

Degree of satisfaction in the restoration services in the ports of El Oro Province

Grado de satisfacción en la prestación de servicio de restauración en los puertos de la provincia de El Oro

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Resumen: La actividad turística y la gastronomía van intrínsecamente ligados, porque cuando turistas visitan un nuevo destino requieren de servicio de restauración para satisfacer sus necesidades, es de ahí que nace la gran interrogante ¿Cuál es el lugar ideal para degustar delicias gastronómicas típicas de la provincia de El Oro? En este contexto se ha realizado una investigación con el objetivo de analizar el grado de satisfacción del consumidor/cliente en la prestación de servicios de alimentos en los puertos de la provincia de El Oro. Se estableció seis criterios de evaluación: servicio, producto, instalación/mobiliaria, imagen, seguridad y precio. La metodología fue una encuesta en escala de Likert, aplicada a las poblaciones de Machala, Santa Rosa y Huaquillas. No solo es necesario ofertar deliciosos platillos, sino, también conocer al consumidor y sus deseos a través del uso de instrumentos de satisfacción que Puerto Bolívar, Puerto Jeli y Puerto Hualtaco no utilizan; sin embargo, los resultados demuestran un bajo nivel de insatisfacción, pero es necesario que haya innovación en los restaurantes.

Palabras clave: Puerto, servicio, restauración, satisfacción, cliente.

Abstract: *Tourist activity and gastronomy are intrinsically linked, because when tourists visit a new destination, they require a restaurant service to meet their needs. That is why the big question arises: What is the best place for a taste of typical gastronomy of El Oro? In this context, a research has been carried out, with the objective of analyzing the degree of satisfaction of the customer for the provision of food services in the ports of El Oro. A total of six evaluation criteria were established: service, product, facilities, image, security and prices. The methodology was a survey carried out through a Likert scale applied to populations of: Machala, Santa Rosa and Huaquillas. It is not only necessary to offer delicious dishes, but also to know the consumer and their wishes through satisfaction instruments not used in Puerto Bolívar, Puerto Jeli and Puerto Hualtaco. The results show a low level of dissatisfaction, but there is a need for innovation in the restaurants.*

KeyWords: *Port, service, restoration, satisfaction, customer.*

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INTRODUCTION

Within the geographical division of Ecuador is El Oro Province, and one of its strengths, the variety of ecological grounds that come from beaches, rivers and forests. It is made up of 14 cantons and its capital city is Machala. The main economic support of the province is due to its primary production: agricultural and gold, as well as aquaculture, having three ports such as Puerto Bolivar, located in the Machala canton. This port is one of the main ports of the country, where its major export is banana and cacao. From this productive activity, the provision of services and food was generated. Likewise, Puerto Jeli belongs to Santa Rosa canton, known for its gastronomic richness and shrimp crops, which have the largest export nationwide. Finally, there is Puerto Hualtaco, which is located in the Huaquillas canton, in the border area with the brother country of Peru. These are places conducive to seafood-based dishes, due to its great variety and feasible obtaining. In addition, these places promote the economy within the country and allow a consequent development of its cantons. The diverse gastronomic offer of the three ports of the El Oro Province generates internal tourism, and despite that there is a lack of data about wishes, tastes and preferences of the consumer, among others. These are necessary to corroborate the opinion that the internal tourist has about the quality and service of the product that is consumed. Thus, Oliviera (2010) mentions that in order to maintain and attract tourists everything depends on the satisfaction they receive and that their effect can have an impact on other people. Therefore, it is important to use tools that measure experiences of the consumer in order to set goals, but this is not applied in any of the ports.

Knowing the opinion of the consumer allows establishing strengths and weaknesses of sector, since they help to establish a continuous improvement. A quality of the ports of El Oro Province in function of the food obtained (seafood) is that they are obtained by fishermen in an artisanal way. This feature allows restaurants of the ports to obtain a fresh product. However, it has been determined that there is a lack of knowledge about the degree of satisfaction in providing restaurant services, installation and real estate, security, margin and price of the restaurants of the ports of El Oro Province.

It can be corroborated that in the restaurants of the three ports of El Oro Province, according to data obtained by the Likert scale, a low percentage of dissatisfaction is shown. Despite that, there are shortcomings of innovation with respect to the service, product, security and image. In the same way, new market niches should be covered in order to solve the non-productive days. An improvement could be established if restaurant owners will focus more in their visitors. Aguilar et al. (1999) mention that it is inconvenient to find solutions when an effort has not been involved to know what satisfies customers and how a place is cataloged against the competition.

METHODOLOGY

A quantitative and deductive method was applied in this study. This allowed measuring the degree of satisfaction of the population that consume gastronomic services in the restaurants of the three ports of El Oro Province. Study population

For the surveys, the population of the Machala parish, Santa Rosa parish and Huaquillas was taken as reference, where according to the National Institutes of Statistics and Censuses (2010) is detailed as follows:

Table 1: Study population.

