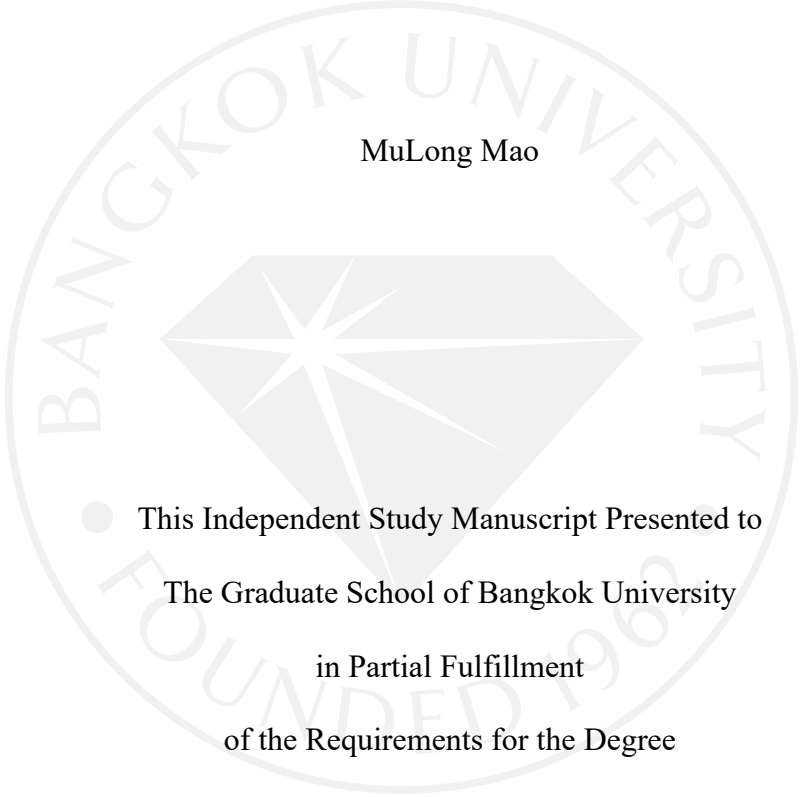


THE FACTORS INFLUENCING CUSTOMER SATISFACTION ON MAY'S
GARDEN HOUSE RESTAURANT IN BANGKOK



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GARDEN HOUSE RESTAURANT IN BANGKOK

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● This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
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of the Requirements for the Degree
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**This Independent Study has been approved by
the Graduate School
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The Factors Influencing Customer Satisfaction on May's Garden House Restaurant in Bangkok (87 pp.)

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ABSTRACT

The independent study aims to find out the factors (Quality, Service and Environmental) that influence customer's satisfaction on May's garden house restaurant in Bangkok. The estimated population is 500. Yamane Table (1967) calculated the sample sizes of 222 respondents through applied systematic random sampling.

Data analysis is based on SPSS Version 23, Reliability test by Cronbach's alpha coefficient, Validity test by factor analysis, Hypothesis test by Multiple linear regression Analysis, Demographic analysis by data percentage, frequency and Independent variable statements analysis by Principal Component Analysis (PCA).

In this research, researcher picked 4 variables that are Customer Expectation, Perceived Quality, Perceived Value and customer satisfaction from ACSI index, the results shows that females are the target purchase group. Environmental factor responds mostly to Customer expectation and Perceived Quality, Quality and Environmental factors responds mostly to Perceived Value, Quality, Service and Environmental factors that influences Customer Satisfaction.

From this study, Perceived Quality and Perceived Value are significantly positive for customer satisfaction but Customer expectation does not positively affect customer satisfaction.

Keywords: Customer Satisfaction, Theme Restaurant



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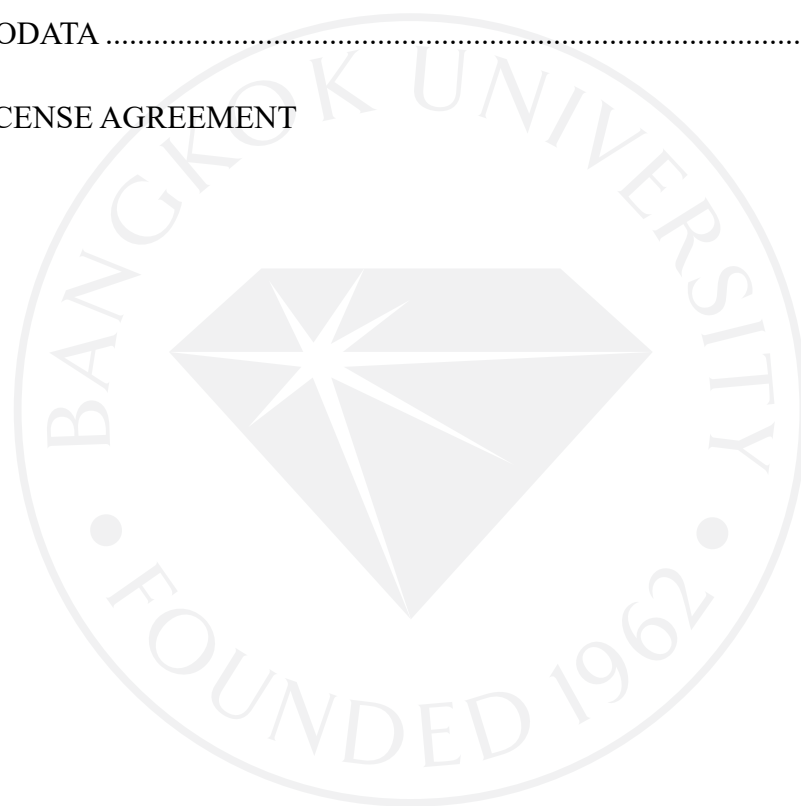
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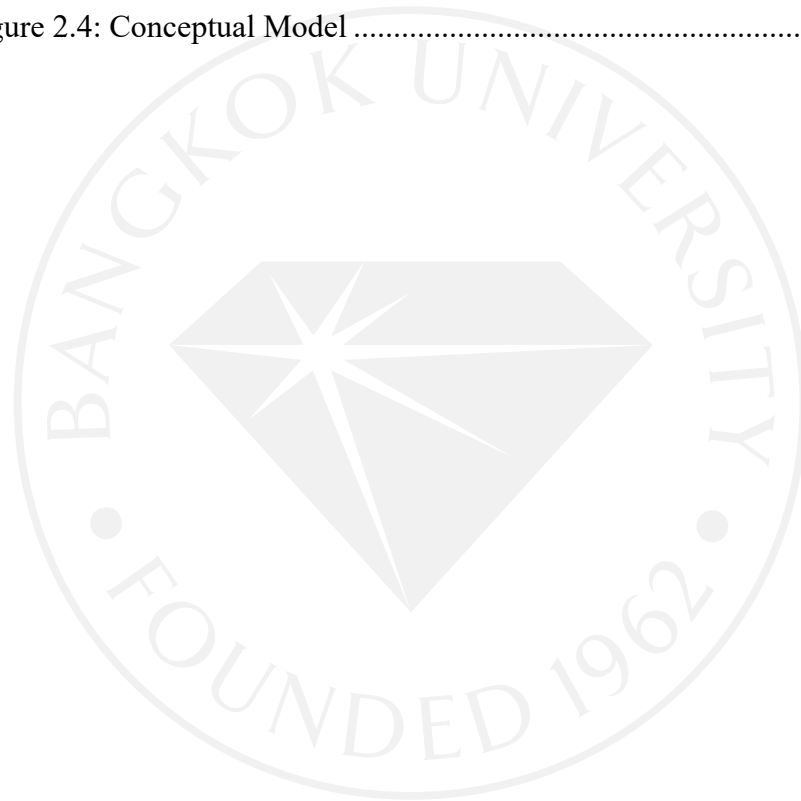
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Thailand is among the most favored spot for travelling in the world. Among developing countries, in the past few years it have developed rapidly and maintained its economic growth. According to the report generated by Travel & Tourism economic impact on Thailand (2018) The World Tourism and Travel Council predict that Thailand's tourism industry will grow at an average annual rate of 6.7% over in the next decade. According to the government and the Thailand Tourism Promotion Association, the revenue contributed by tourists to Thailand this year has increased by 8% more than an average annual growth rate of 3% to 5%. The government is optimistic about the growth in the number of tourists and plans to achieve a 10% increase in tourism revenue in 2018, In order to achieve this goal, the Thai government has launched a variety of promotional packages in order to promote Thailand's image as a global tourist destination. Last year, more than 1.18 billion people in the world conducted cross-border tourism, According to the report generated by Asia Pacific : Regional Tourism Trends-Horwath HTL Marketing report (2018) Bangkok has become a popular destination.

As an important link in the tourism industry, the catering industry provides different Environmental and services to tourists from all over the world. Manhasa &

Manraib (2016) There are many restaurants in Bangkok, such as Thailand, China, South Korea, Japan, and Italy. At the same time, there are many theme restaurants in Bangkok, such as the Rome Restaurant, Hello kitty Restaurant, chocolate Ville, B-Story Restaurant etc.

May's Garden House Restaurant in Bangkok is the first officially licensed restaurant inspired by Miyazaki's classic film My Neighbor Totoro. The restaurant features Miyazaki-themed decor, like a giant Totoro figure that sits in the dining room, as well as menu items inspired by the characters, such as steamed buns shaped like Mini Totoros. The tables are adorned with figurines of Totoro, Mei, Sootballs, the Catbus, and other characters from the movie.

