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IDENTIFY AND RANK THE FACTORS AFFECTING CUSTOMER DELIGHT IN RESTAURANTS, CASE (RESTAURANTS QAZVIN)

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ABSTRACT

Customer satisfaction is the variable that devoted most marketing texts, in order to evaluate the customer experience, customer delight of topics of interest to them. In fact, the great customer service in today's environment is very important and review of the factors affecting it has become a strategic issue. So much competition in the restaurant industry, which today witnessed factors affecting gratifying customer experience and its impact on customer loyalty is important and can provide new insights in the industry. The purpose of this research is to develop theoretical foundations in relation to the subject and to identify and rank the factors affecting customer delight In the restaurant and answer two questions: 1) What are the factors that influence the delight of customers in restaurants? 2) Which of the factors affecting customer delight restaurants are more important? This research was conducted in the period September 2014 to March 2014. Geographic scope of this research is a restaurant in the city of Qazvin. This study was conducted to survey, this study is a descriptive terms) non-experimental (a. In this study, using a semi-structured, well-known restaurant customers we collect Qazvin, the data collected are ranked by AHP the most important factors to the target (customer delight). Weight global priorities in AHP method (Global Priority Weight) represents the importance of each factor in determining the target (here happy customer) is. Stratified random sampling will be carried out, Expert Choice software used to facilitate analysis. The results showed that the taste of the food (the food-related and ancillary services), the price of food and appetizers (financial contributor), physical facilities and equipment for cleaning (Factors related to physical facilities), and problem-solving approach and courteous staff (Of the staff), the most important factors of each form. A total of 16 factors examined pies taste of original, exclusive services, the price of food and appetizers, and physical facilities (dishes, comfortable furniture, etc.) and Staff courteous and fair dealing prices have found the most points.

Keywords: Happy Customer, Customer Satisfaction, Marketing, Restaurant

INTRODUCTION

The company has a superior performance in various industries are moving towards Maintain customer loyalty and attract them. In fact, maintaining customer loyalty and attract it, it is vital to continue the business. Marketers in the Hospitality Industry (Hospitality) also attempt to resolve customer expectations by providing exceptional service and He can draw satisfaction and loyalty. So they are constantly in search of new insights this service quality and customer experience possible through the review and analysis Formation. For example, they identify what the customers like them steadily or poor (Crotts *et al.,* 2008).

Some of the researchers, the concept of customer experience (Customer experience) have moved Holistic in nature and includes all points of contact with the customer's business, product, and the service (Grew *et al.,* 2009). Hövsan and Viet (2010) believe that Customer experience to be memorable and distinctive emotional Glymor and Payne (1999) say that customers who are emotionally involved, service companies are more likely to Buy again and recommend to others doing business.

In fact, the great customer service in today's environment is very important and review and factors affecting it has become a strategic issue. Furthermore, the possibility that competitors will be able to enjoy the services which customers are joyous, copy the extremely low (Crotts *et al.,* 2008). In other words happy customer can be a source of strategic competitive.

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Research Questions

1) What are the factors that influence the delight of customers in restaurants?

2) Which of the factors affecting customer delight restaurants are more important?

Due to the exploratory nature of this research, this study sought to test a particular hypothesis is not to identify the factors affecting customer delight and their ranking in regular sequence analysis.

Definitions

Happy customer (customer experience enjoyable) is defined from three different perspectives. A paradigm is defined approval (disapproval) stresses. Another group of researchers focused on affective components. Finally, the school of thought focuses on human needs. Patterson (1997) with emphasis on the verification approach (disapproval) offers an enjoyable experience where Customer satisfaction above steps and pleasurable experiences (delicious) was created for guests. Other researchers believe that Customers a certain period beyond the limits of tolerance that if the threshold was high in this period, Experience joy (Keinningham *et al.,* 1999).

Another approach is to experience joy emotion-driven approach. For example, it is proposed that combines the experience of pleasure feel the joy, excitement (Thrill), and vitality (Exhilaration) (Kumar *et al.,* 2001). Finn (2005) defines customer experience as gratifying emotional response that Amazing and positive levels of performance arises. Schneider and Bowen (1999) believe that a happy customer is a function of Satisfy the human need for security, justice and self-respect.

