



# CONSUMER SATISFACTION STUDY OF PUBLIC FOOD SERVICES

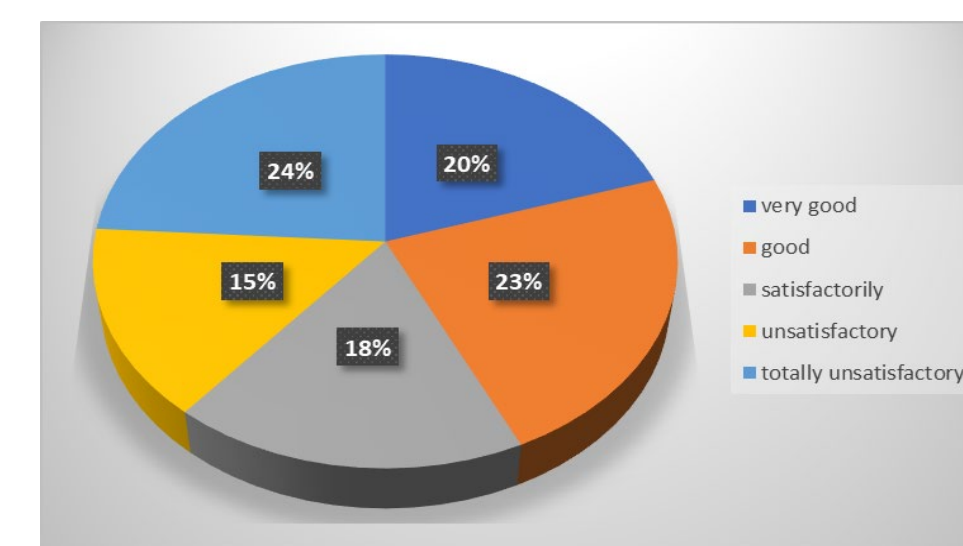
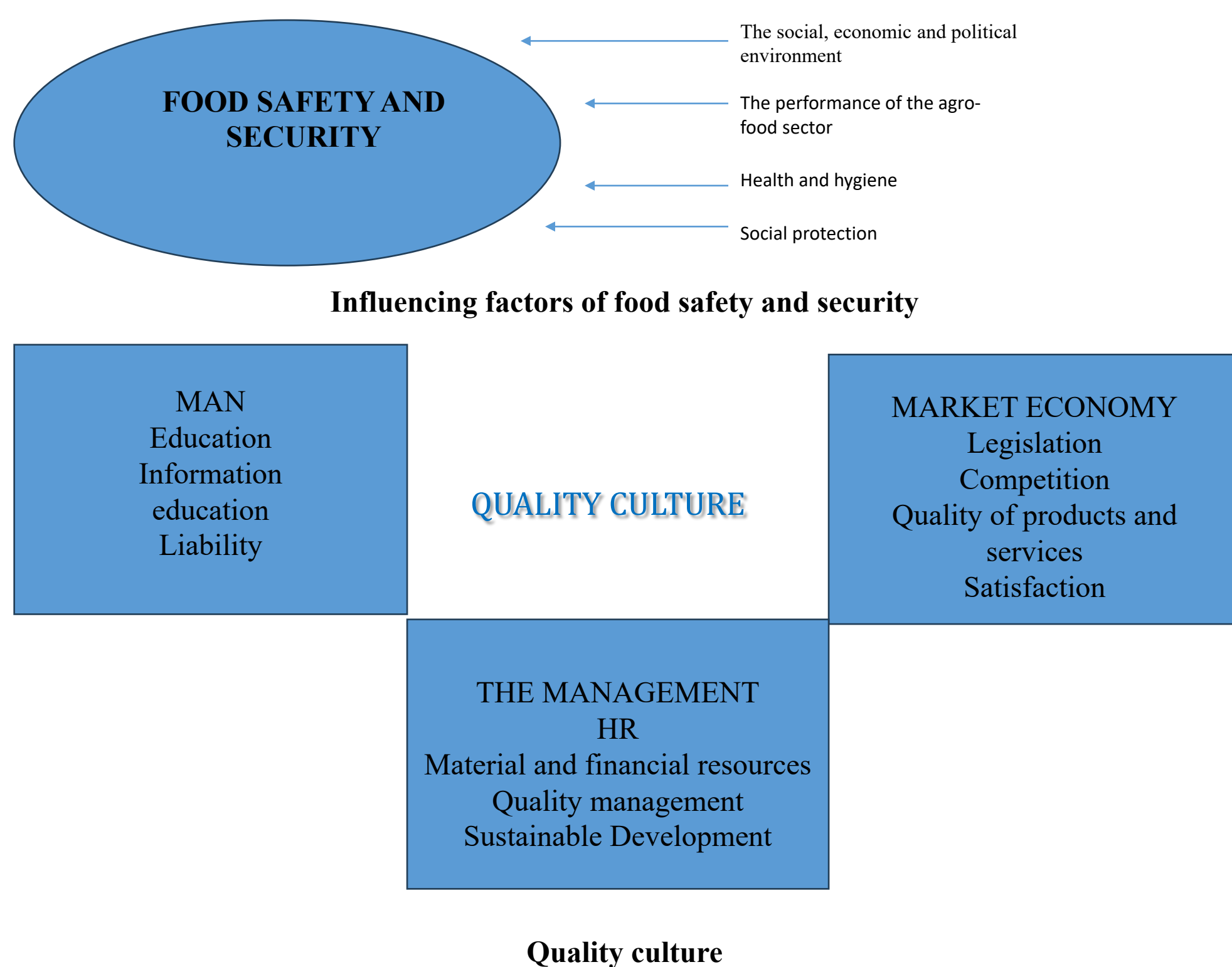
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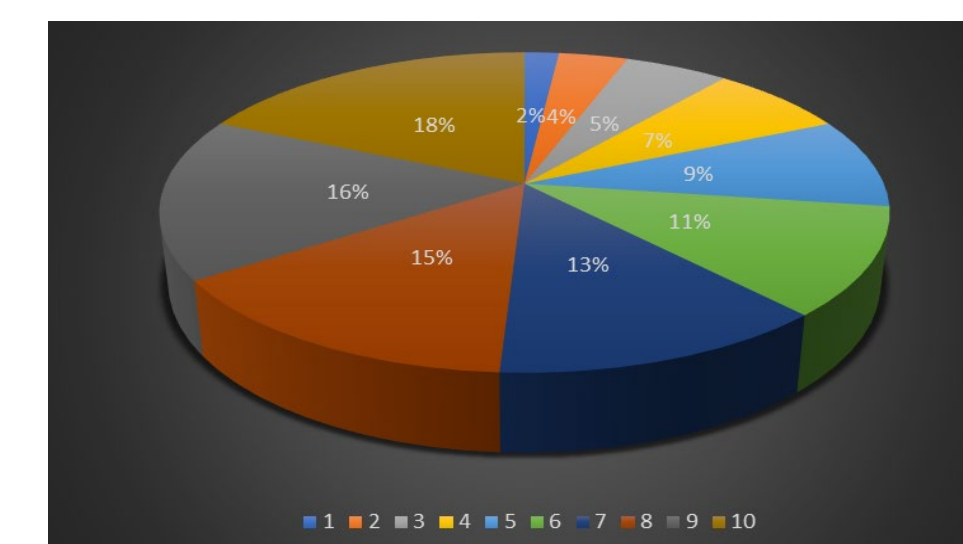
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**Abstract:** Treated as a distinct function of the company, quality presents, however, some particularities, considering that part of its requirements will inevitably be fulfilled by the other functions. Here we can give as examples the marketing activities, through which the quality level requested by the customer is identified, as well as the supply activities, which require the provision of quality raw materials, but which belong to the commercial function, together with the production activities, which ensure the products the requirements of specified quality, but belonging to the production function. Quality is a strategic tool of the global management of organizations because it determines, to the highest degree, the competitiveness of products, services, firms, companies on a domestic and international level. The large volume of new knowledge about the quality of products and services, the importance and implications of quality on economic and social indicators, are just some of the arguments in favor of the need for each organization to make special efforts for professionalism in the approach to quality. In terms of food security, it is the guarantee of each individual, permanently, in any place, or time/moment of access to a sufficient and healthy diet, which allows him a satisfactory diet, for a healthy and active life.

