

**CUSTOMER PERCEPTIONS TOWARDS THE SERVICE QUALITY:
A CASE STUDY OF OISHI EXPRESS BUFFET RESTAURANT,
RATTANATHIBET BRANCH**



CUSTOMER PERCEPTIONS TOWARDS THE SERVICE QUALITY:
A CASE STUDY OF OISHI EXPRESS BUFFET RESTAURANT,
RATTANATHIBET BRANCH

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Customer perceptions towards the service quality: A case study of OISHI express
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ABSTRACT

This independent study aims to investigate the customer perceptions towards the service quality of Oishi Express buffet restaurant by conducting a gap analysis to access the gap between customer expectations and perceptions.

The survey research via questionnaire was used to collect the primary data. The target population of this research was customers who prior experience with Oishi Express Buffet Restaurant, Rattana Thibet branch that was the location for studying in this research and the sample size for this study is 278.

In this research, the five SERVQUAL dimensions – reliability, assurance, tangible, empathy, and responsiveness were used to measure customer expectations and perceptions on the service quality of the restaurant. From this study, the restaurant's service performance failed to meet customer expectations in all five dimensions.

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CHAPTER 1

INTRODUCTION

This chapter describes research proposal of the study. With introduction about background, statement of problem, intention and reason for study, research objective, major research question and sub-question development, assumptions, scope of research, and benefits of research. At the end of this chapter includes limitations of research.

1.1. Background

A restaurant is a place where people can go to release tension after work with friends or to relax with family. People increase in dining out since their life is in a hurry so they do not have time for cooking. As the result, there are many restaurants such as Thai, Chinese, Italian, Vietnam, and Japanese restaurants opened in a variety of places such as stand-alone, hotels, and department stores to meet customer preferences.

From the research of Kasikorn Research Center, in 2003 the total market value of Japanese restaurants was about 3,500 million baht; however, in 2007, the total market value of Japanese Restaurant grew to 6,000 million baht. Also, this market still has growth about 10 to 15 percent each year (Kasikorn Research center, 2007).

In 2007, there were 660 Japanese food restaurants in Thailand (Kasikorn Research center, 2007). In 2008, there were more than 10 brands of new restaurants

especially Japanese restaurant in department stores and modern trades (Prachachat business, 2009). Thai people increase in dining Japanese food since the trend of dining healthy food is increasing continuously and Japanese food is viewed as good for health (Prachachat business, 2009). Many restaurant chains offer healthy food on their menus to avoid losing health-conscious customers (Glanz, 2007). Restaurants expand their business into a variety of services such as “All you can eat” or buffet restaurant that offers a variety of menu items at paying a fixed price.

OISHI Express is known as a leader of Japanese buffet restaurant that targets family and working people in areas of Bangkok by offering a variety of menu items at paying a fixed price at 329++ with limitation of the service period to 1.45 hours. The three main policies of the Oishi Express are delivering good food quality, good service quality, and value for money to customers which enhance the name of “OISHI” to become a popular brand (Oishi Group, 2007). The company strengthens the brand by promise in high quality healthy products with reasonable price to customers, and realizes in the importance service quality to obtain customers’ satisfaction.

Therefore, this research studies the customer perceptions towards service quality of Oishi Express buffet restaurant in view of an interesting case study that can use the results obtained for a service development and improvement in the future.

1.2. Statement of Problem

The Japanese restaurants in Thailand have become very competitive (Prachachat Business, 2009) because a variety of brands and the number of new restaurants increase continuously (Kasikorn Research Center, 2007). Also, the main

issues facing in the restaurants is that how to increase patronage and profits in the established restaurants to overcome during this situation, and how to provide the best service to meet customers' satisfaction.

During the economic downturn, it is time for the company to dedicate the valuable time to improve the business for surviving in recession. At this time, many restaurants are seeking the better ways to more understanding their customers to ensure the delivery of quality service amid aggressive competitions (Giannetto, 2008). Thus, the restaurant has to understand the customers' perceptions, and examine their service performance continuously to complete with the competition and to succeed in the long run.

1.3. Intention and Reason for Study

According to consumers' demanding are changing over time (Zeithaml et al., 2006) and competitions are fiercer among restaurants as stated above. The research has intention to find out how customers currently perceive the service quality at OISHI Express buffet restaurant in order to keep important customers and to understand the areas that the restaurant needs to make an improvement to more effectively.

1.4. Research Objectives

The purpose of this independent study is to gather opinions of customers who experience the services of Oishi Express buffet restaurant and to achieve a better understanding of how the customers perceive and experience to the service provided.

To find out the expectation levels of services at the restaurant in customer's mind.

Also, to identify the problem areas regarding service quality issues at the restaurant.

1.5. Major Research Question: Sub-question development

Major research question:

1. How do the customers who have experience with Oishi Express buffet restaurants currently perceive the quality of services of the company?

Sub-question development:

1. What the expectation levels regarding to service quality at Oishi Express buffet restaurant in customer mind?

2. What are the main problems related to service quality issues in dining at Oishi Express buffet restaurant?

3. What are the implications for managing and improving quality of service at Oishi Express buffet restaurant?

1.6. Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

1. This study is conducted on assuming that on standard and sufficient service level, customers are experiencing in unsatisfactory respecting to some service quality provided at Oishi Express buffet restaurant.

2. Respondents used for this study are truthful.

3. Respondents' views effect the reality they experienced.

4. The data obtained and data analyzed are only appropriate and valid for the research design in this study.

1.7. Scope of research

This research studies the customer perceptions towards the services provided at Oishi Express Buffet Restaurant at Central Town Rattana Thibet branch. The study aims to explore in details about the attitudes of customers on how customers currently perceive the quality services during the experience at Oishi Express Buffet Restaurant.

