SOCIO-DEMOGRAPHIC CHARACTERISTICS AS A FACTOR FOR CUSTOMERS' SATISFACTION

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Abstract

This research was conducted with the purpose to determine the impact of socio-demographic characteristics on the satisfaction of service users in restaurants. Online questionnaire was conducted through the Google forms including the entire restaurant management, and the satisfaction of the service users was measured through the questions asked. The 152 questionnaires were fully analysed. The analysed socio-demographic characteristics included: gender, age, monthly income, employment status, and education. The data was analysed with the variance analysis (AHOVA) and t-test. Statistically significant differences were noted in age, education, and work status ($p<0.05$). In order for restaurants to be competitive in the market, their management needs to focus on the problems and find a way to solve them in order to improve the satisfaction of the visitors.

Key words: *restaurants, demographic characteristics, satisfaction*

JEL Classification: L83, O14

INTRODUCTION

The customers' satisfaction is closely related to the elements of the restaurant management entirely. Numerous number of researchers have determined that there are several factors that impact the satisfaction and loyalty of the customers of restaurant services (Miteva et al., 2022; Popova et al., 2022; Saneva et al., 2020; Olise et al., 2015). Socio-demographic characteristics play an important role in the impact of customers' satisfaction, as well as on the grading method of the restaurant management as a whole. Culture, religion, social factors, and economic factors too, differ from one country to another, from region to region, from continent to continent. The level of customers' satisfaction from the received service is determined as a result of the demographic factors. The age and employment status have significant impact on the level of satisfaction, the choice of the restaurant and the service received. The customers from different genders have different grades for the experience from the restaurant (Mhlanga et al.,2015). Service users which want uniqueness don't usually connect the luxury restaurants with the overall quality of the service. On the other hand, customers which prefer hedonism strongly connect luxury restaurants with the overall quality of the service. Furthermore, customers with lower income have negative opinion towards the luxury restaurants versus the middle- or high-income customers (Lee, 2011).

According to some researches, promotion factor, price factor, and deluxe factor are the ones that have the greatest impact on the choice of restaurant (Goldman, 1993; Wahida, 2012).

Demographic factors also play a role in determining differences in consumer complaint behavior. Companies that want to perform at a higher level also need to analyze the demographic characteristics of consumers who use their services (Metehan et al., 2011; Morganosky et al., 1987). The restaurant management must understand the socio-demographic characteristics of its customers. If they understand and know what inspires the customers of different ages, they can contribute to the optimization of marketing plans in the restaurants. Also, if they know the customers' behavior according to their income, they can

increase their sales. Marriage status is also a factor which can help managers determine the right actions to service offer. Socio-demographic factors are essential factors which help the restaurant industry to undertake different hourly, weekly, and monthly promotions.

MATERIAL AND METHODS

The research was conducted electronically by sharing an online questionnaire created in google forms. There are 152 research questionnaires fully processed. The socio-demographic characteristics that were part of the research questionnaires are: Gender (Male/Female), Age (≤ 20, 21-40, 41-60, ≥ 61), Education (Primary School, High School, Master Studies, Doctoral Studies), Monthly income (≤10,000 den., 10,000-20,000 den., 20,000-30,000 den., ≥30,000 den.).
The satisfaction of the service users was measured by asking 3 questions that refer to the service received, the overall approach of the employees, and the overall impression of choosing the restaurant. Data on socio-demographic characteristics and consumer satisfaction were analyzed by analysis of variance (ANOVA) and t-test. The data was statistically processed with the SPSS software package.

RESULTS AND DISCUSSION
Table 1 shows the socio-demographic characteristics of 152 customers. The table also shows the middle value (3.9167 - 4.6984) and standard deviation (0.3930 – 1.1013) for the respondents of different demographic variables.