Parish	Population
Machala,	241.606
Santa Rosa	52,863
Huaquillas	48,285
Total	342,754

Source: own, INEC

Sample

A population sample was determined, using an infinite formula, which resulted in 380 people, with a confidence level of 95% and an expected error of 5%.

$$n = \frac{Z^2 * p * q}{e^2}$$

Z: Confidence level

p: Percentage of the population with the desired attribute.

q: Percentage of the population without the desired attri-

bute = 1-p

e: Maximum estimated error accepted.

N: sample size

$$n = \frac{(1,95^2)(0,5)(0,5)}{(0,05^2)} \quad n = \frac{(3,8025 * 0,25)}{0,0025} \quad n = \frac{0,950625}{0,0025} \quad n = 380,25$$

Methodological instrument

The survey was used, taking the Likert scale as measuring reference, because this tool allows knowing the degree of satisfaction of people through the perceptual valuation of the respondent. According to the percentage obtained from the three ports of El Oro Province, a value for each parameter was obtained:

- 1) Outstanding
- 2) Very good
- 3) Good
- 4) Regular
- 5) Bad

- 1) Service
- 2) Product
- 3) Installation and furniture
- 4) Security
- 5) Image
- 6) Price

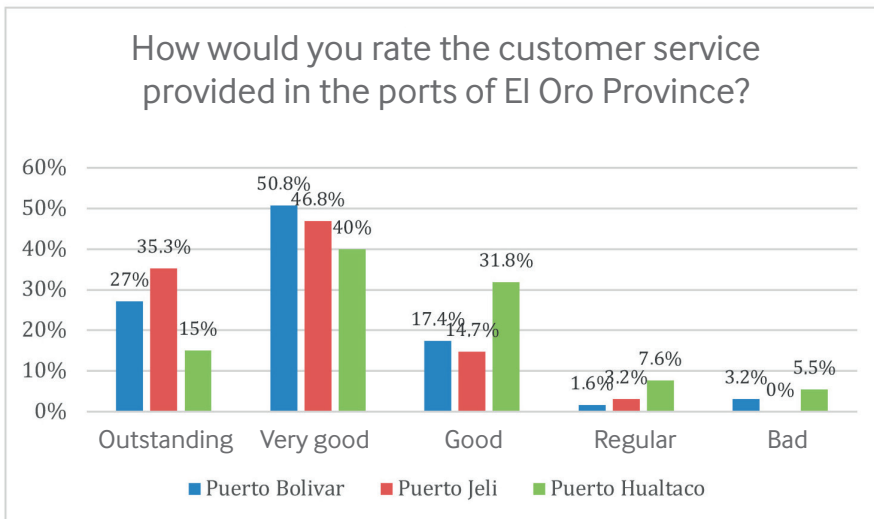
A total of six evaluation criteria were considered to determine the degree of satisfaction. These are detailed as follows:

ANALYSIS AND DISCUSSION OF RESULTS

Satisfaction is understood as the state of euphoria showed by a person when positively completing the termination of a desire, the same that can vary in intensity due to different factors. Thus, Besanilla et al. (2012) mention aspects such as cultural, personal, social and psychological; the same that can condition the behavior of the consumer.

The results obtained regarding the valuation criterion of the service are indicated as follows:

Figure 1: Service criterion. Customer service.

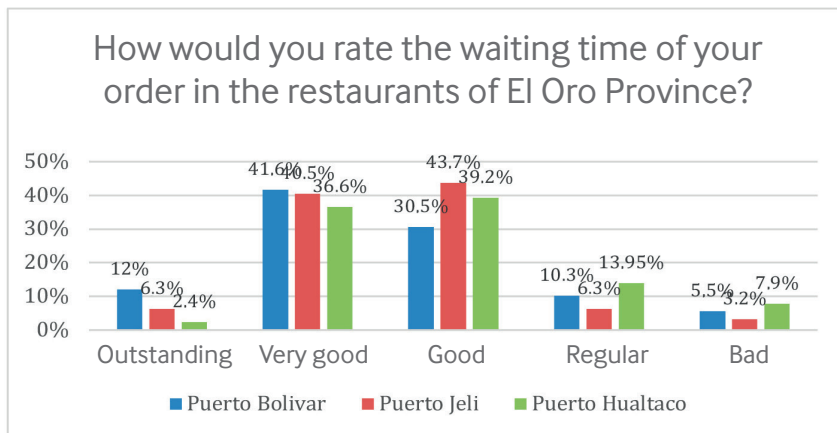


Source: own, work field 2019

“Quality service is the reflection of the commitment of those who integrate an institution oriented to the customer, user or public in general” (Estrada, 2007). This is because the consumer generates enough capital for the functioning of an entrepreneurship, which if this applies a good deal can affect the return of its customers. According to the results, 27% considers that the provision of services

in Bolivar Port is outstanding, unlike Jeli Port, which had 35.3% and Hualtaco Port, with 15%. On the other hand, the percentages in Very Good are 50.8%, 46.8% and 40%, respectively. Percentages of 17.4%, 14.7% and 31.8%, respectively were considered as good; and 1.6%, 3.2% and 7.6% were considered regular. Finally, both the first and the last port indicate 3,2% and 5.5% as bad.