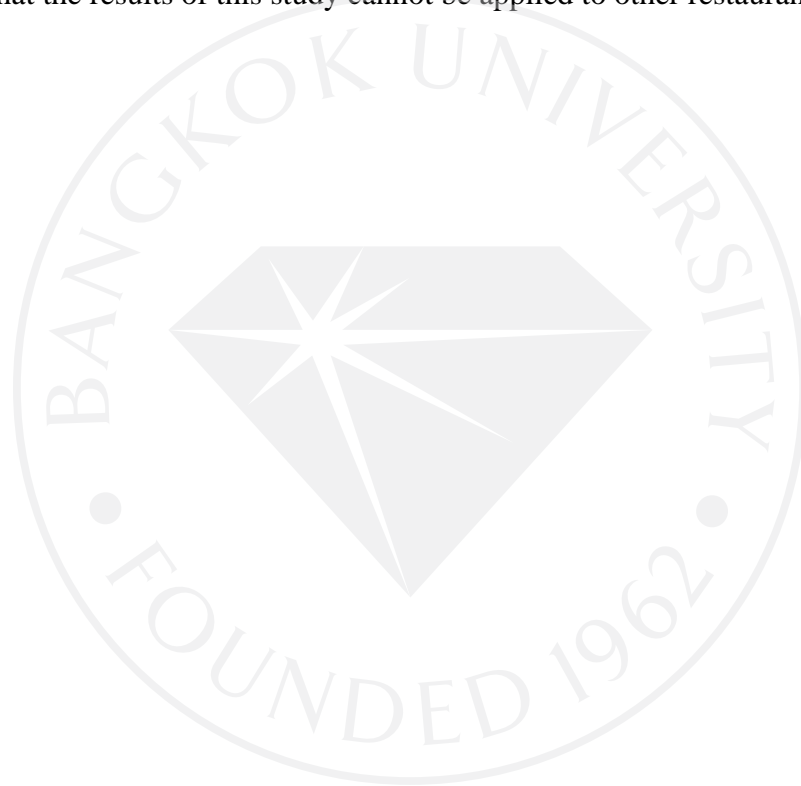
1.8. Benefits of Research

The benefits of this study are to understand the consumer perceptions towards service quality of the Oishi Japanese restaurant that the company can use the results to develop the quality of service to complete with competitors, and to understand the main problems related to service quality issues from the perspective of consumers who experienced it for success in delivery good service and improve the services to more efficiency and effectiveness. Moreover, the business owner can use the valuable information from this study as a guideline for development the business strategies to best serving to customers' need.

1.9. Limitations of Research

This study has limited with short period of time and small budgets. In this study examines only one specific area at Central Town Rattana Thibet branch to represent the overall perceptions of customers at Oishi Express buffet restaurant.

Also, this research is limited only to Oishi Express buffet restaurant. It may imply that the results of this study cannot be applied to other restaurants.



CHAPTER 2

LITERATURE REVIEW

This chapter is a literature review of service quality. This chapter begins with definition of services, customer expectations and customer perception of service. Next, a discussion about the service quality in terms of definition and measurements is made, and also the main dimensions of services in restaurants. At the end of chapter the benefits of service quality are presented with a conclusion.

2.1. Definition of Services

Bill Fisher, executive vice president of the National Restaurant Association, mentions the meaning of service with five words: Spirit, Empathy, Visibility, Inventiveness, and Enthusiasm (as cited in Mill, 2001, P. 42). See details in Table 2.1.

Table 2.1: The Definition of Services

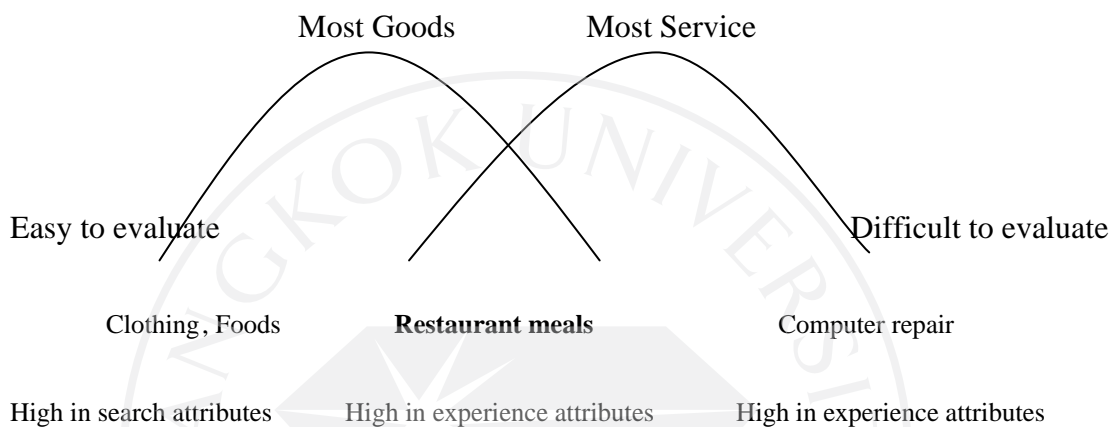
Definition of Services
1. Spirit of the employees who perform it
2. Empathy in understanding the customer
3. Responsiveness in providing proper action to meet customer needs
4. Visibility to let customer know what they are being served
5. Enthusiasm to maximum the exchange value with the customer

Source: Fisher, William P. "S.E.R.V.I.C.E.," Nation's restaurant News, vol.15, no. 3, March 1995, p.39 (as cited in Mill, 2001, P. 42).

Lovelock & Wright (1999) defined service as "an act that creates benefits for customers." Services are difficult to define since it is intangible, whereas products are tangible (Reid & Bojanic, 2001, P. 33; Zeithaml et al., 2006, P. 6); therefore, delivering consistently high-quality service is difficult (Reid & Bojanic, 2001: 33). In

addition, most services are difficult for customers to evaluate than good (Lovelock & Wright, 1999, P. 68; Zeithaml et al., 2006, P. 52).

Figure 2.1: How goods and service attributes affect ease of evaluation



Source: Lovelock & Wright (1999, P. 68) and Zeithaml et al. (2006, P. 52)

As shown in Figure 2.1, restaurant meals are high in experience attributes, and more difficult to evaluate until consumers purchased and consumed (Lovelock & Wright, 1999, P. 68; Reid & Bojanic, 2001, P. 38; Zeithaml et al., 2006, P. 52-53).

