oxford Advance Learner's Dictionary (2000), satisfaction means a good feeling when one has achieved something or when something one wanted happens; or something that gives us a feeling of getting/getting satisfaction from something. Another conceptualisation of the satisfaction Longman Dictionary of Contemporary English (1981) defines satisfaction to mean: contentment (pleasure); something that pleases, achievement of need/desire, payment of a claim/money owned, condition of being fully persuaded, and the opportunity defend /regain one's honour in a duel. Customer satisfaction is interpreted in this study according to Oliver's (1997) definition: satisfaction is a feeling of satisfaction of customer needs. In other words, a particular attribute of the product or service, or the product/service itself, provides a level of pleasure in consumption that can be judged satisfactory. Put simply, customer satisfaction is the overall level of satisfaction with the experience of a service/product. The satisfaction of the guests directly affects the success of the company. The purpose of Stockburger and Hoffmann's study is to explore the combined effect of Frontline employees' emotions and guests' (Stokburger-Sauer and Hofmann, 2023). Zibarzani et al., (2022) investigated customer satisfaction (food, service, value and atmosphere, N=1358) after Covid-19 outbreak. Morkunas and Rudienė analysed guests' satisfaction in mid-range restaurants in Baltic states (Morkunas and Rudienė, 2020).

Customer satisfaction as term that clarifying regarding a measurement of services or products that provided to meet customer's expectations (Anwar and Louis, 2017). However, the key task of tourism marketing is to create/achieve guest satisfaction (Kovács et al., 2013). Trust is a fundamental factor in creating and maintaining long-term relationships with consumer (Aslan, 2023). The specificity of hospitality is that guests and staff are key in creating service experiences together. The service process can create unique and memorable experiences and strongly influence guests' perceived values. Customer value creation can improve guest value perception, satisfaction and loyalty, thereby creating a business differentiation strategy (Yen, 2023). Table 2 below presents various customer/guest satisfaction analyses.

Table 2. Satisfaction surveys (Source: Own editing based on secondary research)

Autor(s) / Denomination	Year	Dimensions of satisfaction
Ryan et al.	1995	Latent variables; 3 indicators (satisfaction with the company, correspondence of the activity to the customer, comparison with a perfect company) ¹
Fornell et al.	1996	Adaptation of the Swedish method to the American Customer Satisfaction Index (ACSI)
Voss et al.	1998	Focuses on expectations before and satisfaction after using the service
Johson et al.	2001	Satisfaction indices are embedded within a system of cause and effect relationships or satisfaction model.
Irawan	2003	5 aspects of customer satisfaction (product quality, price, service quality, emotional factors, and cost and convenience)

RESEARCH METHODOLOGY

The data for the present research was gathered after the period of the COVID pandemic, more precisely between April-June 2022. The mixed methods research was used. The survey aims to examine demand in delivery focusing to be able to design optimal offers in the period following the pandemic. The subject of this study is to identify and evaluate the key factors that influence customer satisfaction and decision-making in the food delivery industry, providing actionable insights for service providers. The research is looking for the answers to the hypotheses below:

- H1: The speed of food delivery positively correlates with the temperature of the ordered food and customer satisfaction.
- H2: The price and quality of delivery have a significant impact on customer satisfaction and loyalty.
- H3: The price-value ratio negatively correlates with the price and influences customer decision-making.
- H4: There is a negative relationship between the store's selection and the availability of contactless payment options.

The selected research approach involved a survey, with participants being recruited through a random cluster sampling technique. In addition to demographic and educational data inquiries, the survey focused on several key areas. The questionnaire was comprised of 28 scaled questions (20 featuring 4-point Likert scales, while 8 utilized 8-point Likert scales, where 1 indicated strong agreement and 4 or 8 represented strong disagreement), 12 closed-ended multiple-choice questions, and one open-ended question. The data were processed by IBM SPSS 25.0 statistical program package, in which showed descriptive statistical analysis, count/percent), analysis were done. As illustrated in the flow chart shown below in Figure 1, our research was structured as follows: The outlining of the topic was followed by a literature review, in which a review of the literature and analysis of previous researches take place to define the field and context of the research. Practical Background:

Here we present the practical aspects of the research, and then in the resource questions section, we define the fundamental questions of the research that we wish to answer. This is followed by the presentation of the goals or objectives of the research, which dictate the direction and scope of the execution of the research, onto which the hypotheses can be strung: here we formulate the assumptions or forecasts that can be made based on the research, which were later tested. In the methodological section, we present the design of the research and the methods used, touching upon the type of questionnaire used in the research. This is then followed by the analysis of the collected data and the presentation of the results. At the end of the research, we summarize the results and draw conclusions, showcasing the contribution of the research to the topic.

¹It is important to note that quality of service leads to satisfaction and satisfaction leads to customer loyalty

RESULTS AND DISCUSSION

In our research, we constructed a correlation network map in Figure 2, illustrating the relationships and their strength, while Table 3 below presents the socio-demographic data of the individuals involved in the study. In our research, we found a significant positive relationship between the importance of food delivery speed and the temperature of the ordered food experienced upon receipt (Q13/Q14).

An increasing number of studies support the finding that there is a positive relationship between food delivery speed and temperature, as well as customer satisfaction in the food delivery industry. The speed of food delivery significantly affects customer satisfaction, with faster delivery times resulting in higher customer satisfaction ratings. Temperature is one of the most critical factors in assessing food quality, and customers logically associate warm food with higher quality in terms of delivery (Gil-Pérez et al., 2019). The positive relationship between the speed of food delivery and temperature can be scientifically understood through the principle of thermodynamics. The temperature of food is directly related to the time it takes for the food to cool down or warm up to the ambient temperature.

Therefore, the longer the delivery time, the greater the heat loss or gain in the food, leading to a decrease in the perceived quality of the food and customer satisfaction. Furthermore, Shroff et al. (2021) conducted a systematic review examining the factors affecting customer satisfaction during online food delivery and found that both delivery speed and food temperature had a significant positive impact on customer satisfaction. The literature review also reveals that fast delivery times and warm food are essential for building customer loyalty and encouraging repeat purchases.

We found an additional strong relationship between the quality of delivery, the price, and the variety offered by the restaurant location indicated as the source of the order. A significant number of studies investigate the factors affecting consumer behaviour and decision-making in relation to food delivery services. Specifically, several studies support the finding that there is a positive relationship between food delivery quality, price, and restaurant choice. A study conducted by Homburg et al. (2010) examined the impact of service quality, price, and brand image on customer loyalty in the food delivery sector. The study found that service quality and price had a significant effect on customer loyalty, with higher quality and lower prices leading to greater customer satisfaction and repeat purchases. Another study by Zhong and Moon (2020) found that menu diversity was an important factor in customer satisfaction and loyalty, with a greater variety of menu items leading to higher ratings. Additionally, research has shown that customers are often willing to pay more for higher-quality food and better service.

Customers are frequently willing to pay a premium for food delivery services that offer faster delivery times, better quality food, and greater convenience.

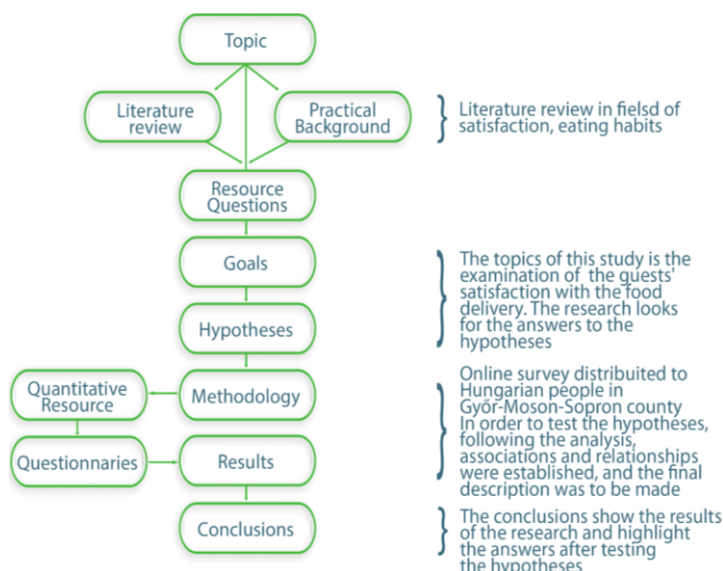


Figure 1. Flow chart (Source: authors own research)