My Neighbor Totoro (Japanese: とねりのととろ) is a 1988 Japanese animated fantasy film written and directed by Hayao Miyazaki and animated by Studio Ghibli for Tokuma Shoten. My Neighbor Totoro tells the story of the two young daughters (Satsuki and Mei) of a professor and their interactions with friendly wood spirits in postwar rural Japan. The film won the Animage Anime Grand Prix prize and the Mainichi Film Award and Kinema Junpo Award for Best Film in 1988. It also received the Special Award at the Blue Ribbon Awards in the same year.

The context of May's garden house restaurant in Thailand to be the good research setting because it is a new theme restaurant there are a lot of things need to be improving and completed. This is the overall object of this independent study that

aims to investigate how find out which factors will influencing May's garden house restaurant customer satisfaction and improving May's garden house restaurant customer satisfaction.

1.2 Statement of problem

Statement of problem is a definition or statement about an area of concern, and something to be improved upon (Bryman, 2007, p.5-20) The theme restaurant has always been regarded as part of a high-class restaurant, offering consumers a relaxed, exquisite, high-quality, memorable dining experience with a unique atmosphere of dining and service, with a special emphasis on the unique style of the overall style design has been considered as a catering One of the future development trends of the industry performance The concept of the experience is that the product is the service performance (ZhangQing Cai, 2000, p.23-25). What people want is not a tangible product and the experience is obtained by the participation in the activity. Therefore, people buy the product because the product providing the feeling that they want in their heart.

Experience economy is a higher-level service economy, service-based combination of services and commodities, creating a new experience, the profits that enterprises obtain through business and the creation of personalized life, indicating the arrival of the experience economy (Toffler, 1970). so we need to focus on how to improve service to increase customer satisfaction. Since introduced of customer

satisfaction into marketing for the first time, customer satisfaction has been valued by companies (Cardozo, 1965, p.244-249). Customer satisfaction is one of the guiding methods for business operations.

According to the report generated by Asia Pacific : Regional Tourism Trends-Horwath HTL Marketing report (2018) There are many theme restaurants in Bangkok, and Bangkok is the most popular tourist destination around the world, attracting tourists from all over the world.

The theme restaurant has created many economic opportunities as a new way to improve the customer satisfaction, this independent study for understanding which factors (Quality, Service and environmental) will be influencing customer satisfaction on May's Garden house restaurant and researcher will give some suggestions for improving the customer satisfaction of restaurant.

1.3 Intention and reason for study

Customer satisfaction is important, because it will help researcher to know which factors influences customer satisfaction on May's Garden house restaurant and improve service and product, etc.

1.4 Research objective

The purpose of this independent study is to gather opinions of customers who have experienced the services of May's Garden house restaurant in Bangkok and to achieve a better understanding of how the customers perceive and experience to the service provided.

1.5 Assumption of research

Assumption that is something out of control in the study (Simon, 2011, p.1). Assumptions are so fundamental that in absence of it, the research matter is no longer applicable (Leedy and Ormrod, 2010, p.62). The following assumptions were made for this study:

- (1) Respondents used for this study are truthful, the questionnaire data for this study is provided by real restaurant consumers.
- (2) The research is carried out on surmising that customer satisfaction depends on the May's Garden house restaurant in Bangkok.
- (3) The statistical techniques used for the data collecting.
- (4) Methodology and data analysis for this independent study.

1.6 Scope of research

Scope refers the research area and parameters in this study (Viper, 2017). This survey finding about which factors among quality, service and environmental (p.24 Table 2.2 measurement standards on the influence factors of customer satisfaction in chapter 2) Influencing customer satisfaction on May's Garden house restaurant.

1.7 Benefits of research

Based on the customer satisfaction theory to design a questionnaire for understanding the impact of various variables in the questionnaire on the customer's satisfaction in the May's Garden house restaurant in Bangkok, and thus obtain a scientific improvement method.

1.8 Limitation of research

The drawback of the study are those features of representation or methodology that affects or exert the meaning of the result from the research ,With the development of the economy and the improvement of living standards, the number of themed restaurants has increased significantly, but the theory of customer satisfaction on the theme restaurants is very less(James and Murnan, 2004, p.66-67). and theme restaurant design theory tries to find out the factors affecting the theme restaurant and propose how to improve customer satisfaction for the theme restaurant.

CHAPTER 2

LITERATURE REVIEW

2.1 Customer satisfaction theory

Customer satisfaction is also known as customer satisfaction index. It is the abbreviation of the customer satisfaction survey system for the service industry and it is the matching degree between the customer's expectation value and the customer experience. Customer derives by comparing the perceived effect of a product with its expected value.

Products satisfaction improving customer satisfaction will let customers purchase product again. Customer satisfaction can effectively drive Consumer activities based on the two branches of psychology which make full use of the experimental method and establish a customer satisfaction model on the premise of mastering various factors such as sample product expectations (Cardozo, 1965, p.244-249).

Customer satisfaction is an emotional state that occurs when the customer's expectations of the consumption process are consistent with the feelings gained in current consumption (Oliver and Linda, 1981, p.88-93) It is an evaluation of a product or service after consumption.

In 1985, the theory of customer satisfaction was first proposed by consumer

psychologists in the United States and quickly became used in developed countries.

Pointed out that customer satisfaction is an emotional response to product formation and Environmental formation during the purchase of a product or services (Westbrook & Reilly, 1983, p.256-261).

If you maintain a leading position in the market, you must have innovative customer value, so the focus of the company is to value customer experience in the future (Kotler, 2003, p.217-220). This is an era in which demand is directly proportional to supply, the expectations of consumers and the benign market that companies seek to innovate. Customer value = total customer value - total customer cost (Kotler and Armstrong, 1999).

Total customer value is a series of benefits that a customer obtains from a particular product or service. It includes product value, service value, personnel value, and image value.

The total cost of a customer is a series of costs that a customer pays to purchase a product or service, including monetary costs, time costs, spiritual costs, and physical costs.

Customers are the value seekers. When purchasing products, they always want to get the most benefit at the lowest cost, so that their needs can be met to the maximum extent.

Competitive advantage how to effectively convert resources into customer perceived value. The customer perception value theory not only brings new ideas and progress to the company's marketing plan, but also provides new ideas and methods (Woodruff, 1997). Therefore, providing customers with superior customer perceived value is the focus of the company's competitive advantage.

Proposed that the quality of service factors can be summarized as tangible, reliable, responsive, and credible and shifting (Berry, 2000).

Tangible: service personnel's dress, instrumentation, service facilities and equipment, etc.

Reliability: The correct, safe and reliable service that the company provides to its customers;

Responsiveness: Service personnel are willing to provide assistance to customers and provide services to customers in a timely manner; credibility means that the knowledge, skills, etc. of service personnel can make customers feel trust;

Empathy: Service personnel can stand on the customer's point of view for the customer, serve the customer, care about the customer, and provide personalized service to the customer.

If the service provided by the restaurant meets the customer's expectations, the customer will highly praise the restaurant. Good products and services will make the

customer feel happy which positive emotion. If the service provided by the restaurant does not meet the customer's desired effect, the customer will have a negative evaluation of the consumption process, leading to negative emotions such as disappointment.

2.1.1 Customer Perceived Value

The overall evaluation of the product value by the consumer it is based on perceived quality and consumer will give evaluation of each attribute of the product (Zeithaml, 1988) now many empirical studies have supported the conclusions of this model.

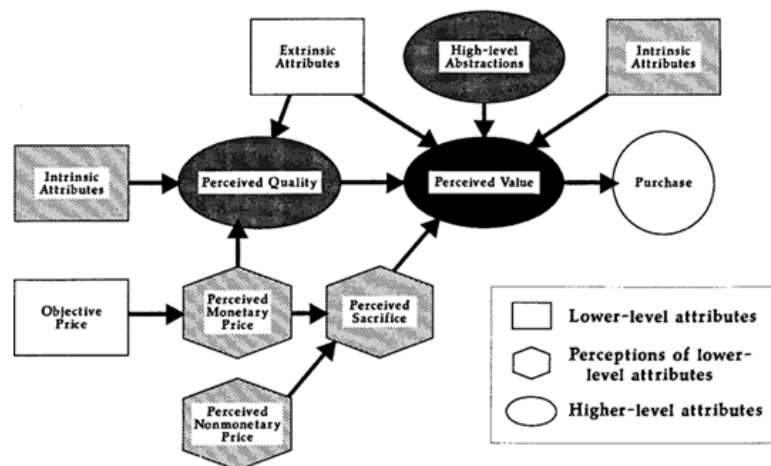


Figure2.1: A means-end model relating price, quality, value

In the model, the formation of consumer quality perception is evaluated from product attributes assessment, and perceived quality is the customer's judgment of the complete value of the product.

- (i.) Consumer value gains and three aspects: internal attributes, external characteristics and other related Psychological attributes.
- (ii.) Many customers regard internal characteristics as a major part of value gains, but in general, value gains still include external characteristics such as packaging, color, feel, and visual perception, and the reputation, convenience, image, and brand prestige of the product or company. A higher level of abstract interest such as brand personality
- (iii.) In addition, consumers do not have professional knowledge, and the perceived quality of many products takes a long time to be recognized. The internal attributes of the product itself may not be directly related to the value perceived by the customer. The appearance and customer perception are used to estimate of perceived quality to the product.
- (iv.) The cost paid by consumers includes two parts: monetary cost and non-monetary cost, non-monetary includes time cost, spiritual costs.
- (v.) For some customers with high price perception, monetary compensation is a key factor. Reducing monetary expenditure increases the perceived value, for those customers with low price perception, reducing time and energy expenditure which can increase the perceived value.
- (vi.) The external characteristic is the “value signal”. It can replace the trade-off

between benefit and cost to a certain extent. It is used as a standard for comparison of income and cost in a certain sense.

