

**EVALUATION OF USERS' SATISFACTION CRITERIA FOR THE
DESIGN OF INTERCONTINENTAL RESTAURANT IN LEKKI, LAGOS,
NIGERIA**

**ANOSIKE, DEBORAH IHUNANYA
(21PCA02236)
B.Sc, Architecture, Bells University of Technology, Ota.**

JULY, 2023

**EVALUATION OF USERS' SATISFACTION CRITERIA FOR THE
DESIGN OF INTERCONTINENTAL RESTAURANT IN LEKKI, LAGOS,
NIGERIA**

BY

**ANOSIKE, DEBORAH IHUNANYA
(21PCA02236)**

B.Sc, Architecture, Bells University of Technology, Ota.

**A DISSERTATION SUBMITTED TO THE SCHOOL OF
POSTGRADUATE STUDIES IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTER OF SCIENCE (M.Sc.)
DEGREE IN ARCHITECTURE IN THE DEPARTMENT OF
ARCHITECTURE, COLLEGE OF SCIENCE AND TECHNOLOGY,
COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA**

JULY, 2023

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Master of Science (M.Sc.) Degree in the Department of Architecture, College of Science and Technology, Covenant University, Ota, Ogun State, Nigeria and has been accepted by the School of Postgraduate Studies, Covenant University, Ota, Ogun state.

Ms Adefunke F. Oyinloye
(Secretary, School of Postgraduate Studies)

Signature and Date

Prof. Akan B. Williams
(Dean, School of Postgraduate Studies)

Signature and Date

DECLARATION

I, ANOSIKE, DEBORAH IHUNANYA (21PCA02236), declare that this dissertation was carried out by me under the supervisor of Dr. Anthony B. Sholanke, in the Department of Architecture, Covenant University, Ota, Ogun State, Nigeria. This research work has not been presented, either wholly or partly, for any degree elsewhere before now. All sources of scholarly information used for the study were duly acknowledged.

ANOSIKE, DEBORAH IHUNANYA

Signature and Date

CERTIFICATION

This is to certify that this dissertation titled “**EVALUATION OF USERS’ SATISFACTION CRITERIA FOR THE DESIGN OF INTERCONTINENTAL RESTAURANT IN LEKKI, LAGOS, NIGERIA**” is an original research work carried out by **ANOSIKE, DEBORAH IHUNANYA (21PCA02236)** in the Department of Architecture, College of Science and Technology, Covenant University, Ota, Ogun State, Nigeria under the supervision of Dr. Anthony B. Sholanke This dissertation has met the required standard for the award of Master of Science (M.Sc.) in Architecture.

Dr. Anthony B. Sholanke
(Supervisor)

Signature and Date

Prof. Adedapo A. Oluwatayo
(Head of Department)

Signature and Date

Prof. Adetokunbo O. Ilesanmi
(External Examiner)

Signature and Date

Professor Akan B. Williams
(Dean, School of Postgraduate Studies)

Signature and Date

DEDICATION

This research work is dedicated to God Almighty for His grace and the privilege he gave me to see this through to the end, and also to my family for their endless love and support.

ACKNOWLEDGEMENTS

I must first and foremost acknowledge that God is the only person in the universe who truly deserves to be honored. I will always be grateful to God for providing for me during my Master's degree studies, for favoring me with prosperity and protection, and for using me as an example for others.

I really appreciate the support of the Covenant University Chancellor, Dr. David Oyedepo, Vice-Chancellor, School of Postgraduate Studies Dean, and College of Science and Technology Dean. My supervisor, Dr. A.B.Sholanke, is deserving of special recognition for his dedication, leadership, and support throughout the research process. I was able to maintain my concentration on the research assignment from the beginning thanks to his care and frequent supervision.

I also thank the Head of the Department of Architecture, Prof. A. A. Oluwatayo and my wonderful lecturers: Dr. O. N. E. Ekhaese, Dr. I. C. Ezema, Dr. E. B. Aduwo, Dr. P. A. Aderonmu, Dr. B. A. Adewale, Dr. O. D. Babalola, Dr. O. J. Ediae, Dr. O. Fulani, Dr. O. F. Jegede and Mrs O. F. Oni through God's enablement that have in one way or the other impacted knowledge into me from my first day till this day in the department and the supervision I received for the success of the research.

