

FOOD AND SERVICE QUALITY, PRICE VALUE, AND RESTAURANT ATMOSPHERICS
AFFECTING DINNING SATISFATION AT SEAFOOD RESTAURANT OF CHINESE TOURISTS
IN BANGKOK

FOOD AND SERVICE QUALITY, PRICE VALUE, AND RESTAURANT ATMOSPHERICS
AFFECTING DINNING SATISFATION AT SEAFOOD RESTAURANT OF CHINESE TOURISTS
IN BANGKOK

Zhang Zehui

This Independent Study Manuscript Present to

The Graduate School of Bangkok University

in Partial Fulfillment

Of the Requirements for the Degree

Master of Business Administration

2018

©2018

Zhang Zehui

All Rights Reserved


**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: FOOD AND SERVICE QUALITY, PRICE VALUE, AND RESTAURANT
ATMOSPHERICS AFFECTING DINNING SATISFACTION AT SEAFOOD
RESTAURANTS OF CHINESE TOURISTS IN BANGKOK

Author: Mr. Zehui Zhang


Independent Study Committee:

Advisor


(Dr. Nittana Tarnittanakorn)

Field Specialist


(Dr. Penjira Kanthawongs)


(Dr. Suchada Chareanpunsirikul)

Dean of the Graduate School

August 4, 2018

Zhang, Z.H. M.B.A., August 2018, Graduate School, Bangkok University.

Food and Service Quality, Price Value, and Restaurant Atmospherics Affecting
Dinning Satisfaction at Seafood Restaurants of Chinese Tourists in Bangkok (61 pp.)

Advisor: Nittana Tarnittanakorn, Ph.D.

ABSTRACT

This independent study was aimed to investigate food quality, service quality, price value, and restaurant atmospherics affecting dinning satisfaction at seafood restaurants of Chinese tourists in Bangkok. The survey questionnaire was applied for collecting the primary data. The sample size was 120 Chinese tourists in Bangkok who had experience at seafood restaurants in Bangkok. The results found that most of them were males with 20-39 years of age, finished bachelor's degrees, and had monthly income less than 4,000 CNY. The results also revealed that food quality, price value and facility aesthetic were the three significant factors that affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok at the significant level of .05. On the other hand, service quality, spatial layout, labor aesthetic, and ambience did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Keywords: Food Quality, Service Quality, Price Value, Restaurant Atmospherics, Dinning Satisfaction

ACKNOWLEDGEMENT

This independent study would not have been possible without kind advice and great support from my advisor Dr. Nittana Tarnittanakorn. I do appreciate her patience, encouragement, and professional instructions during my independent study writing. I also would like to express my sincere thanks to all my respondents who dedicated their times to complete the questionnaire and also provided feedback for improving this independent study. Special thanks should go to my friends who have given me a warm help and precious time to work out my problems during the tough course of the independent study. Additionally, my gratitude also extends to my family who have been assisting, supporting and caring for me all of my life. Lastly, I would like to apologize for any inconvenient and hopefully that this research study will be useful for further study including future development in restaurant business.

Zehui Zhang

TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
CHAPTER 1: INTRODUCTION.....	1
1.1 Rationale and Problem Statement.....	1
1.2 Objectives of Study.....	4
1.3 Contribution of Study.....	4
CHAPTER 2: LITERATURE REVIEW.....	6
2.1 Related Literature and Theories.....	6
2.2 Hypothesis Statement.....	13
2.3 Conceptual Framework.....	14
CHAPTER 3: METHODOLOGY.....	16
3.1 Research Design.....	16
3.2 Population and Sample Selection.....	16
3.3 Research Instrument.....	18
3.4 Reliability and Content Validity.....	18
3.5 Statistics for Data Analysis.....	19
CHAPTER 4: RESEARCH RESULTS.....	21
4.1 Summary of Demographic Data.....	21
4.2 Results of Multiple Regression Analysis.....	23

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 4: RESEARCH RESULTS(Continued)	
4.3 Summary of Hypothesis Testing.....	25
CHAPTER 5: DISCUSSION	28
5.1 Research Findings and Conclusion.....	28
5.2 Discussion.....	29
5.3 Recommendation for Managerial Implication.....	32
5.4 Recommendation for Further Research	33
BIBLIOGRAPHY.....	35
APPENDICES	
APPENDIX A: English Survey Questionnaire.....	43
APPENDIX B: Chinese Survey Questionnaire.....	50
APPENDIX C: Letters to Experts.....	58
BIODATA.....	61
LICENSE AGREEMENT OF INDEPENDENT STUDY	

LIST OF TABLES

	Page
Table 1.1: Famous Seafood Restaurants in Bangkok.....	2
Table 3.1: The Locations of Data Collection.....	17
Table 3.2: Reliability Analysis of Coefficient Cronbach's Alpha.....	19
Table 4.1: Demographic Profile of Respondents.....	21
Table 4.2: The Results of Multiple Regression Analysis.....	24
Table 4.3: Summary of Hypothesis Testing Results.....	25

TABLE OF FIGURES

	Page
Figure 2.1: Conceptual Framework.....	14
Figure 4.1: Summary of Hypothesis Testing Results.....	27

CHAPTER 1

INTRODUCTION

This chapter presents background of the research, objectives of the research, scope of the research, problem statement, research questions, significance of the research, definition of terms, and limitation of research.

1.1 Rationale and Problem Statement

In 2013, the number of Chinese tourists traveling to Thailand increased from 2.7 million in 2012 to 4.7 million, an increase of 68%. In recent years, this data has been continuously increasing, reached 5.3 million in 2014 and 7,934,700 in 2015. By 2016, this number reached 8.77 million. In 2017, 9 million Chinese people visited Thailand, and almost half of them have been in Bangkok (Joohyun & Hong-bumm, 2015), therefore, that would be a huge potential market for restaurants in Bangkok to serve such number of Chinese tourists.

Catering market in Bangkok has surged owing to the growing number of international visitors, domestic travelers, wedding ceremonies in the city and the inclining number of meetings, incentives, conferences and exhibitions (MICE) events being hosted in various event halls across various regions. The increase in number of guests to serve in meetings, incentives, conventions, and exhibitions contributed to the revenues of the market players by expanding their customer base. However, the most popular one of this market is seafood. From the Andaman Sea to the Gulf of Thailand, the country has no shortage of bodies of water to catch seafood type of cuisine;

therefore, thousands of visitors come and enjoy fresh and delicious seafood in Bangkok.

There are several famous restaurants in Bangkok such as Tai Kong Seafood, Crab and Claw, Pae Radna, and Crazy Crab Thong Lor 13 (Wilson, 2018). The distinctive characteristics of each restaurant are shown in table 1.1.

Table 1.1: Famous Seafood Restaurants in Bangkok

Restaurants	Description
Tai Kong Seafood	<ul style="list-style-type: none"> - Tai Kong Seafood is a famous seafood restaurant in Bangkok. - There are various kinds of seafood available for customers. - The restaurant also offers every kind of snacks.
Crab and Claw	<ul style="list-style-type: none"> - Crab and Claw is another famous seafood restaurant in Bangkok. - The lobsters and crabs in the restaurant are mostly imported from the US. - Restaurants use a variety of cooking methods.
Pae Radna	<ul style="list-style-type: none"> - Attracting many Thailand celebrities to eat in restaurants. - The highlight of this restaurant is the lobster and seafood noodle, with a large quantity and reasonable price. - The restaurant mainly sells lobster, shrimp, fish, squid, and oysters and so on.

(Continued)

Table 1.1 (Continued): Famous Seafood Restaurants in Bangkok

Restaurants	Description
Crazy Crab Thong Lor 13	<ul style="list-style-type: none"> - This restaurant is famous for its giant shrimps and sold by weight. - Offering a wide range of seafood dishes.

Source: Tripcanvas. (2018). *10 Bangkok restaurants offering super-jumbo seafood extravaganzas*. Retrieved from <https://thailand.tripcanvas.co/bangkok/super-size-seafood-restaurant/>.

According to high business competition, each of the restaurants needs the appropriate strategies to fight with others. Those strategies are established by focusing on how to encourage the consumers to come back again and share the nice experiences with their friends. The research of Grunert (2005) indicated that the issue of food quality has been highly investigated in the research on consumer behavior as well as in the public debate and food policy. Terrence and Gordon (1996) pointed that customer was central to all marketing activities of companies the world over. Especially for service industries, which characterized by high customer contact with individually customized service solutions, where customer satisfaction has been an increasing focus of research. Furthermore, research shows that price was still primary barriers challenging consumers' acceptance (Brown & Sperow, 2005). Finally, according to Milena, Vinicius, Luz, Diego, and Almeida (2015), atmosphere was one

of the most evident characteristics of a productive operation, because it determined the shape and appearance of its environment.