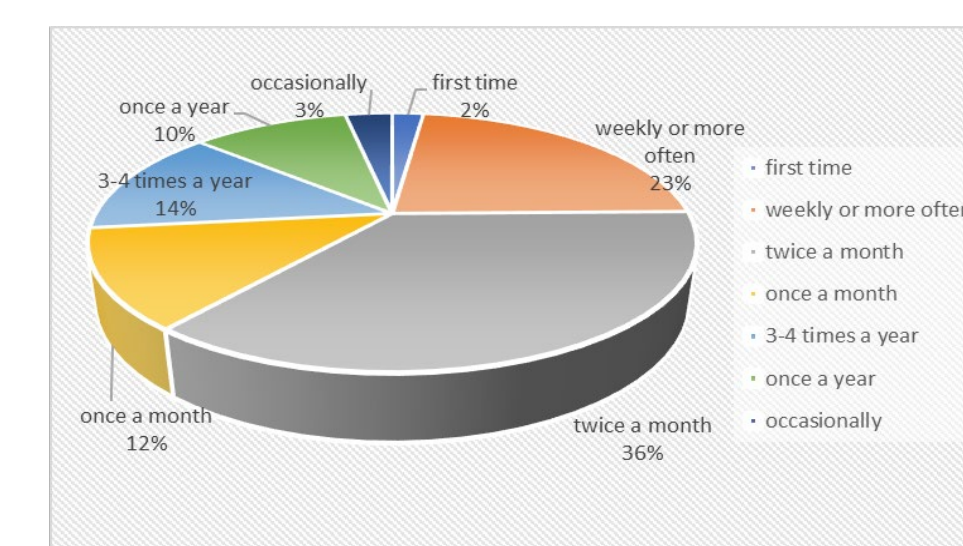
## Introduction



The quality of the products ordered



Restaurant recommendation

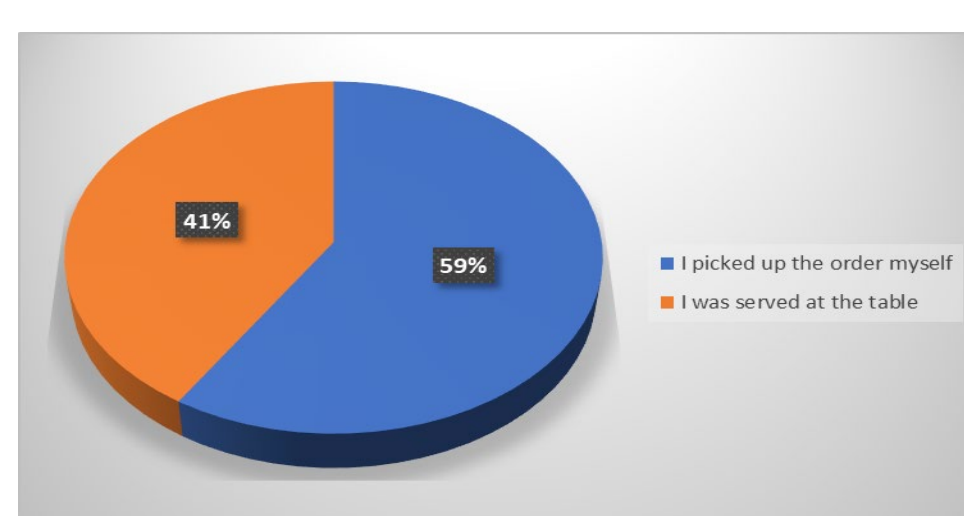


The frequency with which you go to the restaurant

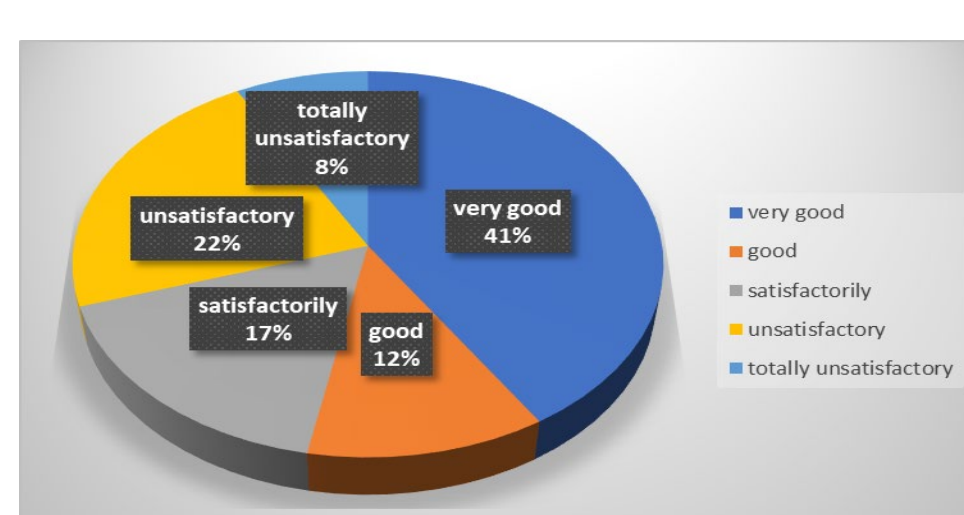
## Material and method

- The purpose of this study is to carry out an analysis as complete as possible on the quality of services offered by the McDonald's restaurant to its customers. In this way we want to detect any problems that may arise in the relationship with the service consumer.
- In order to achieve this objective, we carried out a survey based on a questionnaire with a set of questions intended for loyal and potential customers, questions intended to help us in determining possible errors encountered during the performance of the service and of real use in removing the causes in the relationship with customers and consumers in the restaurant.

## Results and discussions



The manner in which the order was received, expressed in percentage



Overall satisfaction level

## Conclusions

The quality that is implemented in public food service units is necessary to ensure the optimal act of consumption of the quality-price ratio, by offering high quality services or goods. Food safety, the indispensable and essential factor for consumers because it refers to the risks that these consumers may go through.

Consumer protection policy is prominently at the heart of the main challenges of today's society. For the proper functioning of the market, it is necessary to fulfill a whole series of legislative provisions with reference to respecting the rights and interests of consumers. A poor functioning of the units that provide food services is caused by some inabilities of economic agents in terms of compliance with the laws that are intended to protect consumers with regard to fraud that may occur, fraudulent advertising, unfair commercial practices and abusive contractual clauses.