- (vii.) As products become more specialized and technologically advanced, customers' perceptions of the various elements that make up a product are limited. Most customers only think about price and many consumers can't give professional assessments to the product. They only judge the product with less of information that has already been processed.
- (viii.) Consumers repeatedly buy the brands that they trust and use clues of external value to streamline their selection process. Many consumers are very loyal to some brands and often rely on their external attributes to make judgments.
- (ix.) Value judgment is contingency, which is contextualization. Different purchase locations, purchase times, consumption time and location and even the same location and time will have an important impact on consumer's perception of value, and customer's perception of value will be different, which means that customer perceived value is dynamic.

2.1.2 Customer Satisfaction Factors

According to the Abraham Maslow's hierarchy of needs, James proposed a hierarchical model that affects customer satisfaction (Barnes, 2002). Five levels can be used to observe factors such as how to improve customer satisfaction levels, scope

of supply or transactions between customers and organizations.

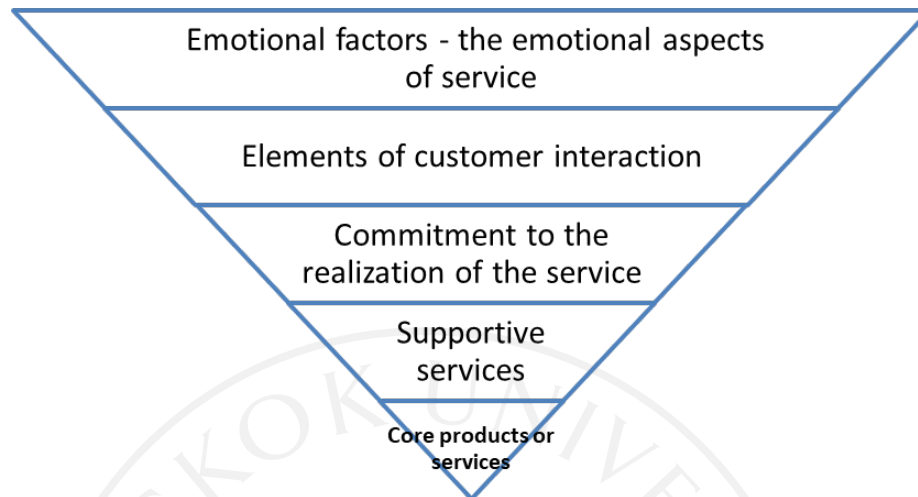


Figure2.2: Customer Satisfaction Factors

There are five factors that affect customer satisfaction:

(i.) Core products or services

It represents the basic products and services provided by enterprises. In the current competitive market, enterprises must do their core products or services. The service of products is the most basic idea and motivation for consumers to generate consumption. Core products and services is first impression of the restaurant which can only continuously improve user satisfaction of restaurant.

(ii.) Supportive services

In addition to core products and services, restaurants need to provide support services, which increase core products and services for better experience.

Support services include price, service, communication and distribution.

Whatever supportive services are not a determining factor in customer satisfaction, the lack of supportive services can lead to a significant decline in core product and service experience, which in turn increases consumer dissatisfaction with the restaurant.

In this situation, it is difficult to gain an advantage based on core products and services. So providing support and ancillary services can help to enhance value.

In the context of increasingly serious homogenization competition in the catering industry, the advantages of using supportive and ancillary services are differentiated from those of competitors. Enterprises not only continuously innovate in core products and services, but also provide channels and information related to Pre-sale and after-sales service.

(iii.) Commitment to the realization of the service

This is reflected in the core products of the enterprise and services, and focus on the service performance promised by the enterprise to the customer.

At any time, the client expects the transaction to proceed smoothly and the company to comply with the commitment. If the company cannot fulfill the promise, the customer will be dissatisfied. Keeping promises is a very important factor in the relationship between company and customer.

(iv.) Elements of customer interaction

Face-to-Face service processes between companies and customers or technology-based contact methods to interact.

In this process, the customer relationship that is quality and level of service provided by the enterprise, Therefore in the transaction process the enterprise should adjust its products and services according to the feedback of the users. If the company does not do well in these areas, consumers will seek alternative products and services or competitor's products or services.

(v.) Emotional factors - the emotional aspects of service.

Companies need to consider the fundamentals and some details of customer interactions. This information will cause consumers to have positive or negative feelings for the company. For example, some of the customer satisfaction is not related to the core products and services, but in the interaction with the employees, because some employees' conversations or things make The company lost the order

2.1.3 ACSI Model

ACSI is a macro-index measure of the quality of economic output, based on the process of consumption of products and services.

ACSI is a customer satisfaction index model created by (Fornell,1992) based

on the Swedish Customer Satisfaction Index Model (SCSB). The focus of this model is on a variety of factors affecting customer satisfaction. It is based on the SCSB model to add quality perception, or make a sign of quality perception factors. The overall meaning is that customer satisfaction consists of six factors, and there is also a certain correlation between each factor.

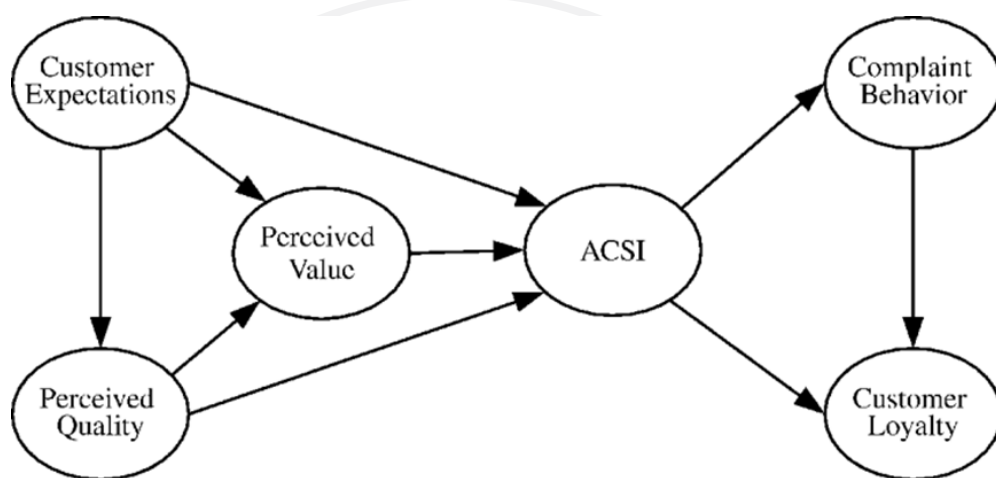


Figure2.3: ACSI Model

(i.) There are three variables that determine Customer Expectations:

- Product customization (products meet individual needs) expectations.
- Product reliability expectations.
- Overall expectations for product quality.

The customer expectation is consumer's product and service process that meets the actual needs and expectations of the consumer. If the consumer reaches this expectation, the consumer will be satisfied, and if the customer does not reach this

expectation, the customer will be dissatisfied. This expectation is built up through consumer experience and customer's corporate behavior understanding.

Therefore, the customer expects to speculate on the future quality of the product and also reflects the overall quality of the product or service. This paper will use the "customer expectation" variable as the causal variable of the customer satisfaction measurement model. The observed variables are food expectation, environmental expectation and service expectation.

(ii.) Perceived quality

Perceived quality refers to the actual feelings of customers after using products or services. It includes the feeling of the customer's specific needs, the feeling of product and the overall feeling of product quality. Perceived quality is an important factor and clue to measuring customer satisfaction. It is an evaluation of the quality of a company's products or services.

Companies should conduct perceived quality analysis from the customer's perspective and try to know the customer's needs.

The perceived quality good or bad reflects the difference between the product or service that the customer desires and the actual product or service that is obtained.

Perceived quality is generally studied from 4 different structural variables, involving food, environmental and etc.

(iii.) Perceived value

Perceived value is the comparison and evaluation of the two parts of the experience and expenditure of the consumer after consumption.

Perceived value is the value evaluation of the consumer's actual product or service. It is an external customer cognition orientation, which is different between the traditional customer values.

Perceived value reflects the subjective perception of the customer's benefits after the quality and price of the integrated product or service;

There are two observation variables for perceived value: “customer's perception of quality under fixed price conditions” and “customer's perception of price under fixed quality conditions”. The perceived value of evaluating the quality of the product or service after consumption:

The level of perceived value directly determines the level of customer satisfaction, which greatly affects customer behavior.

(iv.) Customer Satisfaction: The structural variable of customer satisfaction is the

Customer satisfaction index finally obtained through econometric transformation.

The ACSI model selects three observation variables when constructing customer satisfaction:

- The gap between actual experience and expected quality.
- The gap between actual experience and product.
- Overall satisfaction.

Customer satisfaction can be compared with the expected quality through the overall satisfaction and the actual experience of food, Environment and service. The comparison between the customer's actual experience and customer expectations also affects customer satisfaction, the smaller the gap the higher the customer satisfaction level. Higher customer satisfaction often leads to customer loyalty, which in turn enables consumers to generate consumer willingness, and then take corresponding positive behaviors, thereby increasing the company's profits and ensuring long-term healthy development of the company.

- (v.) The customer complains that there is only one observation variable that determines the customer's complaint about this structural variable.

Formal or informal complaints from customers. The customer may complain through the feedback email, the letter complains, or verbally complain, and the value of the structural variable that the customer complains by counting the number of formal or informal complaints from the customer.

- (vi.) Loyalty

Customer loyalty refers to the customer's recognition degree and commitment attitude to a certain brand of products. Customer loyalty is the ultimate dependent variable in the model. It has 2 observation variables;

- The possibility of customers repeating purchases.
- Responsibility for price changes.

