

# Waiting time and customer satisfaction

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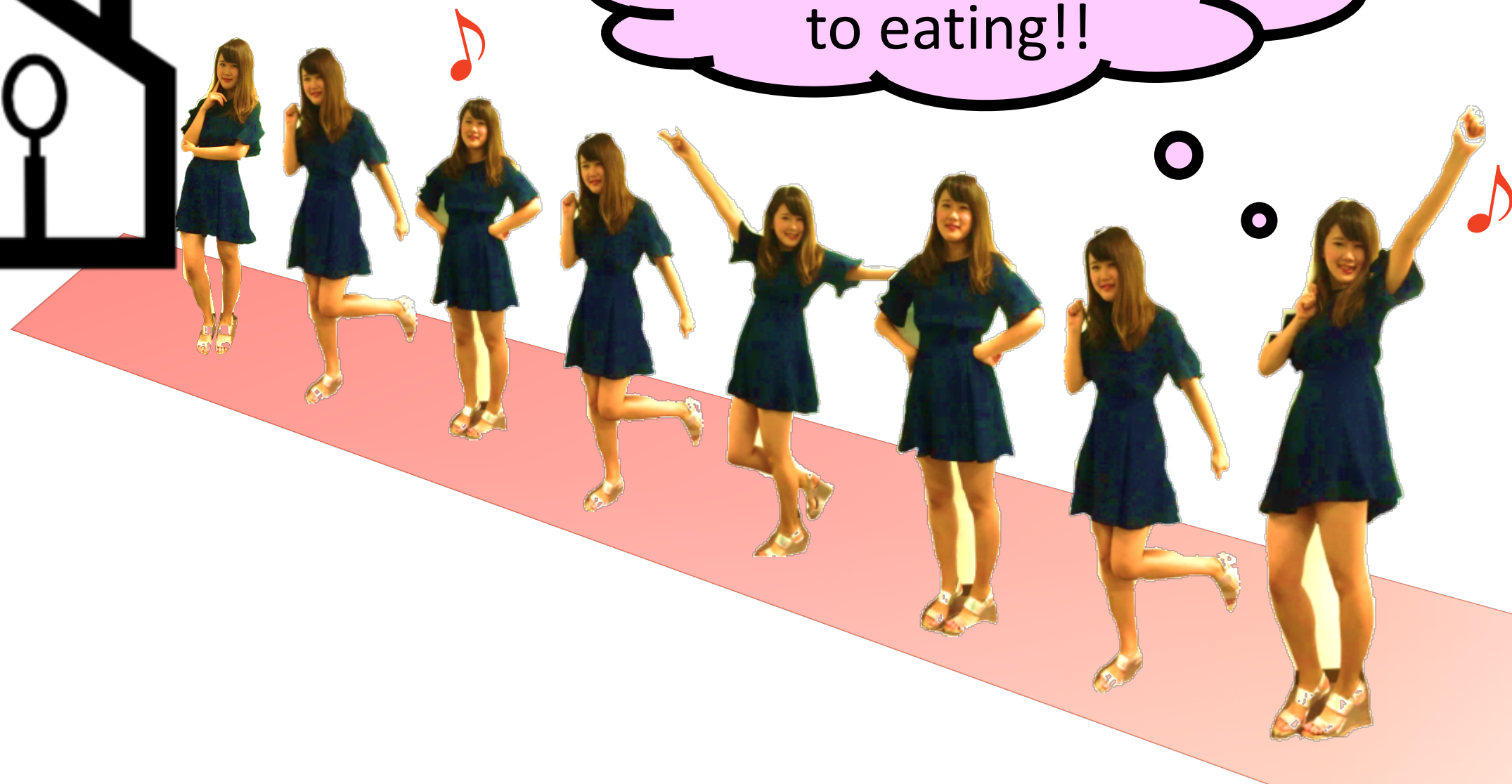




Why do I have to wait...

Hurry up!!!





Looking forward to eating!!