Figure 2: Service criterion: waiting time.

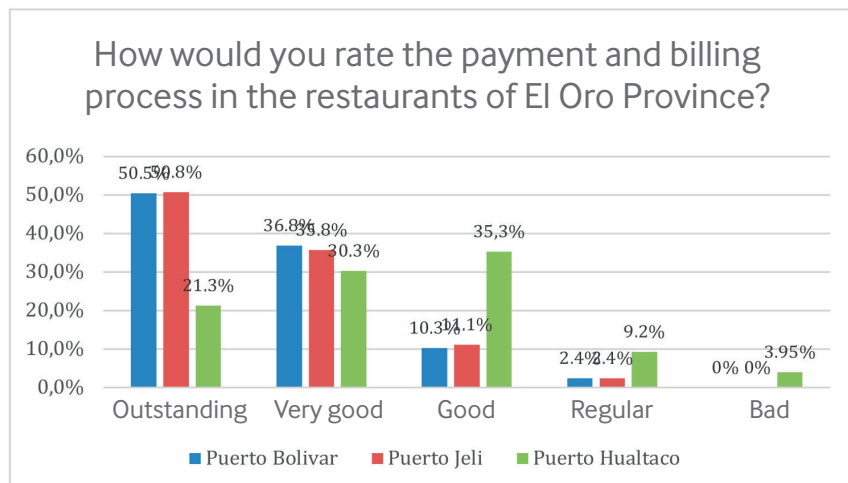


Source: own, work field 2019

“The so-called tourism is complex, since it includes goods and services that are consumed by the tourist during a period that is outside home” (Narváez & Fernández, 2010). Travelers always look for the most convenient with respect to what they wish, without intervention with the obligations and responsibilities that they must fulfill, and at the time of ordering, the less the delay the greater satisfac-

tion. In this case, Puerto Bolivar has 12% as outstanding, Puerto Jeli, 6.3% and Puerto Hualtaco represents 2.4%. In Very Good, they have similar percentages of 41.6%, 40.5% and 36.6% respectively. The same happens in good, with 30.5%, 43.7% and 39.2%. In the regular case, they obtain 10.3%, 6.3% and 13.95%. Finally, in the bad parameter. The values are 5.5%, 3.2% and 7.9, respectively.

Figure 3: Service criterion: payment and billing process.



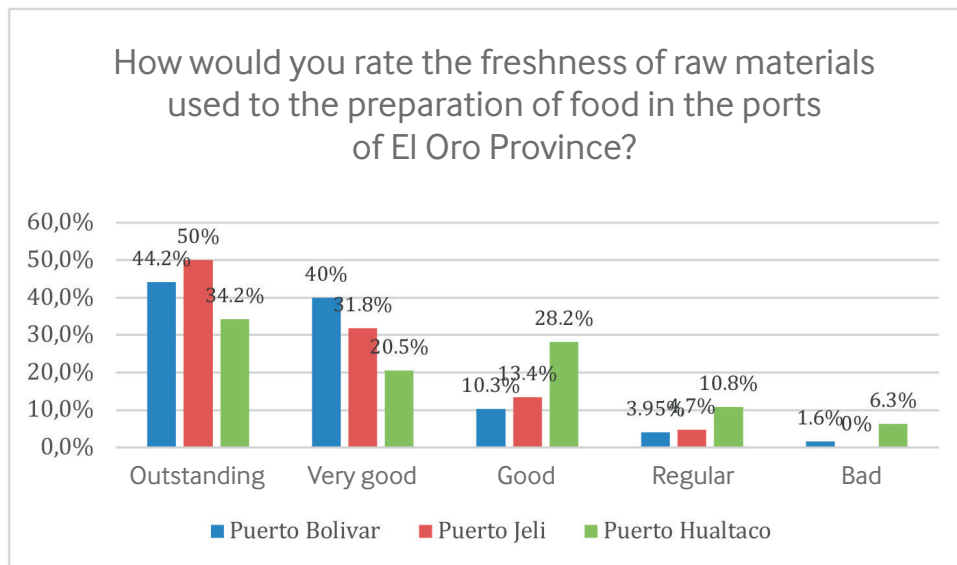
Source: own, work field 2019

Maldonado (2015), indicates that despite the various payment means existing in the Latin American Market, 91% of the transactions are made in cash, but due to the continuous disappearance of the check as payment mean, credit cards have increased their preference. That is why it is necessary for the restaurants to have at least two payment mechanisms, so the tourist has more comfort when paying his order. Puerto Bolivar obtained an outstanding result of 50.5%, Puerto Jeli 50.8% and Puerto Hualtaco, 21.3%; showing litt-

le difference with very good, with 36.8%, 35.8% and 30.3%, respectively. On the other hand, good varies from 10.3%, 11.1% and 35.3%. Likewise, as the previous parameter, the two first ports present the lowest percentages in regular with 2.4% and the third port with 9.2%. In addition, it is the only one that has 3.95& in bad.

