

QUESTIONNAIRE FRAMEWORK AND FORM

A sample of 70 people with different age, background and work type and position has been considered for responding to a restaurant customer satisfaction questionnaire. The items have consisted of making the customers answer to some numerical or YES/NO questions, and also to rate the degree of agreement with several assertions in connection with the restaurant they visit more often to have lunch.

Concerning the last items (those related to a rather imprecise answer) the questionnaire form allows a double type of response, namely, a fuzzy one to be drawn freely by using trapezoidal fuzzy numbers on the interval $[0,100]$ (i.e. the so-called fuzzy rating scale-based answers) and a Likert-like one based on a 5-point Likert scale. For the first type of answers, respondents first select either a single point or a subinterval of the reference interval $[0,100]$ as the 1-level or core of their fuzzy valuation (i.e., the real value or interval of values from the reference which are considered to be fully compatible with their valuation). Respondents later indicate the 0-level of their fuzzy valuation (i.e., the interval of values from the reference which are considered to be compatible with their valuation to some extent). Finally, responses are completed by considering linear arms, so that trapezoidal fuzzy responses are considered.

The data set associated with the Likert-like and fuzzy rating scale responses to the posed items have been collected in the PDF file Restaurants data.

This situation clearly shows that the use of the fuzzy rating scale allows us to capture a more expressive, richer, diverse and subjective information than the 5-point Likert scale.

QUESTIONNAIRE ON LAUNCH RESTAURANTS

(All information that you provide will be used in the strictest confidence)

PART 1: ABOUT YOURSELF

GENDER
<input type="radio"/> Female
<input type="radio"/> Male

AGE
<input type="radio"/> Under 25 years
<input type="radio"/> 25 – 34
<input type="radio"/> 35 – 44
<input type="radio"/> 45 – 54
<input type="radio"/> 55 – 64
<input type="radio"/> Over 65 years

CURRENT MAIN RESPONSABILITY
<input type="radio"/> Working
<input type="radio"/> Training
<input type="radio"/> Both
<input type="radio"/> Housework
<input type="radio"/> None/retired

USUAL RESTAURANT CHOICE
<input type="radio"/> Fast food restaurant
<input type="radio"/> Self-service restaurant
<input type="radio"/> Casual restaurant
<input type="radio"/> Fine restaurant

Usual # days/month having lunch at a restaurant
<input type="text"/>

average price/lunch at the usual restaurant
<input type="text"/>

Please indicate an interval of time at which you use to have lunch: —

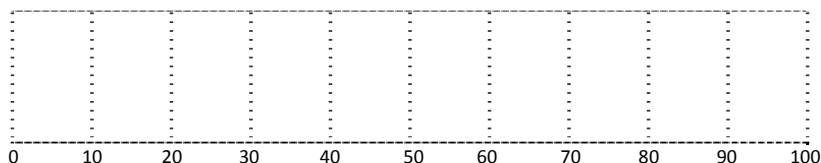
PART 2: ABOUT YOUR OPINION/VALUATION/RATING ON THE USUAL CHOICE

❖ Firstly, you will reply to questions concerning the quality of the food and beverage.

Questions should be replied by using a double type of response:

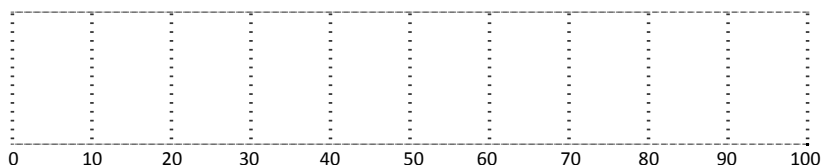
- on one hand, the respondent should choose 1 of the 5 possible responses on the right side;
- on the other hand, the same respondent should draw a trapezoid as follows:
the lower basis for the trapezoid will be the interval of values between 0 (lowest rating) and 100 (highest rating) which are considered by the respondent as being compatible to some extent with their rating;
the upper basis for the trapezoid will be the interval of values between 0 and 100 which are considered by the respondent as being fully compatible with their rating.
Then the trapezoid will be immediate to draw.

QF1. The food is served hot and fresh



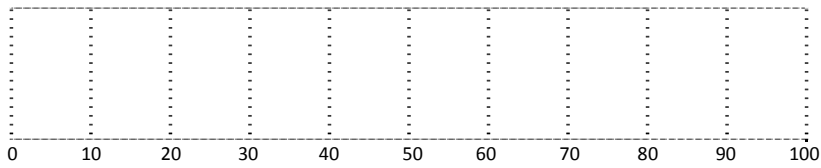
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QF2. The menu has a good variety of items



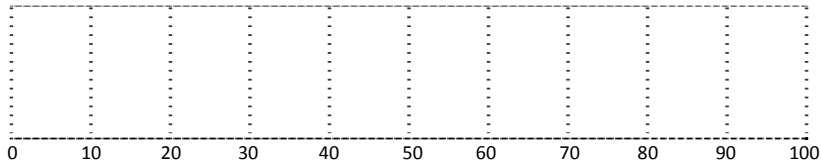
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QF3. The quality of food is excellent