I appreciate my awesome parents, Mr. and Mrs. Jones Anosike, siblings, friends, and course mates for their support in cash and kind. I love you guys forever. Lastly, I want to express my heartfelt congratulations to myself for successfully completing my thesis! This journey has been challenging, but my dedication and hard work have paid off. I feel proud of my accomplishments and excited about the knowledge and skills I have gained. This achievement is a significant milestone in my academic and personal growth.

TABLE OF CONTENTS

CONTENT	PAGES
ACCEPTANCE	iii
DECLARATION	iv
CERTIFICATION	v
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	viii
LIST OF FIGURES	xii
LIST OF PLATES	xiii
LIST OF TABLES	xiv
ABSTRACT	xv
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the Study	1
1.1 Statement of The Research Problem	3
1.3 Research Questions	4
1.4 Aim and Objectives Of The Study	4
1.4.1 Aim	4
1.4.2 Objectives	4
1.4 Justification for The Study	5
1.6 Scope of The Study	6
1.7 Study Area	6
1.8 Client And Users	7
1.9 Definition Of Key Operational Terms	7
1.9.1 Restaurants	7
1.9.2 Users' Satisfaction	7
1.9.3 Users' Satisfaction Criteria	7
1.9.4 Intercontinental Restaurant	7
1.9.5 Design Criteria	7
1.10 Overview of Methodology	7
CHAPTER TWO	8
LITERATURE REVIEW	8
2.1 Historical Background of Restaurants	8
2.1.1 Abrahams Hospitality	8
2.1.2 Song Dynast, China 960 to 1279	8
2.2 History of Restaurants in Nigeria	18
2.3 Types of Restaurants	21
2.4 Economic Importance of Restaurants	27
2.5 Relationship Between Restaurants and Tourism	31
2.6 Design Criteria for Restaurants.	32
2.7 Choice of Restaurant Colors	43
2.7.1 The Best Restaurant Colors	43

2.7.2 The Worst Restaurant Colours	44
2.8 Users' Satisfaction in Restaurants	44
2.8.1 Interior Design Elements	44
2.8.2 Human Interface in Interior Environments	45
2.8.3 Effects of Colour in Restaurants	46
2.8.4 Psychological Effects of Colour	47
2.8.5 Effects of Lighting in Restaurants	47
2.8.6 Lighting Sources	48
2.8.7 Natural lighting (Daylighting) in Restaurants	48
2.8.8 Artificial Lighting	50
2.8.9 Acoustic Comfort in Restaurants	51
2.9 Ergonomics in Restaurants	52
2.10 Findings from Empirical Literature Review	55
2.11 Gap Identified in Literature	79
2.12 Study Area	80
CHAPTER THREE	82
RESEARCH METHODOLOGY	82
3.1 Research Philosophy	82
3.2 Research Approach	82
3.3 Research Design and Strategy	82
3.4 Study Population	83
3.5 Sampling Method	83
3.6 Sampling Technique, Frame and Size	84
3.6.1 Sampling Technique	84
3.6.2 Sample Frame	84
3.6.3 Sample Size Determination	84
3.7 Unit of Data Collection	85
3.8 Data Collection Types	86
3.8.1 Primary Data Sources	86
3.8.2 Secondary Data Sources	86
3.8.3 Data Analysis	86
3.8.4 Data Presentation	87
3.9 Detailed Methodology by Objectives	87
3.10 Design of Research Instruments	89
3.11 Research Validity and Reliability	90
3.12 Ethical Considerations	90
CHAPTER FOUR	92
DATA PRESENTATION, ANALYSIS AND DISCUSSION	92
4.1 Questionnaire Structure	92
4.2 Socio-Demographic Characteristics of Respondent	93
4.4 Examining the Satisfaction Level of Users With The Restaurant	95
4.4.1 Examining the satisfaction level of users with lighting for enhancing users' satisfaction in each selected restaurant in the study area.	95