Table 3. Demographic information (Source: authors own research)

Background variable	participant	%
By gender N=452		
Male	149	33,0
Female	303	67,0
By age groups N=393		
Youngsters (16-30 years)	98	24,9
Middle-aged (31-50 years)	190	48,3
Elderly (51-80 years)	105	26,7
By educational level N=452		
Ph.D	13	2,9
MSc (former university)	111	24,6
BSc (former college)	140	31,0
Higher-level vocational training	10	2,2
OKJ training ²	16	3,5
Technical school	21	4,6
Vocational training	24	5,3
OKJ institution	8	4,3
High school diploma (vocational/high school)	107	23,7
Elementary school	10	2,2
By place of residence N=452		
Capital	27	6,0
County-seat residents	177	39,2
City residents	121	26,8
Villagers	127	28,1

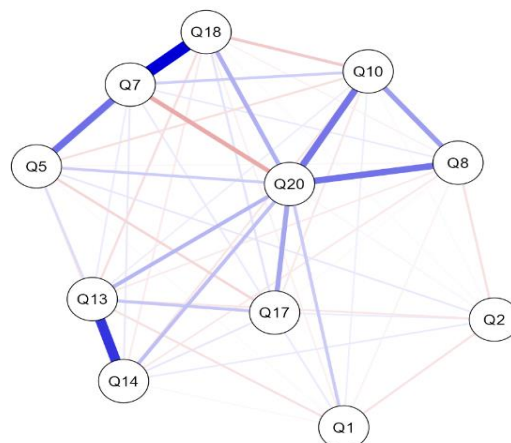


Figure 2. Correlation network map (Source: authors own research)

² National Qualifications Register, the official list of vocational qualifications obtainable in our country. Accessed 2021.12.15. https://www.nive.hu/index.php?option=com_content&view=article&id=297

The negative relationship between price and price-value ratio is a long-established phenomenon in market research. Several studies have confirmed this relationship in the customer decision-making process. For example, Kwun and Oh's 2004 study on restaurant food found that the relationship between price-value ratio and satisfaction played a crucial role in customer decision-making. A low price-value ratio causes poorer satisfaction, which in turn reduces the purchasing intention.

Lai-Ming's 2012 study investigated the impact of product price-value ratios on customer satisfaction and loyalty. The research findings indicated that consumers were more likely to maintain brand loyalty if they were satisfied with the price-value ratio. Based on the results of these studies, it can be concluded that there is a negative relationship between price and price-value ratio. The higher the price is, the lower the price-value ratio is, which may reduce consumers' willingness to purchase. These relationships were also confirmed in our own research concerning the examined market, and as shown in Table 4, as a result of the negative correlation between the answers to questions Q7 and Q20. A moderately strong negative relationship can also be observed between the store's variety and the availability of contactless payment options.

Table 4. Centrality measures per variable
(Source: authors own research)

Variable	Betweenness	Closeness	Strength	Expected influence
Q1	-0.449	-0.949	-1.313	-1.283
Q2	-0.449	-1.921	-1.450	-1.266
Q5	-0.329	-0.382	-0.266	-0.396
Q7	0.274	0.334	1.060	1.230
Q8	0.033	0.674	-0.309	-0.418
Q10	-0.449	0.434	0.140	-0.185
Q13	-0.208	0.064	0.456	0.385
Q14	-0.449	-0.353	0.031	0.061
Q17	-0.449	-0.114	-0.775	-0.402
Q18	-0.449	0.128	0.467	0.146
Q20	2.926	2.086	1.959	2.130

Previous research has also pointed to the negative relationship between store variety and the availability of contactless payment options. In a 2020 survey examining consumer preferences regarding contactless payment options in the United States, the conclusion was drawn that the use of contactless payment options was associated with higher income, as well as being more popular among younger and more highly educated consumers. However, consumers who feel that the merchant does not offer enough variety are less willing to use contactless payment options (Park et al., 2007).