**Table 1. Demographic characteristics of customers (n=152)**

Socio-demographic factors	n	%	Satisfaction	
			Mean	SD
Gender				
Female	81	53.3	4.4568	0.5926
Male	71	46.7	4.3427	0.7014
Age				
≤ 20	17	11.2	4.2353	0.7616
21-40	101	66.4	4.4125	0.6058
41-60	21	13.8	4.6984	0.3930
≥ 61	13	8.6	4.0769	0.9245
Education				
Primary School	63	41.4	4.4180	0.6903
High School	67	44.1	4.4279	0.5940
Master Studies	18	11.8	4.3704	0.5703
Doctoral Studies	4	2.6	3.9167	1.1013
Monthly income				
≤10.000 den.	31	20.4	4.3226	0.7017
10.000-20.000den.	35	23	4.3905	0.6835
20.000-30.000den.	43	28.3	4.4729	0.5206
≥30.000den.	43	28.3	4.4031	0.6998
Working status				
Student	49	32.2	4.3129	0.7051
Employee	83	54.6	4.5181	0.5416
Retiree	13	8.6	4.0769	0.9245
Unemployed	7	4.6	4.2857	0.5587

	ALL	152	100	4.4035	0.6460

The total number of surveyed users is a total of 152. Figure 1 shows the percentage of visitors to the restaurants, of which 53.3% are women and 46.7% are men. According to age, the largest number of visitors are from 21 to 40 years old (66.4)%, and the smallest percentage or 8.6% are visitors over ≥ 61 years old (Figure 2).
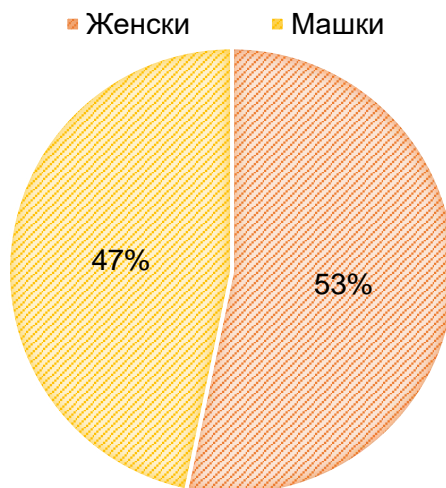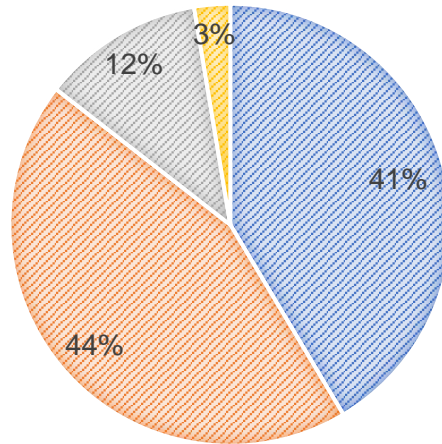

Picture 1. Distribution of users by gender
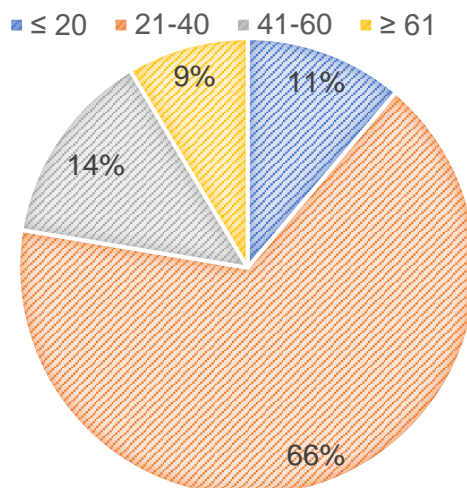
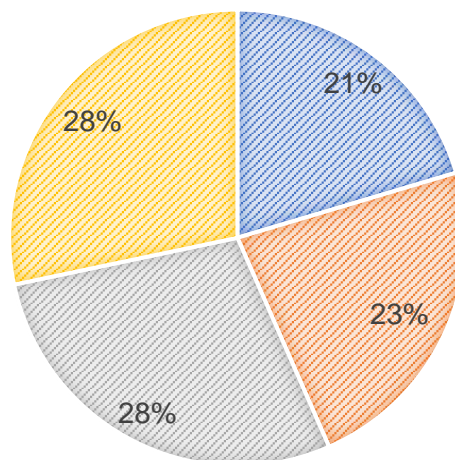**Picture 2. Distribution of users by ages**

