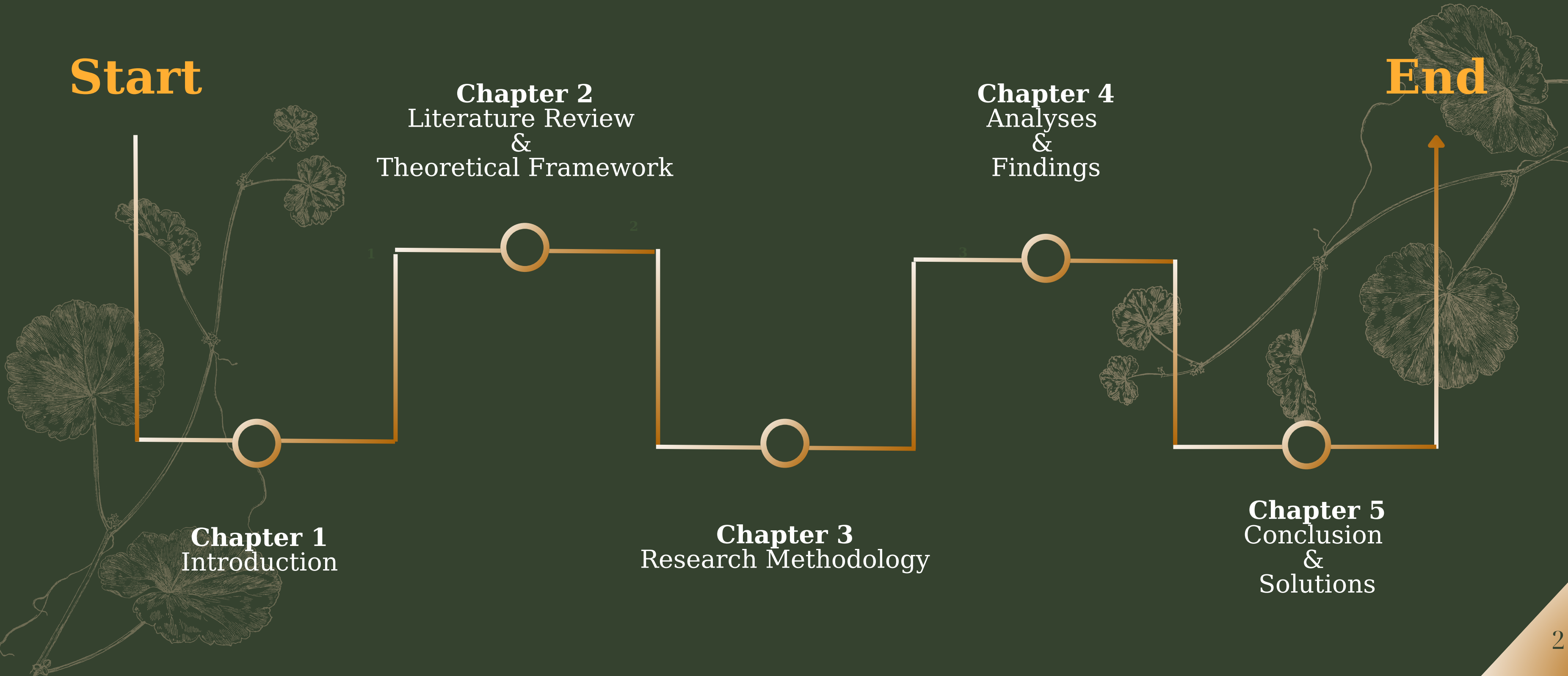FPT Education
FPT UNIVERSITY

ASHIMA

SOLUTIONS ENHANCING GUESTS' SATISFACTION ABOUT SERVICE QUALITY
AT THE ASHIMA NGUYEN TRAI RESTAURANT, DISTRICT 1, HO CHI MINH CITY

Supervisor
Nguyen Tuan Thanh

Team Members

Tuyết

Nguyên

Lý

Phương

Introduction

Dao The Vinh

Golden Gate CEO

BRAND STORY

ASHIMA

OVERVIEW OF THE ASHIMA RESTAURANT

- **Launched in 2017**
- **Registered Name:** The Ashima Nguyen Trai
- **Address:** 331A Nguyen Trai, Nguyen Cu Trinh Ward, District 1, HCM City
- **Opening time:** 10:00 – 22:00
- **Capacity:** 160 seats
- **Phone number:** 028 730 07407
- **Website:** https://ashima.com.vn/