Therefore, if restaurant owners can better understand their customers' eating habits, they can improve their products or services more effectively and continuously in order to enhance their competitive advantage in the market. This research helps to explore and explain how the food quality, service quality, price value, and restaurant atmospherics have an influence on customer's dining satisfaction. This study would be essential for establishing the strategies for restaurants in Bangkok to attract more Chinese tourists. There are many factors affecting customer's dining satisfaction but in this research is focus on the food quality, service quality, price value, and restaurant atmosphere. Moreover, the results also help to establish factors that influence consumer's dining satisfaction, so as to better understand consumers' attitudes.

1.2 Objectives of Study

The objective of this research was to study the factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. These factors were food quality, service quality, price value, and restaurant atmospherics: spatial layout, facility aesthetics, labor aesthetics and ambience affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

1.3 Contribution of Study

This study contributes to the field of marketing. Consumers and business owners will have more understanding on dining satisfaction and how food quality,

service quality, price value and restaurant atmospherics affecting dining satisfaction. Furthermore, restaurant owners can generate advantages such as marketing tools or strategies to increase sales of their restaurants. This research might be useful for further development of seafood restaurants and attracting more Chinese tourists in the future.

CHAPTER 2

LITERATURE REVIEW

A study on food and service quality, price value, and restaurant atmospherics affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The researcher has reviewed the relevant theories and previous studies. Regarding these concerns, the research hypothesis and the conceptual framework were generated from this reviews.

2.1 Related Literature and Theories

2.1.1 Food Quality

Food quality was key attribute of satisfaction of diners in restaurants (Namkung & Jang, 2007). People mostly went to restaurants for getting food, quality was always a predominant factor of this. Food quality was predictor of food safety (Rijswijk & Frewer, 2008). It was so much common for human beings that they were curious about everything which relates with them i.e. what they ware, what they eat, and what they feel. Food quality in restaurants had influence on evaluation of the brand (Selnes, 1993). Food quality management department of restaurants was in a period of rapid development, it was an arduous task to ensure food quality (Zhou, 2017). Satisfaction level lay in customer's need assessment and the way how they fulfilled it. The food quality had positive influence on restaurant image (Kisang et al., 2012). It was impossible that without quality you can run your business successfully. Good food was commonly viewed as an essential component of customer satisfaction and repeated patronage decisions in the restaurant industry (Namkung & Jang, 2007; Sulek & Hensley, 2004).

2.1.2 Service Quality

The service quality was the life of every service industry, the service quality of restaurants would directly affect the survival and development of restaurants (Li, 2017). Service quality constituted an important aspect of the restaurant dining. As a matter of fact, it was as important as food quality, and it further played a key role in customers' perception of their dining experience (Namkung & Jang, 2007). Service quality dimensions of restaurants affected consumer behavioral intentions (Ha & Jang, 2010; Wu, 2013). Therefore, service quality played an important role in the success of restaurant business as it influenced consumer behavior. Restaurants need to focus on service quality to differentiate themselves in the competitive market because service quality was recognized as one of the crucial factors consumers evaluated their dining experience (Wong & Fong, 2010; Yasin & Yavas, 2001). Service quality played an important role in the success of the business (Josiam et al., 2014). Ryu and Han (2010a) revealed that service quality was one of the three important components in customers' restaurant selection criteria in restaurant settings. Since service quality was found to be crucial in forming customer perceptions at the time of restaurant service encounter, this research included this important factor to investigate its influence on customer's satisfaction. Today's sophisticated restaurant guests expect high quality service for their dining experience which in turn influence their satisfaction. Research had found that service quality impacted consumer's satisfaction in restaurants (Dutta et al., 2014). Service quality was recognized as one of the most important attributes that influenced customer's satisfaction in a restaurant service encounter (Parsa et al., 2012). Even though there were many factors that defined the

valence of restaurant service encounter, customers desire to pay can be higher with higher the quality of service offered by the restaurant.

2.1.3 Price Value

Price referred to amount of money that had to pay by consumers to get the products or service (Sharma, 2008). How to stabilize price value was an important factor to improve consumer satisfaction (Guo, 2018). Jain (2013) also explained that price was an element affecting the volume of sales and included determining pricing objectives and policies, price fixation, discount policy, and credit policy. According to Sati and Sukati (2012), price was one of marketing mix elements which affected customer buying decision the most, as the result of their research, the business could retain existing customers by offering and attractive and competitive price, and by giving special discounts. Ahmetoglu and Furnham (2010) on their research found that price gave a significance influence on customer's purchase intention, especially the reference price which affecting the most while customers were not readily able to comparing with other brands.

2.1.4 Restaurant Atmospherics

2.1.4.1 Spatial layout

Undeniably, people nowadays are eating out more often. With years of dining experience, customer expectation of quality levels towards restaurant had gone up (Raajpoot, 2002). Besides, another study by Ryu et al. (2010) also showed customers were increasingly put a premium on saving time as well as better eating environment if compared to earlier days. These factors motivated restaurateur to put effort in design and provided a more comfort environment for customers. Many

studies indicated that making the atmosphere more pleasant and innovative was essential for a firm's success (Reimer & Kuehn, 2005).

Besides, Ding (2017) indicated that layout of a restaurant could be as much important as the food itself. Furthermore, a study by Kokko (2005) suggested that atmosphere in a restaurant were often perceived by customers as the single most positive characteristic of the establishment, and even more important than food served. This is because the surrounding would create an expectation of dining experience even before the customer was served (Young, Clark, & McIntyre, 2007). This study further stated that environment of a restaurant reinforced more intangible aspects such as food quality and services. Customers would "read the environment" and choosing which restaurant to dine (Kwun & Oh, 2006).

2.1.4.2 Facility aesthetics

Although the primarily function of the restaurant was to provide food, however customers today want to enhance their quality of life and enjoy comfortable dining space, thus improvement of food quality alone would not necessary enough to satisfy their customers (Horng, Chou, Liu, & Tsai, 2013). Due to customers demand for a better dining environment, this motivated fast food marketers keep on upgrading the restaurant environments to enhance consumers' positive feelings thus would lead to desired consumer a higher willingness to visit (Xu, 2007). The pleasing environment had a potential to stimulate customers buying habit and produced more profit (Turley & Milliman, 2000). Besides, the study of Chen and Hsieh (2011) showed that pleasure and arousal environment would stimulate customers' spend approximately 12 percent more in average. However, Soriano (2002) mentioned comfortable atmosphere would make customers stay longer in the restaurant. Baker

(2013) divided environmental factors into three categories which included ambient cues, design cues, and social cues. Ambient cues referred to the background characteristics of a store (e.g., scent, cleanliness), design cues referred to features that stimuli consumer's awareness (e.g., color, decoration), and social cues referred to the related people in the environment.

2.1.4.3 Labor aesthetics

Employee behavior links between the organization and its customers which represented its values and service orientation (Gracia et al., 2010). Within this context, employee behavior was an important factor which explained customer perception of quality and overall satisfaction (Saad & Amy, 2007). However, it was admitted that little attention was given to the exploration of behaviors displayed by frontline personnel who played a key role in creating satisfactory service encounters (Hanna et al., 2004; Baker et al., 2013). Furthermore, it was concluded by (Nicolini & Salini, 2006) that customer evaluation of service is affected highly by the psychological interaction between customers and employees as well as technical characteristics of service delivery process. Baker et al. (2013) reported that the behavior of employees during the service encounter was a major factor in affecting customers' evaluation of the service, as well as their satisfaction and behavioral intentions. Hence, employees' behavioral characteristics of bringing comfort and personal attention to customers were highly emphasized as part of service quality dimensions (Hennig-Thurau, 2004). Tsaura and Linb (2004) defined service behavior through the prescribed role of employee during the service encounter (formal role) and the personal behavior of employees while serving customers. Additionally, employee behavior was concerned with the actions taken by the employee while

performing a service. Employee behavior had more importance in the service sector because of the uniqueness of employee-customer interaction (Chien-Wen et al., 2013).

Yuksel and Yuksel (2002) stated that customers were likely to spend their time and money in a pleasant service environment. They also argued that customer evaluation of dining experience included the time spent, the service environment (tangibles and intangibles), social interaction and value for money. In addition, there was a large focus on restaurant staff's attentiveness, attention to details, flexibility, tolerance, amiability and desired to serve as the dominant aspects of meal experience (Gibbs & Ritchie, 2010).

2.1.4.4 Ambience

The ambience of a restaurant influenced customer experience during dining experiences (Dutta et al., 2014). Ambience influenced restaurant success in many ways as it affected the time and money customers spend in restaurants, their enjoyment at the time of dining and their behavioral intentions after the dining experience ("Restaurant Ambiance," 2014). That was why more and more restaurants invested in ambience aspects such as interior design, spacing, and lighting of the facility. Ambience played a major role in creating a positive dining experience as the interplay between ambience and other elements such as food quality, service quality, and value created the total dining experience ("NRA Show 2010," 2010). Since ambience was recognized to be an integral part of restaurant service encounter, this research focused on investigating its influence on customer's satisfaction. Along with food quality, service quality and value, ambience had an important influence on consumer behavioral intentions in restaurant dining. Research had found that ambience of restaurants' influence customer's satisfaction (Dutta et al., 2014; Njite et

al., 2015). Consumer subjective evaluations of ambiance was an essential part of restaurant experiential offering which helped managers to derive price premiums from customers (Adhikari, 2014). Many studies expected that ambiance influenced customer's satisfaction positively even when the service encounter was negative.

