

ANALYSIS OF THE INFLUENCE OF THE ENVIRONMENT ON THE SATISFACTION OF THE CUSTOMERS OF A RESTAURANT OF LOW GASTRONOMY

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This research investigates the influence of the environment on consumer satisfaction in low-gastronomy restaurants. It is a quantitative research, of a descriptive nature. Data collection was performed through the application of questionnaires to customers of a restaurant in the city of Recife-PE. In total, 198 questionnaires were analyzed. For the analysis of the data, descriptive and multivariate statistical techniques were used. The environment was classified into four dimensions: i) social environment; ii) physical environment; iii) architecture; and iv) menu, of which only the architecture dimension did not present a positive relation to general satisfaction. The 'menu' is pointed out as the most significant dimension, corroborating discussions in the literature that point to food as the most important aspect for consumers of this type of restaurant. In addition, the 'quantity' and 'flavor of the dishes' factors obtained the best ratings, again reaffirming the concept of low gastronomy.

KEY WORDS: *Gastronomy, low gastronomy, customer satisfaction, Restaurant Reteteu, Recife-PE, Brazil.*