SWOT ANALYSIS

Strengths	Weaknesses
• The enduring brand with a history spanning 18 years, is well-known for its signature dish - Mushroom Hotpot • A substantial base of loyal customers and maintains a high level of credibility • Senior management team of experienced and highly skilled • Modern production and business management system	• Communication and advertising relatively weaker than competitors • The quality of the workforce is uneven • Salary levels are not commensurate with the requirements • The average price per customer is high
Opportunities	Threats
• Gained a high level of trust and loyalty from customers • The increasing demand for healthy food consumption • The income of the population is steadily improving	• The emergence of numerous new competitors • The rise of online food delivery services • Increasingly diverse and demanding customer needs • Unstable raw material supply

REVENUE

Year	Revenue (VND)	Number of Customer	Average spending (VND)
2019	20.534.234.707	44.649	460.000
2020	14.843.085.940	28.544	520.000
2021	6.732.800.205	9.618	700.000
2022	19.434.104.472	26.991	720.000

REASONS
Of Choosing

- Explore what factors about service quality will affect guests' satisfaction in the context of the restaurant industry

- Spread healthy cuisine to all consumers

- Provide another aspect in applying and adapting the SERVQUAL model in the restaurant context

Objectives

Specific

Identify & analyze the factors affecting the service quality at The Ashima Nguyen Trai restaurant.

Identify & analyze the factors affecting guests' satisfaction about service quality at The Ashima Nguyen Trai restaurant

Propose solutions to enhance guests' satisfaction about the service quality at the Ashima Nguyen Trai restaurant

Research Questions

- What factors affect the service quality at The Ashima Nguyen Trai restaurant, District 1, Ho Chi Minh City?

- What factors affect guests' satisfaction about the service quality at The Ashima Nguyen Trai restaurant, District 1, Ho Chi Minh City?

- What specific solutions or improvements can be implemented at The Ashima Nguyen Trai restaurant to enhance guests' satisfaction?

Chap 2

Literature Review
&
Theoretical Framework

Service Quality

Gefan (2002)

" Service quality is determined by customers' personal comparison of the service quality they want to receive and what they actually receive. "

Marnovita (2020)

" Customer satisfaction will go up alongside increasing levels of service quality offered by the business, and in reverse. "

Guest Satisfaction

Johnson & Fornell, (2005)

> " To determine whether the product or service a restaurant is providing is qualified or not, businesses will evaluate based on the level of customer satisfaction "

Oliver (2023)

> " If performance exceeds expectations, the customer will be positively disaffirmed (satisfied), or if performance does not meet expectations, the customer will be negatively disaffirmed (dissatisfied) "

Guest Satisfaction and Service Quality

Parasuraman et al. (1988)

" Service quality and guests' satisfaction are two concepts that are related to each other. Over time the awareness of service quality will develop naturally through satisfaction "