2.2. Customer Expectations of Service

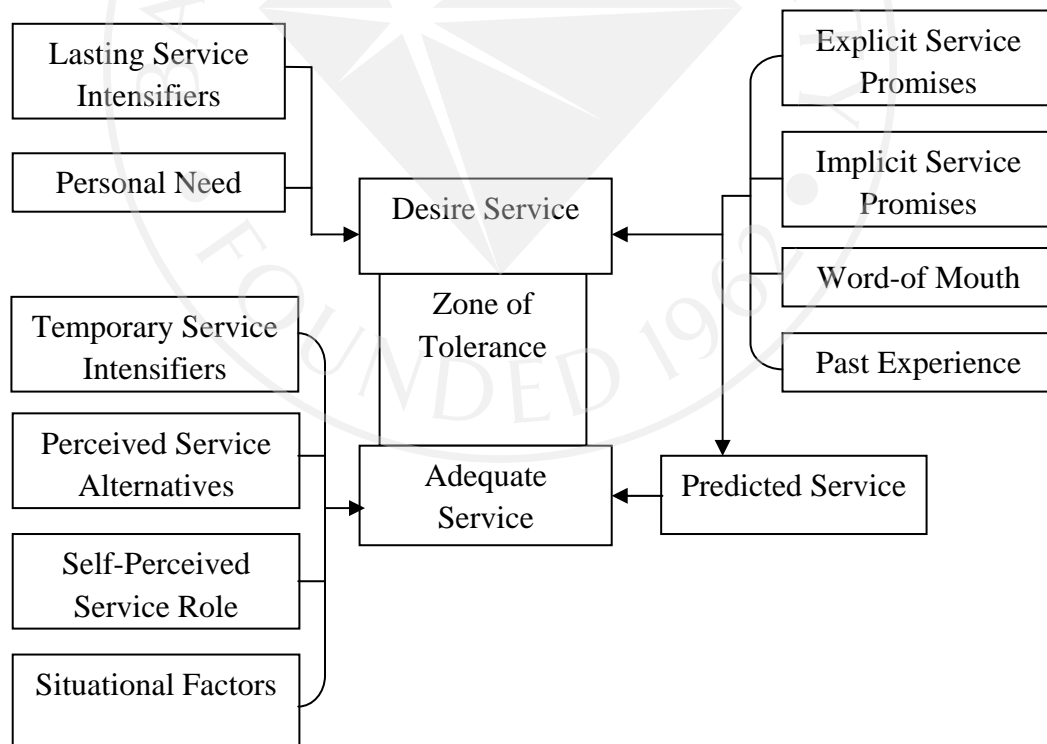
Customer expectations are beliefs of an individual about service performance before they receive the actual service delivery (Zeithaml et al., 2006, P. 81). In evaluating service quality, it is a comparison of customer's expectation with the actual performance of service, and the difference between customer expectations and perceptions of service is the "customer gap" in which a firm needs to close that gap (Bateson, 1995, P. 559; Zeithaml et al., 2006, P. 33). Moreover, the expectations and

perceptions of customers are dynamic and constantly change over the time, so a firm must be continuously examining any changes to make an improvement quickly (Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 33).

2.2.1. Expectation of Service and Influence Factors

There are two levels of expectation standards: “what a customer desire” (desired service) and “what a customer feel acceptable” (adequate service), and the different between desired level and the adequate service is the zone of tolerance (Zeithaml et al., 2006, P. 86), see details in Figure 2.2.

Figure 2.2 Levels of Customer expectations of service



Source: Zeithaml et al. (2006, P. 93)

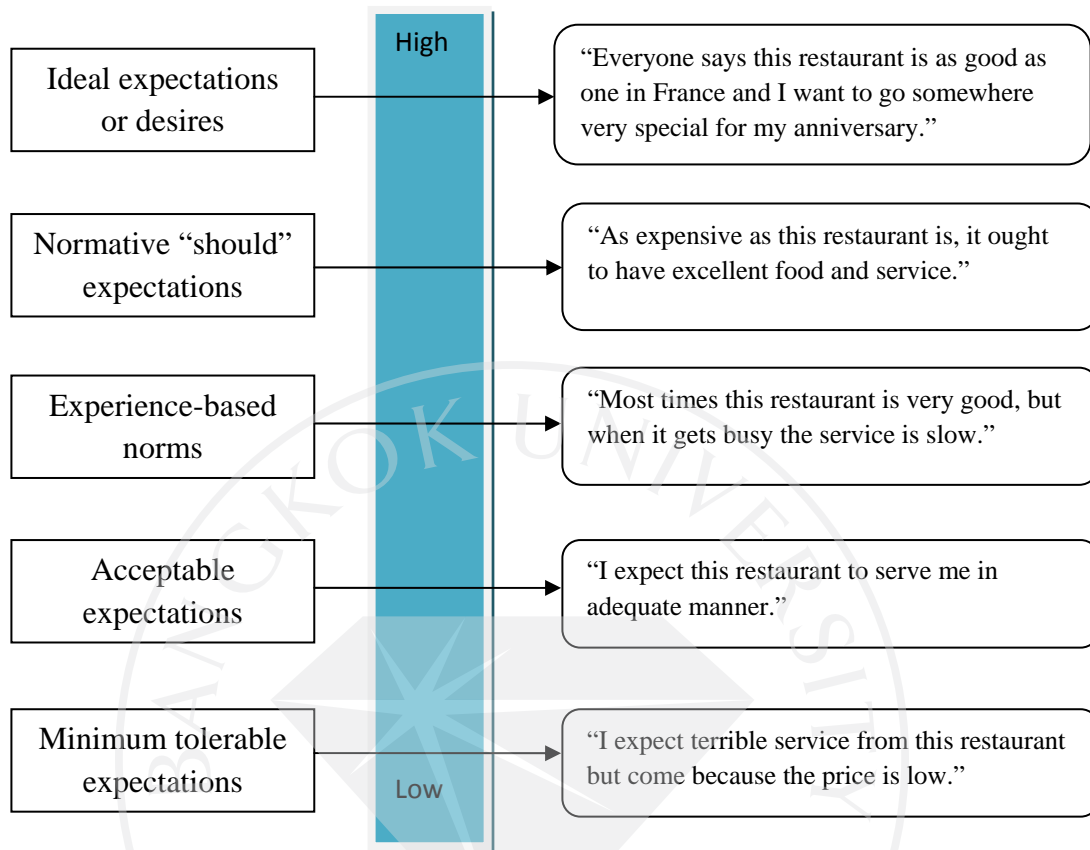
Before customers purchase a service, they have an expectation about service quality which is based on individual needs, past experiences, the advertisements of the restaurants, and recommendations (Lovelock & Wright: 1999, P. 92; Mill, 2001, P. 173). After customers visited a restaurant or consumed the services, they compare what they expected to get with what they actually received (Lovelock & Wright: 1999, P. 92; Mill, 2001, P. 173).

If customers perceive the actual delivery of service better than expected, they will be very delighted and surprised, but if they perceive the service received lower than adequate service, they will be dissatisfied (Lovelock & Wright: 1999, P. 88; Mill, 2001, P. 173; Naumann & Giel, 1995, P. 5; Zeithaml et al., 2006, P. 86).

2.2.2. Different level of Service Expectations

As in Figure 2.3, there are different types of service expectation which are ranged from high to low level (Zeithaml et al., 2006, P. 82). Customers have different expectations of service based on price, quality of food and location (Taylor & Brown, 2003, P. 64).

Figure 2.3 Possible levels of Customer expectations of service restaurant



Source: R.K. "Expectations, Performance Evaluation and Consumer Perceptions of Quality," *Journal of marketing*, October 1993, page 18-34: (as cited in Zeithaml et al., 2006, P. 82).

2.3. Customer Perceptions of Service

Perception is an individual's attitudes after they have received services (Reid & Bojanic, 2001, P. 73). Customers perceive a service in both terms of the quality of service and satisfaction, and perceptions of customers always relate to their expectations and experiences (Zeithaml et al., 2006, P. 106).

