

APÉNDICE A

Encuesta de Sulek & Hensley (2004)

Customer Satisfaction Survey

Please help us improve customer service by answering the following questions.

Please circle the number which best describes your level of satisfaction with waiting for a table:

| | Very Dissatisfied | Moderately Dissatisfied | Neither | Moderately Satisfied | Very Satisfied |
|-------------------------------------|-------------------|-------------------------|---------|----------------------|----------------|
| Waiting time before you were seated | 1 | 2 | 3 | 4 | 5 |
| Fairness of the order of seating | 1 | 2 | 3 | 4 | 5 |
| Comfortable waiting area | 1 | 2 | 3 | 4 | 5 |
| Crowding in the waiting area | 1 | 2 | 3 | 4 | 5 |
| Politeness of host area staff | 1 | 2 | 3 | 4 | 5 |

Please circle the number which best describes your level of satisfaction with dining:

| | Very Dissatisfied | Moderately Dissatisfied | Neither | Moderately Satisfied | Very Satisfied |
|--------------------------------------|-------------------|-------------------------|---------|----------------------|----------------|
| Server attentiveness | 1 | 2 | 3 | 4 | 5 |
| Atmosphere of the dining area | 1 | 2 | 3 | 4 | 5 |
| Seating comfort in the dining area | 1 | 2 | 3 | 4 | 5 |
| Quality of food | 1 | 2 | 3 | 4 | 5 |
| Quality of overall dining experience | 1 | 2 | 3 | 4 | 5 |

| | Definitely Not | Probably Not | Unsure | Probably | Definitely |
|--|----------------|--------------|--------|----------|------------|
| If you had an opportunity, would you come back to this restaurant? | 1 | 2 | 3 | 4 | 5 |

Approximately how many minutes did you wait to be seated?

Do you have any suggestions that would make your dining experience more pleasant?

Thank you for your assistance!