Subsequently, we analysed the correlation network drawn based on the correlation matrix in terms of network topological indicators, further supporting our previous findings. Based on the betweenness and closeness metrics, the answers to the questions listed in the questionnaire are related to the importance of the price-value ratio (Q20), which is also supported by the number of edges and the metric values (betweenness 2.926 and closeness 2.086). We identified price (Q7) as the second most important central factor, which also plays a central role in the correlation network.

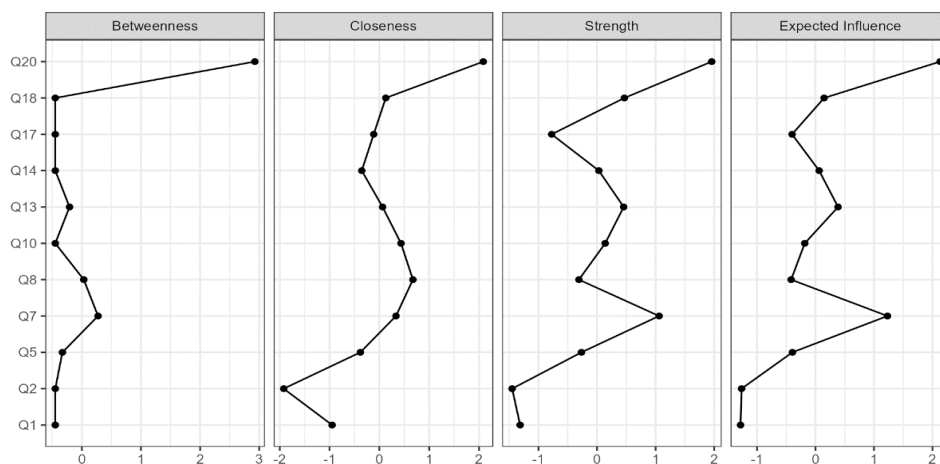


Figure 3. Centrality Plot (Source: authors own research)

CONCLUSIONS

The purpose of this research was to explore the factors that most influence customer satisfaction and decision-making in food delivery services. Building on a literature review, we identified several important relationships based on our own research findings that can help companies become more competitive and improve customer satisfaction. During the research, we confirmed the hypothesis that the speed and temperature of food delivery were of crucial importance to customers. A fast and properly temperature-controlled delivery has a positive effect on customer satisfaction and willingness, which in turn can lead to an increase in returning customers. In examining the relationship between price and price-value ratio, we found that consumers experienced lower satisfaction and purchasing willingness at a lower price-value ratio. Therefore, it is important for companies to maintain competitive pricing while preserving the quality of their products and services. The research also pointed out that the quality of service, including the attitude of delivery personnel and the quality of packaging, also affected customer satisfaction. It is important for service providers to ensure proper training and support for their employees, as well as pay attention to the quality of packaging, to ensure the desired customer experience.

The selection, including food specialties and contactless payment options, as well as the online presence of restaurants and the availability of reviews, also significantly influence customer decisions. The research findings suggest that companies should strive to expand their selection, offer contactless payment options, and establish a strong online presence,

ensuring visible reviews for consumers. All these factors can contribute to increasing customer satisfaction and influencing decision-making. Overall, the results of this study provide useful guidance for food delivery services to increase competitiveness and improve customer satisfaction. The research highlights the need for companies to pay special attention to delivery speed, temperature, price-value ratio, quality, selection, and online presence in order to effectively develop their services and increase customer satisfaction. Further research is needed to determine how these factors affect long-term customer loyalty and repeat purchases, as well as how they influence the decisions of customers in different age groups, income levels, and geographical regions. Future research can further deepen the understanding of the food delivery market and help companies develop even more tailored and effective solutions for their customers.

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