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RESEARCH ARTICLE

STRENGTHENING CUSTOMER SERVICE AT SANTA MARIANITA BEACH RESTAURANTS BLANKET ECUADOR

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ABSTRACT

The quality of the service is a primordial element in the establishments *restauranteros*. The objective of this work is to propose a training plan to raise the quality of customer service in restaurants in Santa Marianita. This research was carried out as a result of the visible reduction in the number of clients in the restaurants of Santa Marianita beach. Through the observation, it was determined that: there was a delay in the service, the hand is extended to clients being transpired, as well as offering the hand to the females, the posture for the attention was not correct, it was not punctual at the arrival of the clients; from this came the question How to raise the quality of customer service in the restaurants of Santa Marianita? We worked with the customer service dimension. The methodology that was used for this research was exploratory and descriptive, in which we applied the techniques of surveys and interviews. The application of these techniques evaluated that the quality of the service in Santa Marianita establishments is low, hence the importance of proposing a training plan for the development of the customer service process in these establishments, in order to guarantee standards of competitiveness in the parish, contributing to optimize the quality of the service. The training plan was validated by the expert method. The importance of training to workers working in restaurant companies in terms of service strengthens local and national tourism, increasing competitiveness.

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INTRODUCTION

Customer satisfaction and quality are two directly proportional concepts. In most cases when measuring quality of service is done through the satisfaction of the service, a result obtained through surveys, interviews. The quality of services is well treated in terms of quantity in research dissimilar. Some criteria of different authors regarding the definition of service state: "Service is the act by which value is added to the product. This act can be characterized as follows. Service is something intangible that has a direct application on the customer and closely relates the producer to the consumer (Fuch 1968).

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According to Lehtinen (1983), services are intangible activities in which a supplier and a customer participate, generating satisfaction for the latter. The definition of Norman (1984) about service is that which is formed by acts and interactions, which are social contacts, also refers to the service is something more than an intangible sample, it is a social interaction between the producer and the client. The authors agree that the intangible character becomes customer satisfaction. The attribute of service identity is an act, an interaction between subjects, where quality is the basis for service marketing because the main product offered is product performance, which is what consumers buy. Investment in the quality of the service provided gives companies the opportunity to compete for consumers and strengthens market competitiveness, gaining consumer confidence and reinforcing the image of the company (brand), advertising, sales and

marketing. According to Feigenbaum, (2011) satisfy customers, it has been one of the critical points for any company that wants to reach high levels in terms of competitiveness and positioning in the market to obtain successful results. The author mentions in the decalogue several elements and ideas to follow to understand and give that importance to the service with quality.

The following is a decalogue:

- Commitment to a quality service: every person in the organization has almost the obligation to create a positive experience for clients.
- Knowledge of the product or service itself: clearly transmitting knowledge of interest to the customer about the characteristics of the product or service itself helps to gain the trust of the customer.
- Knowledge of the customers: learn everything that is possible about the customers so that the product or service can focus on their needs and requirements.
- Treat people with respect and courtesy: each contact with the client leaves an impression, regardless of the medium used (e-mail, telephone, personally, etc.). This impression must always denote correctness in the treatment.
- Never discuss with a client: of course he is not always right, but the effort must be oriented to recompose the situation. Many studies show that 7 out of 10 clients would do business again with companies that are a problem in their favor.
- Do not make a customer wait: customers are looking for a quick response, so it is essential to nimble communications and decision making.
- Always give what is promised: a failure in this aspect generates loss of credibility and of clients. If a breach is inevitable, apologies must be made and compensation offered.
- Assuming that clients tell the truth: even if at times customers seem to be lying, they should always be given the benefit of the doubt.
- Focus on making customers before sales: Maintaining a customer is more important than closing a sale. It is proven that it costs six times more to generate a new customer than to maintain existing ones.
- The purchase should be easy: the shopping experience at the point of sale, website, catalog, etc. should be as easy as possible, and should help customers find what you are looking for. (Feigenbaum, 2011)

These 10 points come to the reflection that it is not impossible to implement and implement the aforementioned, since they are of great importance for every service company, that the main objective is to have a recognized position in the tourist market.