Customer satisfaction is linked to customer perception of value in terms of product quality, service quality, and competitive price (Naumann & Giel, 1995, P. 5;

Robert, 1993, P. 84; Zeithaml et al., 2006, P. 110), as well as corporate image (Naumann & Giel, 1995, P. 218). Customer satisfaction occurs when a firm's service meet or exceed customer expectations (Reid & Bojanic, 2001, P. 39). In addition, satisfaction change over time and influenced by a variety of factors such as, moods of customer, and opinions of family member, friends and coworkers (Zeithaml et al., 2006, P. 110). Also, improving customer service is a critical task of management in a service firm (Reid & Bojanic, 2001, P. 45).

2.4. Services Quality

The success of a service firm comes from respect to service quality that lead to satisfaction of customers (Bateson, 1995, P. 581). Service quality is an important factor in customer evaluation and determining customer satisfaction (Zeithaml et al. 2006, P. 116).

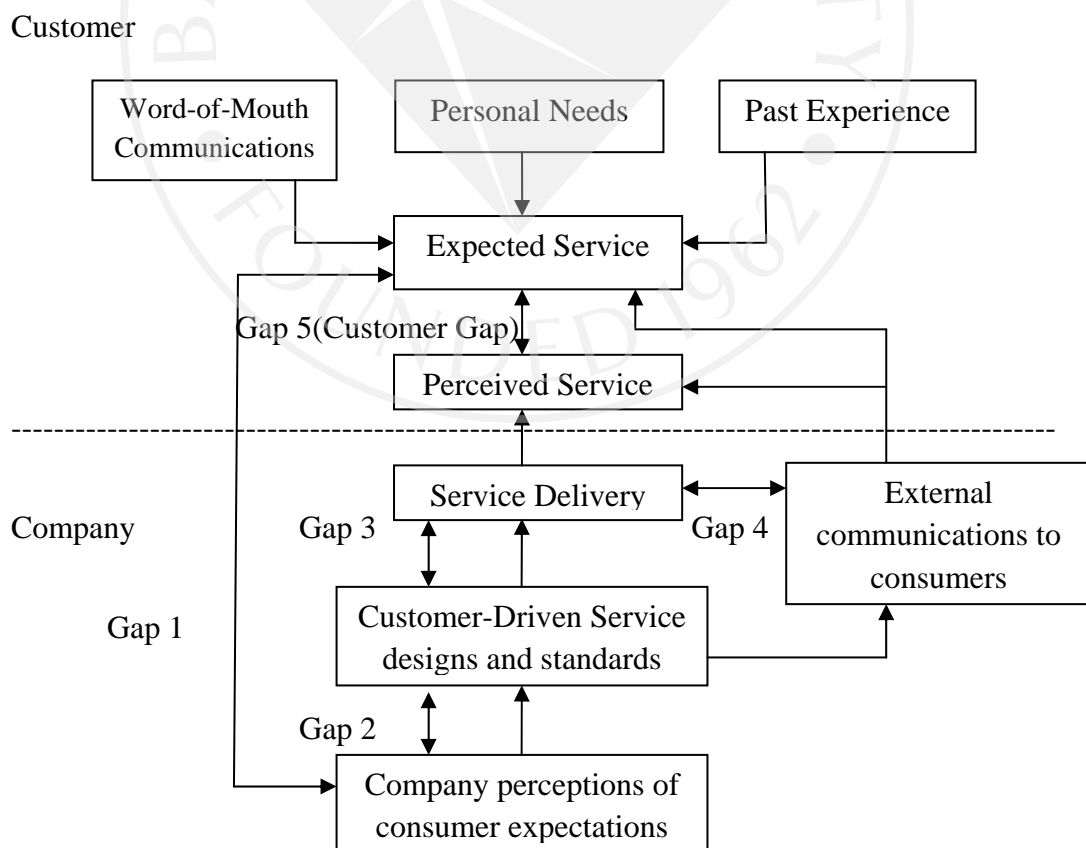
2.4.1 Definition of Service Quality

Although the two concepts in terms of quality and satisfaction based on customers' perceptions are interchangeably, they are not the same thing (Lovelock & Wright, 1999, P. 92; Zeithaml et al. 2006, P. 106). Service quality is customer's perceptions about quality based on long-term and overall evaluation of performance (Lovelock & Wright, 1999, P. 92; Reid & Bojanic, 2001, P. 39; Zeithaml et al. 2006, P. 106). On the contrary, satisfaction is the customer's evaluation of a product or service in term of whether that services or products have met the customer needs and expectations (Zeithaml et al., 2006, P. 110). Also, customer satisfaction is a short-term emotional reaction to a service performance (Lovelock & Wright, 1999, P. 92).

2.4.2. The Gaps Model of Service Quality

In organizations providing the service always have the gaps: Gap 1 – “Not knowing what customers expect”, Gap 2 – “Not selecting the right service designs and standards”, Gap 3 – “Not delivering to service design and standards”, Gap 4 – “Not matching performance to promise” (Zeithaml et al., 2006, P. 34). The different between customer expectations and perceptions of service is Gap 5 in which a firm needs to close that gap, or reduce it as much as possible (Bateson, 1995, P. 559; Zeithaml et al., 2006, P. 33). Figure 2.4 presents the gaps model of service quality for understanding and improving service delivery.

Figure 2.4 Gaps Model of Service Quality



Source: Zeithaml et al. (2006)

2.4.3. Service Quality Measurement

The research of Parsu Parasuraman, Valarie Zeithaml, and Leonard Berry began in 1983 to identify the service quality measurement that customer perceive as being important by developed a critical tool known as “SERVQUAL” for measuring and comparing customers’ perceptions of service quality with their expectations for a firm to better understand their customers’ mind (as cited Bateson, 1995, P. 562; as cited in Palmer & Cole, 1995, P. 152; as cited in Zeithaml et al., 2006, P. 116-117).

SERVQUAL measurement of service quality in the research of Parasuraman et al. (1988) was used in measuring service quality in hotels (Wilkins, 2007), and it was widely used in a variety of service industries (as cited Bateson, 1995, P. 562; as cited in Palmer & Cole, 1995, P. 152; as cited in Zeithaml et al., 2006, P. 116-117). Therefore, in this study uses the SERQUAL dimensions to measure customer perceptions towards service quality.

2.4.4. SERVQUAL Dimensions of Service Quality

SERVQUAL has five basic categories: RATER – Reliability, Assurance, Tangibles, Empathy, and Responsiveness (as cited Bateson, 1995: 562; as cited in Palmer & Cole, 1995, P. 152; as cited in Zeithaml et al., 2006, P. 116-117) as below:

Reliability: the ability to perform the promised service accurately with consistency of performance, such as commit the service right the first time, and give a service as its promises (Bateson, 1995, P. 562; Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 116-117), for example accuracy in billing, performing the service at the designated time (Michael, 2000, P. 133).