SERVQUAL Model

F&B quality

H1

**Guests'
Satisfaction**

F&B quality

Tangibles

Responsiveness

Empathy

Assurance

Service quality

SERVQUAL Model

F&B quality

Service environment

Responsiveness

Empathy

Assurance

Service quality

SERVQUAL Model

F&B quality

H1

Service environment

H2

H3

Responsiveness

**Guests'
Satisfaction**

F&B quality

Service environment

Responsiveness

Empathy

Assurance

Service quality

SERVQUAL Model

F&B quality

Service environment

Responsiveness

Guests' value

Assurance

Service quality

SERVQUAL Model

F&B quality — H1

Service environment — H2

Responsiveness — H3

Guests' value — H4

Service delivery system — H5

Guests' Satisfaction

Proposed Research Model

Research Hypotheses

H1   F&B quality affects guests' satisfaction

H2   Service environment affects guests' satisfaction

H3   Responsiveness affects guests' satisfaction

H4   Guests' value affecst guests' satisfaction

H5   Service delivery system affects guests' satisfaction

Chap 3

Research Methodology

Research Process

```
┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│  The study   │ ───▶ │ Theoretical  │ ───▶ │ Proposing a  │ ───▶ │    Group     │
│  objective   │      │    basic     │      │   research   │      │  discussion  │
│              │      │              │      │    model     │      │              │
└──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘

┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│ Quantitative │ ◀─── │    Scale     │ ◀─── │  Specialist  │ ◀─── │ Determine the│
│   research   │      │  correction  │      │  interview   │      │    scale     │
└──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘

┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│     Data     │ ───▶ │  Cronbach's  │ ───▶ │ Exploratory  │ ───▶ │Multiple linear│
│  collection  │      │    Alpha     │      │factor analysis│     │  regression  │
│              │      │              │      │    (EFA)     │      │              │
└──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘

                      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
                      │  Conducting  │ ◀─── │   Solution   │ ◀─── │  Conclusion  │
                      │research report│     │              │      │              │
                      └──────────────┘      └──────────────┘      └──────────────┘
```
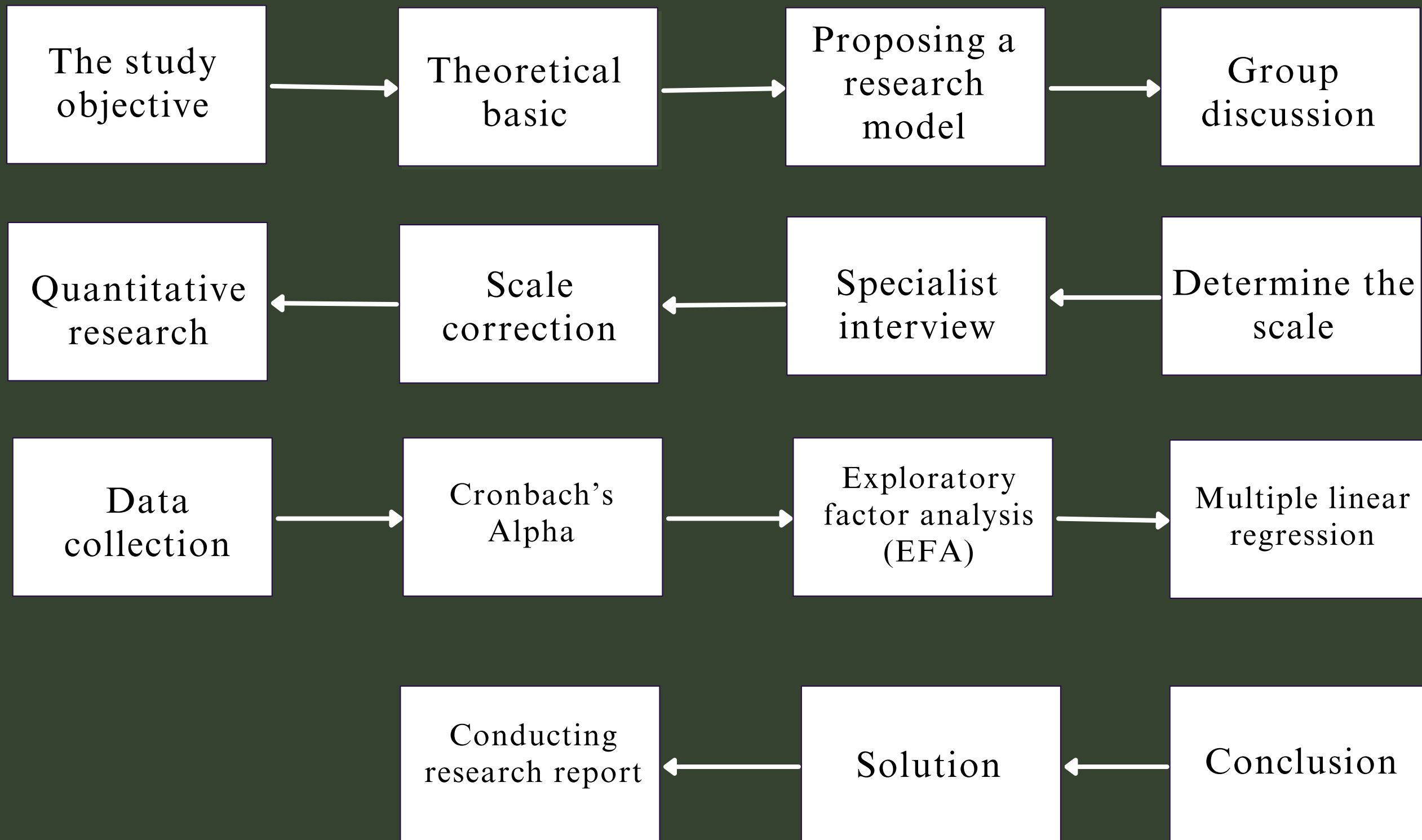
No.	Name	Organisation	Position
1	Tran Hoang Nghia	Ashima Nguyen Trai	Restaurant Manager
2	Do Van Binh	Ky Hoa Hotel Saigon	The Deputy of Ky Hoa Hotel Saigon
3	Tran Thanh Son	Saigon-Phutho Hotel	General Manager
4	Ly Hoai Nam	Nguyen Tat Thanh University	Lecturer
5	Vu Thi Thuy Linh	Mermaid Seaside Vung Tau Hotel	General Manager
6	Giang Le	Sheraton Saigon Hotel & Towers	VIPs & Club Service Manager
7	Quang Bui	Sheraton Saigon Hotel & Towers	Saigon Cafe's Kitchen Chef