## Our research explores...

The cases where the level of customer satisfaction becomes **higher when there is waiting time.**

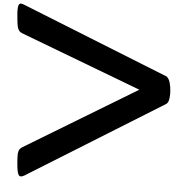


# Case 1

Specific products:

Case1-1 Waiting situation

**Purchase item is decided**



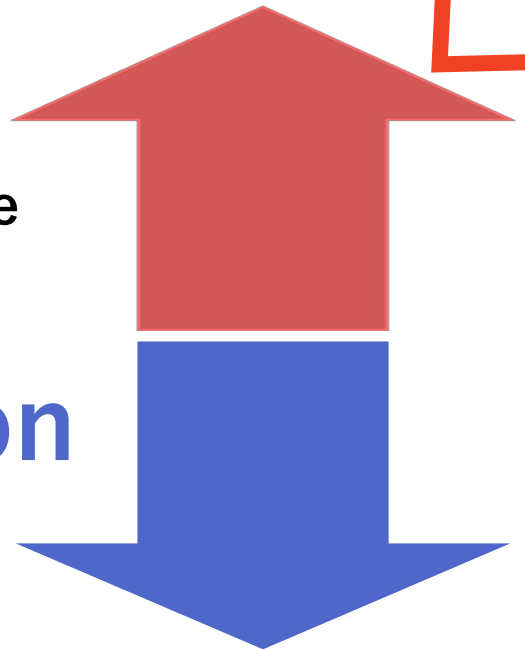
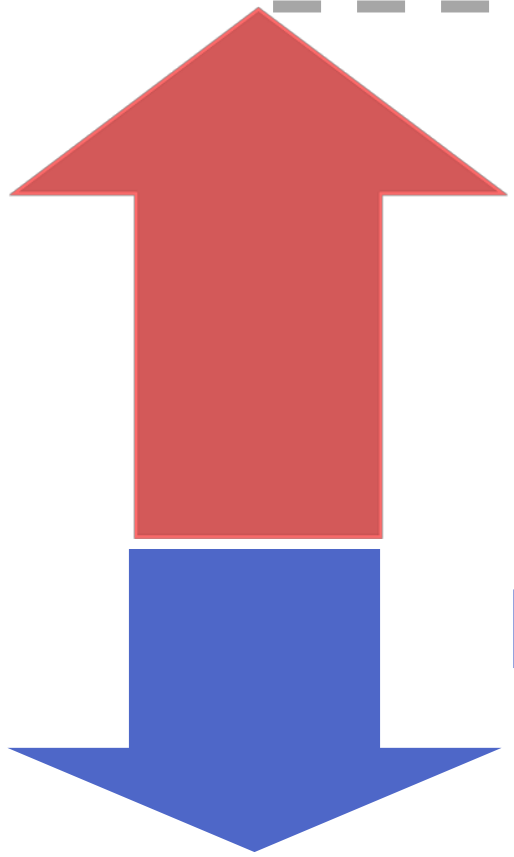
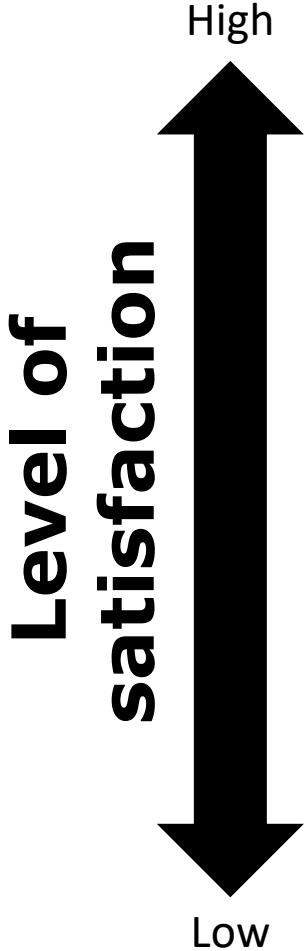
**Purchase item is not decided**