Assurance: the courtesy (i.e. politeness, respect, friendliness) of employees and competence - skill and knowledge to perform the service of employees, as well as their ability to obtain trust and confidence (Bateson, 1995, P. 562; Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 116-117).

Tangibles: the factors such as physical environment, the décor of the restaurant, facilities, and the appearance of the employees in neat, equipments and materials used to provide the service (Bateson, 1995, P. 562; Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 116-117).

Empathy: employees' willingness to go beyond customer needs and they can delivery some extra services such as providing personal caring, individual attention, and recognizing the regular customers (Bateson, 1995, P. 562; Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 116-117).

Responsiveness: providing prompt service to customers with willingness, promptness in dealing with customers' requests, questions, complaints and problems (Bateson, 1995, P. 562; Palmer & Cole, 1995, P. 152; Zeithaml et al., 2006, P. 116-117).

2.4.5. Importance of Service Quality Dimensions

Michael (2000, P. 133) stated that “do what you promised”, “when you promised.” To keep a restaurant success, a quality assurance such as cleanliness is also a critical element (Caprione, 1984, P. 90). Also, reliability is the most important from the five dimensions of service performance (Bateson, 1995, P. 562; Zeithaml et al., 2006, P. 116).

In a restaurant, if something goes wrong during a meal, it can create the bad service experience for a customer (Bateson, 1995, P. 17). Moreover, quick response is also critical as customers feel that “one minute of waiting time like ten minutes to them” (Michael, 2000, P. 132).

Lynch (1995, P. 5) stated that “tomorrow’s customers is today’s.” Although it is impossible for a service to achieve 100% perfect quality (Bateson, 1995, P. 17), the service firms have to obtain feedback from consumers for better understanding (Reid & Bojanic, 2001, P. 38-39; Taylor & Brown, 2003, P. 66) in order for improving the quality of service continuously (Bateson, 1995, P. 17; Reid & Bojanic, 2001, P. 38-39), and fulfilling their needs and expectations with the best ability and efficiency (Michael, 2000, P. 131).

2.4.6. How to improve service quality

Mill (2001, P. 24) stated that “service is a major concern for customers”, and understanding of the restaurant’s customer is important. One of the main causes of poor quality performance of service firms is that the service firms do not knowing what their customers expect and perceive, so the service firms should ask “How is service deliver perceived by customers (Palmer & Cole, 1995, P. 148)?”

Most customers do not like to complain; they just leave and spread the negative word of mouth to others (Palmer & Cole, 1995, P. 150; Reid & Bojanic, 2001, P. 39). A research found that on average 96% of unhappy customers do not complain; they will tell to 9 to 10 people, and for every complaint received, other 26 customers have the same problem (Reid & Bojanic, 2001, P. 44). Thus, service firms should take complaint seriously, not only listen to complaint but also find out what

can be done to improve both services and their service employees (Zeithaml et al., 2006, P. 151).

William Martin stated in the “Restaurant Manager’s bible” about the five methods to improve quality service: define the benchmarks of quality service with measurement, determine the current situation, develop service improvement strategies, implement carefully, and provide feedback (as cited in Reid & Bojanic, 2001, P. 45). Kellie Hicks, director of brand development and marketing, explains the key to success of Biscuitville Inc. in the U.S. is that “focusing on the quality of customer service” provided by the restaurant (as cited in Burrows, 2008). Giannetto (2008, P. 18) recommended the tips to strengthen business operations during economic downturns: providing the great service to keep potential customers, providing quality service to customers, treating the customer right, and thinking about how to satisfy customers to better meet their needs. The critical factors to success of a restaurant are services, meeting customer expectation, developing the right concept, finding the skillful employees to perform a standard service, and training them to meet the level of service that customers demand (Mill, 2001, P. 22-25).

2.5. The Main Dimensions of Services in Restaurants

The four main reasons influencing a decision to return to a restaurant are quality of food, service, price, and atmosphere (Mill, 2001, P. 173). Chapman (2008, P. 2) stated that “the quality of food is the most critical factors” to consumers for dining at a restaurant; however, other attributes such as value and service quality are also increasing in importance as details in Table 2.2.

Table 2.2 Main factors when customers make a dining decision

Factors considered when dining out	Scale on 1 to 5
Food	4.42
Cleanliness	4.28
Value	4.22
Service	4.12
Menu variety	3.99
Convenience	3.96
Reputation	3.87
Atmosphere	3.67

Source: Chapman (2008, P. 2)

The survey in the restaurants by the National Restaurant Association indicates that when customers spend more, their expectations for standard of food quality and services increased as shown in Table 2.3 (as cited in Mill, 2001, P. 149).

Table 2.3 Customer expectation compare to Customer's spending

	Price per person			
	Less than \$8	\$8-\$14.99	\$15-\$24.99	\$25 or more
Service	47%	57%	69%	68%
Food Quality	46%	64%	73%	68%
Value for price	59%	64%	69%	58%
Food Safety	51%	71%	73%	61%
Nutrition	27%	51%	53%	53%

Source: "1999 Highlights," Restaurants USA, vol.18, no. 11, December 1998, p. 13 (as cited in Mill, 2001, P. 149).

Mill (2001, P. 63-65) examines the customer perception of how well a restaurant provides good services by asking two questions: "What things are important to you when dining out", and "How well do you think the restaurant does in provide these things?" The finding results shown in Figure 2.5, the restaurant can identify what important attributes in customer mind to create the appropriate action.

Figure 2.5 Customer Perception of various factors and Restaurants provided

The various factors when dining out

Customer perceive	Important	Not Important
Restaurant Provide	Cleanliness, No line and no waiting, Size of the portion, Convenience of location, Comfortable seating	Friendly people and service, Speed of service, Food presentation, Fresh food and ingredients
Not Provide	Nice place, Food quality, Value for money, Consistency, Special deal and coupons	Prices in their range, Extensive choice, Kids like it, Hours open, Variety

Source: Mill, (2001, P. 63)

Also, the important elements viewed by customers are providing friendly service (81%), providing prompt service (70%), answering customer questions (80%), delivery correct billing (80%), handling complaints (62%), and recommending good menu items (61%); besides, the most common complaints are speed of service and inattentive employees (Mill, 2001, P. 144).