2.1.5 Dining satisfaction

Customer satisfaction could be dining defined as an individual's pleasure feeling or disappointment that could be resulted by comparing a product's perceived performance in relation to his or her expectations (Oliver, Brady, & Robertson, 2001). Consumer's dining satisfaction depended on the quality of restaurant dishes and the level of restaurant management (Lin, 2017). Both positive and negative emotions can be influenced from extrinsic forces like customer service and server- guest interaction in the restaurant where consumers visit. The interaction between consumers and restaurant servers were crucial because both parties' emotions may be interacted to affect customer's satisfaction perception (Liu et al., 2009; Noone et al., 2007). According to Liu et al. (2009), restaurant should provide customer services which were consistent, efficient and genuine in order to create customer satisfaction because highly satisfied customers were one of the most important assets to the organization. Customer satisfaction was always highly related to perceive restaurant quality. In today's market, customers expected they would receive good perceived restaurant quality when dining in fast food restaurant. Customers were more likely to be satisfied with the perceived restaurant quality if they had achieved good experience and restaurant establishment that meets or exceeds their expectation (Harrington et al., 2011). On the other hand, underperforms of highly expected establishment may also led to customer dissatisfaction (Namkung et al., 2007). Practically, according to

Harrington et al. (2011), the restaurants need to take additional care to understand the consumer expectations toward the restaurant they visited in order to ensure the customer satisfaction can be maximized and achievable in long run. Although the perceived expectation of customer had associated with the perceived restaurant quality, there were many quality factors could influence the customer satisfaction (Namkung et al., 2007).

2.2 Hypothesis Statement

From the documentary reviews including the theories and previous researches, the research hypotheses are generated as follows:

Hypothesis 1: Food quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 2: Service quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 3: Price value affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 4: Restaurant atmospherics in terms of spatial layout affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 5: Restaurant atmospherics in terms of facility aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 6: Restaurant atmospherics in terms of labor aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Hypothesis 7: Restaurant atmospherics in terms of ambience affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

2.3 Conceptual Framework

The conceptual framework of food and service quality, price value, and restaurant atmospherics affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok is illustrated as figure 2.1.

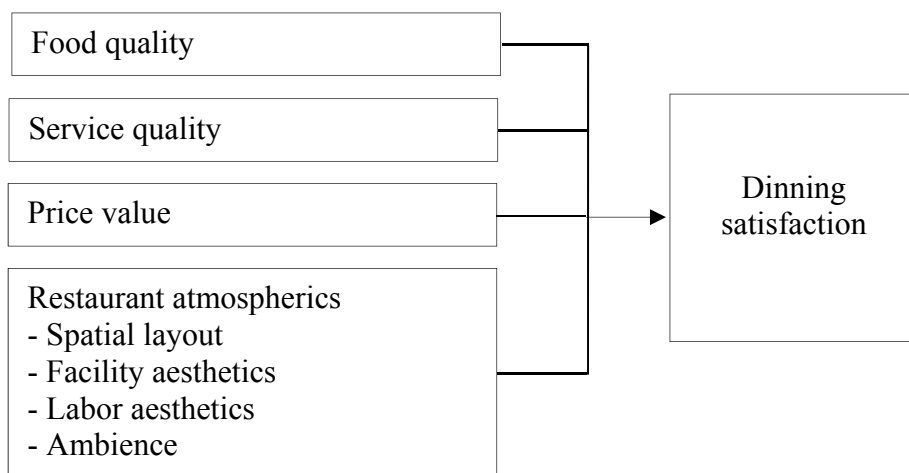


Figure 2.1: The conceptual framework of factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok

The conceptual framework in this study is portrayed the relationship between the independent variables: a) food quality (Heung & Gu, 2012; Tsaur, Luoh, & Syue,

2015; Sukhu, Bigihan, & Seo, 2017), b) service quality (Heung & Gu, 2012; Tsaor et al., 2015; Sukh et al., 2017), c) price value (Kim, Ng, & Kim, 2009; Sukhu et al., 2017) and d) restaurant atmospherics consisting of spatial layout (Heng & Gu, 2012), facility aesthetic (Heng & Gu, 2012, labor aesthetics (Tsaor et al., 2015), and ambience (Heung & Gu, 2012; Sukhu et al., 2017) and the dependent variable of dining satisfaction (Namin, 2017).

CHAPTER 3

METHODOLOGY

This chapter presents the research procedure to attain the purpose of this study. The chapter is divided into five main sections as follows:

3.1 Research Design

The quantitative methodological approach was considered to use for this research. As explained by Bryman (1984), the aim of quantitative approaches in common is to explore, identify and verify on the causal relationships between such variables. Additionally, the survey questionnaire was applied for the data collection, in which Malhotra and Birks (2007) described survey questionnaire method as simple technique for data collection based upon the use of structured questions provided to a participants. This technique was considered as suitable for this study with limited time and money.

3.2 Population and Sample Selection

3.2.1 Population

Population of this research are Chinese tourists who visit Bangkok and have dining experience at seafood restaurants in Bangkok, the respondents were 120 Chinese tourists in Bangkok, regardless to their gender, age, education, occupation and income.

3.2.2 Sampling Size

After conducting a pilot with 40 respondents and inputting the data to Statistical Package for the Social Sciences (SPSS), the partial R^2 was estimated. Then, G*Power version 3.1.9.2 was used to compute the sample size of the study (Cohen, 1977) by calculating 40 sets of pilot test data. With the power ($1-\beta$) of 0.85, alpha (α) of 0.15, number of test predictor of 7, effect size of 0.1077877, and partial R^2 of 0.0973, the obtained results revealed 114. Then, the total sample size of 120 was implemented for the field survey (Erdfelder, Faul, & Buchner, 1996; Howell, 2010).

3.2.3 Sample Selection

The targeted sample was Chinese tourists who visit Bangkok and have dining experience at seafood restaurants in Bangkok. This target sample helped to provide suitable data for this research. The convenience sampling technique was utilized by using screening question to select the respondents. Before distributing the questionnaires to the respondents, they would be assessed with the screening question “whether they used to dine at seafood restaurants in Bangkok or not?” The questionnaires would be given to those who used to dine at seafood restaurants in Bangkok. The location of data collection was illustrated in table 3.1.

Table 3.1: The Locations of Data Collection

Locations	Number of Sampling
Siam Paragon	24
Central World	24
Yaowarat	24
China Town Seafood Restaurant	24
Qiwei Restaurant	24
Total	120

3.3 Research Instrument

3.3.1 Construct Measurement

In some official survey, measurement scale is applied to classify and quantify variables. Three measurement scales were applied in this paper that they deemed appropriate and effective for entire research about food and service quality, price value, and restaurant atmospherics affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

In nominal and ordinal scale, the basic data is the key point to define the estimation data. Some of personal data are collected such as gender, age, education, occupation, and income.

In interval scale, there are 7 independent variables applied the Likert scale by level from 1 to 5. 1 stands for strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree.

3.3.2 Questionnaire Design

The questionnaires were designed regarding the research objective to be used as research instrument. It was composed of two parts: demographic questions and main questions. The full format of questionnaires were illustrated in Appendix A for English version and Appendix B for Chinese Version.

3.4 Reliability and Content Validity

3.4.1 Reliability

The reliability test was conducted through the use of SPSS to assess the Cronbach's alpha coefficient, measurement of reliability of the questionnaire. The variables would be considered acceptable if Cronbach's alpha is 0.65 or higher

(Nunnally, 1978). The table 3.2 illustrates each part of questionnaire has accepted the value of Cronbach's alpha coefficient.

Table 3.2: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Item	n = 40	Items	n = 120
Food quality	5	0.715	5	0.698
Service quality	5	0.773	5	0.769
Price value	4	0.705	4	0.705
Spatial layout	5	0.783	5	0.781
Facility aesthetic	5	0.817	5	0.841
Labor aesthetic	5	0.820	5	0.834
Ambience	5	0.794	5	0.836
Dining satisfaction	6	0.781	6	0.836

3.4.2 Content Validity

After the questionnaire was developed based on the adviser's suggestion, they were passed the verification of content validity by three experts:

- Mr. Berhard Wimmer, manager of Shangri-la Restaurant, Bangkok,
- Mr. Zhang chunan, owner of the Zhunfang Restaurant, Bangkok,
- Mr. Guo Chunjin, manager of Shangri-la Restaurant, Bangkok.

3.5 Statistics for Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 22. Consequently, the statistical techniques used for

data analysis and interpretation included descriptive and inferential statistics as follows:

Descriptive statistical analysis: It was to analyze demographic data such as gender, age, income, and occupation and to present those data in forms of frequency and percent (Hair et al., 2013).