If a customer is satisfied with a product or service, there will be a feature of continuous consumption, and the consumer will behave loyally and repeatedly purchase the product or service or recommend it to other customers.

In the face of competitors to provide attractive opportunities, it will show greater defense, so for business operators, customer loyalty is their pursuit of goals.

Loyal customers generally include three layers of meaning:

- Emotional loyalty (emotional loyalty is expressed as recognition of the company's philosophy, activities and visual image).
- Behavioral loyalty (behavioral loyalty is reflected in the repeated consumption of products provided by the company).
- Conscious loyalty (conscious loyalty refers to the tendency of customers to consume in advance in the company's products or services).

7. Factors

7.1 Quality Factors

Quality factors include the type, quality, and value of the product.(Berry,2000)

Quality factors about food are the hygiene and safety of food, taste, appearance, etc.

When customers are satisfied, it will lead to positive emotions such as customer pleasure.(Wangdong,2010) If customers are dissatisfied, it will lead to negative emotions such as disappointment.

7.2 Service Factors

The restaurant can provide satisfactory services to customers. The services include tangible and intangible services. The tangible is the uniform of the staff, the service facilities, the instrumentation and the intangible are personalized services provided by the staff to the customer and cares for the customer(Wang dong, 2010).

7.3 Environmental Factors

Environmental factors are used to establish brand and attract customers.

Restaurant music, exterior decoration, uniqueness to attract high-class customers to extend the meal time will enhance the sense of experience; restaurant atmosphere is an important factor affecting consumer emotional response. (XiangMing zheng,2005).It is proposed to create experience value for customers in the senses, not only pay attention to the external Environmental (tangible packaging) but also the internal Environmental (atmosphere, customer system, employees).

Table 2.1: Environmental factor

Factors	statements
Visual (Schmitt, 1999)	restaurant decoration, waiter costumes, song and dance, stage effects, color, furnishing
Auditory (Schmitt, 1999)	restaurant song and dance, service level
Taste (Schmitt, 1999)	food, drink
Tactile (Schmitt, 1999)	restaurant building materials, tableware materials, table and chair materials, furnishings

2.2 Hypothesis

Hypothesis is a proposition in testable form and predicts a particular relationship between two or more variables (Bailey, 1978). If a researcher thinks that a relationship exists, he should first state it as a hypothesis and then test the hypothesis in the field.

Hypothesis

Regarding the references, the hypothesis of this present research are as follows:

H1: Customer's expectation will positively affect customer satisfaction.

H2: Perceived value will positively affect customer satisfaction.

H3: Perceived Quality will positively affect customer satisfaction.

2.3 Conceptual Model

The conceptual model is a brief and exact amalgamation of all important closely connected structural and behavioral features presented in a predefined format (Birta and Arbez, 2013). In this independent study Customer Expectation, Perceived Value, Perceived Quality and customer satisfaction in the research scope but Complaint Behavior and Customer Loyalty out of research scope. Because Complaint behavior and Customer Loyalty are assessment after customer satisfaction, if adopt these two variables, it will be fluctuates customer satisfaction value, Consequently Quality, Service and Environmental as benchmark for each variables.

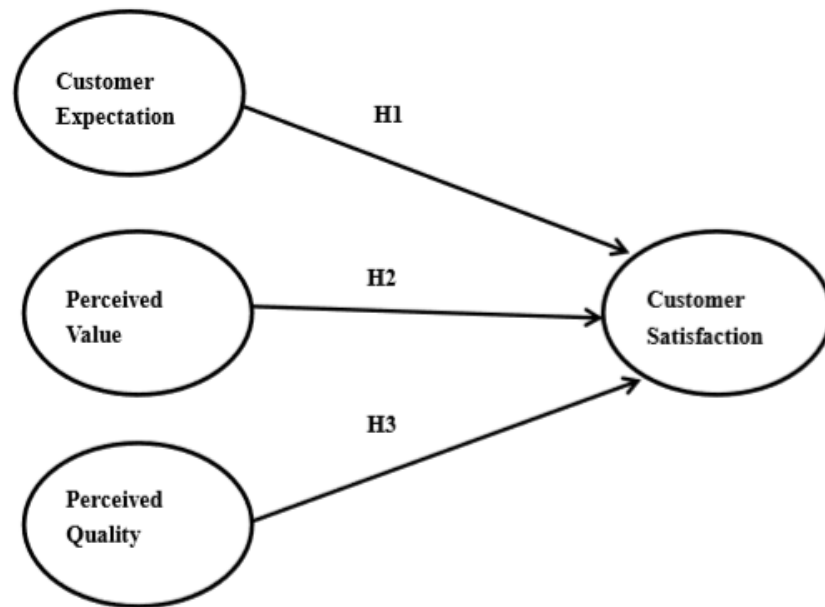


Figure 2.4: Conceptual Model

Table2.2: measurement standards on the influence factors of customer satisfaction

Factors	measurement standards	References
Quality factor	product design Product personality and style Product quality Product type Product packing	(Wang dong ,2010) (Berry,2000)
Service factor	Service method service attitude, service behavior service program, staff attitude and quality of service Service equipment, service facilities, knowledge and personalized service	(Wang dong ,2010) (Berry,2000)
Environmental factor	Employee manners Unique environmental design Restaurant cleanliness staff clothing Convenient transportation parking conditions Environment and facilities	(Wang dong ,2010) (Schmitt,1999) (Zeitahaml,1988) (XiangMingzheng,2005) (Carvalho, 2013).

Table.2.3.: measurement standards on the customer satisfaction

Variables	measurement standards	References
Customer expectations	<ol style="list-style-type: none"> 1.Productcustomization expectations, 2.Productreliability expectations 3. Overall expectations for product quality 	<p>Fornell (1992)</p> <p>Zeithaml, (1988)</p>
Perceived Quality	It includes the feeling of the customer's specific needs, the feeling of product reliability and the overall feeling of product quality.	<p>Berry (2000)</p> <p>Fornell (1992)</p>
Perceived Value	<ol style="list-style-type: none"> 1. customer's perception of quality under fixed price conditions 2. customer's perception of price under fixed quality conditions”. 	<p>Fornell (1992)</p> <p>Kotler(2003)</p> <p>Kotler & Armstrong (1999)</p> <p>Zenithal (1988)</p>
Customer Satisfaction	<ol style="list-style-type: none"> 1. The gap between actual experience and expected quality 2. The gap between actual experience and ideal product 3. Overall satisfaction 	<p>Fornell (1992)</p> <p>Barnes (2002)</p>

CHAPTER 3

METHODOLOGY

3.1 Research Design

In this study taking quantities method and processing SPSS version 23, English used in generating data, because all outcome from primary data analysis and these outputs could be accurately measurable and certainly. Survey by online questionnaire and respondents from May's garden house restaurant customers.

3.2 Pilot Test

A pilot study is one of important part in a research project, which can be defined as a small study to test protocols and data collection (Schattner and Mazza, 2006). The aim is finding a feasibility way before test large scale study (Leon, Davis and Kraemer, 2011). So test questionnaire before collect large data which can help you identify questions might not pointless or something leads to biased answers. The pilot sample size was considered to be 10 participants after Whitehead, Julious, Cooper and Campbell (2015). Facebook-contact and questionnaires were released by online link to every respondent.

3.3 Population and Sample

(1) Population

Population is observations from the representative sample and the population can influence research credibility (Banerjee and Chaudhury, 2010). Population for this research is 500 members in May's garden restaurant during 28th May 2018 to 27th April 2019, because May's garden house restaurant opened in May 2018, So population collection will be one year.

(2) Sample Size

The sampling frames for this independent study are: Facebook-contacts (May's garden house restaurant's Facebook page notification) the members of May's garden house restaurant and questionnaires were released by online link when client clicks the link. The page will display the permission prompt. When the customer presses "yes" then the customer will be sent a notification link to the survey. The response rate was: 39.1% Sheehan (2001) The sample size is survey most typically refers to the number of units that were chosen from data and sample size can be defined in various ways (Lavrakas, 2008). The sample size by an equation at confidences level of 95% and the precision level is 0.05 (Pongwichai, 2009). the researcher will determine sample size (Yamane, 1967).

Table3.1: Yamane Table

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

Yamane (1967) provides a formula to calculate sample sizes. This formula was used to calculate the sample sizes.

$$n = \frac{N}{1 + N(e)^2}$$

N = population size

e = the level of precision

n = Sample size

Applied the formula

$$n = \frac{500}{1 + 500(0.05)^2}$$

$$n = 222$$

(3) Systematic Random Sampling

Systematic sampling is a type of probability sampling method in which sample from population is selected according to a random starting point but with a fixed periodic interval. Hayes (2019). For choose main interview of May's garden house restaurant.

Interval Formula:

$$500/222=2.25\approx 3$$

1st Round Main Interview: $500/3=166$ (Respondents)

2nd Round Main Interview: $222-166=56$ (Respondents)

Total respondents: $166+56=222$

The sample size in this study was 222 peoples who traveled or living in Bangkok and having the experience in May's garden house restaurant, the expected response rate of was considered to be 30-40% (Saldivar, 2012).

3.4 Research Questions

To building the research question is very important and the influencing of research questions will help to correct data and get conclusion also, so the major of questions is as follow:

MQ: Which factors influences customer satisfaction for May's Garden Restaurant.
in Bangkok?

RQ1: Which factors responds most quality, service or environmental factors for
Customer Expectation?

RQ2: Which factors responds most quality, service or environmental factors for
Perceived Quality?

RQ3: Which factors responds most quality, service or environmental factors for.
Perceived Value?

RQ4: Which factors influences Customer satisfaction Quality, Service or.
environmental factors?

