

Waiting Time and Customer Satisfaction

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Research question:

Generally, it is considered that waiting time make people dissatisfied. However, we think that there are some situations when customer satisfaction becomes higher with waiting time than without waiting time.

Based on literature, we proposed hypotheses and verified them.

Research method:

We proposed 3 hypotheses. We collected the data by distributing the questionnaire to 405 students. Then, we analyzed hypotheses by utilizing ANOVA (SPSS statistics).

Hypothesis

H1

In case there is waiting time, customer satisfaction becomes higher when the purchase item is decided than when it is not.

H2

In case the customers who have already decided purchase item by external stimulation, customer satisfaction becomes higher when there is waiting time than when there is no waiting time.

H3

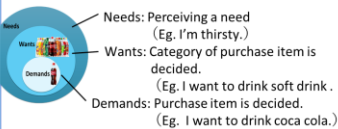
When there is service while waiting in a line which raises customer expectation and shortens the perception time, customer satisfaction becomes higher than when there is no waiting time.

Hypothesis 1

In case there is waiting time, customer satisfaction becomes higher when the purchase item is decided than when it is not.

Literature Review

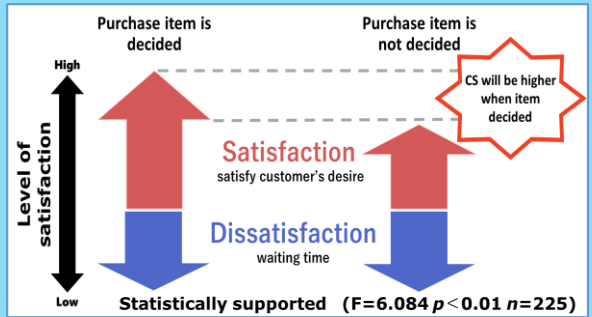
Motivation means the reason why purchasing products. It is divided into three parts, Needs, Wants and Demands.



(Kotler,2009)

Theoretical Background

Customers who have the motivation of Needs (who is hungry) are satisfied by eating something. Customers who have Needs want to eat something as soon as possible, so when they are made to wait, the customer satisfaction decreases. On the other hand, customers who have the motivation of Demands are satisfied by eating specific dishes, so even there is waiting time, the customer satisfaction would not decrease easily.



Conclusion

It is more important to **create popular menu** and make customers want to visit restaurant just for that menu than increase image of the restaurant itself. Therefore, restaurants should create popular menu.

Hypothesis 2

In case the customers who have already decided purchase item by external stimulation, customer satisfaction becomes higher when there is waiting time than when there is not.

Literature Review

Problem recognition: Customers start to think they want to buy something due to feeling needs in daily life or material desire stimulated by advertisement.

- Internal stimulation

Recognizing desire from physiological needs. For example, hunger and thirst.



- External stimulation

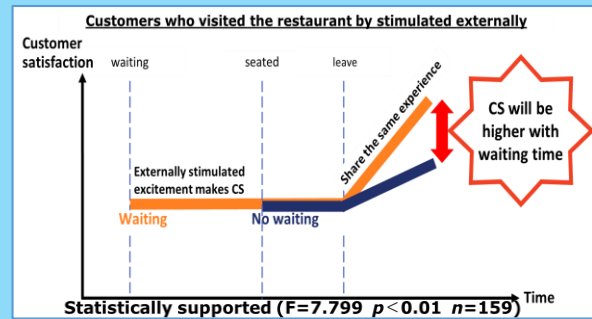
Recognizing desire from the external information. For example, people get information from family and friends.



(Kotler & Keller,2009)

Theoretical Background

Customers who are stimulated externally and have a consumption motivation to a specific brand may want to share their experience before/in/after a meal after services. Sharing same experiences makes customers more satisfied. Waiting time in a line makes willingness to share higher, and thus, enhances customer satisfaction.



Conclusion

It is **not** necessary to reduce waiting time. But it is important to **make customers wait** in a line and **motivate customers** want to share their experience with others.

From this result, we can say 3 following things.

- 1, It is **not** necessary to raise the number of employees to improving internal operation.
- 2, It is effective to develop strategy that **motivate** customers to share their experiences.
- 3, it is important to create **high quality dishes** which can be hot.

Hypothesis 3

When there is service while waiting in a line which raises customer expectation and shortens the perception time, customer satisfaction becomes higher than when there is not.

Literature Review

perception time

When there is waiting time, the customers tend to estimate their perception time longer than actual waiting time.

(Katz,1991)

Perception time has a stronger influence on customer satisfaction than the actual waiting time.

(Maister,1985)

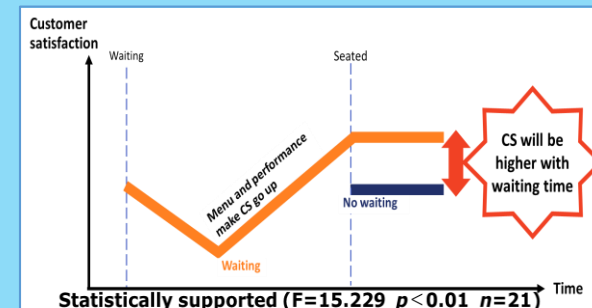
expectation and customer satisfaction

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

(Howard&Sheth,1969)

Theoretical Background

Even there is waiting time, customer satisfaction will be higher if promotional service which increase expectation and shortens perception time are provided while waiting in a line. It is assumed that the promotional service which increase customer's expectation is showing chef's cooking. And the promotional service which shortens perception time is providing menu.



Conclusion

It is **not** necessary to reduce waiting time. But it is important to **provide promotional service** during waiting time.

From this result, we can say 2 following things.

- 1, It is **not** necessary to raise the number of employees to improving internal operation.
- 2, It is effective to design restaurant which enable customers to **look into shops**.