Similarly, the valuation criterion of the product provides the following result:

Figure 4: Product criterion, freshness of raw materials.

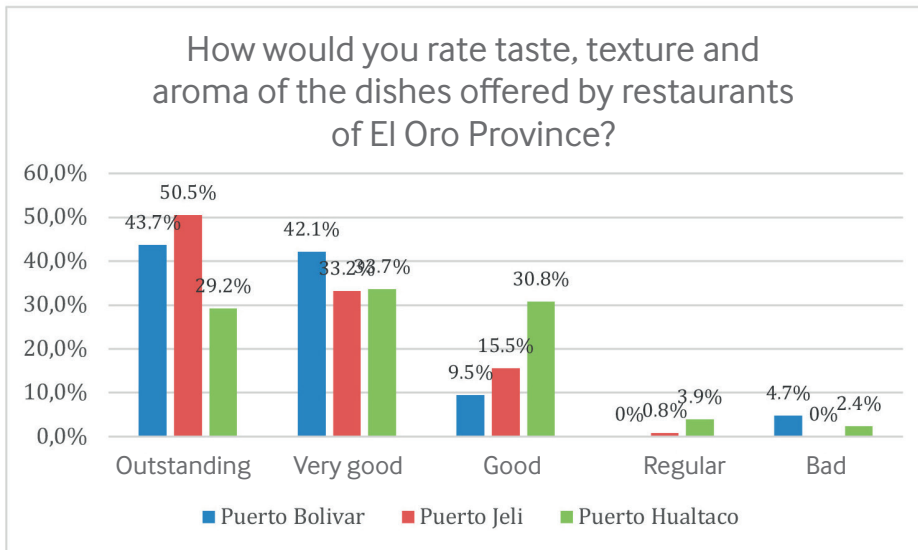


Source: own, work field 2019

Regarding shellfish, but care must be taken with what is ingested, especially if the raw material has not been well handled or is not fresh. Roberts & Stadler (2009) mention that after obtaining the specimen, this can become contaminated with viruses, bacteria and parasites that can produce high-risk diseases. Puerto Bolivar obtained 44.2% as result in outstanding. Puerto Jeli

50% and Puerto Hualtaco 34.2%. On the other hand, it varies from 40%, 38.1% and 20.5% in the very good parameter. In the good parameter continuing with the regular parameter the percentages are 10.3%, 13.4% and 28.2%; continuing with 3.95%, 4.7% and 10.8% in regular, Finally, the percentage of 1.6% and 6.3% of the first and third port consider that it is bad.

Figura N° 5. Criterio Producto: Sabor, textura y aroma.



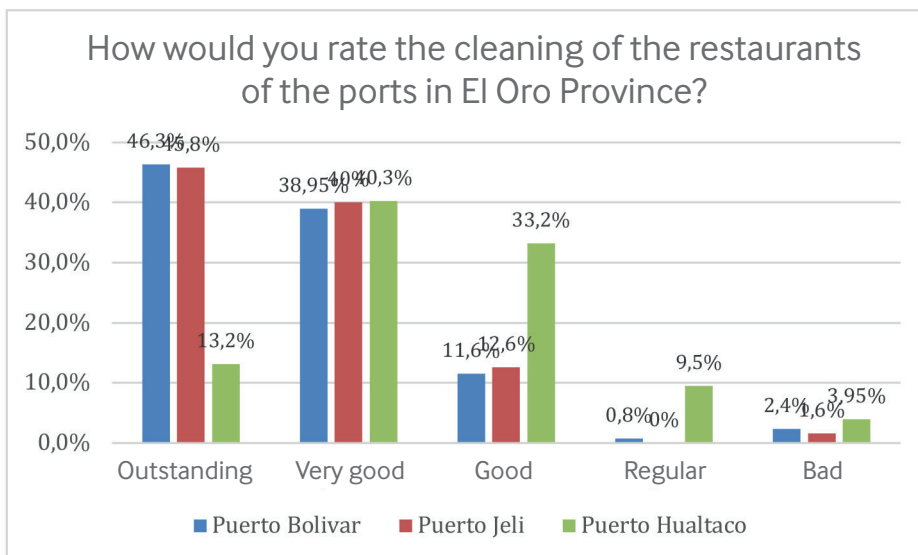
Source: own, work field 2019

Delgado (2001) mentions that by using our senses when eating, some particularities belonging to a human group can be found. This, because gastronomy is linked to our social history. Therefore, the ways of preparation and cooking of food can vary, even in food places located in the same area with respect to taste, texture and aroma of the dishes in the restaurants in the ports of El Oro Province. Bolivar obtained 43.7% in outstanding, Jeli achieved 50.5% and Hualtaco, 29.2%. On the other hand, the per-