4.4.2	Examining the satisfaction level of users with interior colour for enhancing users' satisfaction in each selected restaurant in the study area.	96
4.4.3	Examining the satisfaction level of users with exterior colour for enhancing users' satisfaction in each selected restaurant in the study area.	98
4.4.4	Examining the satisfaction level of users with sound and acoustic design for enhancing users' satisfaction in each selected restaurant in the study area.	99
4.4.5	Examining the satisfaction level of users with heating cooling and ventilation for enhancing users' satisfaction in each selected restaurant in the study area.	101
4.4.6	Examining the satisfaction level of users with material selection for enhancing users' satisfaction in each selected restaurant in the study area.	102
4.4.7	Examining the satisfaction level of users with exterior space design for enhancing users' satisfaction in each selected restaurant in the study area.	104
4.4.8	Examining the satisfaction level of users with restaurant layout design for enhancing users' satisfaction in each selected restaurant in the study area.	105
4.4.9	Examining the design criteria that affect users' satisfaction level the most.	107
4.3	Case Studies	108
4.3.1	Case Study 1: See Restaurant, Lagos	108
4.3.1.1	Building Information	108
4.3.1.2	Appraisal of Design criteria in See Restaurant, Lekki, Lagos	113
4.3.2	Case Study 2: Medusa Restaurant, Lagos	115
4.3.2.1	Building Information	115
4.3.2.2	Appraisal of Design criteria in Medusa Restaurant, Lekki, Lagos	120
4.3.3.1	Building Information	122
4.3.3.2	Appraisal of Design criteria in Medusa Restaurant, Lekki, Lagos	125
4.3.4	Case Study 4: Blackbell Restaurant, Lagos	127
4.3.4.1	Building Information	127
4.3.4.2	Appraisal of Design criteria in Blackbell Restaurant, Lekki, Lagos	131
4.3.5.1	Building Information	133
4.3.5.1	Building Information	139
4.3.6.2	Appraisal of Design criteria in Tarentum Restaurant, China	143
4.4	Site and Environmental Analysis Result	144
4.4.1	Background Knowledge of Lekki Free Trade Zone (LFTZ)	144
4.4.2	Site Location	148
4.4.3	Site Selection Criteria	148
CHAPTER FIVE		155
DESIGN CRITERIA		155
5.1	Chapter Overview	155
5.1.1	Project Goals	155
5.1.2	Design Objectives	155
5.2	Performance Requirement	156
5.2.1	Accessibility	156
5.2.2	Lighting	156
5.2.3	Ventilation	157
5.2.4	Fire Safety and Security	157
5.2.8	Circulation	157

5.3.1 Materials and Finishes	158
5.3.2 Building Services	158
5.3.2.1 Electrical Services	159
5.3.2.2 Mechanical Services	159
5.4 Functional Spaces and Requirements	160
5.4.1 Convenience:	161
5.4.2 Outdoor Circulation	161
5.4.3 Storage	161
5.4.4 Maintenance Support Unit	161
5.5 Environmental Conditions To Be Achieved	161
5.5.1 Sustainability and LEED Certification Measures	162
5.6 Legal Planning Regulations	162
5.7 Behavioral and Aesthetics Criteria	162
5.7.1 Materials	162
5.7.2 Building Form	162
5.7.3 Cost	162
CHAPTER SIX	163
DESIGN PHILOSOPHY, CONCEPTUALISATION, AND PROPOSAL	163
6.1 Concept and Justification	163
6.2 Design Development Process	163
6.2.1 Site Zoning	163
6.2.2 Flow Charts	164
6.2.3 Circulation Pattern	169
6.2.4 Design Concept	169
REFERENCES	171
APPENDIX I: QUESTIONNAIRE	174
APPENDIX II: OBSERVATION GUIDE	177
APPENDIX III: LIST OF RESTAURANTS IN LAGOS STATE	179
APPENDIX IV: ETHICAL APPROVAL	182
APPENDIX V: PRESENTATION DRAWINGS	183