Reliability test: By using SPSS, it provided the reality value for Cronbach's alpha coefficient. The variables will be considered acceptable if Cronbach's alpha is equal 0.65 or higher (Nunnally, 1978).

Multiple Regression Analysis: It was deemed as the way to calculate a coefficient of multiple determination and regression using more than independent variables (Hair et al., 2013). This study aims to investigate 7 independent variables: food quality, service quality, price value, spatial layout, facility aesthetics, labor aesthetics, and ambience; the dependent variable is dining satisfaction. This test analyzed how these factors had the influence dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

CHAPTER 4

RESEARCH RESULTS

The research findings which derived from data analysis of 120 questionnaire sets were presented in 3 parts as follows:

4.1 Summary of Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, education, income and occupation. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Demographic Profile of Respondents (n = 120)

Demographic Profile		Frequency	Percent
Gender	Male	79	65.8%
	Female	41	34.2%
Age	Under 20 years old	12	10.0%
	20-39 years old	101	84.2%
	40-60 years old	7	5.8%
	Over 60 years old	0	0

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n = 120)

Demographic Profile		Frequency	Percent
Education	High school degree	16	13.3%
	Bachelor's degree	68	56.7%
	Master's degree	36	30.0%
	Doctor's degree	0	0
Occupation	Student	59	49.2%
	Government employee	2	1.7%
	Company employee	35	29.2%
	Self-employment	22	18.3%
	Other	2	1.7%
Income	Below 4,000 CNY	51	42.5%
	4001-6000 CNY	21	17.5%
	6001-10,000 CNY	23	19.2%
	Above 10,000 CNY	25	20.8%
Total		120	100.0

The majority of respondents were male with total number was equal to 79 respondents (65.8%) and female 41 respondents (34.2%) respectively. They were in the range between 20-39 years old which was equal to 101 respondents (84.2%), followed by under 20 years old 12 respondents (10.0%), and 40-60 years old 7 respondents (5.8%) respectively. Their education levels were a bachelor's degree (56.7%), master's degree (30.0%), and below bachelor's degree (13.3%) respectively.

Additionally, the majority of respondents were students (49.2%), company employees (29.2%), self-employment (18.3%), employee for government (1.7%), and other occupation (1.7%) respectively. Their monthly incomes were below 4,000 CNY which was equal to 51 respondents (42.5%), above 10,000 CNY 25 respondents (20.8%), 6001-10,000 CNY 23 respondents (19.2%), and 4001-6000 CNY 21 respondents (17.5%) respectively.

4.2 Results of Multiple Regression Analysis

The following table presented food and service quality, price value, and restaurant atmospherics affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The multiple regression analysis (MRA) was implemented for analyzing the data.

According to table 4.2, the consequence of multiple regression analysis found that food quality, price value and facility aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok at .05 level of statistical significance. While it was found that service quality, spatial layout, labor aesthetic and ambience ($\text{Sig} > 0.05$) did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

The findings also revealed that facility aesthetic ($\beta = .315$) accounted for the largest weighs of relative contribution toward dining satisfaction at seafood restaurants of Chinese tourists in Bangkok, followed by price value ($\beta = .301$) and food quality ($\beta = .141$) respectively. The summarized results of the study were depicted in Figure 4.1

Table 4.2: The Results of Multiple Regression Analysis

Variables	Dining satisfaction						
	S.E.	B	Beta	t	Sig.	Tolerance	VIF
Constant	.461	1.035	-	2.246	.027	-	-
Food quality	.108	.144	.141	1.335	.027*	.523	1.911
Service quality	.096	.077	.079	.808	.185	.622	1.607
Price value	.086	.292	.301	3.379	.001*	.739	1.352
Restaurant atmospheric							
- Spatial layout	.099	-.084	-.088	-.848	.399	.542	1.845
- Facility aesthetic	.098	.258	.315	2.638	.010*	.412	2.426
- Labor aesthetic	.075	.123	.152	1.637	.104	.683	1.465
- Ambience	.099	-.093	-.113	-.937	.351	.407	2.457

$R^2 = .342$, $F = 8.307$, $*p < .05$

In addition, the R-square in this study was .342 which explained that food quality, service quality, price value and restaurant atmospherics had 34.2% of the influence toward dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

Finally, Variance Inflation Factor (VIF) and Tolerance was used for detecting the multicollinearity problem. Multicollinearity was the method for determining multiple correlations among independent variables and uncorrelated assumption of independent variables. It occurred when independent variables in a regression model are correlated. Tolerance value must greater than .4 (Allision, 1999) while VIF value

must less than 5 (Zikmund, Babin, Carr, & Griffin, 2013, p.590). VIF is greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable. VIF values of this study were 1.352 - 2.457 which were less than 5 and the Tolerance values ranged between .407-.739. Hence, there was no multicollinearity problem in this research.

4.3 Summary of Hypothesis Testing

The summary of the hypothesis testing results was illustrated in the table 4.3 and the figure 4.1.

Table 4.3: Summary of Hypothesis Testing Results

Hypotheses	Results
H1: Food quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Support
H2: Service quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Not Support
H3: Price value affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Support
H4: Restaurant atmospherics in terms of spatial layout affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Not Support

(Continued)

Table 4.3 (Continued): Summary of Hypothesis Testing Results

Hypotheses	Results
H5: Restaurant atmospherics in terms of facility aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Support
H6: Restaurant atmospherics in terms of labor aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Not Support
H7: Restaurant atmospherics in terms of ambience affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.	Not Support

Table 4.3 showed that hypothesis 1, 3, and 5 were supported while hypothesis 2, 4, 6 and 7 were not supported.

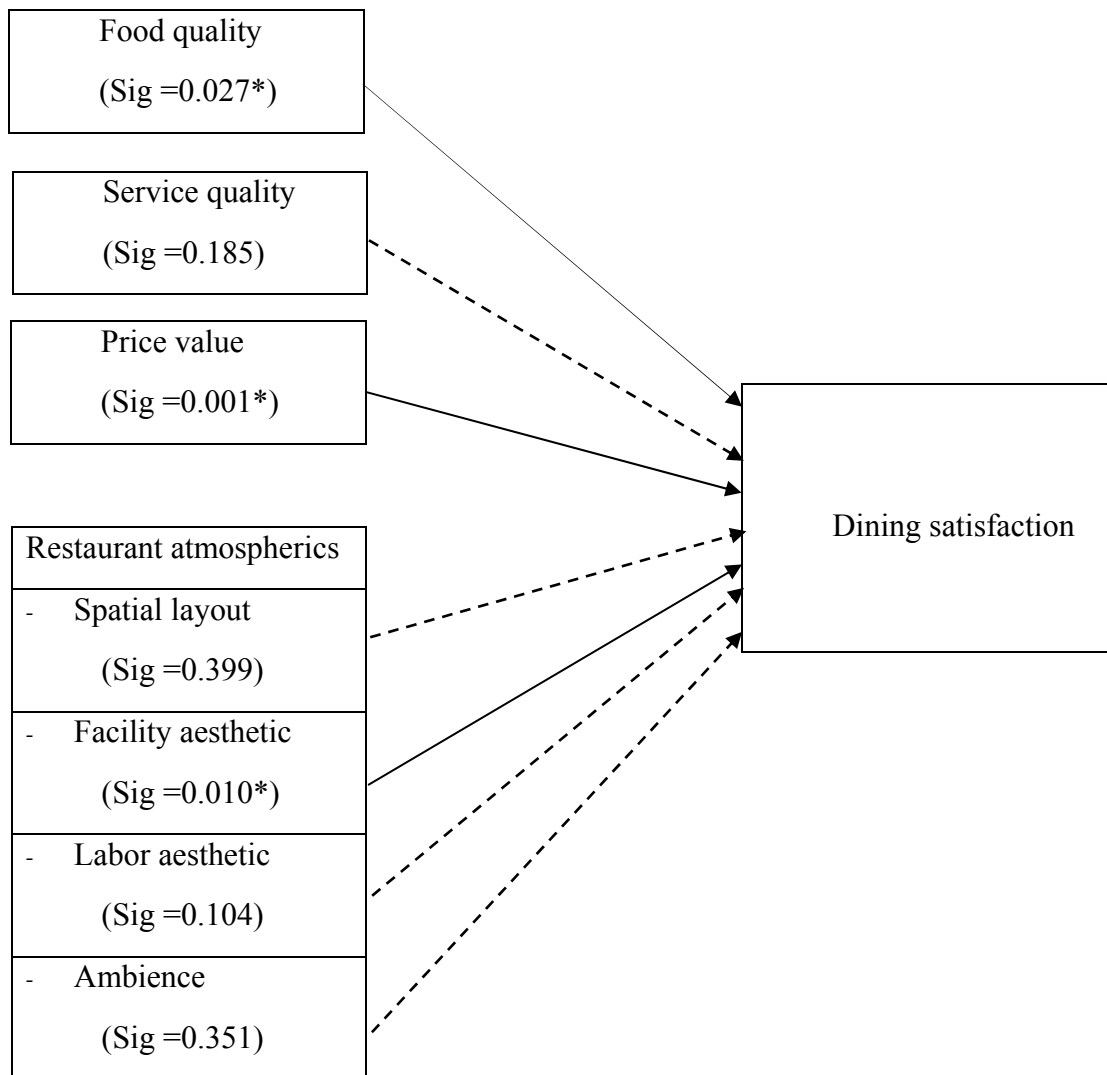


Figure 4.1: Summary of Hypothesis Testing Results

Note:

—————▶ = Has Influence

- - - - -▶ = No Influence

* = Significant at level .05

CHAPTER 5

DISCUSSION

This independent study was quantitative research which aimed in studying food and service quality, price value, and restaurant atmospherics affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The questionnaires were used for collecting data from 120 respondents in Bangkok. The data were analyzed by implementing SPSS Statistics. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

5.1 Research Findings and Conclusion

From the personal profile of 120 respondents, the findings found that most of respondents were males who were 20 – 39 years old with the percentage of 84.2%. They completed a bachelor's degree with the percentage of 56.7%, and their monthly salary were less 4,000 CNY with the percentage of 42.5%.