3.5 Measurement of Instrument

Each item was evaluated by respondents on a five-point Likert scale (Joseph and Gliem, 2003). Every question scaled within five points with the statement "Strongly perceived" as five points and the statement "Strongly not perceived" with one point.

The weighted (scores) are set in each level as following:

Strongly perceived = Five points

Rather perceived = Four points

Neutral = Three points

Rather not perceived = Two points

Strongly not perceived = One point

For Measurement Analysis the researcher applied Mean and Interval class formula to determine the range of value in each level as following:

$$\text{Interval class} = \frac{\text{Range}(\text{MaxValue}-\text{MinValue})}{\text{Number of internet}}$$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the average score translates as followed:

Table 3.2: The Average score of mean interpretation

Average score	Interpretation
4.21-5.00	strongly agree
3.41-4.20	somewhat agree
2.61-3.40	neutral
1.81-2.60	somewhat disagree
1.00-1.80	strongly disagree

3.6 Research Instrument

The research instrument for this questionnaire consists of 32 questions which divided into 5 parts as follow;

Part 1: Demographic questions as follows:

1.1 gender

1.2 age

1.3 income.

Part 2: Customer expectation - Questions in this part are for collecting data for measuring the Customer expectation for the following:

2.1 I have “expectation for food” before going to the May’s Garden House.
Restaurant.

2.2 I have “expectation for beverages” before going to the May’s Garden House.
Restaurant.

2.3 I have “expectation about desserts” before going to the May’s Garden House.
Restaurant.

2.4 I look at the “attitude of people who provide services” before going to the.
May’s. Garden House Restaurant.

2.5 I look at the “speed in which it provides service” before going to the May’s.

Garden House Restaurant.

2.6 I look at the “service facilities” before going to the May’s Garden House.

Restaurant.

2.7 I look at the “Payment Methods” before going to the May’s Garden House.

Restaurant.

2.8 I look at the “Atmosphere” before going to the May’s Garden House.

Restaurant.

2.9 I look at the “Infrastructure” before going to the May’s Garden House.

Restaurant.

2.10 I look at the “Decorations” before going to the May’s Garden House.

Restaurant.

2.11 I look at the “Location” before going to the May’s Garden House.

Restaurant.

Part 3: Perceived quality- Questions in this part are for collecting data for measuring.

the Customer expectation for the following:

3.1 I am satisfied with “Food Quality” of May’s Garden House Restaurant.

3.2 I am satisfied with “Beverage Quality” of May’s Garden House Restaurant.

3.3 I am satisfied with “Dessert Quality” of May’s Garden House Restaurant.

3.4 I am satisfied with the “attitude of people who provide Service Quality” for
May’s Garden House Restaurant.

3.5 I am satisfied with the “Speed in which it provides service quality” for May’s.
Garden House Restaurant.

3.6 I am satisfied with “Service Facilities Quality” of May’s Garden House.
Restaurant.

3.7 I am satisfied with “Payment methods Quality” of May’s Garden House.
Restaurant.

3.8 I am satisfied with “atmosphere Quality” of May’s Garden House Restaurant.

3.9 I am satisfied with “Infrastructure Quality” of May’s Garden House.
Restaurant.

3.10 I am satisfied with “Decoration Quality” of May’s Garden House Restaurant.

Part 4: perceived value, questions in this part design for collect data on measuring the.

Customer expectation as follows:

4.1 I am satisfied with “price of food” for May’s Garden House Restaurant.

4.2 I am satisfied with “Price of Beverage” for May’s Garden House Restaurant.

4.3 I am satisfied with “Service price” of May’s Garden House Restaurant.

Part 5: Customer satisfaction - for the Questions in this part are for collecting data for.

measuring the Customer satisfaction for the following:

5.1 I am satisfied with “quality” at May’s Garden House Restaurant.

5.2 I am satisfied with “service” at May’s Garden House Restaurant.

5.3 I am satisfied with the “Environmental” at May’s Garden House Restaurant.

5.4 I will visit May’s Garden House Restaurant again

5.5 I will recommend it to my friends.

This is necessary to introduce the relationship between research questions (p.30) and questionnaires.

RQ1 in relation to questionnaire part 2.

RQ2 in relation to questionnaire part 3.

RQ3 in relation to questionnaire part 4.

RQ4 in relation to questionnaire part 5.

3.6.1 Coding Structures

The coding structures of every part were referring to appendix I as follow:

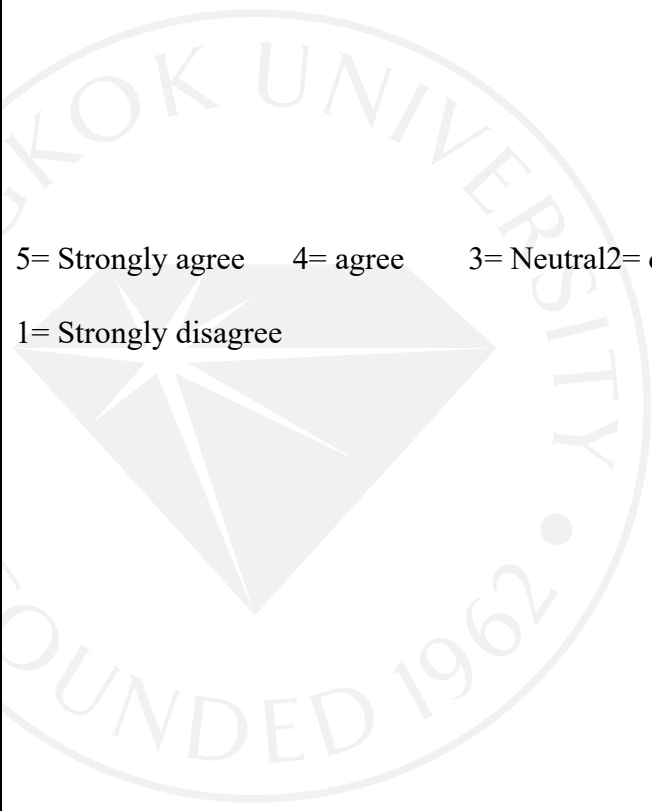
Part 1. Demographic data

Table 3.3: Demographic Coding

Variables	Coding
1. Gender	1= male 2= female
2. Age	1= Below 25 years, 2=25 – 30years, 3= 30 – 35 years, 4= 35and above
3.Income	1=below 20000THB 4=60000 THB and above 2=20001-40000 THB 3=40001-60000THB

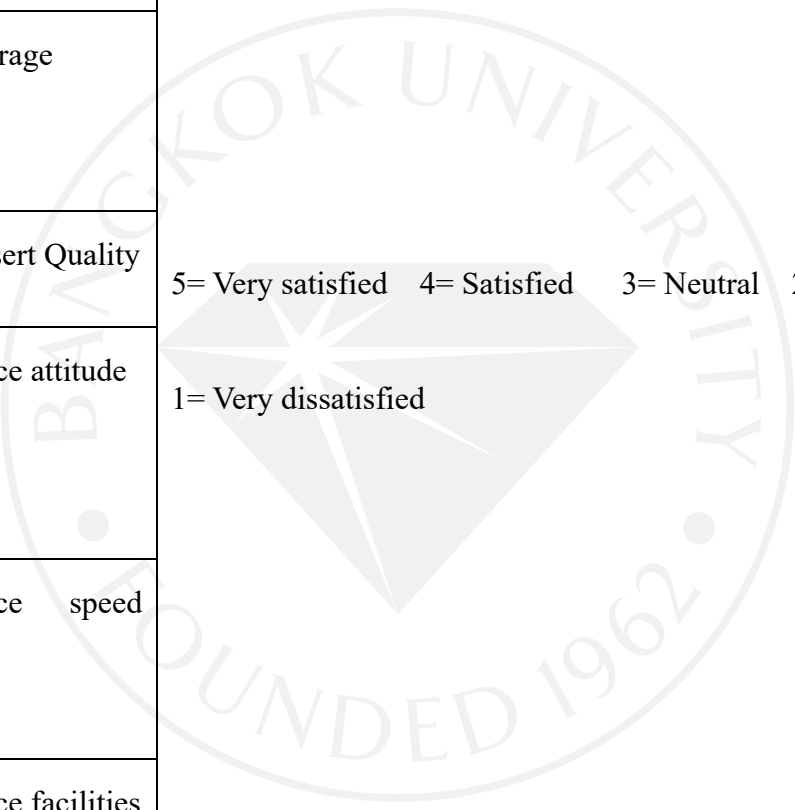
Part 2: Customer expectation

Table 3.4: Customer Expectation Coding

Variable	Coding
4.Food expectation	 <p>5= Strongly agree 4= agree 3= Neutral 2= disagree 1= Strongly disagree</p>
5.Beverage expectation	
6. Dessert Expectation	
7.service attitude	
8.service speed	
9.service facilities	
10.Payment methods	
11.Atmosphere of restaurant	
12.Infrastructure	
13.Decoration	
14.Location	

Part 3: Perceived Quality

Table 3.5: Perceived Quality Coding

Variable	Coding
15.Food Quality	
16.Beverage Quality	
17. Dessert Quality	
18.service attitude Quality	
19.service speed Quality	
20.service facilities Quality	

(Continued)

Table 3.5(Continued): Perceived Quality Coding

21.Payment methods Quality	
22. Quality of Atmosphere for restaurant.	
23.Infrastructure Quality	
24.Decoration Quality	

Part 4. Perceived Value

Table 3.6: Perceived Value Coding

Variable	Coding
26.Food Price	5= Very satisfied 4= Satisfied 3= Neutral 2= Dissatisfied
27.Beverage Price	1= Very dissatisfied
28.Service Price	

Part 5. Customer satisfaction

Table 3.7 Customer Satisfaction Coding

Variable	Coding
29.Quality	5= Very satisfied 4= Satisfied 3= Neutral 2= Dissatisfied 1= Very dissatisfied
30.Service	
31.Environmental	
32.Visit again	
33.RecommendMay's garden house restaurant to others	

3.7 Statistic for Data Analysis

3.7.1 Validity

Validity showed that the test truly measures what it claims. validity is the standard which evaluate, inspect and contemplate the data (Javid, 2015).The more stable the computation is with the data to be inspected, the more elevated would be the validity.