centages in Very good were 42.1%, 33.2% and 33.7%; whereas in the good parameter, the numbers corresponded to 9.5%, 15.5% and 30.8%. However, in regular they show 0%, 0.8% and 3.9%- Finally, a rating of 4.7% and 2.4% were obtained in the bad parameter in Puerto Bolivar and Hualtaco.

Regarding installation and furniture, the following was obtained:

Figure 6: Installation and furniture criterion: cleaning.

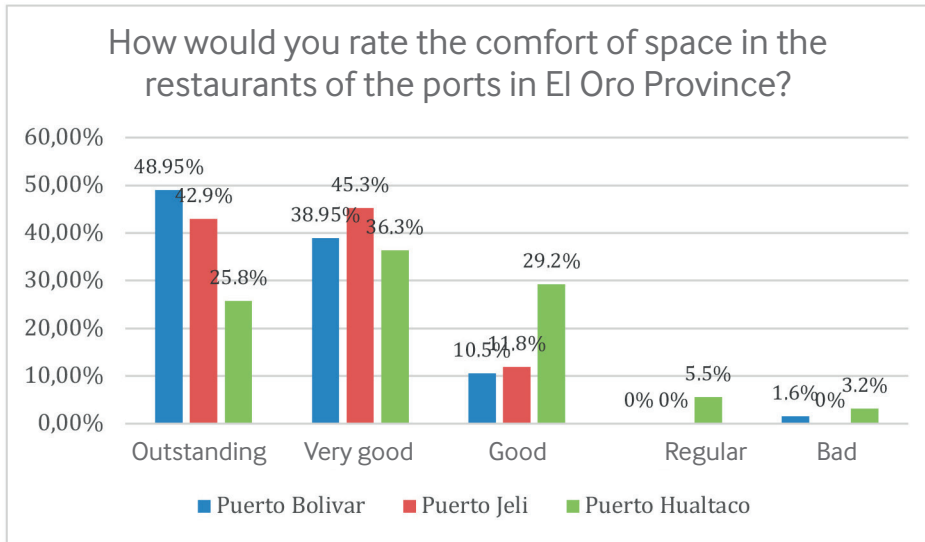


Source: own, work field 2019

Rubio (2014) states that in order to maintain facilities, equipment and utensils in optimal conditions for their consequent use, a correct cleaning and disinfection procedure must be carried out, since these two actions allow the removal of visible dirt and reduce microorganisms. The signs of cleanliness in restaurants are an indication of food conducive to its consumption. According to the results, Puerto Bolivar, Puerto Jile and Puer-

to Hualtaco obtained 46.3%, 45.8% and 13.13.2% in the outstanding parameter, respectively. However, in the very good parameter there is a similarity between these 3, with 38.95%, 40% and 40.3%; whereas in good, the percentages are 11.6%, 12.6% and 33.2%. IN the regular parameter, percentages of 0.8%, 0% and 9.5% were obtained. Finally, a minimum amount of 2.4%, 1.6% and 3.95% was presented for the bad parameter.

Figure 7: Installation and furniture criterion: comfort.