The Santa Marianita Beach

Santa Marianita is one of the most visited rural beaches by tourists, is located thirty minutes south of the city of Manta, between Cabo San Lorenzo and Punta de San Mateo, forms a cove of 2 km and an extensive beach of 4 km located in the province of Manabí, Ecuador. It is an open beach, with the maritime horizon completely clear. There are accommodation

establishments that have offered services for more than five years and on an uninterrupted basis. In the last vacation period these establishments, in their process, denoted difficulties in the delay in the service. Sometimes workers greet customers with sweaty hands, and the stance for customer service is not correct. Everything that has caused decrease in the arrival of tourists, being a problem for the tourism of the community. Therefore, it is necessary to propose training to the personnel that provide services for the improvement of quality. How to offer an excellent quality of customer service that visits the services of lodging in Santa Marianita? The objective of this research is to propose a training plan to increase the quality of service of Santa Marianita restaurant establishments.

METHODOLOGY

This work is exploratory, descriptive, a study of the quality of customer service and its main manifestations. An evaluation of the components and their dimensions is carried out. Finally, a relation is established between each of the elements that integrate the item to measure with greater precision the quality of the same. In addition, theoretical and empirical methods are used, based on observation and survey techniques. And in the case of theoretical methods are based on methods of analysis and synthesis. In the same dimension, induction and deduction methods are used when carrying out a study of each of the restaurants where services are provided, resulting in a common situation in each one of these companies. This allows us to reach certain generalizations and draw new conclusions, providing a true knowledge of customer service as an item that taxes the quality of service. And finally the method of logical historical analysis of the phenomenon was used.

All of the above gives relevance to the development of tourism in the Santa Marianita beach of this means that the quality service offered by the establishments contribute to a large extent to the economic development of the region. Mediante la observación se determinó las limitaciones que estos servicios en empresas restauranteras. ¿Se ofrece una excelente calidad del servicio a los clientes que visitan los servicios de alimentos y bebidas en Santa Marianita? Esa es la cuestión más importante para el desarrollo de esta investigación. Fue determinada la validación de la propuesta de un plan de capacitación para administradores y empleadores de establecimientos en el cantón con el fin de mejorar la satisfacción de turistas nacionales y extranjeros. El plan de capacitación fue desarrollado usando el juicio experto. Método que nos permite validar la propuesta de un plan de capacitación por la experiencia en su conocimiento, investigación, experiencia, estudios bibliográficos.

RESULTS AND DISCUSSION

The surveys are done to foreign and national visitors of the Paya Santa Marianita, and to the collaborators of the restaurants in the area. The interviews were made to the administrators of the restaurants in the same locality under study. According to the questions asked to gather information, the results were: En la primera pregunta relacionada con la comunicación efectiva entre los trabajadores de los locales con los clientes y el manejo del idioma inglés, el 83% respondió que no tiene dominio, y el 17% al menos se puede comunicar con los extranjeros de habla inglesa. In the following graph we can see that 66% of the respondents (foreign visitors) ie 83

people are not satisfied by the limitation of communication in foreign languages; while only 34% feel satisfied. Regarding the presence of staff who work in restaurants on the beach, and their corporate image if it fits the company, 90% said that if they wear the appropriate clothing according to the company, however, 10% formal clothing of the institution.

The image of the service staff must be interrelated, we could say also compensated with the image offered by the local, in aspects of setting, decoration of spaces, level of restoration and even in architectural sections. When referring to image our referent is usually the uniform, which will give us presence, personality, but also can become a first element of distance between the client and staff. Nowadays the approaches of uniformity in the restoration companies have changed and therefore should not be confined to classic structures that we found in the restoration of the decade of years 70 and 80 in which a restaurant located in any segment of the restoration the image of the staff, the uniform was the same in each establishment (black trousers, white shirt, English jacket, bow tie, etc.)

Therefore, the search in this aspect should be to find a balance between the concept of restaurant (decoration, spaces, chrome environment, furniture, materials, etc.), and the staff uniform itself. (Sala, 2007). To have specific information 30 employees were taken so that they must answer the questions to know the shortcomings they present: Regarding trainings with topics of customer service, 70% mentioned that it is necessary to work with this topic, since they do not feel sufficiently trained.