Purchase item is decided

Purchase item is not decided


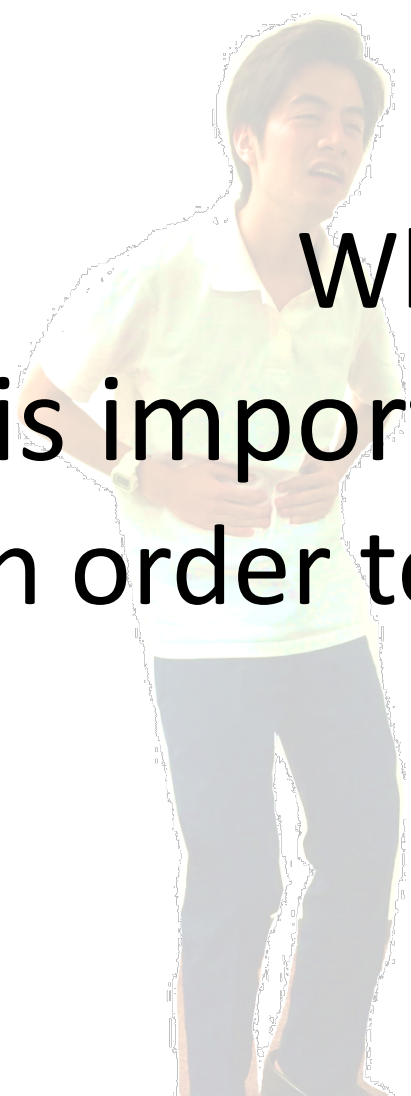


**Satisfaction**  
satisfy customer's desire

**Dissatisfaction**  
waiting time

CS will be higher when item decided

**Statistically supported**  
F=6.084 p<0.01 n=225



When there is waiting time,  
it is important that **the brand is specified**  
in order to increase customer satisfaction.



# Case 1

Specific products:

Case1-2 Waiting vs. non waiting

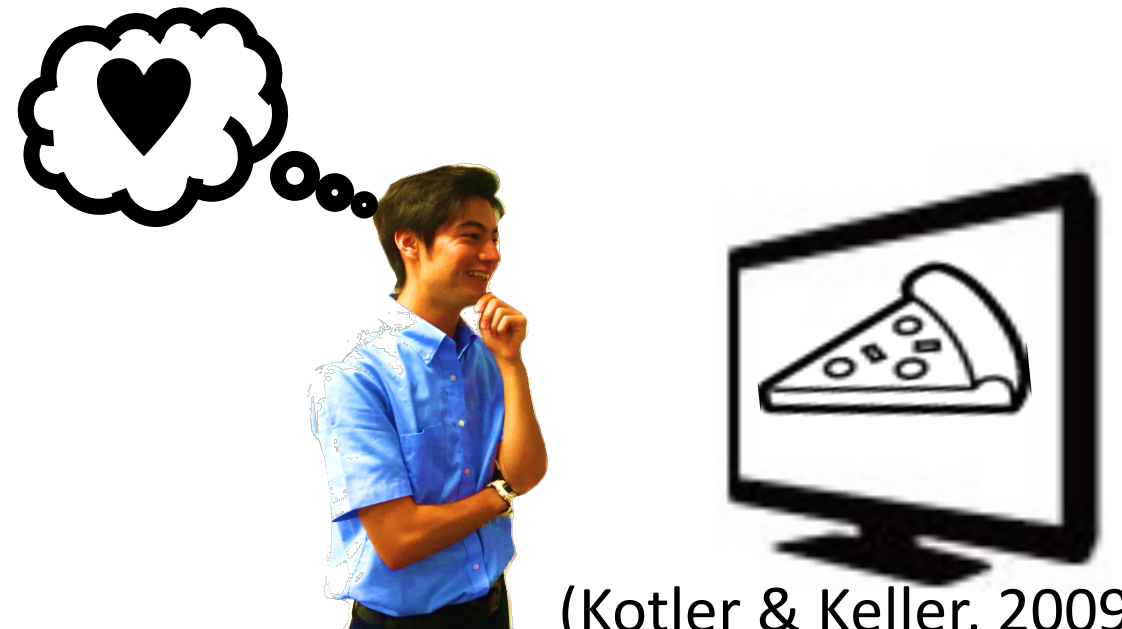


# External stimulation

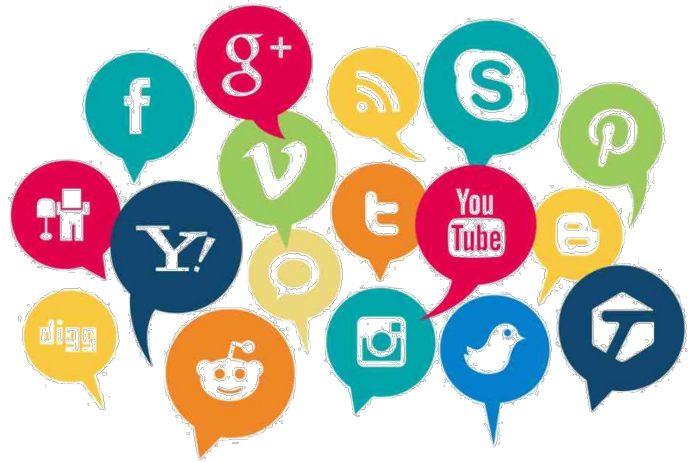
When needs are evocated by the information they got **from people** around them such as their family or friends.



When needs are evocated by the information they got **from media** such as TV, newspapers, or magazines.

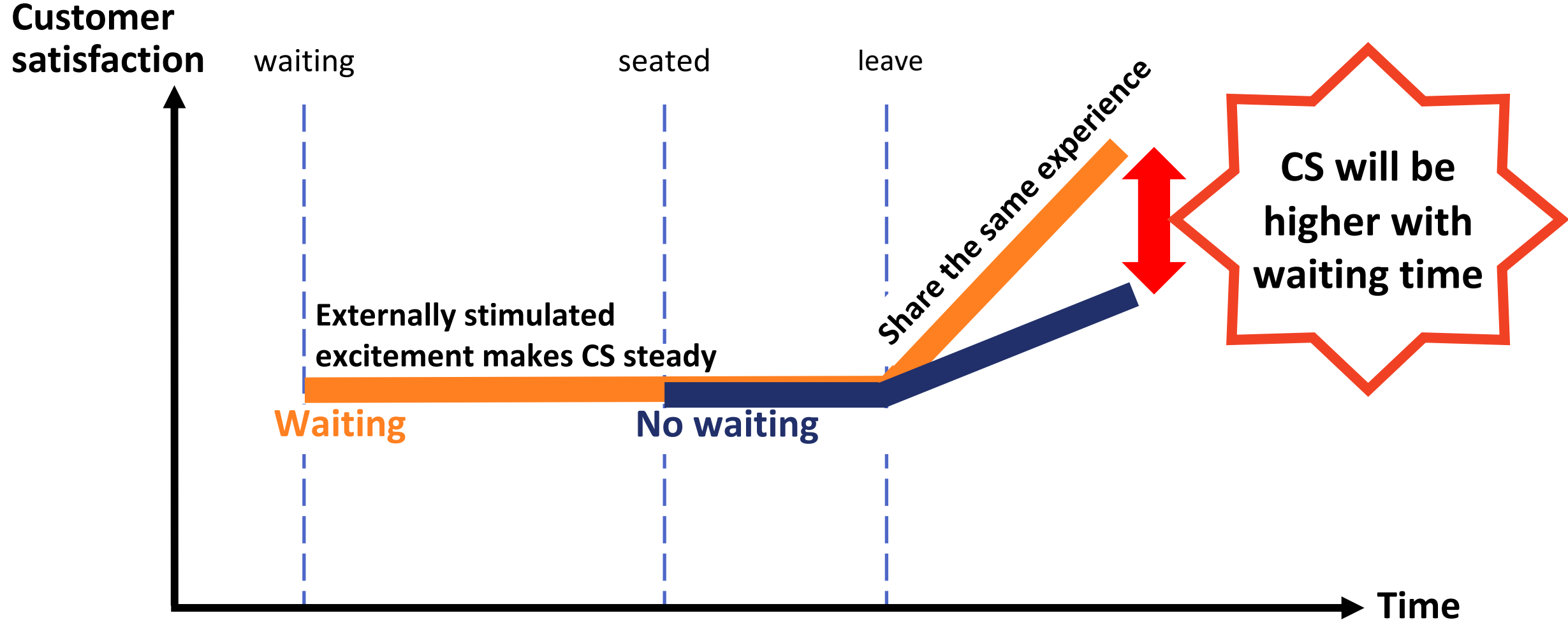


(Kotler & Keller, 2009)