Quantitative Method

Sampling Size

Hair et al., (2010) stated that
the sample size n should:
- n > 100
- n = 5k

This research comprises 28 observed variables
=> The minimum sample size n = 5*28 = 140

50	100	200	300	500	1000+
Very Poor	Poor	Fair	Good	Very Good	Execellent

- Standard sample size provided by Comrey and Lee (1992) -

220 samples will be collected to meet the requirements

Survey Result

Indirect approach

Direct approach

170 samples

Eliminated 13 samples, the final result is 157 valid samples
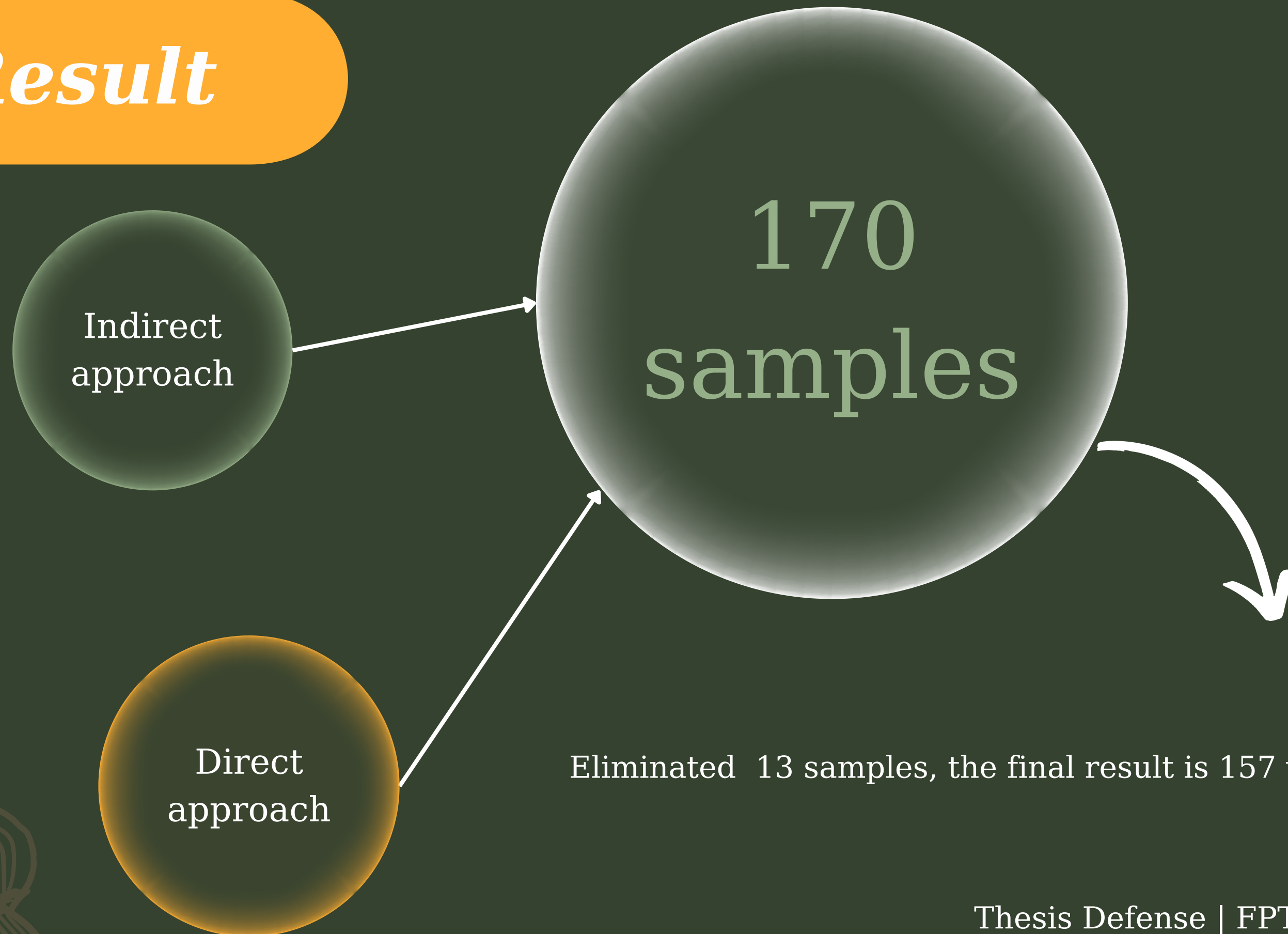
Chap 4