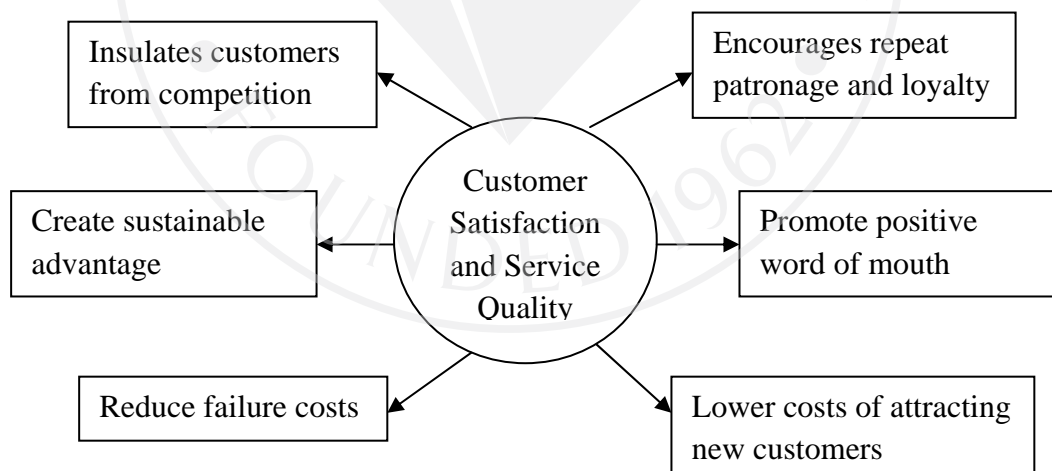
The survey made by Restaurant Marketing Group found that restaurants are losing customers due to concern over food quality in the U.S. without awareness of value and service (Cebrzynski, 2008). In addition, it is necessary for a restaurant to obtain consumer perception of the service regarding to the important attributes including quality of food, service quality, and value for price, menu variety, employee friendliness (Mill, 2001; Reid & Bojanic, 2001, P. 107), location and atmosphere (Arduser, 2003; Cebrzynski, 2008), speed of service, cleanliness, and parking for determining what consumers are looking for (Reid & Bojanic, 2001, P. 107).

2.6. Benefits of Service Quality

Service quality leads to customer satisfaction and repeat purchase of consumers (Palmer & Cole, 1995, P. 147; Reid & Bojanic, 2001, P. 55; Zeithaml et al., 2006, P. 110). The “positive consequences” of service quality include saying positive things and recommending to others, whereas poor service quality lead to saying negative things and switching to competitors (Zeithaml et al., 2006, P. 150).

The research of Hau-siu Chow et al. (2007) in southern China from 284 customers in two large full-service restaurants to investigate the relationships of service quality, customer satisfaction, and frequency of patronage resulted that the service quality has relationship with customer satisfaction and repeat patronage.

Figure 2.6 Benefits of Customer Satisfaction and Service Quality



Source: Lovelock, Peterson and Waller, *Service Marketing*: Sydney, Prentice Hall, 1998, p. 119 (as cited in Lovelock & Wright, 1999, P. 100).

As shown in Figure 2.6, Lovelock & Wright (1999) found that there are many benefits of customer satisfaction and service quality. Moreover, the great quality of service bring about customer satisfaction that results in high rate of customer loyalty

(Naumann & Giel, 1995, P. 5), and increase a firm profitability (Bateson, 1995, P. 581; Zeithaml et al., 2006, P.114-116), gain market share (Reid & Bojanic, 2001, P. 39), differentiate from competitors (Palmer & Cole, 1995, P. 72; Reid & Bojanic, 2001, P. 39); therefore, restaurants need to improve a service quality to satisfy their customer (Zeithaml et al., 2006, P.114-116).

2.7. Conclusion

To become a successful restaurant, understanding customer perception in term of service quality is the critical factor to complete for services and to keep important customers. According to many researchers in literature review, they found that the service quality can lead to customer satisfaction and customer repeat purchase. As SERVQUAL has proved to be widely used, in this study uses the SERVQUAL dimensions to measure customer perceptions. For the research methodology of the study will be presented in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents an overview of research methodology used in this study. Firstly, the chapter briefly discusses the literature related to research methodology in general. Next, research questions, the methods of inquiry, sampling design, survey design and development, coding structures, and reporting are presented. Finally, a statement of research method used is presented.

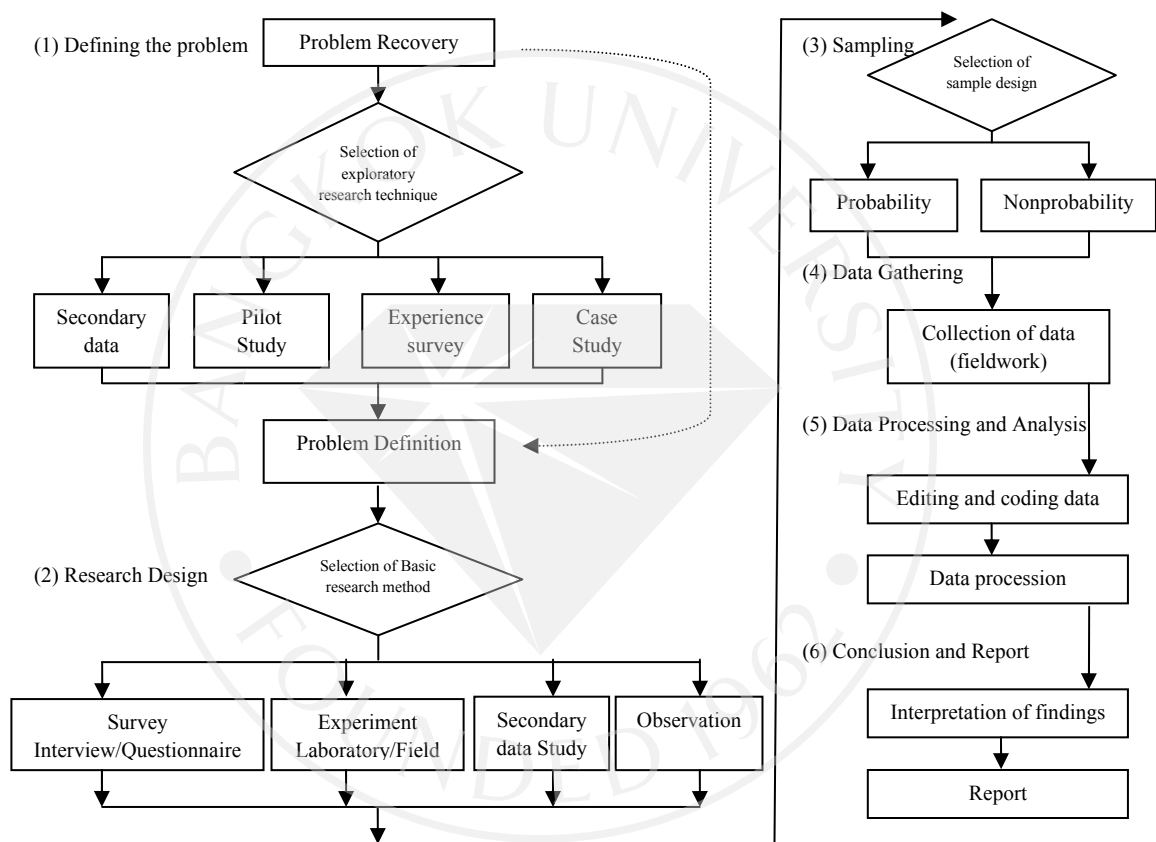
3.1. Review of Research Methodology

American Marketing Association defined marketing research as “the function which links the consumer, customer and public to marketer through information – information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process” (as cited in Parasuraman et al., 2004, P. 8).