Certainly joy and satisfaction both have common characteristics. The model is possible disapproval (expectancy-disconfirmation model), and it is expected that compare service before their shopping from the customers' expectations with actual experience or product (Oliver, 1980). If they experience performance located in the lower level of expectations, dissatisfaction or feeling of injustice and anger occur. If the perceived service quality will surpass expectations, the positive responses occur as the satisfaction or pleasure. The satisfaction and joy in nature (i.e., positive emotions) are the same.

But these two structures, the initial conditions (the creation of any structural arrangements), and the size and these conditions are a big separated. Contains a pleasant surprise and joy that is pleasant, there is no satisfaction. It is said that the emotional delight, Happiness is being with a mixture of surprise (Kumar *et al.,* 2001; Berman, 2005). In other words, a preliminary oxidation surprisingly gratifying experience is essential (Oliver *et al.,* 1997). Also shown is a wonderful part of Rejection Strongly associated with customer loyalty (Crotts and Magnini, 2010). Also other reasons in support of the great wonders of the customer, is noteworthy. Emotional arousal may cause surprises that have been proven a major impact on customer delight (Bowden and Dagger, 2011).

Compared with satisfaction, joy, and more emphasis on emotional attachment strongly associated with loyalty, advertising language, and intention to repurchase (Torres and Kline, 2006). Akin et al (2008) have argued that delight the customer's individual needs and is strongly influenced by the character and virtue of the fact that it is highly individual (Behrman, 2005).

In general, the literature suggests that the structure of joy (joy experience) has two features are: 1) joy as a result of positive events, memorable and capable of reproducing occur. Unlike satisfaction, pleasure and longer continuous 2) the pleasure is strongly associated with customer loyalty and repurchase intentions. Compared with the customer satisfied, happy customers tend to show loyalty and more likely is retained.

Literature

Daprat and Julie (2009) to evaluate the "quality of the relationship between buyer and Salesman at different levels "to the conclusion that the orientation relationship between the buyer and the seller of the business relationship should be taken into consideration. Detection and management of vendors are to promote trade relations between the key success factors.

Morgan and Hunt (1994) in his "theory of trust obligation In relationship marketing "to investigate the effect of trust and Concluded that the commitment in relationship marketing Trust and commitment are key factors and relationship marketing is the key variables.

Krutz *et al.,* (2008) examined the key drivers gratifying experience in environment and food festival wine. Using data collected from 310 participants, the variety and quality of food and wine-tasting foods, for

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example, the main driver of the joy (joy) Participants were identified. It is worth noting that the respondents have negative perceptions of the Festival Like being able to sit, and a large crowd voiced, but still their overall experience as positive and expressed their wish to visit again. So it seems that the joy generated by the key drivers, encouraging and the impact of negative emotions and overall assessment dictates.

Torres and Klein (2013) analyze the content of a feed containing paying guests. As part of this study, they began to offer the kind of customer delight. Types were identified joy: joy charismatic (Which is associated with the character, friendly and kind staff), joy satisfaction (Which is required to satisfy the needs of a higher level of respect as relevant), Pleasure solving the problem (that of effective solutions to the problems caused by the guests, Especially if it is not the responsibility of the hotel), professional pleasure (Which arises from the professionalism of the staff), and comparative joy (the recognition of the fact that the hotel is amazing in comparison to its competitors). The study examined the relationship between qualities of service set up in 2007 by Chen et al. in China, was the model of relationship quality and customer satisfaction that is considered by researchers as the trusted provider of service. In the model, this research expertise, empathy, satisfaction and effectiveness of communication have been proposed as quality records and oral communication and advertising support as a service provider relationship quality outputs. The results of this study showed that the main factor in building trust and empathy and expertise have a significant impact on both the trust and satisfaction and relationship quality components the utility and service leads to increased customer satisfaction and pleasure effective communication is effective on both the trust and satisfaction. Customer satisfaction and trust is also a positive impact on output, the quality of the relationship of trust and customer satisfaction leading to customer support and service provider is verbal advertising (Chen *et al.,* 2007). The ability to create service provider satisfaction, trust and willingness of customers to establish and maintaining the relationship with the supplier for a long time. This relationship continues to improve the quality of communication can be achieved (Hnyg and Clay, 2002).