**Analysis
&
Findings**

GENDER

43.9

56,1%

AGE

22-30	33,8%
31-40	26,1%
18-22	21,0%
> 40	19,1%

0,0% 10,0% 20,0% 30,0%

OCCUPATION

Other 8.3%
Students 10.8%
Self-employed 7.6%
Teachers/Lectu 7.6%
Entrepreneurs 12.1%
Civil servants 19.1%
Office worker 34.4%

INCOME

<5m 8.9%
5-7m 3.2%
7-10m 15.3%
>20m 37.6%
10-15m 35%

Thesis Defense | FPT University
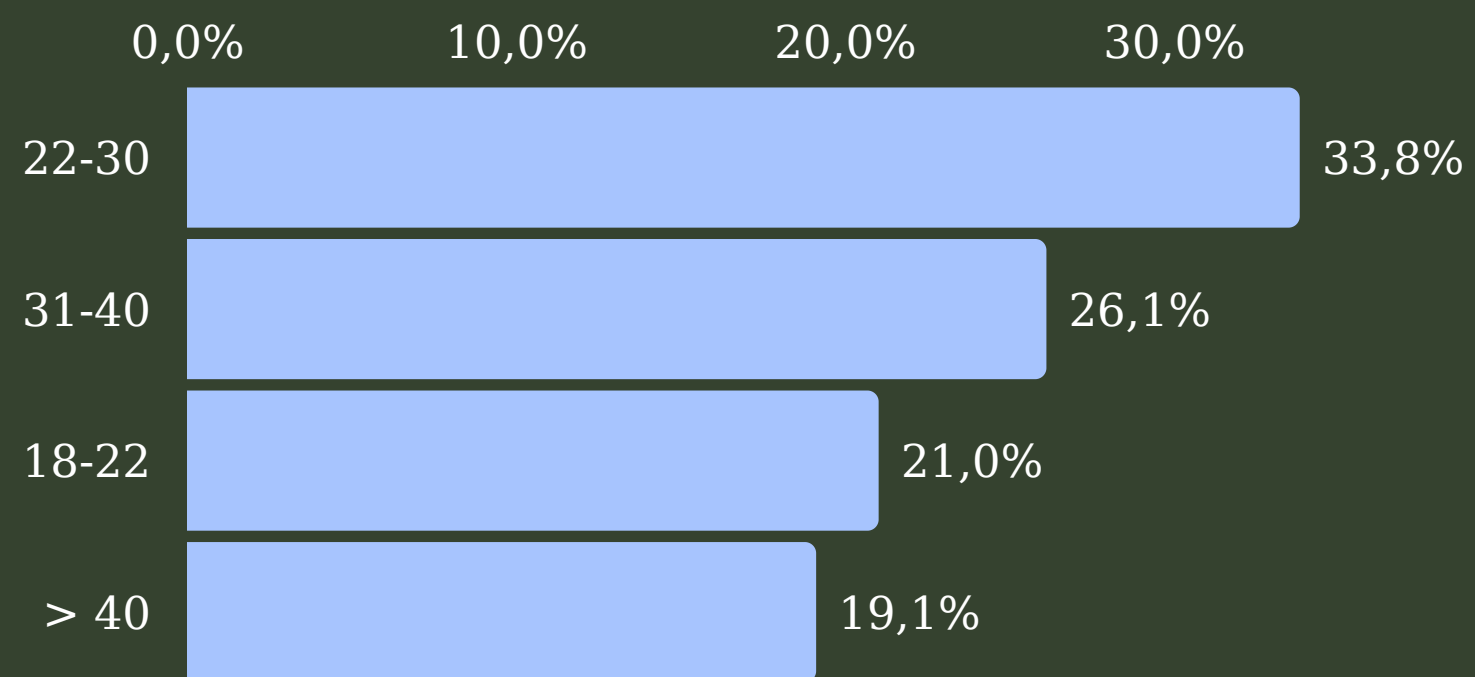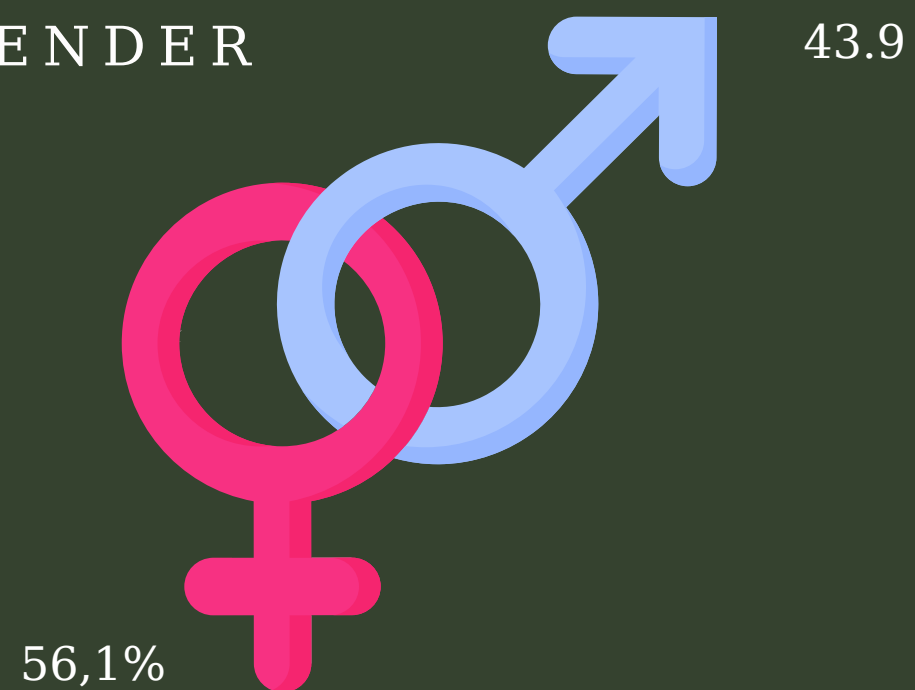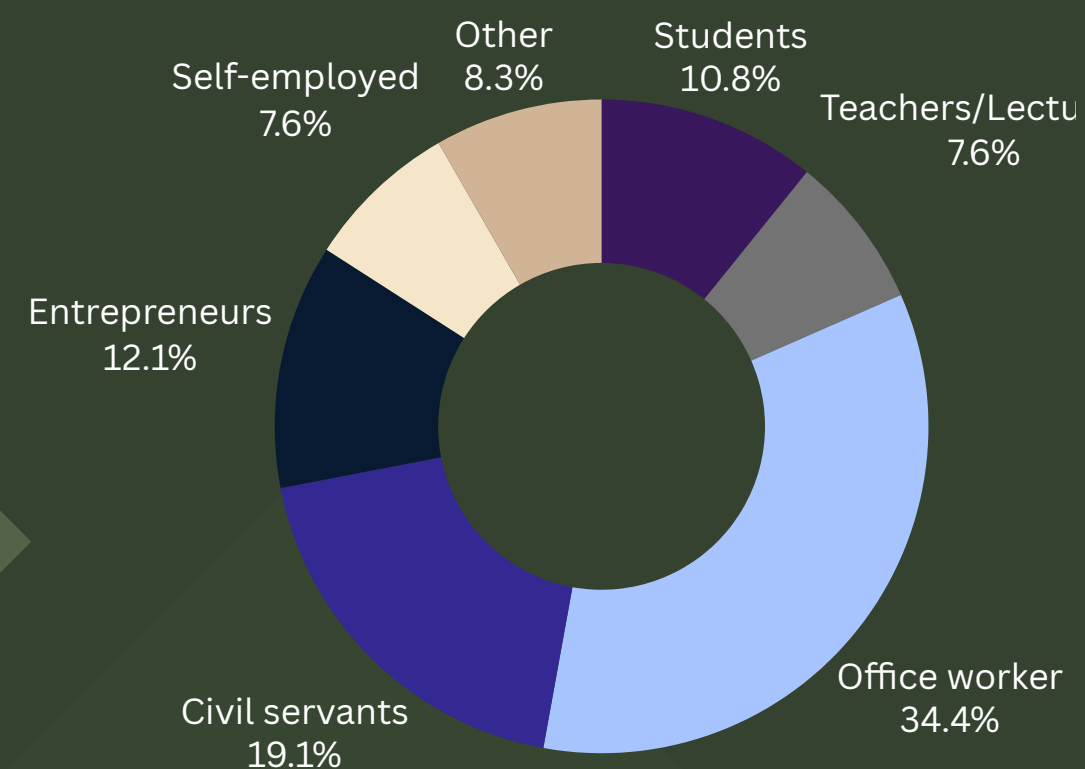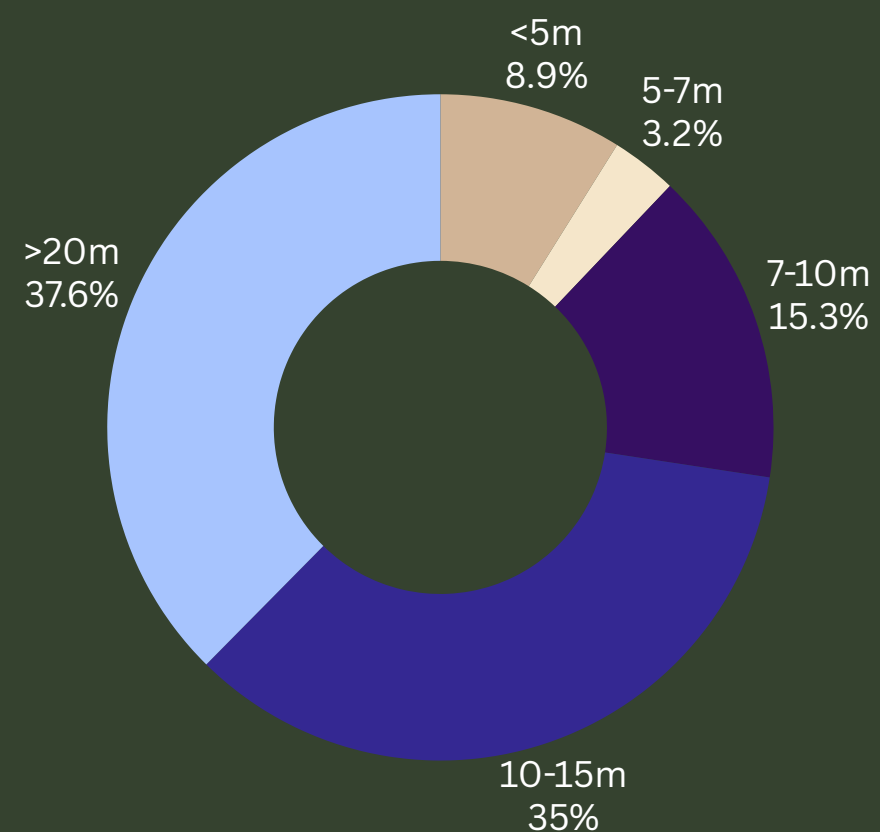
F&B Quality