Research is a key tool for findings what customers want and how to satisfy their needs (Zikmund, 1997, P. 55) including understanding consumer expectations and perceptions of goods and services (Bateson, 1995, P. 558; Zeithaml et al., 2006, P. 142) and linking consumer to marketer in making marketing decisions (Burns & Bush, 2005, P. 8).

There are six main stages in the research process, see details of process in Figure 3.1. The research begins with defining the problem, developing the research design, determining the sampling, collecting the data, analyzing the data, and making the conclusions and the report (Zikmund, 1997).

Figure 3.1 Stages of the Research Process



Source: Zikmund (1997, P. 56)

3.2. Research Questions

In research process begins with identifying the problems since if the research questions are clear, it will be a direction in the collecting necessary information in answering and solving the questions (Zikmund, 1997). The research questions of this study are as follows:

Major research question:

1. How do the customers who have experience with Oishi Express buffet restaurants currently perceive the quality of services of the company?

Three sub-questions development of the research were:

1. What the expectation levels regarding to service quality at Oishi Express buffet restaurant in customer mind?

2. What are the main problems related to service quality issues in dining at Oishi Express buffet restaurant?

3. What are the implications for managing and improving quality of service at Oishi Express buffet restaurant?

3.3. Method of Inquiry

Research design is the plan to be followed to answer the problems or objectives of the research by selecting a basic research method (McDaniel & Gates, 2004). There are main three types of research designs: “Exploratory research” is informal research that does not have a formal set of objectives, sample plan, or questionnaire, to gain background of information, define terms and clarify problems, and help in designing the descriptive or causal research study; “Descriptive research” is used to describe answers to questions of who, what, where, when and how in order to measure a marketing phenomenon, for example use a survey method that is the most common research technique in gathering primary data from a sample of people through a questionnaire; “Causal research” is an understanding a phenomenon in

terms of conditional statements, for example, use experiments to find out cause-and-effect relationships among variables (McDaniel & Gates, 2004).

A research design is chosen based on objectives of a research (McDaniel & Gates, 2004). There are three basic research methods: “Survey method” is often descriptive in nature by using an interviewer to interact with respondents to obtain facts, opinions, and attitudes; “Observation method” is a descriptive research that monitors actions of respondents without direct interaction; “Experiments” use to measure causality by changing one or more variables and observe the effect of the changes (McDaniel & Gates, 2004). Table 3.1 shows the differences between a qualitative or quantitative research.

Table 3.1 Differences of the Research Methods

Use this approach if:	Qualitative	Quantitative
1. Researcher believes that:	There are multiple possible realities constructed by different individuals	There is an objective reality that can be measured
2. Audience is:	Familiar with/supportive of qualitative studies	Familiar with/supportive of quantitative studies
3. The Research question is:	Exploratory, interpretive	Confirmatory, prediction
4. The available literature is:	Limited	Relatively large
5. The Research focus:	Involves in-depth study	Covers a lot of breadth
6. Time available is:	Relatively long	Relatively short
7. Ability to work with people is:	High	Medium to low
8. Desire for structure is:	Low	High
9. Researcher has skills in:	Inductive reasoning and attention to detail	Deductive reasoning and statistics
10. Writing skills are strong in	Literature, narrative writing	Technical, scientific writing

Source: Leedy & Ormrod (2005, P. 106)

In the research, there are two main paradigms of research approaches: qualitative research and quantitative research. Each research is different and each also consists of many approaches.

Qualitative research enables researchers to “gain insights people” and to reveal the nature of specific situation to develop new concepts, or discover the problems by using the method such as in-depth interviews and focus groups (Leedy & Ormrod, 2005). Qualitative research requires small sample sizes, but needs high preparation and planning, and highly trained interviewers to get necessary answer (Leedy & Ormrod, 2005).

Quantitative research has many methods such as observation and survey research that are descriptive methods to predict behavior, and allows researchers more easily to study a large group and the outcome can be assumed as generality (Jackson, 2008). Marketers normally use the quantitative research such as the survey techniques to evaluate customer satisfaction and perceptions on goods and services for developing the marketing strategy (McBurney & White, 2004; Czaja & Blair, 2005).

3.4. Sampling Design

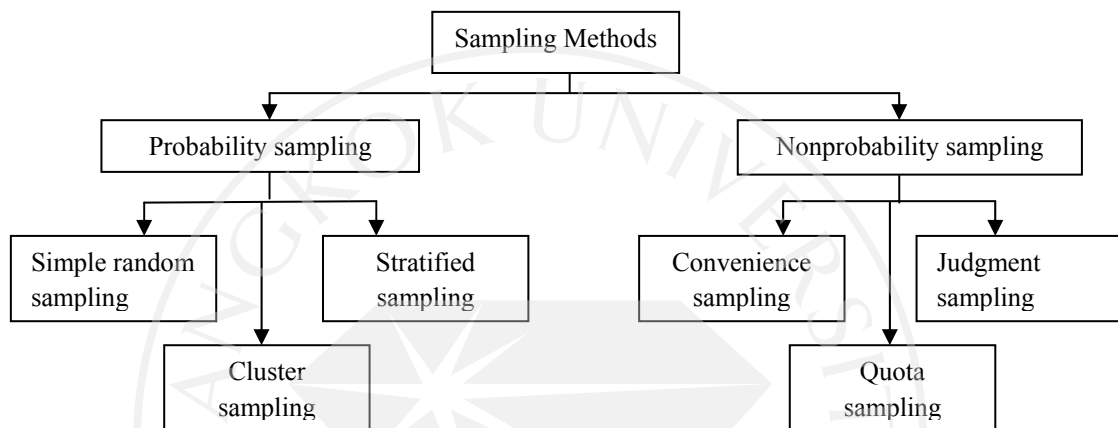
3.4.1. Population

Population is defined as the group of people from whom a study is interest in getting information, and a sample is a part or a subgroup of the population (Parasuraman et al., 2004). The purpose of sampling is to select a sample who should be representative of the population under investigation (Jackson, 2008).

3.4.2. Sampling Technique

In determining the sampling, there are two main types of samples: probability sampling and nonprobability sampling for choosing samples (Jackson, 2008). Each type has a variety of methods. Figure 3.2 show the basic types of sampling methods.