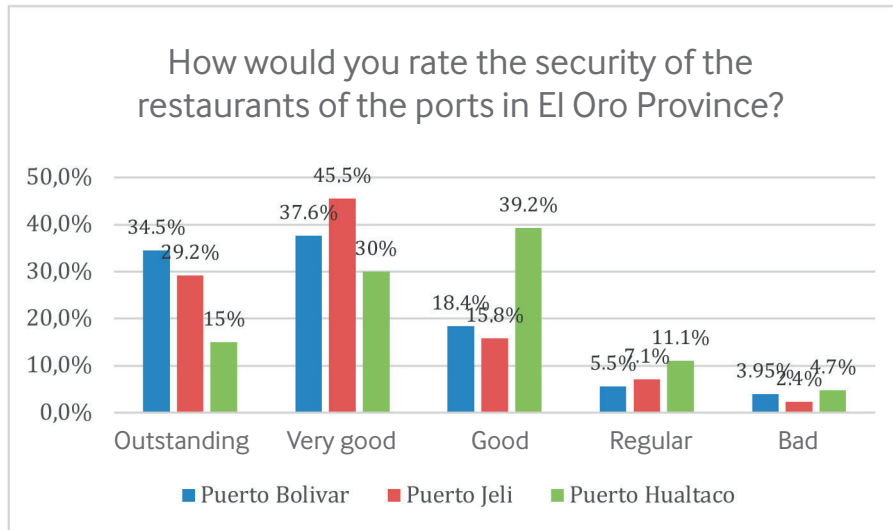
Source: own, work field 2019

A restaurant is mainly composed of the kitchen and service areas, being the latter the space of direct interaction with the diner. If not optimized, this person may incur in obstruct the activities of the waiter or in the case of proximity between the tables, causing that the client lose privacy. The three ports usually present the problem because the demand exceeds the supply in function of the facilities on holidays. However, according to the results, Puerto Bolivar obtained 48.95%

in outstanding, Puerto Jeli 42.9% and Puerto Hualtaco, 25.8%. In the very good parameter, percentages of 38.95%, 45.3% and 36.3% were obtained, whereas in the good parameter, 10.5%, 11.8% and 29.2% were obtained. However, in regular the two firsts have 0% and the last, 5.5%. Finally, in the bad parameter, Bolivar has 1.6% and Hualtaco, 3.2%.

In the security criterion, the following was achieved:

Figure 8: Security criterion; restaurants.

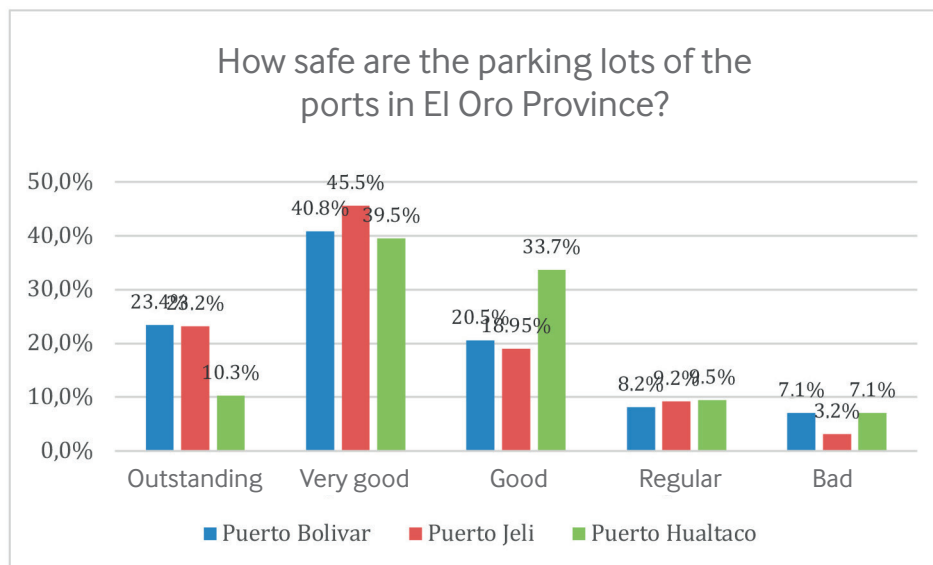


Source: own, work field 2019

According to Crespo (2019) the sites with an increase in the crime rates in El Oro Province are the border canton of Huaiquillas and Puerto Bolivar parish in Machala. Therefore, it is necessary that the restaurants implement security measures such as: surveillance cameras, alarms, guardianship or maintain a control in the entrance of the restaurant. Thus, through the results it can be corroborated

that in terms of security inside the restaurants of Puerto Bolivar. 34.5% consider it outstanding, unlike Jeli, with 29.2% and Hualtaco with 15%. As very Good, they obtain 37.6%, 45.5% and 30%; in Good, 18.4%, 15.8% and 39.2%. In the case of regular parameter, percentages of 5.5%, 7.1% and 11.2% were obtained, whereas in bad, the values were 3.9%, 2.4% and 4.7%.

Figure 9: Security criterion: parking lots.