Most of the consumers have a higher education, ie 44.1% and 41.4% with a secondary education, 11.8 with a master's degree, and only 2.6% with a doctoral degree out of the total number of surveyed users (Figure 3). The largest number of visitors according to monthly income are consumers from 20,000 - 30,000 denars and over 30,000 denars (28.3%), 23% of consumers with incomes from 10,000 - 20,000 denars and the smallest percentage below 10,000 denars (20.4%) (Figure 4).

Picture 3. Distribution of users by education

Picture 4. Distribution of users by monthly income

The largest number of visitors according to the working relationship in the restaurants are employees (54.6%) and students (32.2%). Pensioners and unemployed people visit restaurants less often and their percentage is lower, compared to employed people (Figure 5).
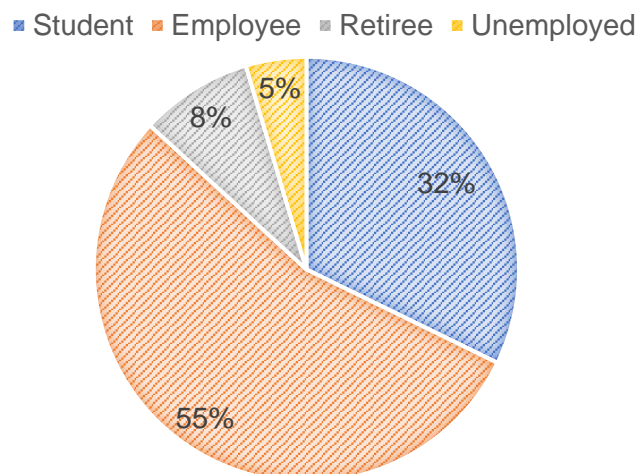
Picture 5. Distribution of users by working relationship

To determine if there is a significant difference between various socio-demographic factors and satisfaction measured through three questions related to the service received (question 1), the overall approach of the employees (question 2) and the influence of the overall impression on the choice of the restaurant (question 3), analysis of variance (ANOVA) and t-test with significance level $p < 0.05$ were applied.

Table 2 provides statistics on significant differences in socio-demographic factors and consumers' satisfaction. According to the data, it can be determined that there is a significant difference in consumers' satisfaction with different socio-demographic characteristics.

Table 2. Significant difference of middle value in different demographic characteristics

Demographics factors	p -value			Satisfaction
	Question 1	Question 2	Question 3	
Gender	0.63	0.69	0.04*	0.27
Age	0.11	0.004*	0.35	0.02*
Education	0.03*	0.05	0.4	0.04*
Monthly income	0.43	0.79	0.85	0.8
Working status	0.14	0.01*	0.2	0.049*

*Indicates a significant difference (p<0.05)

More statistically significant differences have been determined in relation to various questions. Likewise, according to gender it has been determined that there is a statistical difference in relation to the overall impression of choosing the restaurant, according to age and work status in relation to question 2 or the overall approach of employees and according to education significant there is a statistical difference in relation to the service received. There is a significant deviation in terms of overall consumer satisfaction in three socio-demographic factors, namely: age, education, and employment.

CONCLUDING REMARKS
According to the obtained data, socio-demographic characteristics significantly influence consumers' satisfaction when choosing restaurants. A significant difference was observed

according to age, education and employment. Similar conclusions have been established by other researchers, that is, with an increase in the level of education, the satisfaction of the service users decreases. Also, there is a significant deviation by gender in relation to the first question. According to the monthly income, no statistically significant difference was observed, which is contrary to certain research.

In order to improve consumers' satisfaction in restaurants, it is necessary for restaurant managers to find ways and methods to improve the quality of the services they offer, and to have a better strategic marketing plan in order to improve the overall restaurant management.

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