LIST OF FIGURES

FIGURES	TITLE OF FIGURES	PAGES
Figure 2.1:	Plan Scheme Of “Applebee” Restaurant	22
Figure 2.2:	Interior View Of “Applebee” Restaurant	22
Figure 2.3:	Plan Scheme From “TGIF” Restaurant	23
Figure 2.4:	Interior View From “TGIF” Restaurant	24
Figure 2.5:	Plan Scheme and Interior View Of “Jinwu Guocai” Restaurant Is Located In Shenzhen, China	25
Figure 2.6:	Interior View and Plan Scheme Of “KFC” Restaurant	26
Figure 2.7:	Interior View and Plan Schema Of “Modmarket” (Mealey, N.D)	27
Figure 2.8:	Park Avenue Restaurant in New York (Durocher, 2010).	35
Figure 2.9:	Nishimura restaurant is located in Beijing, China designed by CL3 architects (Jane Arnett, Joey Wan, Rain Ho, Alice lei, Vani Cheung, Chi Lo)	38
Figure 2.10:	“Jinwu Guocai” restaurant is located in Shenzhen, China	39
Figure 2.11:	Honeycomb Restaurant Is Located In Shenzhen, China And Designed By "SAKO" Architects.	40
Figure 2.12:	Signage of Hard Rock Café. (Durocher, 2010)	41
Figure 2.13:	Some Views of Ezich Peanuts Located In Kyrenia, Cyprus	42
Figure 2.12:	Floor plan of a Kitchen	52
Figure 4.1	Map of Lagos showing Lekki Free Trade Zone.	146
Figure 4.2	Masterplan of Lekki Free Trade Zone	147
Figure 4.3:	Image showing the climate data of Lekki-Epe	150
Figure 4.4:	Image Showing the Rainfall Data Of Lekki-Epe	151
Figure 4.5:	Image Showing the Wind Speed of Lekki-Epe	152

LIST OF PLATES

PLATES	TITLE OF PLATES	PAGES
Plate 4.0:	Satellite view of See Restaurant, Lekki Phase 1, Lagos State, Nigeria	108
Plate 4.1:	Façade view showing the building's exterior.	109
Plate 4.2:	Interior view showing the lighting, decoration, and colors.	110
Plate 4.3:	Exterior view showing the outdoor lounge and its decoration.	111
Plate 4.4:	Interior view showing the executive lounge and bookshelves.	112
Plate 4.6:	Satellite view of Medusa Restaurant, Lekki Phase 1, Lagos State, Nigeria	115
Plate 4.7:	Façade view showing the building's exterior.	116
Plate 4.8:	Restaurant entrance showing the water fountain.	117
Plate 4.9:	Outdoor lounge, showing the glazing roof, seating arrangement and decoration.	117
Plate 4.11:	Interior view of the toilet.	118
Plate 4.13:	Image showing the floor plan of See Restaurant Lagos (Not to Scale)	119
Plate 4.14:	Satellite view of Amala Sky, Lekki Phase 1, Lagos State, Nigeria	122
Plate 4.15:	Façade view showing the building's exterior.	123
Plate 4.16:	Interior view showing the sitting arrangement, lighting, color, and decoration.	124
Plate 4.17:	Image showing the floor plan of Amala Sky Restaurant Lagos (Not to Scale)	124
Plate 4.19:	Façade view showing the building's exterior.	128
Plate 4.20:	Interior view showing the sitting arrangement and lighting color and decoration.	129
Plate 4.21:	Interior view showing the first floor sitting arrangement, lighting color and decoration.	129
Plate 4.22:	Image showing the floor plan of Blackbell Restaurant Lagos (Not to Scale)	130
Plate 4.23:	Satellite view of Plaa Restaurant, Hong Kong	133
Plate 4.24:	Image showing the floor plan of Plaa Restaurant, Hong Kong (Not to Scale)	134
Plate 4.25:	Interior view showing the first floor sitting arrangement, lighting color and	135
Plate 4.26:	Interior view showing the first-floor furniture, sitting arrangement, lighting color and decoration.	135
Plate 4.27:	Façade view showing the building's exterior.	136
Plate 4.28:	Satellite view of Tarentum Restaurant, China	139
Plate 4.29:	Image showing the floor plan of Tarentum Restaurant (Not to Scale)	140
Plate 4.30:	Image showing the bar and undulation of dunes in Tarentum Restaurant	141
Plate 4.31:	Image showing the exterior, entrance and pivoted doors of Tarentum Restaurant	141
Plate 4.32:	Image showing the interior view, sitting arrangement, color, and furniture of Tarentum Restaurant	142
Plate 6.1	Site Zoning	164
Plate 6.3	Flow Chart Diagram showing the different floors arrangement.	165
Plate 6.4	Flow Chart Diagram showing the different floors arrangement.	166
Plate 6.5	Bubble Diagram showing the different floors of the restaurant	167
Plate 6.5	Bubble Diagram showing the different floors of the restaurant	168
Plate 6.5	Image showing the sketch of the design development concept.	170