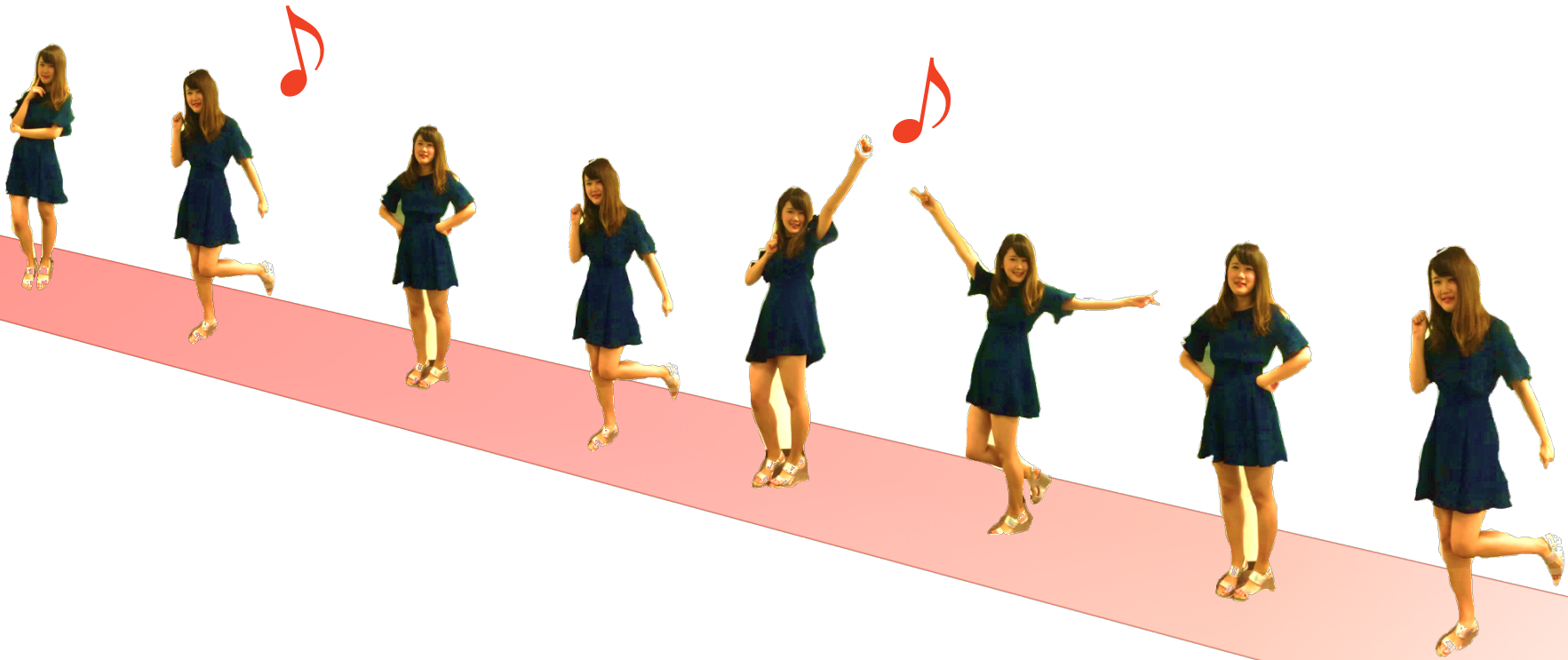
External stimulation make customers want to **share** their experience with others!!