3.7.2 Reliability

Reliability is the degree of consistency of a measure, it will estimation of the random error score might be around true score (Shuttleworth and Wilson, 2009).

Reliability test by SPSS 23, using Cronbach's alpha coefficient.

Table 3.8: Cronbach's Alpha Coefficient

Cronbach's Alpha Coefficient	Reliability Level
0.80 - 1.00	Very High
0.70 - 0.79	High
0.50 - 0.69	Medium
0.30 – 0.49	Low
Less than 0.30	Very Low

Cronbach's alpha coefficient of equal to or more than 0.70 will be acceptable (Tavakol and Dennick, 2011, p.53-55).

3.8 Data Collection

The data collected for this study was determined by surveys. The main data is collected from the May's garden house restaurant questionnaires which includes demographics, Quality factor, Service factor and Environmental factors.

3.9 Statistic Technique

Data analyzed in this independent study is processed in SPSS 23, the results is presented in tables in the next chapter for explaining each parts.

The statistical techniques applied for data analysis were as follows:

3.9.1 Demographic data including gender, age, income, the frequency would be measured by using percentage ratio and frequency counting.

3.9.2 Principal Component Analysis (PCA)

Quantitative analysis depends on Principal Component Analysis (PCA) there are tandem with eigenvalues, eigenvectors and numbers of PCA need to reduce the dimensionality of a data set (Jolliffe, 2002). For this part researcher will use PCA techniques to get a weight to every independent variable statements, The weight is the relative importance of this indicator in the overall assessment.

3.9.3 Multiple linear regression Analysis

Multiple linear regression analysis is the fundamental tool of examines it will explain independent variables are related to one dependent variable (Berry, 1993).

The formula for Multiple Linear Regression:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + \dots + b_p X_p$$

The purpose of conducting this relationship analysis was to find out which factor influencing customer satisfaction on May's Garden House in Bangkok.

Table 3.9: Type of Variable

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage/ Frequency
Customer expectation	Independent	Weight of PCA
Perceived Quality	Independent	Weight of PCA
Perceived Value	Independent	Weight of PCA
Customer satisfaction	Dependent	Weight of PCA

Independent variables and dependent variable relationship was proposed in each hypothesis of this study, What's more, the analysis was conducted at 0.05 level of statistical significance.

3.10 Conclusion

The discussion for this chapter included research design, population and sample, instrument, data collection, pilot test and statistic technique, there are 3 types of independent variables (customer expectation, perceived quality, perceived value) and dependent variable(customer satisfaction), This is quantitative study and the survey questionnaire is used as an instrument in this independent study, population is 500, sample size was 222 respondents and the pilot sample was calculated as 212 (222-10

– (population (section 3.2 – pilot sample(section 3.2), data were analyzed by statistical techniques (Cronbach’s alpha coefficient (section3.7.2, factor analysis (section3.7.1, Multiple Linear Regression Analysis (section3.9.3, frequency and percent (section 3.9.1, Principal Component Analysis (section3.9.2).



CHAPTER 4

DATA PRESENTATION

4.1 Data Analysis

The research findings which derived from data analysis were presented in 8 parts as follows:

4.1.1 Reliability Result.

4.1.2 Validity Result.

4.1.3 Summary of Hypothesis Test.

4.1.4 Part 1: Demographic Data.

4.1.5 Part 2: Quality, Service and Environmental toward Customer Expectation.

4.1.6 Part 3: Quality, Service and Environmental toward Perceived value.

4.1.7 Part 4: Quality, Service and Environmental toward Perceived Quality.

4.1.8 Part 5: Quality, Service and Environmental toward Customer Satisfaction.

4.1.1 Reliability Result

Table 4.1: The reliability value of each part of the questionnaire

Variables	Cronbach's alpha coefficient	Accepted/ Rejected
	(n=222)	

(Continued)

Table 4.1(Continued): The reliability value of each part of the questionnaire

Customer Expectation(n=11)	0.935	Accepted
Perceived Quality(n=10)	0.939	Accepted
Perceived value(n=3)	0.897	Accepted
Customer satisfaction(n=5)	0.917	Accepted
Total Value	0.965	Accepted

Table 4.1 showed that Cronbach's alpha coefficient about all variables is very high and accepted, customer expectation is 0.935, perceived quality is 0.939, perceived value it's 0.897 and customer satisfaction is 0.917 and total value is 0.965.

4.1.2 Validity Result

Table 4.2: Validity Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.945
Bartlett's	Approx. Chi-Square	5625.213
Test of	df	496
Sphericity	Sig.	0.000

Table 4.2 : showed that KMO and Bartlett's Test and p-Value it's $0.00 < 0.05$.

4.1.3 Summary of Hypothesis Test

Summary of hypothesis test finding of the relationship between customer satisfaction and Customer expectation, Perceived Quality, Perceived Value, the multiple Regression Analysis was used for analyzing each Independent Variable relationship between Dependent Variable, the result was presented in Table 4.3 as follows:

Table 4.3: Summary of Hypothesis Test

Independ Variable	B	Beta	t	Sig.	Accepted/ Rejected
Customer Expectation	.007	.006	.112	.911	Rejected
Perceived Quality	.604	.546	8.326	.000	Accepted
Perceived Value	.337	.376	7.467	.000	Accepted

Adjusted R-square= .749

F=221.188

* $p \leq 0.05$

Indicates that if the result supports the alternative hypothesis, then the null hypothesis can be rejected as false (Courtney, 2019).

The result as follows:

Hypothesis:

H1: Customer's expectation does not positively affect customer's satisfaction.

H2: Perceived value positively affects customer satisfaction.

H3: Perceived Quality positively affects customer satisfaction.

Table 4.3 shows that Perceived Quality (H3) (Beta=0.546; t=8.326; p-Value=0.00<0.05) and Perceived Value(H2) (Beta=0.546; t=7.467; p-Value=0.00<0.05) are significantly positive for customer satisfaction and this findings proves that the proposed hypothesis Perceived Quality and Perceived Value are significantly positive for customer satisfaction, table 4.6 shows that customer expectation (H1) was rejected (Beta=0.006; t=0.112; p-Value=0.911>0.05), as it does not support the hypothesis which proposed that customer expectations are significantly positive for customer satisfaction.

Part1: Demographic Data

Demographic data including gender, age, income, the frequency would be measured by using percentage ratio and frequency counting.

The result were presented in Table 4.1 as follows

Table 4.4: Summary of demographic data (3 Items)

Demographic Data	Frequency	Percent
Gender		

(Continued)

Table 4.4(Continued): Summary of demographic data (3 Items)

Male	71	32
Female	151	68
Age		
Below 25 years,	145	65.3
25 – 30years,	56	25.2
30 – 35 years,	18	8.1
35and above	3	1.4
Income		
below 20000THB	2	0.9
20001-40000 THB	220	99.1
40001-60000THB	0	0
60000 THB and above	0	0

Table 4.4 illustrated that most respondents were female (68%). Aging below 25 years (65.3%) and between 25-30 years (25.2%), having income between 20001-40000 THB (99%). We can see young people its target group.

Part 2: Quality, Service, Environmental toward Customer Expectation.

Part 2 respondents 3 variable (Quality, Service, Environmental), Toward Customer Expectation. The weight of PCA was used for data analysis of Quality, Service, Environmental, the result has shown in Table 4.2 as follows:

Table 4.5: Quality, Service, Environmental toward Customer Expectation. (11 Items)

Statements	Factors	Weight of PCA
2.1 I have “expectation for food” before going to the May’s Garden House Restaurant.	Quality	0.068
2.2 I have “expectation for beverages” before going to the May’s Garden House Restaurant.		0.064
2.3 I have “expectation about desserts” before going to the May’s Garden House Restaurant.		0.066
2.4 I look at the “attitude of people who provide services” before going to the May’s Garden House Restaurant.	Service	0.073
2.5 I look at the “speed in which it provides service” before going to the May’s Garden House Restaurant.		0.067
2.6 I look at the “service facilities” before going to the May’s Garden House Restaurant.		0.073

(Continued)

Table 4.5(Continued):Quality, Service, Environmental toward Customer Expectation.

(11 Items)

2.7 I look at the “Payment Methods” before going to the May’s Garden House Restaurant.	Environmental	0.238
2.8 I look at the “Atmosphere” before going to the May’s Garden House Restaurant.		0.073
2.9 I look at the “Infrastructure” before going to the May’s Garden House Restaurant.		0.070
2.10 I look at the “Decorations” before going to the May’s Garden House Restaurant.		0.140
2.11 I look at the “Location” before going to the May’s Garden House Restaurant.		0.067

Table 4.5 shows that respondents every statement Weight of PCA, Food expectation (0.068), Beverage expectation (0.064), Dessert expectation (0.066), Service attitude (0.073), Service speed (0.067), Service facilities (0.073), Payment methods (0.238), Atmosphere (0.073), Infrastructure (0.070), Decoration (0.140) and Location (0.067).

Part 3: Quality, Service, Environmental toward Perceived value.