The 30% state that if they are partially trained in customer service. Of the total of 30 respondents, 80% said they had not received training. 20% of the workers surveyed mentioned that if they participated in different trainings that help them to improve their work, because they consider the aforementioned issues important, in order to satisfy the need of the visitors by providing them with an excellent service. 80% of employees consider that if staff should be trained in issues related to good treatment and customer service, while only 20% believe that it is not necessary. The total number of employees affirms that there is no Training Plan in the facilities. For some at the time of requesting assistance for training, it was denied on the grounds of being occupied the personnel who could give those training or simply not having the required; which is why they emphasize that it is important that each installation is prepared and managed the training in a personal way. According to (Nowell López, 2015) training is a fundamental element for the improvement of the service, which constitutes a guide with information to cover the shortcomings that the collaborators have in relation to the clients, although it coincides with the results of this investigation, differ in the criteria to be contained in the training plan.

For the interviews made to the administrators, three questions were asked, which were answered as follows:

For question one was obtained:

- Do you consider that the staff of your company is prepared to face the increasing number of tourists in Santa Marianita Beach? (Administrator)

- Answer: No, the workers of the company demonstrate during the service that they lack knowledge in the fundamental areas of the Food and Beverage process. This undermines the good quality of the service.
- If this Training Plan were designed, would they be willing to apply it in the operation of the service? (Administrator)
- Answer: They would apply the Training Plan resulting from the study that has been carried out, which leads to the improvement of services, fulfilling the mission and vision of the companies
- What benefits do you think this guide would bring to the company's staff?

Answer: The service standards for each area of the hotel would likewise gain guidance and troubleshooting at the operational level.

The three administrators came to a similarity of response, there are difficulties in the service, therefore the Training Plan for its collaborators is favorable and viable, with this it would improve the quality service and they would have a greater influx of tourists. As for the adequacy of the premises, it can be stated that of the 127 respondents, 17% of the respondents felt that the facilities of the premises they visited were not adequately equipped, whereas more than 50% of respondents (83%) replied that the facilities are adequate due to the categorization of the establishment. According to (Pérez, Pineda, & Arango, 2011) in his article mentions several authors where they expose that the management personnel of the companies, has the challenge to devise training strategies to develop competencies in their workers, taking into account that they must be associated with job knowledge (Garavan and McGuire, 2001). To this end, it is crucial to create the necessary conditions in the company culture for autonomy and learning in the organization, so that people can assume responsibilities and initiatives that impact on the continuous improvement of processes. But this creation of conditions in the work culture implies a transformation in the way of directing and building the organizations, through principles of quality and the process approach of Deming (1989) and working the five disciplines to build intelligent organizations, as proposed by Senge (1993). The transformation of organizations must be understood as a process of examining the crises of paradigms and the creation of new paradigms. In this sense, as Marin (1998) states: "to learn is to unlearn".

The survey of tourists showed

Of the visitors surveyed, according to the time set for the waiter to attend, 9% said no, 8% considered it acceptable, 29% rated it as good, 50% saw it as regular and only 4% considers it excellent. Likewise, the treatment received by 65% of respondents mentioned that the service can improve, especially in rooms and gastronomy, while 35% consider it good. They recommend that service and quality can be strengthened through training, and motivating them to improve these two elements, revenue can go up considerably.

Conclusion

Once the relevant analyzes have been carried out, the investigation has led to the following conclusions. The

knowledge that the collaborators of the restaurants of Santa Marianita have are insufficient which brings as a consequence lost of the demand and dissatisfaction in clients that not only receive little attention also bad attention. The training plan will offer the employee professional preparation to carry out their work activities, guiding towards an evolutionary change in knowledge, skills and attitudes and based on the needs of the company. The contents of the training plan must be related to the quality of the services in the customer service; example: oral communication, attention criteria such as friendliness, speed, security, presentation of dishes. It is necessary to implement the Training Plan in the Food and Beverage establishments of the Santa Marianita Beach, contributing to the improvement of the service quality, making the production processes optimize, in addition to a change in organizational culture. Also evaluate monthly work performance which should be linked to the quality of service.

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