Analysis of the Data

Following data collection, the raw materials should be analyzed and discussed with the appropriate means to Applied to transfer their information. In a study of this kind, the best way to Information and Data Analysis, Statistical analyzes. With our statistical analysis the relationship between different variables to find and finally, we come to answer your questions (Hassanzadeh, 2003).

After gathering the required data were collected, analyzed and tested. At this stage, using AHP techniques, the criteria weights are calculated and after determining the coefficients of the variables using AHP technique ranked. Evaluation criteria of the present study are shown in the following table:

Table 1: Criteria for evaluating research

Options	Criterions	Name
Main pies taste	Food and ancillary services	Q1
Efficiency and speed of service		Q2
Exclusive services		Q3
Side dishes taste		Q4
Food prices and Appetizers	Financial factors	Q5
The fairness of the price compared to competitors		Q6
Special discounts for specific customers		Q7
Physical facilities (dishes, comfortable furniture, etc.)	Physical Features	Q8
Location of restaurant		Q9
Living room design (decor, lighting, etc.)		Q10
Parking		Q11
Mutual respect	Factors related to staff	Q12
Problem solving (problem) by employees		Q13
Professionalism of the staff		Q14
Dealing Friends (devotion)		Q15
Elegant appearance		Q16

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Note: Comparative restaurant managers and customers
Firstly, the statistical T-test method was used in order to compare the mean of the two communities (and loyal customers Restaurant managers). For this purpose, 15 customers and 15 managers of restaurants which operated for many years in the restaurant and a good understanding of the sensitivity and customer expectations, data (above) were collected. Then, to verify that is there a difference between these two sets of people (The answers), the comparison of the views of these two using the Student t test described above. It should be noted that T-statistic for samples that are under 30 also used (Azar, 2005). The results for each category of response (4 general criteria) as follows:

Differences or similarities	Significant .level	T-statistics	Significance level and test for homogeneity of variance and Fisher	Criterion
Lack of significant differences	0/000	4/309	0/000 -30/39	Food and ancillary services
Lack of significant differences	0/002	4/971	0/001-28/544	Financial factors
Lack of significant differences	0/000	7/341	0/000-36/25	Factors related to staff
Lack of significant differences	0/000	5/565	0/000-33/57	Physical Features

As can be seen between managers (experts) and customers, there is no significant difference.
Develop Evaluation Criteria
Definition of Indicators or Criteria
In order to achieve the most important indicators of customer delight, interviewed managers and their clients with great restaurants in the city of Qazvin also refer to previous research in the field of hotel and restaurant management indicators in Table (2). Finally, a conclusion is made as to the degree of priority criteria (Table 3), which in this study, because of the large number of indicators and the lack of effective investigation of the 4 most important indicators of food and services, financial factors, factors related to staff and physical facilities are used for evaluation.
Determining Preference or Priority Indicators (Indicators of Priority)
In this section, paired comparisons were used to determine the relative importance of each indicator.

Table 2: Summarizes the major indicators of customer delight

4	3	2	1	Title
Physical Features	Factors related to staff	Financial factors	Food and ancillary services	Index

The following criteria are important to each other as shown:
Measurement of the main criteria
Table (3) shows the matrix of paired comparisons standards of customer delight. After collecting the data in the table is the geometric mean.

Table 3: Comparison of test criteria aim to delight customers with software

Factors affecting customer delight	Food and ancillary services	Financial factors	Factors related to staff	Physical Features
Food and ancillary services	1	2/73	1/876	2/664
Financial factors	0/366	1	2/352	2/241
Factors related to staff	0/533	0/425	1	2/402
Physical Features	0/375	0/446	0/416	1

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Table 4: Priority levels normalized matrix to measure customer delight

Factors affecting customer delight	Food and ancillary services	Financial factors	Factors related to staff	Physical Features	Weight
Food and ancillary services	0/439	0/593	0/332	0/321	0/421
Financial factors	0/161	0/217	0/417	0/27	0/266
Factors related to staff	0/234	0/092	0/177	0/289	0/198
Physical Features	0/165	0/097	0/074	0/12	0/114

According to our criteria, paired comparison matrix to the conclusion that:
1. The standard of food and service side is 2.73 times the standard financial factors.
2. The standard of food and service standard is 1.876 parts related to its employees.
3. The standard of food and services to measure physical facilities is 2.664.
4. The standard of 2.352 times the standard financial factors related to employees.
5. The importance of financial factors 2.241 criteria to measure the physical facilities.
6. The importance of financial factors 2.402 criteria to measure the physical facilities.