LIST OF TABLES

TABLES	TITLE OF TABLES	PAGES
	Table 2. 1: Summary of key findings from the literature reviewed.	67
	Table 3. 1: Number of visitors in each restaurant at 6 different days of the week	85
	Table 3. 2: Summary of Methodology by Objectives	89
	Table 4. 1: Frequency and percentage of socio–demographic characteristics of respondents.	93
	Table 4. 2: How often respondents visit their choice restaurant.	94
	Table 4. 3: Satisfaction level of users with lighting.	95
	Table 4. 4: Satisfaction level of users with interior colour.	96
	Table 4. 5: Satisfaction level of users with the exterior colour.	98
	Table 4. 6: Satisfaction level of users with sound and acoustic design.	99
	Table 4. 7: Satisfaction level of users with heating cooling and ventilation.	101
	Table 4. 8: Satisfaction level of users with material selection.	102
	Table 4. 9: Satisfaction level of users with exterior space design.	104
	Table 4. 10: Satisfaction level of users with restaurant layout design.	105
	Table 4. 11: Design criteria that affect users’ satisfaction level the most.	107
	Table 4. 12: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfied, 4 – Satisfied, 3 – Undecided, 2 – Partially Not Satisfied, 1 – Not Satisfying	113
	Table 4. 13: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfied, 4 – Satisfied, 3 – Undecided, 2 – Partially Not Satisfied, 1 – Not Satisfied	120
	Table 4. 14: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfied, 4 – Satisfied, 3 – Undecided, 2 – Partially Not Satisfied, 1 – Not Satisfied	125
	Table 4. 15: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfied, 4 – Satisfied, 3 – Undecided, 2 – Partially Not Satisfied, 1 – Not Satisfied	Error! Bookmark not defined.
	Table 4. 16: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfying, 4 – Satisfying, 3 – Undecided, 2 – Partially Satisfying, 1 – Not Satisfying	Error! Bookmark not defined.
	Table 4. 17: Showing the appraisal of design criteria in See Restaurant, Lekki, Lagos. Design criteria available: 5 – Highly Satisfied, 4 – Satisfied, 3 – Undecided, 2 – Partially Not Satisfied, 1 – Not Satisfied	143

ABSTRACT

This dissertation focused on the evaluation of users' satisfaction criteria for the design of an intercontinental restaurant in Lekki, Lagos, Nigeria. The aim of the study was to examine the criteria for enhancing users' satisfaction in restaurants with a view to employing lessons learnt in the design of an intercontinental restaurant in Lekki, Lagos, Nigeria. The research employed a mixed-methods approach, using both qualitative and quantitative methods. Qualitative research approach was used to examine the design criteria to consider in designing an intercontinental restaurant and to investigate the extent to which selected restaurants complied with the design criteria; this was done with the use of textual analysis of literature and observation guide to collect data. Quantitative research approach was used to determine the users' satisfaction level in four selected restaurants with the use of structured questionnaires to gather data on their satisfaction levels and identification of key factors that significantly influence their satisfaction level. The study also examined various elements of the restaurant's physical environment, such as lighting, decor, layout, ambiance, and seating arrangements. The findings provided information on the design criteria that contribute to users' satisfaction in restaurants, specifically in the context of intercontinental dining in Lekki, Lagos, Nigeria. Based on the examination of elements such as lighting, decor, layout, ambiance, and seating arrangements, the study recommended optimization of these factors to enhance users' satisfaction in intercontinental restaurants. By creating a warm and inviting ambiance, incorporating culturally relevant decor, optimizing the layout, and providing comfortable seating options, restaurants can deliver a memorable dining experience that exceeds customer expectations. The outcomes of this research have practical implications for restaurant owners, designers, and hospitality professionals involved in the design and operation of intercontinental restaurants. By identifying the critical satisfaction criteria, this study contributes to informed decision-making during the design process, enabling the creation of a dining environment that meets customers' expectations and enhances their overall experience.

Keywords: Restaurant, Intercontinental Restaurant, Users' Satisfaction, Users' Satisfaction Criteria, Design Criteria.