**Customers who visited the restaurant by stimulated externally**

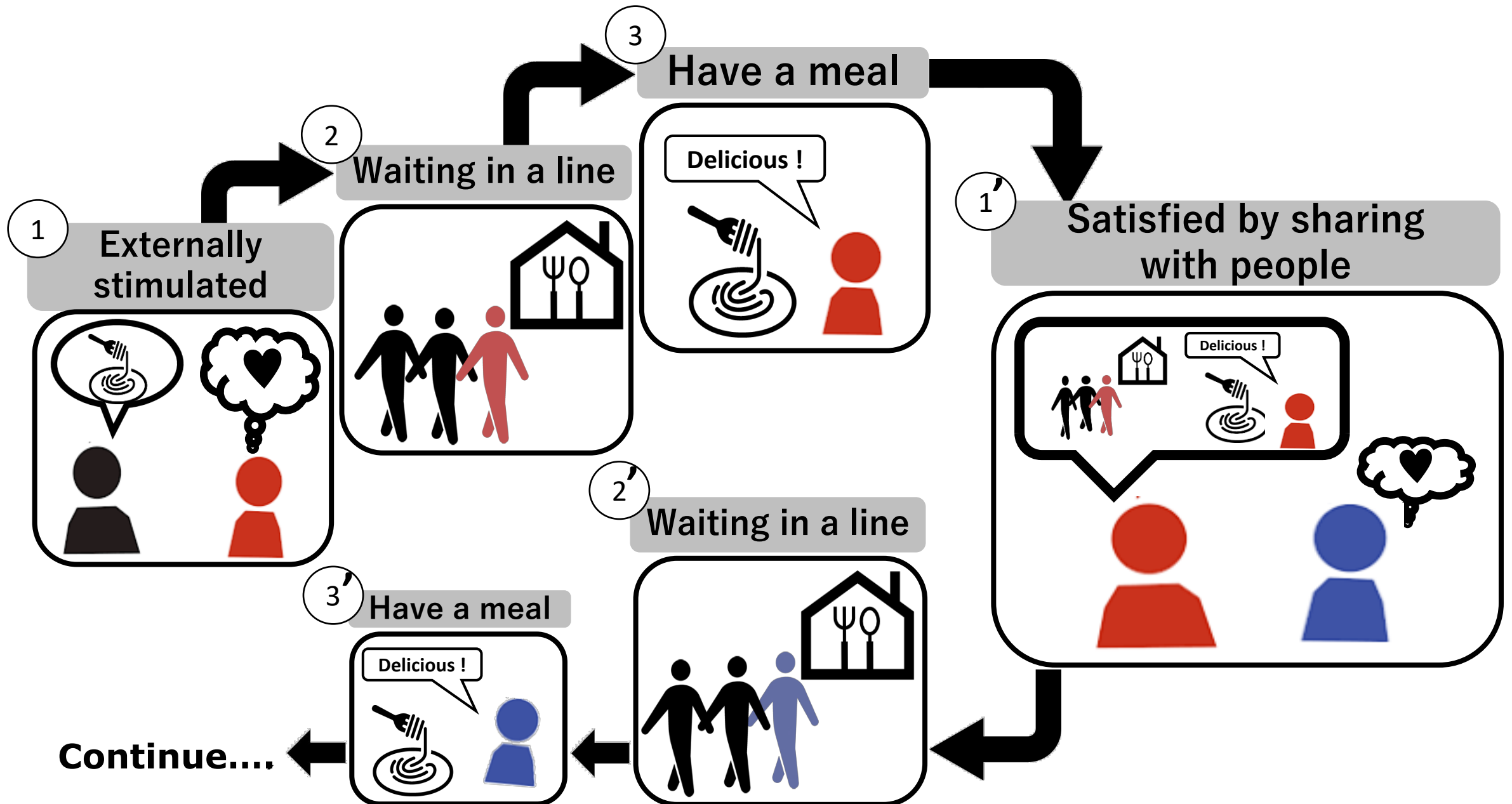


**Statistically supported**  
**F=7.799 p<0.01 n=159**





**At the popular restaurant,  
it is better to **make customers wait in a line.****





# Case 2

Promotional service during waiting  
in a line and customer satisfaction

## While waiting in a line

### Menu



### Performance



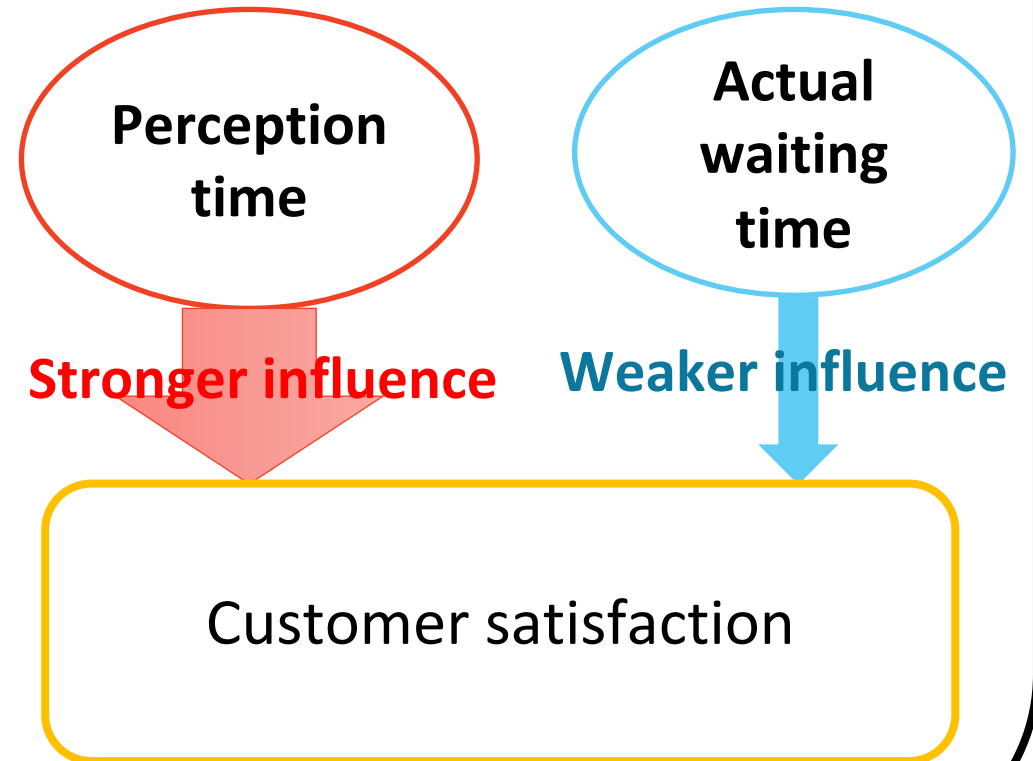