Table 5: Rate (WSV) matrix of options compared to the standard of customer delight

Factors affecting customer delight	Food and ancillary services	Financial factors	Factors related to staff	Physical Features	*	Weight	=	WSV
Food and ancillary services	1	2/73	1/876	2/664		0/421		1/822
Financial factors	0/366	1	2/352	2/241		0/266		1/141
Factors related to staff	0/533	0/425	1	2/402		0/198		0/809
Physical Features	0/375	0/446	0/416	1		0/114		0/473

Table 6: Calculate the rate of CV matrix of options compared to the factors affecting customer delight

Factors affecting customer delight	WSV	÷	Weight	=	CV
1	1/822		0/241		4/328
2	1/141		0/266		4/289
3	0/809		0/198		4/085
4	0/473		0/114		4/149

- Calculate the max:

$$\lambda_{max} = \frac{\sum cv}{n} = \frac{16.851}{4} = 4.213$$

- Calculate the consistency index (CI):

$$C.I = \frac{\lambda_{max} - n}{n-1} = \frac{4.213 - 4}{3} = 0.071$$

- Compatibility rate (CR):

$$C.R = \frac{C.I}{R.I} = \frac{0.071}{0.9} = 0.079$$

RI represents the value of the random index table (3-3). Because the adaptation rate is less than 0.1, so comparisons test criteria of compatibility is customer delight. The weight of each food standards and services, financial factors, factors related to staff and physical facilities as follows:

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Food and ancillary services: 0.421
Financial factors: 0.266
Factors related to employees: 0.198
Physical Features: 0.114
The standard of food and service is second highest.

Calculate the total weight Options

Table (7) shows food paired comparison matrix Services that have been put on the table after data collection Geometric mean they.

Table 7: Paired comparison criteria to food and services using

Factors influencing food services	Main pies taste	Efficiency and speed of service	Exclusive services	Side dishes taste
Main pies taste	1	1/856	0/809	1/448
Efficiency and speed of service	0/539	1	1/072	1/414
Exclusive services	1/123	0/933	1	1/116
Side dishes taste	0/672	0/707	0/896	1

Due to the advantages of the structures, privileges and rating options for each structure using Score points by multiplying each of the options for the structure is calculated as follows:

Table 8: Matrix normalized levels of priority to food and ancillary services

Factors influencing food services	Main pies taste	Efficiency and speed of service	Exclusive services	Side dishes taste	Weight
Main pies taste	0/3	0/413	0/23	0/299	0/31
Efficiency and speed of service	0/162	0/222	0/278	0/284	0/236
Exclusive services	0/337	0/207	0/259	0/224	0/257
Side dishes taste	0/202	0/157	0/236	0/2	0/198

Table 9: Rate (WSV) matrix compared to the standards of food and service options and accessories

Factors influencing food services	Main pies taste	Efficiency and speed of service	Exclusive services	Side dishes taste	*	Weight	=	WSV
Side dishes taste	1	1/856	0/89	1/448		0/31		1/263
Efficiency and speed of service	0/539	1	1/072	1/414		0/236		0/958
Exclusive services	1/123	0/933	1	1/116		0/257		1/046
Side dishes taste	0/672	0/707	0/896	1		0/198		0/803

Table 10: The rate of CV matrix comparison of alternatives to food and ancillary services

Factors influencing food services	WSV	÷	Weight	=	CV
1	1/263		0/31		4/074
2	0/958		0/236		4/059
3	1/046		0/257		4/07
4	0/803		0/198		4/055

- Calculate the max:

$$\lambda_{max} = \frac{\sum cv}{n} = \frac{16.258}{4} = 4.0645$$

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- Calculate the consistency index (CI):

$$C.I = \frac{\lambda_{max} - n}{n - 1} = \frac{4.0645 - 4}{3} = 0.0215$$

- Compatibility rate (CR):

$$C.R = \frac{C.I}{R.I} = \frac{0.0215}{0.9} = 0.0239$$

Because the adaptation rate is less than 0.1, so comparisons test standard of food and service side is of consistency.