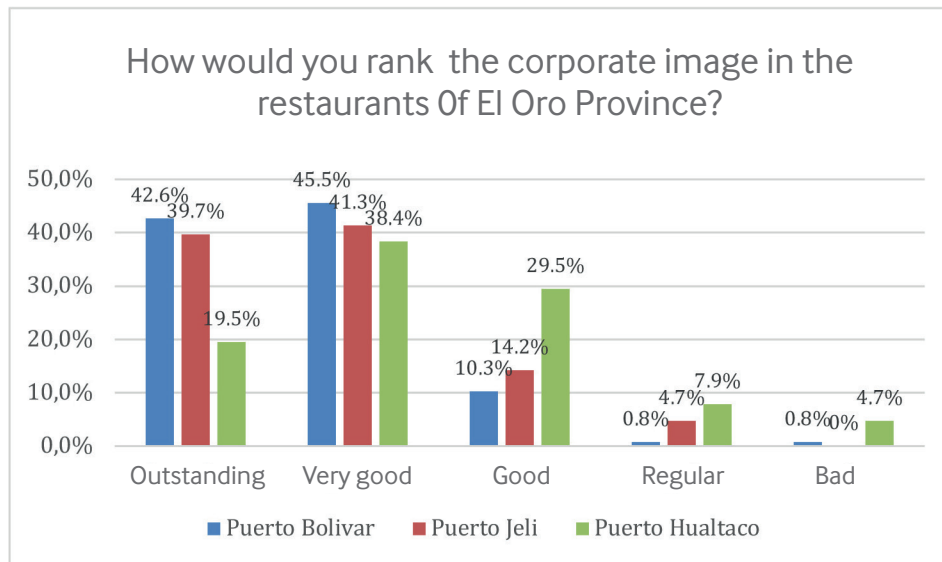
Source: own, work field 2019

“Parking is a condition evidently indispensable in every road transport system” (Bull, 2003), especially if the driver has achieved his destination and no longer needs to move. The inconvenience of these places in the ports of El Oro Province is their informality. Therefore, there is more risk of being victim of a criminal. According to the results, 23.4% consider as outstanding the security in the parking lots of Bolivar, 23.2% in Puerto Jeli and 10.3% in Puerto Hualtaco.

On the other hand, 40.8%, 45.5% and 39.5% was obtained in the very good parameter; 20.5%, 18.95% and 33.7% in good; similar percentages were obtained in regular, with 8.2%, 9.2% and 9.5% and finally, the bad parameter obtained 7.1%, 3.2% and 7.1%, respectively.

The image valuation criterion obtained the following results:

Figura N° 10. Criterio Imagen: Corporativa.

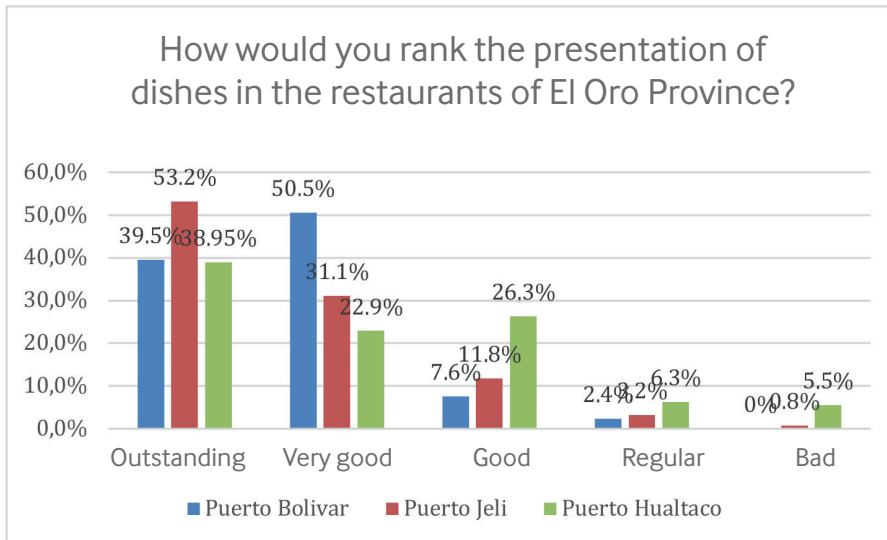


Source: own, work field 2019

The corporate image is the letter of introduction of a certain activity. This allows the consumer to have an idea of the whole area. In addition, “it has become the cornerstone of the entire communicational process of companies and institutions” (Galán, 2008). Therefore, if something positive is projected, whoever receives it replicates that impression. According to the results, Bolivar obtained

42.6% in outstanding, Puerto Jeli, 39.7% and Hualtaco, 19.5%. In the very good parameter the values were 45.5%, 41.3% and 38.4%, respectively; whereas 10.3%, 14.2% and 29.5% were obtained in the good parameter. In the regular parameter, percentages of 0.8%, 4.7% and 7.9% were obtained and finally, values of 0.8% for Bolivar and 4.7% for Hualtaco were achieved for the bad parameter.

Figure 11: Image criterion; presentation.