The results of multiple regression analysis found that food quality, price value, and restaurant atmospherics in terms of facility aesthetic affected dining satisfaction of Chinese tourists in Bangkok at .05 level of statistical significance. In addition, the findings also revealed that the price value accounted for the strongest weights of relative contribution toward dining satisfaction at seafood restaurants of Chinese tourists in Bangkok, followed by facility aesthetic and food quality respectively. On the other hand, the service quality, spatial layout, labor aesthetic and ambience did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok.

5.2 Discussion

Hypothesis 1: Food quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that food quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. This was because food quality such as the temperature, fresh, nutritious, delicious and appropriate cooking method was important things for consumers. The results confirmed the previous studies that food quality was the key attribute of satisfaction of diners in restaurants (Namkung & Jang, 2007). Food quality management department of restaurants was in a period of rapid development, it was an arduous task to ensure food quality (Zhou, 2017). The results also aligned with the research of Namkung and Jang (2007), Sulek and Hensley (2004) in which good food was commonly viewed as an essential component of customer satisfaction and repeated patronage decisions in the restaurant industry.

Hypothesis 2: Service quality affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that service quality did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. Most of the respondents thought that service quality of seafood restaurants were not much difference, most of the servers in the seafood restaurants could solve the customers' problems in time, and they were friendly and patient. When taking orders, they accurately and quickly ordered meals for customers. The results confirmed the previous studies that service quality was the life of every service industry, the service quality of restaurants would directly affect the survival and development of restaurants (Li, 2017). It depended on their feelings. In addition, the result was contrast with the study of Wong and Fong (2010), Yasin and Yavas (2001)

in which restaurants needed to focus on service quality to differentiate them in the competitive market because service quality was recognized as one of the crucial factors consumers evaluated their dining experience.

Hypothesis 3: Price value affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that price value affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. This was because most of the respondents would pay more attention to the value of the money, such as the price value of food, beverage and the meal size, whether the price on menu was appropriate or not. The results confirmed the previous studies that price gave a significance influence on customer's purchase intention, especially the reference price which affecting the most while customers were not readily able to comparing with other brands (Ahmetoglu & Furnham, 2010). How to stabilize price value was an important factor to improve consumer satisfaction (Guo, 2018). While the study of Sati and Sukati (2012) showed that price was one of marketing mix elements which affected customer buying decision the most, as the result of their research, the business could retain existing customers by offering and attractive and competitive price, and by giving special discounts.

Hypothesis 4: Restaurant atmospherics in terms of spatial layout affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that restaurant atmospherics in terms of spatial layout did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. Most of the respondents thought that spatial layout were not much difference, most of seafood restaurants could provide enough space to move around, and the number of employees was adequate. The results confirmed the previous studies that study by

Ryu et al. (2010) showed that customers were increasingly put a premium on saving time as well as better eating environment if compared to earlier days. While the study of Ding (2017) indicated that layout of a restaurant could be as much important as the food itself.

Hypothesis 5: Restaurant atmospherics in terms of facility aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that restaurant atmospherics in terms of facility aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. This was because facility aesthetic such as cleanliness of facilities, restaurant interior design, furniture, table setting and background music played important role towards dining satisfaction. The results confirmed the previous studies that due to customers demanded for a better dining environment, this motivated food marketers kept on upgrading the restaurant environments to enhance consumers' positive feelings thus would lead to desired consumer a higher willingness to visit (Xu, 2007).

Hypothesis 6: Restaurant atmospherics in terms of labor aesthetic affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that restaurant atmospherics in terms of labor aesthetic did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. This was because respondents might thought most employees have been trained before they served customers. Most of the employees in the seafood restaurants, they conformed to the corporate image in attractive appearances, and they were always fair to customers without distinction. The results confirmed the previous studies that Tsaura and Linb (2004) defined service behavior through the prescribed role of employee during the service encounter (formal role) and the personal behavior of employees

while serving customers. Additionally, employee behavior was concerned with the actions taken by the employee while performing a service. Employee behavior had more importance in the service sector because of the uniqueness of employee-customer interaction (Chien-Wen et al., 2013).

Hypothesis 7: Restaurant atmospherics in terms of ambience affected dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. The research results showed that restaurant atmospherics in terms of ambience did not affect dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. This was because ambience such as the plants, paintings, temperature, aroma and lighting might not be important concerns for consumers. The results confirmed the previous studies that the restaurants needed to take additional care to understand the consumer expectations toward the restaurant they visited in order to ensure the customer satisfaction which could be maximized and achievable in long run. Although the perceived expectation of customer had associated with the perceived restaurant quality, there were many quality factors could influence the customer satisfaction (Namkung et al., 2007).

5.3 Recommendation for Managerial Implications

According to the results of the study, food quality affected the customer's dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. It meant that food quality was an important factor in customer dining satisfaction; the food quality had a direct impact on consumers' evaluation of restaurants. Restaurant owners should pay more attention to improve the food quality and they should consider consumer's eating habits, and ask them what kind of food they need. Chinese consumer typically love the food fresh, high nutrient value, big size and delicious. At the same time,

restaurant should provide fresh and delicious food to consumers by appropriate cooking method and at the right temperature. By that way, it would increase consumer dining satisfaction.

In addition, price value affected the customer's dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. Price was usually the most important part of consumers concern. When people chose a restaurant, they always considered the price value of the restaurant. Restaurant owners should set an appropriate price on the food and beverage menus that can be accepted by consumers and can be profitable in accordance with customers' consumption behavior and habits. And if the restaurant provided costumers with the same foods in the lower price, this will definitely attract consumers and increase consumer satisfaction.

Finally, facility aesthetics affected the customer's dining satisfaction at seafood restaurants of Chinese tourists in Bangkok. It meant that different environments made consumers have different moods and enjoyment, the pleasing environment stimulated consumers' choice of restaurants. Therefore, restaurant owners should pay more attention to the cleanliness of facilities, restaurant interior design, table setting, and the background music that could attract more customers.

5.4 Recommendation for Further Research

In this research study, 84.2 percent of respondents were 20-39 years old, but 49.2 percent of respondents were students, this range of 20-39 years old might not be a good range to separate between students and working people. Therefore, future research should study this range of age more closely to achieve more reliable results. Regarding some elements of restaurant atmospherics in terms of spatial layout, labor

aesthetic, and ambience which did not influence customer's dining satisfaction. The researchers or academicians who were interested in this topic should find the reasons why they did not have any impact on customer's dining satisfaction. And the researchers might add other relevant independent factors like customer perceived value, demographic factors, physical environment, and fairness of wait for future study. The new findings could be useful for seafood restaurants in Bangkok to develop the strategies for maintaining and attracting their customers in the future.

BIBLIOGRAPHY

- Ahmetoglu, G., Chamorro-Premuzic, T., & Furnham, A. (2010). Interpersonal relationship orientations, leadership, and managerial level: Assessing the practical usefulness of the FIRO-B in organizations. *International Journal of Selection and Assessment, 18*(2), 220-225.
- Allison, P. D. (1999). *Multiple regression: A primer*. Thousand Oaks, CA: Pine Forge.
- Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: A facebook perspective. *Journal of Retailing and Consumer Services, 21*(5), 773-779.
- Baker, D., Halpin, K., Nicholas, B., Brandice, C., Steven, J., & Jonathan, R. (2013). Research note: Efficacy of a manganese-protein chelate compared with that of manganese sulfate for chicks. *Poultry Science, 66*(9), 1561-1563.
- Brown, C., & Sperow, M. (2005). Examining the cost of an all-organic diet. *Food Distrib, 36*(1), 20-26.
- Bryman, A. (1984). The debate about quantitative and qualitative research: A question of method or epistemology? *British Journal of Sociology, 35*(1), 75-92.
- Chen, H. S., & Hsieh, T. (2011). The effect of atmosphere on customer perceptions and customer behavior responses in chain store supermarkets. *African Journal of Business Management, 5*(24), 10054-10066.