Table 11: Points and prioritize questions variables and food services

Weight of food options and services variables	*	Variable weight and food services	=	Final ranking variables food options and services	Prioritize	More options
0/31		0/421		0/1305	1	Taste of food
0/236				0/0993	3	Efficiency and speed of service
0/257				0/1082	2	Exclusive services
0/198				0/0833	4	Side dishes taste

Rating and agents in food and services, the taste of the food, dedicated service, Performance of services and Side dishes taste of first to fourth grade were acquired.

Table (12) paired comparisons matrix variable standards of financial factors are that has been put on the table the geometric mean of the data collection.

Table 12: Matrix of pairwise comparison of financial indicators

Factors affecting financial factors	Food prices and Appetizers	The fairness of the price compared to competitors	Special discounts for specific customers
Food prices and Appetizers	1	2/73	2/309
The fairness of the price compared to competitors	0/366	1	2/317
Special discounts for specific customers	0/433	0/368	1

Due to the advantages of the structures, rating and ranking options for each structure using Score points by multiplying each of the options its structure is calculated as follows:

Table 13: Matrix normalized levels of priority to measures of financial

Factors affecting financial factors	Food prices and Appetizers	The fairness of the price compared to competitors	Special discounts for specific customers	Weight
Food prices and Appetizers	0/556	0/422	0/217	0/398
The fairness of the price compared to competitors	0/203	0/244	0/45	0/299
Special discounts for specific customers	0/241	0/089	0/166	0/17

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Table 14: Rate (WSV) matrix comparison of alternatives to measures of financial

Factors affecting financial factors	Food prices and Appetizers	The fairness of the price compared to competitors	Special discounts for specific customers	*	Weight	=	WSV
Food prices and Appetizers	1	2/73	2/309		0/398		1/595
The fairness of the price compared to competitors	0/366	1	2/713		0/299		0/892
Special discounts for specific customers	0/433	0/368	1		0/17		0/447

Table 15: Comparison of the rate of CV matrix choice than financial factors

Factors affecting financial factors	WSV	÷	Weight	=	CV
1	1/595		0.398		4
2	0/892		0/299		2/5
3	0/447		0/17		2/63

- Calculate the max:
$$\lambda_{max} = \frac{\sum cv}{n} = \frac{9.13}{3} = 3.043$$
- Calculate the consistency index (CI):
$$C.I = \frac{\lambda_{max} - n}{n-1} = \frac{3.043 - 3}{2} = 0.0217$$
- Compatibility rate (CR):
$$C.R = \frac{C.I}{R.I} = \frac{0.0217}{0.58} = 0.037$$

Because the adaptation rate is less than 0.1 standard so Factors paired comparisons of financial factors of consistency.

Table 16: Points and prioritize indicators of financial

The initial weights of the variables financial options	*	Weight variables financial factors	=	Final ranking of alternatives financial variables	Prioritize	More Options
0/398		0/266		0/1059	1	Food prices and Appetizers
0/299				0/079	2	The fairness of the price compared to competitors
0/17				0/045	3	Special discounts for specific customers

Rating and prioritize the financial factors, food prices and the food, fair prices to competitors, discount for customers earn their first place to third in importance.

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Table (17) paired comparison matrix is related to physical facilities that collect data from their geometric mean is placed on the table.