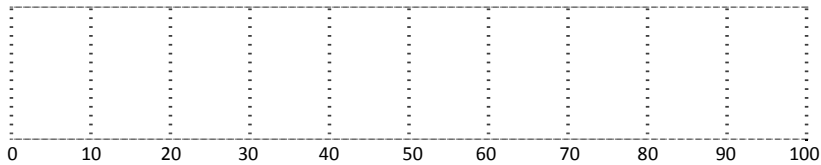
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QF4. The food is tasty and flavorful



- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

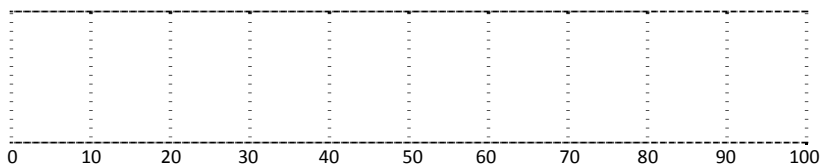
QF5. The quality of beverage is good



- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

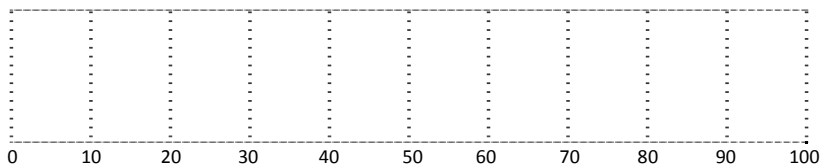
❖ Secondly, you will reply (in a similar double way) to questions concerning the satisfaction with the restaurant service.

QR1. My food order was correct and complete



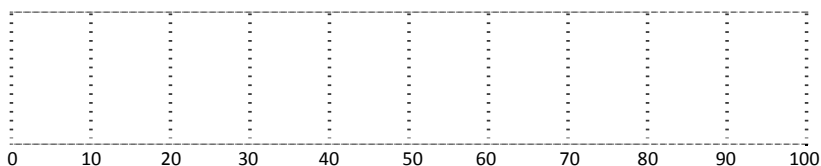
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR2. Employees are patient when taking my order



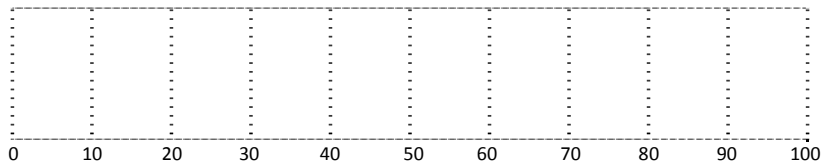
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR3. I was served promptly



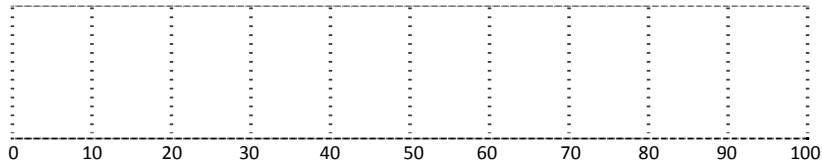
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR4. Good availability of sauces, utensils, napkins,...



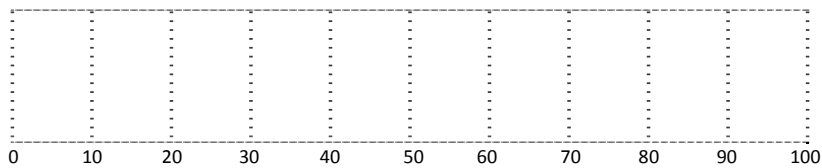
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR5. The menu board was easy to read



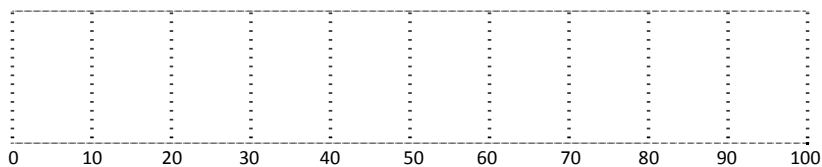
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR6. Employees are friendly and courteous



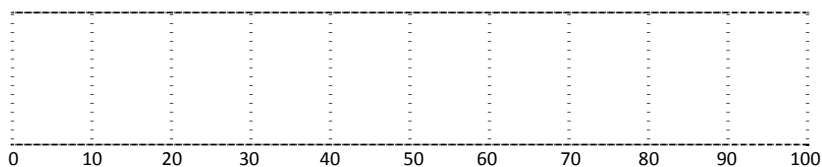
- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

QR7. The service is excellent



- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

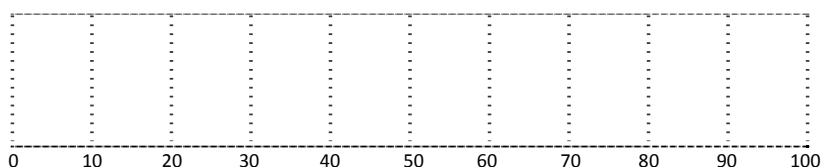
QR8. Good cleanness of the restaurant and service



- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree

❖ Thirdly, you will reply (in a similar double way) to a single question concerning the price of the restaurant.

QP1. Prices are competitive



- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Somewhat agree
- ☐ Strongly agree