- Chien-Wen, T., Hsiu-Li, H., Jo-Ping, L., Mei-Shiue, L., & Chen-Hui, W. (2013). The relationships among employee personality traits, service attitude, and service behavior in the leisure farm. *International Journal of Hospitality Management*, *1*(2), 75-88.
- Dutta, S., Bhaumik, A., & Wu, K. C. (2014). Hierarchically porous carbon derived from polymers and biomass: Effect of interconnected pores on energy applications. *Energy & Environmental Science*, *7*(11), 3574-3592.
- Erdfelder, E., Faul, F., & Buchner, A. (1996). G*POWER: A general power analysis program. *Behavior Research Methods, Instruments, & Computers*, *28*(1), 1-11.
- Gibbs, D., & Ritchie, C. (2010). Theatre in restaurants: Constructing the experience. *The Tourism and Leisure Experience: Consumer and Managerial Perspectives*, *1*(1), 182-201.
- Gracia, E., Cifre, E., & Grau, R. (2010). Service quality: The key role of service climate and service behaviour of boundary employee units. *Group and Organization Management*, *35*(1), 276-298.
- Grunert, K. G. (2005). Food quality and safety: Consumer perception and demand. *European Review of Agricultural Economics*, *32*(3), 369-391.
- Guo, J. L. (2018). Current situation and Countermeasures of catering prices. *Economist*, *1*(1), 169-171.
- Gunaydin, L. A., Grosenick, L., Finkelstein, J. C., Kauvar, I. V., Fenno, L. E., Adhikari, A., & Zalocusky, K. A. (2014). Natural neural projection dynamics underlying social behavior. *Cell*, *157*(7), 1535-1551.

- Ha, J., & Jang, S. S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2-13.
- Hair, J. F., Black, W. C., Babin, B.J., Anderson, R. E., & Tatham, R. L. (2013). *Multivariate data analysis* (7th ed.). Harlow: Pearson.
- Hanna, V., Backhouse, C., & Burns, N. (2004). Linking employee behavior to external customer satisfaction using quality function deployment. *Journal of Manufacturing Systems*, 218(1), 1167-1177.
- Harrington, R. J., Ottenbacher, M. C., Staggs, A., & Powell, F. A. (2011). Generation Y consumers: Key restaurant attributes affecting positive and negative experiences. *Journal of Hospitality & Tourism Research*, 36(4), 431-449.
- Hennig-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention. *Journal of Relationship Marketing*, 15(5), 460-478.
- Heung, V. C., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.
- Hong, J.-S., Chou, S.-F., Liu, C.-H., & Tsai, C. Y. (2013). Creativity, aesthetics and eco-friendliness: A physical dining environment design synthetic assessment model of innovative restaurants. *Tourism Management*, 36, 15-25.
- Jain, A., Ong, S. P., Hautier, G., Chen, W., Richards, W. D., Dacek, S., & Ceder, G. (2013). Commentary: The materials project: A materials genome approach to accelerating materials innovation. *Apl Materials*, 1(1), 011002.

- Joohyun, L., & Hong-bumm, K. (2015). Success factors of health tourism: Cases of Asian tourism cities. *International Journal of Tourism Cities*, 1(3), 216-233.
- Kisang, R., Hye-Rin, L., & Woo, G. K. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions, *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Kokko, T. (2005). *Offering development in the restaurant sector: A comparison between customer perception and management beliefs*. Unpublished doctoral thesis, Hanken School of Economics, Helsinki, Finland.
- Ding, T. (2017). Research on layout planning of restaurant. *Journal of Chongqing Electronic Engineering Academy*, 24(6), 100-104.
- Kwun, J. W., & Oh, H. (2006). Past experience and self-image in fine dining intentions. *Journal of Foodservice Business Research*, 9(4), 3-23.
- Li, J. Z. (2017). Strengthening management of catering service and improving restaurant service quality. *Journal of Heze University*, 35(S2), 221-222.
- Lin, Y. Q. (2017). Survey and countermeasure analysis of dining satisfaction. *Journal of Sichuan Cuisine School*, 3(1), 31-33.
- Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the U.S: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28, 338-348.
- Malhotra, N. K., & Birks, D. F. (2007). Marketing research: An applied approach. *Business & Economics*, 3(1), 43-87.

- Milena, F., Vinicius, R., Luz, T. G., Diego, F., & Almeida, M. G. (2015). Layout performance indicators and systematic planning: A case study in a southern Brazilian restaurant. *British Food Journal, 117*(8), 2098-2111.
- Moffitt, T. E., Arseneault, L., Belsky, D., Dickson, N., Hancox, R. J., Harrington, H., & Ross, S. (2011). A gradient of childhood self-control predicts health, wealth, and public safety. *Proceedings of the National Academy of Sciences, 108*(7), 2693-2698.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research, 31*(3), 387-409.
- Nicolini, G., & Salini, S. (2006). Customer satisfaction in the airline industry: The case of British airways. *Quality and Reliability Engineering International, 22*(5), 581-589.
- Njite, D., Njoroge, J., Parsa, H., Parsa, R., & van der Rest, J. P. (2015). Consumer patronage and willingness-to-pay at different levels of restaurant attributes: A study from Kenya. *Research in Hospitality Management, 5*(2), 171-180.
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.
- Oliver, R. L., Brady, G. S., & Robertson, D. (2001). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing, 57*, 25-48.
- Parsa, H. G., Van J. I., Smith, S. A., Parsa, A. R., & Bujisic, M. (2013). *Relationship between restaurant failures and demographic factors: Results from a secondary data analysis. October 1992. EuroCHRIE Conference: Authority.*

- Wison, K. (2018). 10 Bangkok restaurants offering super-jumbo seafood extravaganzas. *Journal of Travel*. Retrieved from [https://thailand.tripcanvas.co/bangkok/super size-seafood-restaurant/](https://thailand.tripcanvas.co/bangkok/super-size-seafood-restaurant/).
- Worden, J., Noone, D., Bowman, K., Beer, R., Eldering, A., Fisher, B., & Kulawik, S. (2007). Importance of rain evaporation and continental convection in the tropical water cycle. *Nature*, *445*(7127), 528-530.
- Raajpoot, N. A. (2002). A multiple item scale for measuring tangible quality in foodservice industry. *Journal of Foodservice Business Research*, *5*(2), 109-127.
- Reimer, A., & Kuehn, R. (2005). The impact of service scape on quality perception. *European Journal of Marketing*, *39*(7/8), 785-808.
- Rijswijk, W., & Frewer, L. J. (2008). Consumer perceptions of food quality and safety and their relation to traceability. *British Food Journal*, *110*(10), 1034-1046.
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, *34*(3), 310-329.
- Ryu, K., Lee, H. R., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, *24*(2), 200-223.
- Saad, A., & Amy, C. (2007). Satisfaction with food services: Insights from a college cafeteria. *Journal of Foodservice Business Research*, *10*(2), 51-65.

- Satit, R. P., & Sukati, I. (2012). The relationship between marketing mix and customer decision-making over travel agents: An empirical study. *International Journal of Academic Research in Business and Social Sciences*, 20(6), 73-76
- Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19-35.
- Sharma, P. (2008). Country of origin effects in developed and emerging markets: Exploring the contrasting roles of materialism and value consciousness. *Journal of International Business Studies*, 42(2), 285-306.
- Soriano, R. D. (2002). Customers' expectations factors in restaurants: The situation in Spain. *International Journal of Quality & Reliability Management*, 19(8/9), 1055-1067.
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
- Terrence, L., & Gordon, H. G. (1996). Determinants of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 14(7), 12-20.
- Tsaura, S. H., & Linb, W. C. (2004). Promoting service quality in tourist hotels: The role of HRM practices and service behavior. *Journal of Tourism Management*. 25(1), 471-481
- Tsaur, S. H., Luoh, H. F., & Syue, S. S. (2015). Positive emotions and behavioral intentions of customers in full-service restaurants: Does aesthetic labor matter? *International Journal of Hospitality Management*, 51, 115-126.

- Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49(2), 193-211.
- Xu, Y. (2007). Impact of store environment on adult generation Y consumers' impulse buying. *Journal of Shopping Center Research*, 14(1), 39-56.
- Yasin, M. M., & Yavas, U. (2001). Improving service quality in the hospitality industry: A framework. *Journal of Hospitality & Leisure Marketing*, 7(4), 33-44.
- Young, J. A., Clark, P. W., & McIntyre, F. S. (2007). An exploratory comparison of the casual dining experience. *Journal of Foodservice Business Research*, 10(3), 87-105.
- Yuksel, A., & Yuksel, F. (2002). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of Vacation Marketing*, 9(1), 52-68.
- Zhou, S. (2017). Quality and safety management of food and beverage in chain hotels. *Food Industry*, 38(12), 228-230.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Singapore: Cengage Learning.