Customers receive the promotional service related to meal





When a menu was provided, customers feel that they waited shorter than actual waiting time.

Perception time . . .  
perception of the length of waiting time



(Maister, 1985)



## Expectation

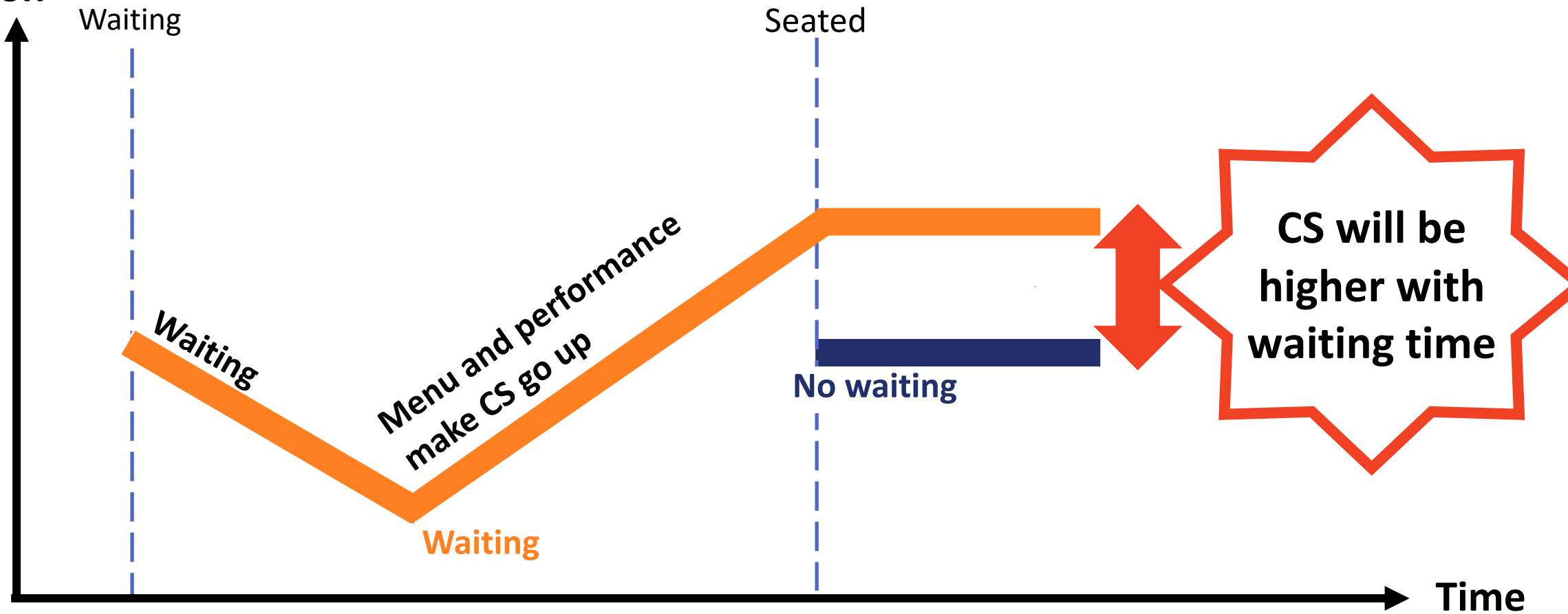
The higher the level of expectation, the higher the customer satisfaction becomes.

