

ANALYSIS OF SATISFACTION

The Gastronomy in Samborondón (Ecuador)

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Samborondón is a city of Guayas Province visited by national and international tourists, where you can find local restaurants that offer a varied gastronomy which attracts the attention of visitors. The objective of this paper is to analyze the visitor's satisfaction of typical gastronomy in Samborondón and the demand characteristics for this type of establishments. The results suggest important evidence about the most valued variables in service satisfaction of typical food restaurants, which are: the installations, taste and quality of food, and establishment's atmosphere. The three most important attributes of the service are: taste and quality of food, service and courtesy of employees, and variety of dishes. The overall satisfaction of the demand is high. The obtained results will assist restaurant service providers with improvements the gastronomic supply according to demand.

KEY WORDS: *Gastronomy, demand, satisfaction, Samborondon.*