APPENDIX A:**English Survey Questionnaire**

QUESTIONNAIRE:

Food and Service Quality, Price Value, and Restaurant Atmospherics Affecting Dining Satisfaction at seafood restaurants of Chinese Tourists in Bangkok

This survey research was aimed to comprehend the food and service quality, price value, and restaurant atmospherics affecting dining satisfaction of Chinese tourists in Bangkok. This study is a part of BA715: Independent Study, Graduate School and Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Part 1: Consumer Information

Explanation: Please mark ✓ into that matches your information the most.

1. Gender:

1) Male

2) Female

2. Age:

1) Under 20 years old

2) 20 – 39 years old

3) 40 – 60 years old

4) Over 60 years old

3. Educational level:

1) High school / vocational

2) Bachelor's degree

3) Master's degree

4) Doctor's degree

4. Occupation:

- 1) Student

 2) Government employee
 3) Company employee

 4) Self-employment
 5) Retiree

 6) Other (please specify)

5. Monthly income:

- 1) Below 4,000 CNY

 2) 4,000 - 6,000 CNY
 3) 6,001-10,000 CNY

 4) Above 10,000 CNY

Part 2: Factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok	Level of opinions				
	Strongly disagree ← → Strongly agree				
Food quality: FQ					
1. The food offer by restaurant will be fresh.	(5)	(4)	(3)	(2)	(1)
2. Food provided by restaurant is served at the right temperature.	(5)	(4)	(3)	(2)	(1)
3. The food served at restaurant is nutritious.	(5)	(4)	(3)	(2)	(1)

Factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok	Level of opinions				
	Strongly disagree ← → Strongly agree				
4. The food served at restaurant has appropriate cooking method.	(5)	(4)	(3)	(2)	(1)
5. The food served at restaurant will be delicious.	(5)	(4)	(3)	(2)	(1)
Service quality: SQ					
1. The server was attentive and available when you needed him/her.	(5)	(4)	(3)	(2)	(1)
2. The server was friendly and patient when taking our order.	(5)	(4)	(3)	(2)	(1)
3. The server was able to answer all our questions.	(5)	(4)	(3)	(2)	(1)
4. The server was there to take our order quickly.	(5)	(4)	(3)	(2)	(1)
5. The restaurant serves my food exactly as I ordered it.	(5)	(4)	(3)	(2)	(1)
Price value: PC					
1. The restaurant's food is good value for the price.	(5)	(4)	(3)	(2)	(1)
2. The restaurant's beverage is good value for the price.	(5)	(4)	(3)	(2)	(1)
3. Meal size is good value for the price.	(5)	(4)	(3)	(2)	(1)
4. The price on the menu is appropriate.	(5)	(4)	(3)	(2)	(1)
Restaurant atmospherics					
1. Spatial layout: SL					
1.1 restaurants have appropriate seating arrangement	(5)	(4)	(3)	(2)	(1)

Factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok	Level of opinions				
	Strongly disagree ← → Strongly agree				
that can give me enough space.					
1.2 The number of employees is adequate.	(5)	(4)	(3)	(2)	(1)
1.3 Directions within the restaurant are adequate.	(5)	(4)	(3)	(2)	(1)
1.4 Layout of restaurant makes it easy to move around.	(5)	(4)	(3)	(2)	(1)
1.5 Layout of restaurant creates adequate dining privacy.	(5)	(4)	(3)	(2)	(1)
2. Facility aesthetic: FA					
2.1 Cleanliness of facilities is good.	(5)	(4)	(3)	(2)	(1)
2.2 Restaurant interior design is attractive.	(5)	(4)	(3)	(2)	(1)
2.3 Furniture of restaurant has high quality.	(5)	(4)	(3)	(2)	(1)
2.4 Table setting (including tableware, linens) of restaurant is visually attractive.	(5)	(4)	(3)	(2)	(1)
2.5 The background music of restaurant is pleasing.	(5)	(4)	(3)	(2)	(1)
3. Labor aesthetic: LA					
3.1 The restaurant employees have attractive appearances.	(5)	(4)	(3)	(2)	(1)
3.2 The restaurant employees conform to the corporate image.	(5)	(4)	(3)	(2)	(1)
3.3 The restaurant employees have a refined style of	(5)	(4)	(3)	(2)	(1)

Factors affecting dining satisfaction at seafood restaurants of Chinese tourists in Bangkok	Level of opinions				
	Strongly disagree ← → Strongly agree				
conversation.					
3.4 The restaurant employees have a warm smile.	(5)	(4)	(3)	(2)	(1)
3.5 The restaurant employees speak gently when serving customers.	(5)	(4)	(3)	(2)	(1)
4. Ambience: A					
4.1 Plants/flowers in the restaurant make me feel happy.	(5)	(4)	(3)	(2)	(1)
4.2 Paintings/pictures in the restaurant are visually appealing.	(5)	(4)	(3)	(2)	(1)
4.3 Temperature in the restaurant is comfortable.	(5)	(4)	(3)	(2)	(1)
4.4 Aroma in the restaurant is enticing.	(5)	(4)	(3)	(2)	(1)
4.5 Lighting in the restaurant is adequate.	(5)	(4)	(3)	(2)	(1)

Part 3: Dining satisfaction at seafood restaurants of Chinese tourists in Bangkok

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Dining satisfaction: DS	Level of opinions
-------------------------	-------------------

	Strongly \longleftrightarrow Strongly agree disagree				
1. I fell satisfied for choosing this restaurant to eat at.	(5)	(4)	(3)	(2)	(1)
2. I made the right choice by eating at this restaurant.	(5)	(4)	(3)	(2)	(1)
3. I will recommend this place to my friends and acquaintances.	(5)	(4)	(3)	(2)	(1)
4. I will come to this restaurant again.	(5)	(4)	(3)	(2)	(1)
5. I will put a good word for this restaurant when I talk with other people about it.	(5)	(4)	(3)	(2)	(1)
6. I will talk about the shortcomings of this restaurant when I talk with other people about it.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****

APPENDIX B:

Chinese Survey Questionnaire

影响在曼谷的中国游客就餐满意度的决定性因素

这份问卷调查的目的是为了调查影响在曼谷的中国游客就餐满意度的决定性因素，并作为曼谷大学 715 课程研究生独立调查的一部分。这些问卷调查资料只是为了因素的完善提供参考，希望参与调查问卷者按照实际情况来填写这份问卷，该份调查资料作为个人资料并且绝对不会对参与调查者造成任何影响。

非常感谢各位花费您宝贵时间来填写这份问卷调查。

曼谷大学研究生

一：个人资料

注释：请您按实际情况在正确选项的前面打√（只选一项）

1. 性别:

1) 男

2) 女

2. 年龄:

1) 20 岁以下

2) 20 – 39 岁

3) 40 – 60 岁

4) 61 岁以上

3. 教育程度:

1) 中专、大专及以下

2) 学士学位

3) 研究生学位

4) 博士学位

4. 职业:

1) 学生

2) 公务员/国企职工

3) 公司老板/自由职业

4) 私企职工

5) 退休在家

6) 其他，请说明

5. 月收入:

1) 低于 4,000 元人民币

2) 4,000-6,000 元人民币

3) 6,001-10,000 元人民币

4) 高于 10,000 元人民币

二：食品质量对在曼谷的中国游客餐饮满意度影响的调查

注释：请在以下括号内打勾表示您的看法：（5）表示非常重要，（4）表示重要，（3）表示一般，（2）表示不太重要，（1）表示不重要

食品质量	您的看法				
	非常重要 ←——→ 不重要				
1. 餐厅提供的食物是否新鲜	(5)	(4)	(3)	(2)	(1)
2. 餐厅提供食物的温度适合	(5)	(4)	(3)	(2)	(1)
3. 餐厅提供的食物是否营养	(5)	(4)	(3)	(2)	(1)
4. 餐厅是否用合适的方法来烹饪食物	(5)	(4)	(3)	(2)	(1)
5. 餐厅提供的食物是否美味	(5)	(4)	(3)	(2)	(1)

三：服务质量对在曼谷的中国游客餐饮满意度影响的调查

注释: 请在以下括号内打勾表示您的看法: (5) 表示非常重要, (4) 表示重要, (3) 表示一般, (2) 表示不太重要, (1) 表示不重要

服务质量	您的看法				
	非常重要 ←——→ 不重要				
1. 当你需要服务时, 服务员是有空的	(5)	(4)	(3)	(2)	(1)
2. 服务员在帮我点餐的时候很友善和耐心	(5)	(4)	(3)	(2)	(1)
3. 服务员能回答关于所有就餐的问题	(5)	(4)	(3)	(2)	(1)
4. 服务员能快速的帮我下单 (写单)	(5)	(4)	(3)	(2)	(1)
5. 服务员帮我点的单没有出错	(5)	(4)	(3)	(2)	(1)