Part 3 respondents 3 - variables (Quality, Service, Environmental), toward Customer Expectation. The Weight of PCA was used for data analysis of Quality,

Service, Environmental, the result has shown in Table 4.3 as follows:

Table 4.6: Quality, Service, Environmental toward Perceived Quality. (10 Items)

Statement	Factors	Weight of PCA
3.1 I am satisfied with "Food Quality" of May's Garden House Restaurant.	Quality	1.009
3.2 I am satisfied with "Beverage Quality" of May's Garden House Restaurant.		0.947
3.3 I am satisfied with "Dessert Quality" of May's Garden House Restaurant.		0.973
3.4 I am satisfied with the "attitude of people who provide Service Quality" for May's Garden House Restaurant.	Service	1.088
3.5 I am satisfied with the "Speed in which it provides service quality" for May's Garden House Restaurant.		1.000
3.6 I am satisfied with "Service Facilities Quality" of May's Garden House Restaurant.		1.080

(Continued)

Table 4.6 (Continued): Quality, Service, Environmental toward Perceived Quality.

(10 Items)

3.7 I am satisfied with “Payment methods Quality” of May’s Garden House Restaurant.	Environmental	3.526
3.8 I am satisfied with “atmosphere Quality” of May’s Garden House Restaurant.		1.088
3.9 I am satisfied with “Infrastructure Quality” of May’s Garden House Restaurant.		1.044
3.10 I am satisfied with “Decoration Quality” of May’s Garden House Restaurant.		2.077

Table 4.6 shows that respondents every statement Weight of PCA, Food Quality (1.009), Beverage Quality (0.947), Dessert Quality (0.973), Quality of service attitude (1.008), Quality of Service speed;(1.000), Quality of Service facilities (1.080), Payment Methods Quality (3.526), Atmosphere Quality (1.088), Infrastructure Quality (1.004) and Decoration Quality (2.077).

Part 4: Quality, Service, Environmental toward Perceived Value.

Part 4 respondents 3 variables (Quality, Service, Environmental), Toward Customer Expectation. The Weight of PCA was used for data analysis of Quality, Service, Environmental, the result has shown in Table 4.4 as follows:

Table 4.7: Quality, Service, Environmental toward Perceived Value. (3 Items)

Statement	Factors	Weight of PCA
4.1 I am satisfied with “price of food” for May’s Garden House Restaurant.	Quality/ Environmental	1.698
4.2 I am satisfied with “Price of Beverage” for May’s Garden House Restaurant.		0.524
4.3 I am satisfied with “Service price” of May’s Garden House Restaurant.	Service/ Environmental	0.503

Table 4.7 shows that respondents every statement Weight of PCA, Food Price (1.698), Beverage Price (0.524) and Service Price (0.503).

Part 5: Quality, Service, Environmental toward Customer Satisfaction.

Part 5 respondents 3 variables (Quality, Service, Environmental), Toward Customer Expectation. The Weight of PCA was used for data analysis of Quality, Service,

Environmental, the result has shown in Table 4.5 as follows:

Table 4.8: Quality, Service, Environmental toward Customer Satisfaction. (5 Items)

Statement	Factors	Weight of PCA
5.1 I am satisfied with “quality” at May’s Garden House Restaurant.	Quality	2.17

(Continued)

Table 4.8 (Continued): Quality, Service, Environmental toward Customer Satisfaction.

(5 Items)

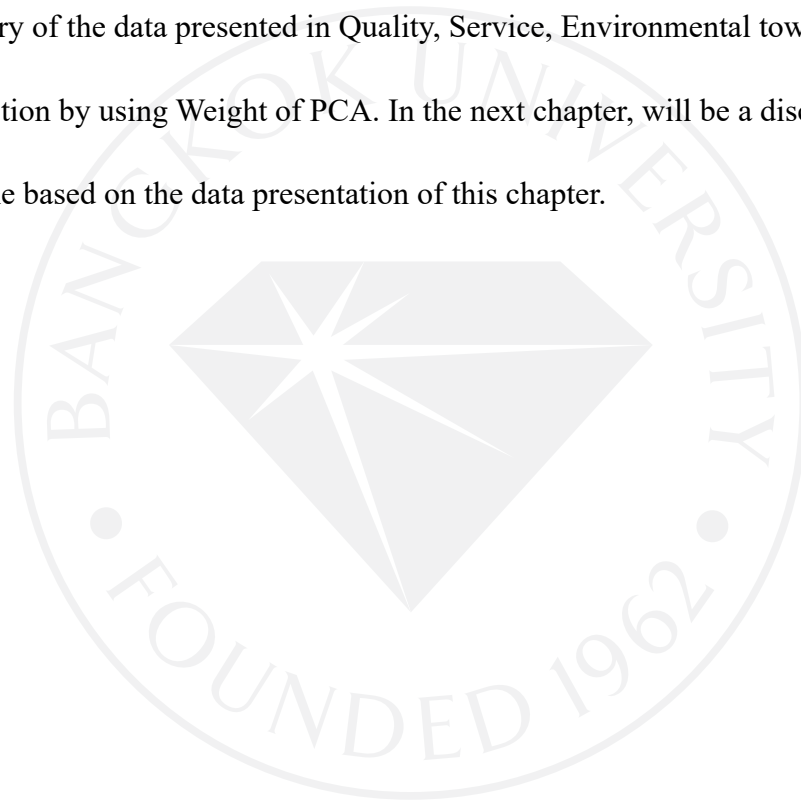
5.2 I am satisfied with “service” at May’s Garden House Restaurant.	Service	2.08
5.3 I am satisfied with the “Environmental” at May’s Garden House Restaurant.	Environmental	4.13
5.4 I will visit May’s Garden House Restaurant again	Quality / Service/	3.38
5.5 I will recommend it to my friends.	Environmental	1.04

Table 4.8 shows that respondents every statement Weight of PCA, most respondents were environmental satisfaction (4.13) and visit May’s garden house restaurant again (3.38); Quality satisfaction (2.17), Service satisfaction (2.08) and Recommend to others (1.04).

4.2 Conclusion

The result has shown by tables, Table 4.1 is the reliability result, Table 4.2 is validity result, Table 4.3 is the summary of hypothesis test by using multiple regression, the result was showed that H1 Rejected, H2 and H3 Accepted, Table 4.4 is data presentation of demographic characteristics by using frequency and percentage that the most respondent customer who likes May’s Garden Restaurant, Table 4.5 is a

summary of the data presented in Quality, Service, Environmental toward Customer Expectation by using weighed Weight of PCA, Table 4.6 is summary of the data presented in Quality, Service, Environmental toward perceived quality by using Weight of PCA, Table 4.7 is a summary of the data presentation in Quality, Service, Environmental toward perceived Value by using the weight of PCA, Table 4.8 is a summary of the data presented in Quality, Service, Environmental toward customer satisfaction by using Weight of PCA. In the next chapter, will be a discussion the outcome based on the data presentation of this chapter.



CHAPTER 5

DISCUSSION

5.1 Introduction

In chapter 5 the outcome of this independent study will be discussed the relationship in terms of the effect independent variables (customer expectation, perceived quality, and perceived value) on the dependent variable (customer satisfaction). as this study was a quantitative research, the questionnaire part two is customer expectation replied RQ1, part three is perceived quality replied RQ2, part four is perceived Value replied RQ3, part five is customer satisfaction replied RQ4 and then the Sub-questions will answer the major question.

5.2 Discussion

5.2.1 Demographic

This independent study required sample size is 222 (Table 3.1, p.29). According to result has shown in Table 4.4 (p.49) summary of demographic data the outcome showed that most respondents were female, Aging below 25 years and between 26-30 years, having income between 20001-40000 THB which showed major customers are young female with strong purchase power.

5.2.2 RQ1: Which factors responds most quality, service or environmental factors for Customer Expectation?

According to Table 2.2 (p.25), Table 2.3 (p.26) and section 2.1.3 (customer expectation) in chapter 2 customer expectation is product and service process that needs and expectations of customer therefore customer expects to speculate on the future quality of the product and also reflects the overall quality of the product or service (Fornell, 1992; Zeithaml, 1988). customer's expectations of the consumption process are consistent with the feelings gained in current consumption (Oliver and Linda, 1981, p.88-93) It will improve customer satisfaction.

The result has shown that Table 4.5 (p.51) in chapter 4 responds to every statement Weight of PCA.

Quality factors: Food expectation; Beverage expectation and Dessert expectation.

Service factors: service attitude; service speed and Service facilities.

Environmental Factors:

Payment Methods, Atmosphere of restaurant, Infrastructure, Decoration and Location.

So it indicated that Environmental (Table 2.2 – p.25) responds most in customer expectation.

Especially these 3 parts: Payment methods and decoration; atmosphere, moreover service attitude and service facilities will influence customer expectation also.

5.2.3 RQ2: Which factors responds most quality, service or environmental factors for

Perceived Quality?

According to Table 2.2 (p.25), Table 2.3 (p.26), section 2.1.3 in chapter 2 perceived quality refers to the actual feeling of customer after using product and service, perceived quality of many products takes a long time to be recognized (Fornell, 1992; Berry, 2000).

Table 4.6 (p.52) has shown that respondents to every statement Weight of PCA, Quality: Food Quality, beverage Quality and dessert Quality .

Service: Quality of service attitude, Quality of Service speed and Quality of Service facilities.

Environmental: Payment Methods Quality, Atmosphere Quality, Infrastructure Quality and Decoration Quality.

So it indicated that environmental (Table 2.2 in chapter 2- p.25) responds most in perceived quality,

Especially Payment methods and decoration quality, second is Service factor and quality factor.

5.2.4 RQ3: Which factors responds most quality, service or environmental factors for

Perceived Value?