Cronbach's Alpha	N of Items
.815	5

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item – Total Correlation	Cronbach's Alpha If Item Deleted
FBQ1	13.83	9.613	.611	.777
FBQ2	13.91	9.595	.622	.773
FBQ3	13.79	10.013	.571	.789
FBQ4	13.94	9.785	.600	.780
FBQ5	13.87	9.650	.616	.775

Service Environment

Cronbach's Alpha	N of Items
.840	6

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item – Total Correlation	Cronbach's Alpha If Item Deleted
SE1	17.64	13.641	.548	.827
SE2	17.74	12.835	.636	.809
SE3	17.66	12.945	.672	.803
SE4	17.78	12.610	.657	.805
SE5	17.72	13.139	.604	.816
SE6	17.61	13.496	.581	.820

Responsiveness

Cronbach's Alpha	N of Items
.785	4

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item – Total Correlation	**Cronbach's Alpha If Item Deleted**
R1	10.66	6.355	.600	**.728**
R2	10.69	6.225	.609	**.723**
R3	10.74	6.220	.573	**.742**
R4	10.72	6.254	.583	**.736**

Guest's Value

Cronbach's Alpha	N of Items
.829	5

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item – Total Correlation	**Cronbach's Alpha If Item Deleted**
GV1	14.33	10.172	.558	**.814**
GV2	14.43	9.387	.709	**.770**
GV3	14.39	9.713	.640	**.790**
GV4	14.27	10.251	.567	**.811**
GV5	14.30	9.852	.658	**.786**

Service Delivery System

Cronbach's Alpha	N of Items
.834	5

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item – Total Correlation	Cronbach's Alpha If Item Deleted
SDS1	14.13	10.309	.572	.818
SDS2	13.96	9.684	.690	.785
SDS3	13.93	9.950	.665	.792
SDS4	13.99	9.859	.667	.791
SDS5	14.03	10.300	.578	.816

Exploratory Factor Analysis (EFA)

KMO Measure of Sampling Adequacy		.770
Bartlett's test of Spherity	df	300
	Sig.	**.000**

KMO and Bartlett's test

	Component				
	1	**2**	**3**	**4**	**5**
SE4	.741				
SE5	.729				
SE1	.720				
SE6	.705				
SE2	.667				
GV3		.789			
GV1		.749			
GV5		.696			
GV2		.680			**.565**
GV4		.678			
SE3	**.583**	.644			
FBQ5			.761		
FBQ2			.742		
FBQ1			.726		

	Component				
	1	**2**	**3**	**4**	**5**
FBQ4			.705		
FBQ3			.656		
SDS2				.783	
SDS4				.783	
SDS1				.708	
SDS5				.676	
SDS3	**.548**			.632	
R2					.747
R3					.726
R1					.715
R4					.690
Eigenvalues	7.816	2.186	2.036	1.782	1.741
Cumulative %	31.266	40.008	48.151	55.279	62.243