四: 价格对在曼谷的中国游客餐饮满意度影响的调查

注释: 请在以下括号内打勾表示您的看法: (5) 表示非常重要, (4) 表示重要, (3) 表示一般, (2) 表示不太重要, (1) 表示不重要

性价比	您的看法				
	非常重要 ←——→ 不重要				
1. 餐厅食物的性价比	(5)	(4)	(3)	(2)	(1)
2. 餐厅饮料的性价比	(5)	(4)	(3)	(2)	(1)
3. 餐厅食品的分量大小	(5)	(4)	(3)	(2)	(1)

性价比	您的看法				
	非常重要 ←——→ 不重要				
4. 餐牌上标注食品的价格是否合适	(5)	(4)	(3)	(2)	(1)

五: 餐厅环境对在曼谷的中国游客餐饮满意度影响的调查

注释: 请在以下括号内打勾表示您的看法: (5) 表示非常重要, (4) 表示重要, (3) 表示重要, (2) 表示不太重要, (1) 表示不重要

餐厅环境	您的看法				
	非常重要 ←——→ 不重要				
1. 空间布局					
1.1 餐厅有适当的座位安排, 能给我足够的空间	(5)	(4)	(3)	(2)	(1)
1.2 餐厅员工人数是合适的	(5)	(4)	(3)	(2)	(1)
1.3 餐厅内有明确的方向指示	(5)	(4)	(3)	(2)	(1)
1.4 餐厅内布置宽敞方便出入	(5)	(4)	(3)	(2)	(1)
1.5 餐厅布局营造足够的餐饮隐私	(5)	(4)	(3)	(2)	(1)
2. 基础设施					
2.1 餐厅内清洁做得很好	(5)	(4)	(3)	(2)	(1)
2.2 餐厅内部的设计有吸引力	(5)	(4)	(3)	(2)	(1)
2.3 餐厅的家具质量很好	(5)	(4)	(3)	(2)	(1)
2.4 餐厅的桌子摆放 (包括餐具, 餐桌布) 在视觉	(5)	(4)	(3)	(2)	(1)

餐厅环境	您的看法				
	非常重要 ←——→ 不重要				
上是有吸引力的					
2.5 餐厅的背景音乐令人放松（吸引人）	(5)	(4)	(3)	(2)	(1)
3. 美学劳动					
3.1 餐厅员工五官周正	(5)	(4)	(3)	(2)	(1)
3.2 餐厅员工穿着正式	(5)	(4)	(3)	(2)	(1)
3.3 餐厅员工谈吐优雅	(5)	(4)	(3)	(2)	(1)
3.4 餐厅员工能总是面带笑容	(5)	(4)	(3)	(2)	(1)
3.5 餐厅员工服务具有亲和力	(5)	(4)	(3)	(2)	(1)
4. 氛围					
4.1 餐厅内有适当的植物摆放	(5)	(4)	(3)	(2)	(1)
4.2 餐厅的绘画/图画在视觉上吸引人	(5)	(4)	(3)	(2)	(1)
4.3 餐厅室内的温度很舒适	(5)	(4)	(3)	(2)	(1)
4.4 餐厅有独特的香气令人着迷	(5)	(4)	(3)	(2)	(1)
4.5 餐厅的光线充足	(5)	(4)	(3)	(2)	(1)

六：中国游客在曼谷就餐满意度

注释: 请在以下括号内打勾表示您的看法: (5) 表示非常赞同, (4) 表示赞同, (3) 表示一般, (2) 表示不太赞同, (1) 表示不赞同

就餐满意度	您的看法				
	非常赞同 ←——→ 不赞同				
1. 我会满意自己选择了这家餐厅吃饭	(5)	(4)	(3)	(2)	(1)
2. 我会觉得自己做出了正确的选择 (在这家餐厅吃完饭)	(5)	(4)	(3)	(2)	(1)
3. 我会把这家餐厅推荐给我的朋友和熟人	(5)	(4)	(3)	(2)	(1)
4. 我会再来这家餐厅	(5)	(4)	(3)	(2)	(1)
5. 当和朋友聊天或谈到这家餐厅, 我会说这家餐厅的优点	(5)	(4)	(3)	(2)	(1)
6. 当和朋友聊天或谈到这家餐厅, 我会说这家餐厅的缺点	(5)	(4)	(3)	(2)	(1)

**** 非常感谢您花宝贵的时间来填写这份问卷调查, 谢谢! ****

APPENDIX C:

Letters to Experts



**BANGKOK
UNIVERSITY**

CITY CAMPUS
117 Soi Sukhumvit 11, Hong-Tong Bangkok 10110
Tel: +662 244 5444
Fax: +662 244 1318
+662 710 4170

BANGSIT CAMPUS
1st Floor, Hualong Building, Bangsue
Suburban Extension, Term 2, 20
Tel: +662 903 0259
Fax: +662 912 8551

The Graduate School

June 7, 2018

Mr. Bernhard Wimmer
General Manager
Shangri-La Hotel Bangkok
89 Soi Wat Suan Plu, Bangrak, Bang Rak, Bangkok, 10500

Dear Mr. Wimmer

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mr. Zehui Zhang, Student Code 7590204207 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "Food and service quality price value and restaurant atmospheric affecting dining satisfaction at seafood restaurants of chinese tourists in bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Mr. Zehui He will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Suchada Chareanpunsinkul, D.B.A.
Dean, Graduate School

Graduate School
Tel. 0 2350 3608 9
Fax 0 2350 3668
E-mail: graduate@bu.ac.th



**BANGKOK
UNIVERSITY**

CITY CAMPUS
113, 38/1-160, Rama 1 Rd., Bangkok 10110
Tel. +662 350 3300
Fax. +662 350 3311
E-MAIL: BU@BU.AC.TH

RANGSIT CAMPUS
61, Moo 5, Thepachaisri Rd., Bang Siat, U-T
Kong, Lungsri, Pathum Thani 12120
Tel. +662 944 1255
Fax. +662 944 8559

The Graduate School

June 7, 2018

Mr. Zhang Chunan
Owner
Chao Zhan Fang Restaurant
Trok krai Anawong Road, Bangkok

Dear Mr. Chunan

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mr.Zehui Zhang, Student Code 7590204207 invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitled "Food and service quality price value and restaurant atmospheric affecting dining satisfaction at seafood restaurants of chinese tourists in bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Mr.Zehui He will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Suchada Chareanpunirikul, D.B.A.
Dean, Graduate School

Graduate School
Tel. 0-2350-3608-9
Fax 0-2350-3668
E mail: graduate@bu.ac.th

www.bu.ac.th

**BANGKOK
UNIVERSITY****CITY CAMPUS**

119 Rama 4 Rd., Klong-Toei, Bangkok 10110
Tel : +662 350 3500
Fax : +662 240 1516
+662 249 6274

RANGSIT CAMPUS

9/1 Moo 5, Phahonyothin Rd., Klong Nueng,
Klong Luang, Pathum Thani 12120
Tel : +662 902 0299
Fax : +662 516 8553

The Graduate School

June 7, 2018

Mr. Guo Chun Jin
Manager
Shangri-La Hotel Bangkok
89 Soi Wat Suan Plu, Bangrak, Bang Rak, Bangkok, 10500

Dear Mr. Jin

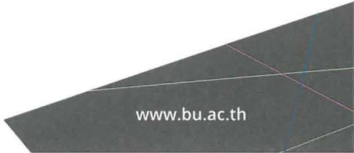
The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mr.Zehui Zhang, Student Code 7590204207 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "Food and service quality price valve and restaurant atmospheric affecting dinning satisfaction at seafood restaurants of chinese tourists in bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Mr.Zehui He will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,


Suchada Chareanpunsirikul, D.B.A.
Dean, Graduate School

Graduate School
Tel. 0-2350-3608-9
Fax 0-2350-3668
E-mail: graduate@bu.ac.th


www.bu.ac.th

BIODATA

Name-surname: Zehui Zhang

Date of Birth: November 16, 1993

Place of Birth: Guangdong, China

E-mail: 383668854@qq.com

Address: Room 802, Building 3, Xingfushijia, Zhouxin road,
Qingcheng district, Qingyuan city, Guangdong,
China

Educational Background: Bachelor's degree in marketing
Guangdong Ocean University Cunjin College,
China (2012-2016)

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 29 Month January Year 2019

Mr./Mrs./ Ms Ze hui Zhang now living at Aspire 9
Soi _____ Street Rama 9
Sub-district Huangkwang District Huang kwang
Province Bangkok Postal Code 10310 being a Bangkok
University student, student ID 7590204207

Degree level Bachelor Master Doctorate

Program MBA-EP Department _____ School Graduate School

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:


1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled Food and Service Quality, Price Value, and Restaurant Atmospherics Affecting Dinning Satisfaction at Seafood Restaurants of Chinese Tourists in Bangkok submitted in partial fulfillment of the requirement for MBA of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").
2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.
3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.




Licensor


()



Licensee
(Director, Library and Learning Space)



Witness
(Dean, Graduate School)



Witness
(Program Director)