Table 17: Paired comparison of the physical facilities using criteria

Factors influencing physical facilities	Physical facilities (dishes, comfortable furniture, etc.)	Location of restaurant	Living room design (decor, lighting, etc.)	Parking
Physical facilities (dishes, comfortable furniture, etc.)	1	3/06	1/808	1/762
Location of restaurant	0/327	1	1/82	1/349
Living room design (decor, lighting, etc.)	0/553	0/549	1	1/835
Parking	0/568	0/741	0/545	1
Total	2/448	5/35	5/173	5/946

Due to the advantages of the structures, rating and ranking options for each structure rated by multiplying each of the Scores options for the structure is calculated as follows:

Table 18: Matrix normalized levels of priority to measures of physical facilities

Factors influencing physical facilities	Physical facilities (dishes, comfortable furniture, etc.)	Location of restaurant	Living room design (decor, lighting, etc.)	Parking	Total	Weight
Physical facilities (dishes, comfortable furniture, etc.)	0/408	0/572	0/349	0/296	1/625	0/406
Location of restaurant	0/133	0/187	0/352	0/227	0/899	0/225
Living room design (decor, lighting, etc.)	0/226	0/103	0/193	0/308	0/83	0/207
Parking	0/232	0/138	0/105	0/168	0/463	0/161

Table 19: Rate (WSV) matrix of options compared to the standard of physical facilities

Factors influencing physical facilities	Physical facilities (dishes, comfortable furniture, etc.)	Location of restaurant	Living room design (decor, lighting, etc.)	Parking	* Weight	= WSV
Physical facilities (dishes, comfortable furniture, etc.)	1	3/06	1/808	1/762	0/406	1/752
Location of **restaurant**	0/327	1	1/82	1/349	0/225	0/952
Living room design (decor, lighting, etc.)	0/553	0/549	1	1/835	0/207	0/85
Parking	0/568	0/741	0/545	1	0/161	0/671

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Table 20: The rate of CV matrix choice compared to physical facilities

Factors influencing physical facilities	WSV	÷	Weight	=	CV
1	1/752		0/406		4/315
2	0/925		0/225		4/231
3	0/85		0/207		4/106
4	0/671		0/161		4/167

- Calculate the max:

$$\lambda_{max} = \frac{\sum cv}{n} = \frac{16.819}{4} = 4.2047$$

- Calculate the consistency index (CI):

$$C.I = \frac{\lambda_{max} - n}{n - 1} = \frac{4.2047 - 4}{3} = 0.068$$

- Compatibility rate (CR):

$$C.R = \frac{C.I}{R.I} = \frac{0.068}{0.9} = 0.0758$$

Because the adaptation rate is less than 0.1 for standard physical facilities of the paired comparisons consistency.

Table 21: Points and prioritize the questions varied physical features

Initial weight options variable physical facilities	*	Weight variation of physical facilities	=	Final ranking options variable physical facilities	Prioritize	More Options
0/406		0/198		0/0804	1	Physical facilities (dishes, comfortable furniture, etc.)
0/225				0/0445	2	Location of restaurant
0/207				0/041	3	Living room design (decor, lighting, etc.)
0/161				0/319	4	Parking

Table 22: Matrix of pairwise comparison of factors related to staff

Factors related to staff	Mutual respect	Problem solving (problem) by employees	Professionalism of the staff	Dealing Friends (devotion)	Elegant appearance
Mutual respect	1	1/311	1/452	1/550	1/854
Problem solving (problem) by employees	0/763	1	1/769	1/757	1/595
Professionalism of the staff	0/689	0/565	1	1/931	1/966
Dealing Friends (devotion)	0/645	0/569	0/518	1	1/411
Mutual respect	0/539	0/627	0/509	0/709	1

The scoring and prioritization of physical facilities, and physical facilities (dishes, comfortable furniture, etc.), the location of the restaurant, reception hall design (decor, lighting, etc.) and first to fourth grade parking gained importance.

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Table (22) paired comparison matrix is related to employees who collected data in the table is the geometric mean.

Table 23: Normalized matrix of priority levels than those related to staff

Factors related to staff	Mutual respect	Problem solving (problem) by employees	Professionalism of the staff	Mutual respect	Elegant appearance	Preferred vector
Mutual respect	0/275	0/322	0/277	0/223	0/237	0/267
Problem solving (problem) by employees	0/209	0/245	0/337	0/253	0/204	0/25
Professionalism of the staff	0/189	0/139	0/190	0/278	0/251	0/209
Dealing Friends (devotion)	0/177	0/140	0/099	0/144	0/18	0/148
Elegant appearance	0/148	0/159	0/097	0/102	0/128	0/126