(Howard&Sheth, 1969)



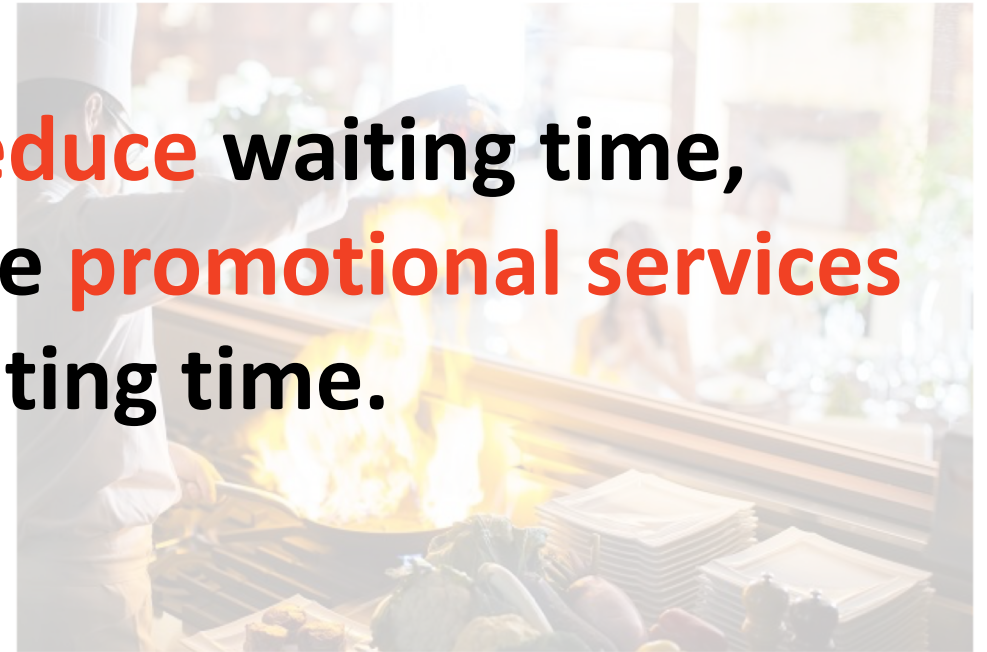
When customers are able to see chefs cooking performance, the expectation goes up.

Customer satisfaction



**Statistically supported**  
**F=15.229 p<0.01 n=21**

Managements **need not reduce** waiting time, but instead, should provide **promotional services** related to meal during waiting time.



## Case 1

### This research shows that...

- Managements **need not reduce** waiting time, and might as well **make customers wait** in a line.
- Managements should **motivate** customers to share.

## Case 2

### This research shows that...

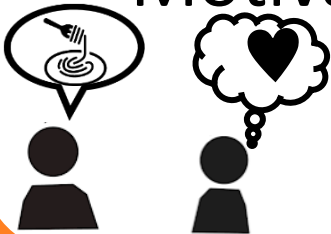
- Managements **need not reduce** waiting time.
- Managements should provide **promotional services** related to meal during waiting time.

Need not to hire  
more employees



High quality dishes

Motivate customers



Enable customers to  
look into shops

