

Customer satisfaction for F&B, tourism sectors down: Study

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Tourist customers are having a significantly lower satisfaction compared to locals, according to the 2014 third quarter Customer Satisfaction Index of Singapore results for the F&B and tourism sector.



The Esplanade in Singapore. (AFP/ROSLAN RAHMAN)

SINGAPORE: Customer satisfaction for the F&B and tourism sectors fell between 2013 and 2014, with tourist customers having a significantly lower satisfaction compared to their local counterparts.

The Institute of Service Excellence at the Singapore Management University (ISES) released the data on Tuesday (Nov 25), in its 2014 third quarter Customer Satisfaction Index of Singapore results for the F&B and tourism sector.

On the whole, satisfaction for the tourism sector declined by 7.3 per cent compared to the previous year, while the F&B sector declined by 6.5 per cent on-year.

However, tourist customer satisfaction saw a significant decline in both sectors, according to the findings.

On a 0 to 100 scale, tourist customer satisfaction in the tourism sector scored an average of 72.5 points in 2014, compared to 80.1 points in 2013. Similarly, tourist customer satisfaction in F&B scored 71.1 points in 2014, compared to a score of 81.1 points in 2013.

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In the tourism sector, the attractions and hotels sub-sectors registered significantly lower customer satisfaction scores. The hotels sub-sector declined 10.4 per cent, dropping 8.07 points to 69.4 points - its poorest performance since 2009.

For the F&B sector, a decline in customer satisfaction at restaurants and cafes and snacks bar, which are more dependent on manpower, pulled down the overall sector score compared to the previous year.

The decline in these sub-sectors were due largely to significantly less satisfied tourist customers. They gave lower ratings to all five F&B sub-sectors measured, with the restaurants sub-sector bearing the brunt.

Analysis also revealed that tourists gave poorer year-on-year ratings in touchpoints that had a significant impact on perceptions of quality, such as bill timeliness, cleanliness, food quality and time taken to receive food. In contrast, local customers indicated improved restaurant touchpoints compared to 2013.

The CSISG 2014 Q3 survey was conducted between June and September 2014, and garnered a total of 8,600 responses about customer experiences in the F&B and tourism sectors.

- CNA/av