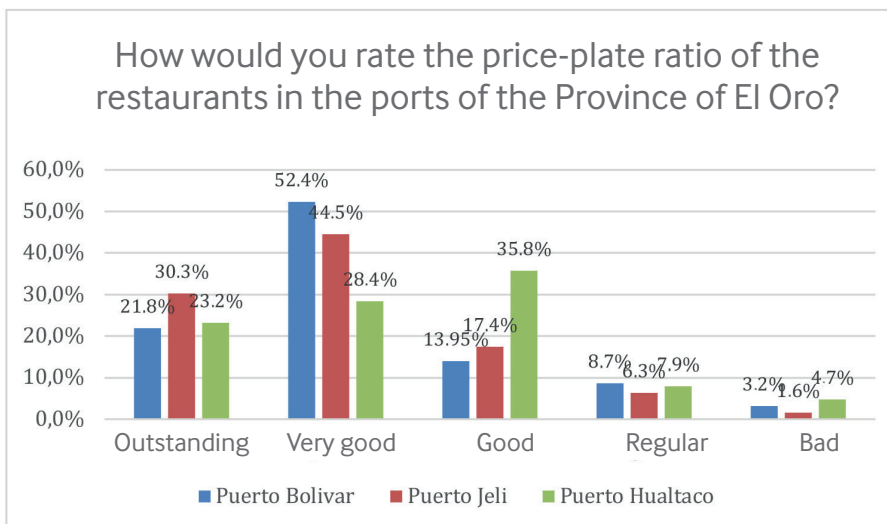
Source: own, work field 2019

At present, with the increased competition the phrase “people eat with the eyes” becomes more evident. Therefore, Large multi-million food companies such as McDonald’s and KFC among others invest in the image of their product, many times in restaurants. The way in which food is presented can be decisive at the time of attracting customers. Pérez (2012) mentions three factors that should be taken into account for the plating of shellfish: nature and type of specimen, preparation process and the type of serviced used. Based on this, presentation and decoration can be varied, ei-

ther by ideas of the chef or policies of the restaurant, model and color of the dish, or for the characteristics of the sauce or garnish. Thus, there was a qualification of outstanding for Puerto Bolivar of 39.5%, 53.2% for Puerto Jeli, and 38.95% for Puerto Hualtaco. As very good, the values are 50.5%, 32.1% and 22.9%; whereas percentages of 2.4%, 3.2% and 6.3% were obtained for the regular parameter. Finally, in the case of bad, values were 0%, 0.8% and 5.5% respectively.

In addition, the price valuation criterion shows the following:

Figure 12: Price criterion: Dish-price relation.



Source: own, work field 2019

According to Gallego (1998), the average price of the gastronomy in a food place must be related to the category of the restaurant. However, certain number of these institutions of El Oro Province are not properly registered in tourist cadastre and lack of a specific category. Despite this, the dish-price relationship according to data obtained in the present study indicate that in Puerto Bolivar, 21.8% consider it outstanding, as well as Puerto Jeli with 30.3% and Puerto Hualtaco with 23.2%. Percentages of 52.4%, 44.5% and 28.4 were obtained for the very good category, and 13.95%, 17.4% and 35.8% in good. On the other hand, the regular parameter obtained percentages of 8.7%, 6.3% and 7.9%; and finally, the bad category reached values of 3.2%, 1.6% and 4.7%.

CONCLUSIONS

Despite obtaining positive results in the service criterion, the food establishments should focus more on their employees through trainings or incentives that encourage improved customer service, which should be agile from the entry to the departure of the diner. This also includes the waiting time determined for the preparation of snacks, which must be maintained between 15 and 20 minutes. Likewise, at the time of billing or payment of the consumption it is advisable that not only the method payment with cash, but also other forms such as credit card and transfer, among others. In addition, the estimated billing time must be 5 minutes. Otherwise, the restaurant should be showing a bad distribution of assigned tasks to each employee.

It was possible to determine that the product criterion has high satisfaction rates, mainly because the production of its gastronomy is based on fresh seafood, due to the approach they have with the mangrove. However, it would be conducive for them to take new forms preparation and

cooking focused on a type of international cuisine, to thus hoard new market niches without losing its traditional approach, which is its flavor, texture and aroma which varies between the three ports, but with a notable difference of Puerto Jeli, which presents 0%.

Puerto Hualtaco in the installation and furniture criterion, regarding the results, acquired the lowest qualifier. Therefore, it should focus on showing a better neatness for its diners and take advantage of its environment that is linked to natural elements, of likewise, diners are not totally comfortable with the space that restaurants have, so it is optionally recommended to restructure the tables, furniture or decorative accessories present, as well as organize them according to the area of the site.

With regard to the security criterion, it was concluded that there should be greater police control and interest on the part of restaurants in building customer trust, through crime prevention measures, in addition, that it is necessary to establish concrete and secure parking, because this creates informal parking lots.

In the image criterion it was identified that the corporate identity of Puerto Hualtaco is weak in the face of competition. This causes the first impression that the diner has about the place is not always positive, for this reason it is advisable to establish standards conduct, clothing and work environment, for employees to receive and disseminate.

With regard to the Price criterion, it can be corroborated that the standard value of a seafood dish is \$8. This is increased according to the type of specimen desired, and the three ports have similar percentages- Therefore, the respondents state that the relationship between what they pay and what they get is the right one.

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