According to Table 2.3 (p.26), section 2.1.1 and 2.1.3 in chapter 2, Perceived

value is the comparison and evaluation of the two parts of the experience and expenditure of the consumer after consumption. For some customers with high price perception, monetary compensation is a key factor. (Fornell, 1992; Kotler, 2003; Kotler and Armstrong , 1999; Zenithal, 1988).

Table 4.7 (p48) has shown that respondents to every statement Weight of PCA

Quality/Environmental: Food Price, Beverage Price.

Service/Environmental: Service Price.

It indicated that Quality/Environmental (Table 2.2 (p.25) in chapter 2) responds most in perceived Value, Food price that customer gave top priority on the restaurant.

5.2.5 RQ4: Which factors influences Customer satisfaction Quality, Service or environmental factors?

According to Table 2.3 (p.26) and section 2.1.2 in chapter 2, Customer satisfaction can be compared with the expected quality through the overall satisfaction and the actual experience of food, Environment and service (Fornell, 1992; Barnes, 2002).

Table 4.8 (p.48) has shown that respondents every statement Weight of PCA in chapter 4.

Quality: Quality Satisfaction.

Service: Service Satisfaction

Environmental: environmental satisfaction.

Quality/Service/Environmental (Table 2.2 (p.25) in chapter 2): Visit May's garden house restaurant again, Recommend to others. Responds were environmental (Table 2.2 (p.25) in chapter 2) will influence customer satisfaction and visit May's garden house restaurant again, Quality satisfaction, Service satisfaction, and Recommend to others.

5.3 Conclusion

The data presented in chapter 4 and analyzed in chapter 5, the results provide some answers to the major question and research questions. Environmental in customer expectation, perceived quality is important, quality/environmental relation to perceived value, quality/service/environmental relation to customer satisfaction. In the next chapter business implication and recommendations will be given.

CHAPTER 6 CONCLUSIONS AND RECOMMENDATION

6.1 Introduction

In this chapter researcher will discuss and summarize about the independent study, this chapter will present the implications for the outcome of the research and give recommendation for May's garden house restaurant.

6.2 Summary and discussion of the study

The purpose of this independent study found data and data analyzed information about which factors will be influencing customer satisfaction on May's garden restaurant, the result of the independent study will help May's garden restaurant make a business strategy.

Quantitative survey was used for this research method which used finding from the literature, conceptual model and questionnaire. The result shows that customer expectation, perceived quality and perceived value influences customer satisfaction.

The focus of the factors (Quality, Service, Environmental) influencing each independent variable. RQ2 has shown that environmental most respond to customer expectation; RQ3 has shown that environmental most respond to perceived quality; RQ4 has shown that environmental most respond to perceived value; RQ5 has shown that quality/environmental most respond to customer satisfaction, and according on

hypothesis test result has shown that customer expectation will not positively affect customer satisfaction, perceived quality will positively affect customer satisfaction, perceived value will positively affect customer satisfaction.

6.3 Business implication and recommendation

According on the result of survey, recommendation and insights for business implication:

- (1). Choose young women as the target group and make a marketing plan, because young woman purchasing power is strong and they like to share picture and video in social media, it will help May's garden restaurant to raise the awareness in their friends zone and attract more young people go to restaurant. Moreover, we can't ignore man purchasing power, because they will be purchasing for family, the focus of marketing for woman could be create a better environmental and atmosphere of restaurant, for man could be good service.
- (2). Customer expectation, according to this independent variable the focus could be promotion the menu online or social media to the potential customer, table 4.5 (p.51) has shown that Food expectation (0.068); beverage expectation (0.064); and desserts expectation (0.66) shows that customer didn't put attention to these things before they go to May's garden restaurant .but customer pay more attention on payment methods and decoration is advantage on May's garden restaurant.

(3). Perceived quality (Table 4.6, p.52), according to this independent variable the focus could be create variety of dessert and beverage, change a new menu in every different season, the beverage and dessert must be very beautiful and tasty because target group its young women.

(4). Perceived value, for this part customer not satisfaction about beverage price and service price , the advice could take different pricing strategy to beverage price and service price, and do something product promotion to customer, moreover the table 4.7 (p.53) showed service speed quality (1.000), and May's garden restaurant should pay attention to improving service quality and make customer pay service price is achieve.

6.4 Conclusion

The purpose of this independent study realized factors which influenced customer satisfaction of May's garden house restaurant. Customer expectation, perceived quality and perceived value which factors among three influenced customer satisfaction were found from the literature review of chapter 2 and factors were adapted for this independent study and p-Value for the result was present in chapter 4. This independent study help researcher to know what is quantitative research.

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APPENDIX I

QUESTIONNAIRE

Instruction: The purpose of this survey to accumulate data for Master of Business Administration research at Bangkok University. The data obtained from this questionnaire will be confidential and used only for academic intend, Mulong Mao student of Master of Business Administration from Bangkok University thanks you for your assistance.

Note: Please put “✓”in “□” that related with your answer

1. Please indicate your gender?

Male Female

2. Please indicate your age?

24 years old or under 25-30years old 30-35years old 35 and above

3. Please indicate your monthly salary.

below 20000THB

20001-40000 THB

40001-60000THB

60000 THB

4.What things do you look at before you go to the May's garden house restaurant?	Strongly Agree 5score	Agree 4score	Neutral 3 score	disagree 2 score	Strongly Disagree 1 score
(1) Food					
(2) Beverage					
(3) Dessert					

5. Which service do you look at before you go to the May's garden house restaurant?	Strongly agree 5 score	Agree 4 score	Neutral 3 score	disagree 2 score	Strongly disagree 1score
(1)Service Attitude					
(2)Service Speed					
(3)Service Facilities					

6. Environmental factors that you see before you go to May's garden house restaurant?	Strongly Agree 5score	agree 4score	Neutral 3score	disagree 2score	Strongly Disagree 1score
(1)Payment Methods					
(2)Atmosphere of restaurant					
(3)Infrastructure					
(4)Decoration					
(5)Location					

7. How do you evaluate the value of product of May's garden house restaurant?	Very satisfied 5score	Satisfied 4score	Neutral 3score	Dissatisfied 2score	Very dissatisfied 1score
(1)Food Quality					
(2)Beverage Quality					
(3) Dessert Quality					

8. How do you evaluate the value of service for May's garden house restaurant?	Very satisfied 5score	Satisfied 4score	Neutral 3score	Dissatisfied 2score	Very dissatisfied 1score
(1)Service Attitude Quality					
(2)Service Speed Quality					
(3)Service Facilities Quality					

9.How do you evaluate environmental quality for May's garden house restaurant?	Very satisfied 5score	Satisfied 4score	Neutral 3score	Dissatisfied 2score	Very dissatisfied 1score
(1)Payment Methods Quality					
(2) Quality of Atmosphere for restaurant.					
(3)Infrastructure Quality					
(4)Decoration Quality					

10.Are you satisfied with the price at May's garden house restaurant ?	Very satisfied 5score	Satisfied 4score	Neutral 3score	Dissatisfied 2score	Very dissatisfied 1score
(1)Food Price					
(2)Beverage Price					
(3)Service Price					

11.For further feedback, what is your overall evaluation for May's garden house restaurant?	Very satisfied 5score	Satisfied 4score	Neutral 3score	Dissatisfied 2score	Very dissatisfied 1score
(1)Food					
(2)Service					
(3)Environmental					
14. Will you visit again and recommend May's garden house restaurant to your friends?	Strongly Agree 5score	Agree 4score	Neutral 3score	Disagree 2score	Strongly Disagree 1score
(1)Visit again					
(2)Recommend May's Garden House Restaurant to your friends					

Please recommend for other factors that might affect customer satisfaction of May's garden house restaurant.

BIODATA

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Educational Background:

Master's Degree: Master of Business Administration

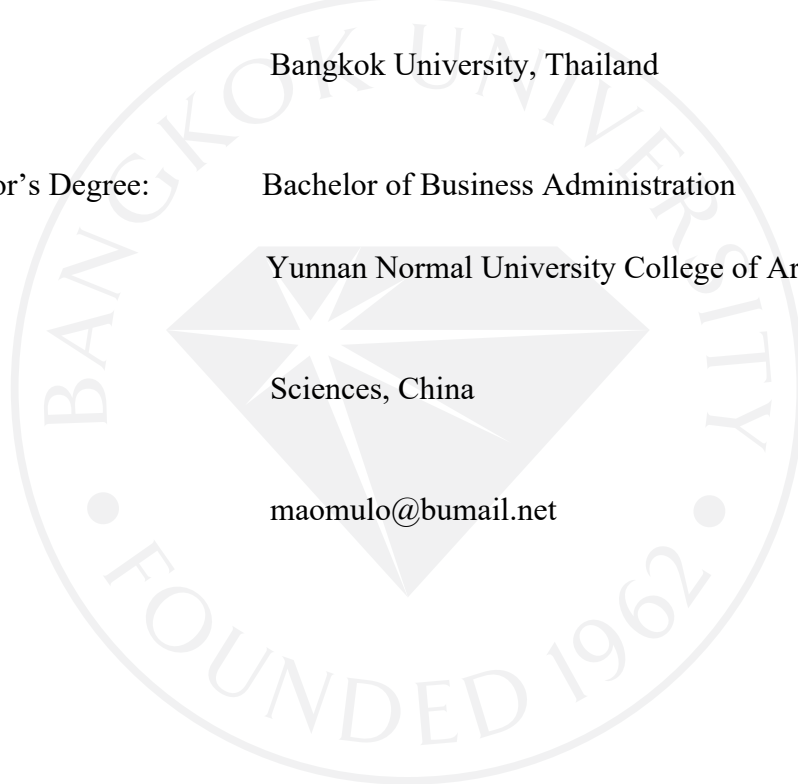
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