Table 24: Rate (WSV) matrix compared to those related to employee options

Factors related to staff	Mutual respect	Problem solving (problem) by employees	Professionalism of the staff	Dealing Friends (devotion)	Elegant appearance		Average		WSV
Mutual respect	1	1/311	1/452	1/550	1/856		0/267		1/36
Problem solving (problem) by employees	0/763	1	1/769	1/757	1/595	*	0/25	=	1/284
Professionalism of the staff	0/689	0/565	1	1/931	1/966		0/209		1/068
Dealing Friends (devotion)	0/645	0/569	0/581	1	1/141		0/148		0/748
Elegant appearance	0/539	0/627	0/509	0/709	1		0/126		0/638

Table 25: Comparison of the rate of CV matrix of the factors related to employee options

Factors related to staff	WSV	÷	Average	=	CV
1	1/36		0/267		5/094
2	1/284		0/25		5/136
3	1/068		0/209		5/11
4	0/748		0/148		5/054
5	0/638		0/126		5/063

- Calculate the max:

$$\lambda_{max} = \frac{\sum cv}{n} = \frac{25.457}{5} = 5.0914$$

- Calculate the consistency index (CI):

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$$C.I = \frac{\lambda_{max} - n}{n - 1} = \frac{5.0914 - 5}{4} = 0.0228$$

- Compatibility rate (CR):

$$C.R = \frac{C.I}{R.I} = \frac{0.0228}{1.12} = 0.0204$$

Because the rate is less than 0.1 compatibility is thus paired comparisons of the staff of consistency.
Due to the advantages of the structures, rating and ranking options for each structure using Score points by multiplying each of the options for the structure is calculated as follows:

Table 26: Points and prioritizing factors related to staff

The initial weights of the variables related to employee options	Weight variables related to staff	Final ranking of variable options to employees	Prioritize	More Options
0/267	× 0/198	= 0/053	1	Mutual respect
0/25		0/0495	2	Problem solving (problem) by employees
0/209		0/041	3	Professionalism of the staff
0/148		0/029	4	Dealing Friends (devotion)
0/126		0/025	5	Elegant appearance

Rating and factors related to staff in a polite attitude, problem solving (problem) by employees, professional employees, dealing Friends (devotion), appear adorned with the rank of first to fifth gained importance. The table below shows the rating and ranking of all options related to customer delight as come together.

Table 27: Points and prioritize all options related to factors affecting customer delight

Preference	Score	Options	Row	Preference	Score	Options	Row
11	0/0445	Software and hardware requirements	9	1	0/1305	Taste of the food	1
12	0/041	Living room design (decor, lighting, etc.)	10	4	0/0993	Efficiency and speed of service	2
13	0/0319	Parking	11	2	0/1082	Exclusive services	3
8	0/053	Mutual respect	12	5	0/0833	Side dishes taste	4
9	0/0495	Problem solving (problem) by employees	13	3	0/1059	Food prices and Appetizers	5
12	0/041	Professionalism of the staff	14	7	0/079	The fairness of the price compared to competitors	6
14	0/029	Dealing Friends (devotion)	15	10	0/045	Special discounts for specific customers	7
15	0/025	Elegant appearance	16	6	0/0804	Physical facilities (dishes, comfortable furniture, etc.)	8

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CONCLUSION

The analysis was performed by Student t-test revealed that Between experts and managers and customers in the food industry and services, There were no significant differences imply that the call Managers restaurants are close enough to their customers, So that they are aware of the views and sensitivities. In addition, the customer loyalty Many go to a restaurant to have become experts in the industry. Ranking in the taste of the food was the most important factor. According to the Iranian culture and its importance to the type of cooking, To achieve this result (most important staple food taste) not farfetched.

The results showed that the taste of the food (the food-related and ancillary services), The price of food and appetizers (financial contributor), physical facilities and equipment for cleaning (Factors related to physical facilities), and courteous approach and Problem solving by staff (of the staff), The most important factors of each form. In addition, a total of 16 factors examined pies taste of home, dedicated service, the price of food and appetizers, and physical facilities (dishes, comfortable furniture, etc.) and Staff courteous and fair dealing prices have found the most points.

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