Results of factor analysis of the independent variables

	Component				
	1	**2**	**3**	**4**	**5**
FBQ5	.766				
FBQ2	.739				
FBQ1	.730				
FBQ4	.704				
FBQ3	.655				
SE1		.771			
SE5		.742			
SE6		.716			
SE4		.690			
SE2		.658			
SDS1			.771		
SDS2			.739		
SDS5			.735		
SDS4			.731		

	Component				
	1	**2**	**3**	**4**	**5**
R3				.764	
R1				.747	
R2				.725	
R4				.672	
GV1					.807
GV3					.736
GV5					.722
GV4					.684
KMO					.847
Sig.					.000
Eigenvalues	6.199	2.003	1.892	1.732	1.433
Cumulative %	28.177	37.283	45.882	53.753	60.267

Final results of factor analysis of the independent variables

	Component
GS1	.853
GS2	.841
GS3	.823
KMO	.704
Sig.	.000
Eigenvalues	2.113
Cumulative %	70.435

Results of factor analysis of the dependent variable

		GS	FBQ	SE	R	GV	SDS
GS	Pearson Correlation	1	.562**	.520**	.607**	.541**	.577**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
FBQ	Pearson Correlation	.562**	1	.353**	.391**	.302**	.374**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
SE	Pearson Correlation	.520**	.353**	1	.397**	.287**	.290**
	Sig. (2-tailed)	.000	.000		.000	.000	.000

		GS	FBQ	SE	R	GV	SDS
R	Pearson Correlation	.607**	.391**	.397**	1	.270**	.399**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
GV	Pearson Correlation	.541**	.302**	.287**	.270**	1	.345**
	Sig. (2-tailed)	.000	.000	.000	.001		.000
SDS	Pearson Correlation	.577**	.374**	.290**	.399**	.345**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

Correlation Matrix Pearson

Multiple Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818a	.670	**.659**	.47947	**2.075**

Model summary

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.408	5	14.082	61.254	.000b
	Residual	34.713	151	.230		
	Total	105.121	156			

F-test ANOVA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.662	.262		-2.527	.013		
	FBQ	.234	.058	**.218**	4.015	**.000**	.745	1.343
	SE	.213	.061	**.186**	3.501	**.001**	.772	1.296
	R	.286	.056	**.281**	5.090	**.000**	.716	1.396
	GV	.282	.055	**.263**	5.090	**.000**	.820	1.219
	SDS	.249	.057	**.239**	4.403	**.000**	.742	1.348
A Dependent Variable : GS								

Results of multiple linear regression analysis

Hypothesis	Content	Standardized Coefficients β	Result	Order of influence
H1	F&B quality affects guests' satisfaction	.218	Accepted	4
H2	Service environment affects guests' satisfaction	.186	Accepted	5
H3	Responsiveness affects guests' satisfaction	.281	Accepted	1
H4	Guests' value affects guests' satisfaction	.263	Accepted	2
H5	Service delivery system affects guests' satisfaction	.239	Accepted	3

Summary the results of multiple linear regression analysis

Chap 5

Conclusion & Solutions

CONCLUSION

- **Responsiveness** and **Guests' value** are the most influential factors affecting guests' satisfaction

=> Need to improve to enhance guests' satisfaction

- **Service delivery system** and **F&B quality** are the moderately influential factors affecting guests' satisfaction

=> Should consider improving to enhance guests' satisfaction

- **Service environment** is the least influential factor affecting guests' satisfaction

=> Should consider maintaining beside improving

SOLUTIONS

❯ RESPONSIVENESS

The restaurant has to allocate more time for staff training.

Develop a strategy to appropriately allocate part-time employees to each shift.

The restaurant could supplement the menu with distinctive functions of each type of mushroom.

SOLUTIONS

❯ **GUESTS' VALUE**

Reducing staff involvement in customers' dining experiences

Incorporating more dishes and beverages tailored for children

Reassess the pricing or adjust portion sizes to align with customer expectations

---

Thesis Defense | FPT University

SOLUTIONS

› **SERVICE DELIVERY SYSTEM**

Providing the availability of adequate equipment, and ensuring that all staff members meet health requirements for serving guests

Increase transparency in the payment process

Implement the VAT invoices issuance process quickly

SOLUTIONS

F&B QUALITY

Reconsider the food and beverage decoration

Convey more stories about its unique mushroom products

Highlight the rare mushrooms to raise the awareness of guests through stories about it

SOLUTIONS

> **SERVICE ENVIRONMENT**

Equip additional toilet facilities for children, the elderly and people with disabilities

Establishing an impressive corner for guests to 'check-in' when they visit the restaurant

THANK YOU ❤️

For your presence