Figure 3.2 Sampling Methods



Source: Jackson, (2008) and Parasuraman et al. (2004)

Probability sampling is a sampling technique in which each member of population has an equal chance of being selected (Jackson, 2008). There are several techniques; however, the main three types of probability sampling are: “simple random sampling” each member of the population has a known and equal probability to be chosen as part of the sample; “stratified random sampling” divides population into subsamples to ensure that the subgroups are representative of the population; “cluster sampling” often use when the population is too large for random sampling method (Jackson, 2008, P. 97-99).

Nonprobability sampling is a subjective procedure in which the individual members of the population is an unknown of being selected as part of the sample by generating samples whoever easily to obtain (Jackson, 2008). The three basic types

are: “convenience sampling” is a basic for selecting a sample that is available and convenient; “judgment sampling” allows researchers in selecting a sample that is appropriate for the study; “quota sampling” involves selecting each population segment based on the judgment of the researchers (Parasuraman et al., 2004).

3.4.3. Sample size

Sample size is a group of elements subject to selection in the sample in the research (Zikmund, 1997). In determining the sample size, Naumann & Giel (1995) described an appropriate sample size regarding to population size shown in Appendix A. Leedy & Ormrod (2005) stated that “the larger the sample, the better” is not helpful in practical decision for a researcher in a particular situation such as costs and time limitation.

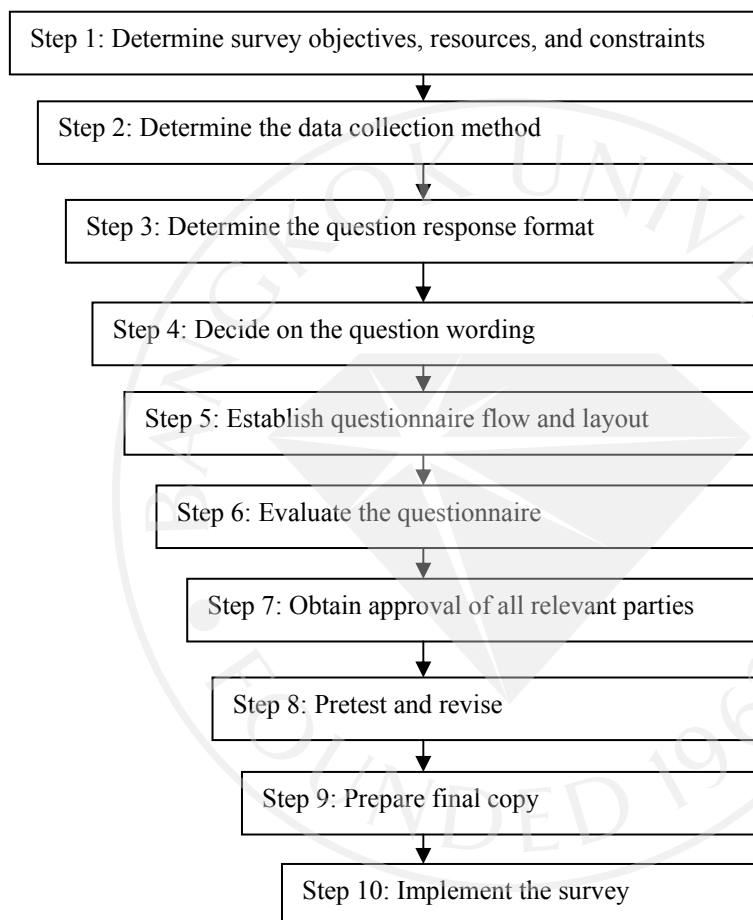
3.5. Survey design and development

After the research design and the sampling plan have been created, the next process is collecting data. There are many research techniques involves many methods of data gathering such as by personal and telephone interviewing, mail survey and self-administered questionnaire that filled out by respondents with no interviewer present (McDaniel & Gates, 2004).

The survey will be designed after specified the research problems and questions in the research, and designing and developing the survey must be related to the goals of the research (Czaja & Blair, 2005). Figure 3.3 shows the questionnaire design process: the first step begins with determine survey objectives, resources, and constraints; determine the data collection method; determine the question response

format; decide on the question wording; establish questionnaire flow and layout; evaluate the questionnaire; obtain approval of all relevant parties; pretest and revise; prepare final copy; and implement the survey at the final stage.

Figure 3.3 Questionnaire Design Process.



Source: McDaniel & Gates, (2004, P. 241)

The measurement process: measurement is the process of assigning number, objects or events that relate to specific rule for representing quantities or quality of attributes (McDaniel & Gates, 2004, P. 194). Table 3.2 shows the four basic levels of measurement: nominal scales, ordinal scales, interval scales, and ratio scales.

Table 3.2 Four Basic Levels of Measurement

Level	Description	Basic Empirical Operations	Typical Usage	Typical Descriptive Statistics
Nominal	Uses numerals to identify objects, individuals, events, or groups	Determination of equality/inequality	Classification (male/female)	Frequency counts, percentages/modes
Ordinal	In addition to identification, provides information about the relative amount of some characteristic possessed by an event, object, etc.	Determination of greater or lesser	Ranking/ratings (preferences for hotels, banks, etc., rating of food based on fat content, cholesterol)	Median (mean and variance metric)
Interval	Possesses all the properties of nominal and ordinal scales plus equal intervals between consecutive points	Determination of equality of intervals	Preferred measure of complex concepts/constructs (temperature scale, air pressure scale, level of knowledge about brands)	Mean/variance
Ratio	Incorporates all the properties of nominal, ordinal, and interval scales plus an absolute zero point	Determination of equality of ratios	Preferred measure when precision instruments are available (sales, number of time arrivals, age)	Geometric mean/harmonic mean

Source: S.S. Stevens, "On the theory of Scales of Measurement," *Science* 103 (June 7, 1946), p. 677-680 (as cited in McDaniel & Gates, 2004, P. 195).

3.6. Coding Structures

Coding is an assigning of numbers on various scales to responses on a set of the questions (Parasuraman et al., 2004). Also, the coding facilitates in data processing and analyzing stage, and then the data will be interpreted and analyzed to answer to the research questions (Zikmund, 1997).

3.7. Reporting

After completing in the stage of data processing and analysis, the researcher should draw conclusions as the last step in the research process is to prepare a report that effectively communicates the research findings to a managerial decision maker (Parasuraman et al., 2004).

3.8. Statement of Research Method Used

The research method used in this study was based on quantitative approach to gather primary data. There are many types of quantitative research; however, this study used the survey research via questionnaire to collect the data about attitudes of current customer at Oishi Express buffet restaurant.

Population: According to the purpose of this study, the target population of this research is customers who prior experience with Oishi Express Buffet Restaurant. Jackson (2008) suggested that a researcher can use a simple random sampling technique for selecting a sample that has an equal chance to be selected. In this research, the population was based on a location resulted from a simple random sampling from all of the 9 branches of Oishi Express Buffet Restaurants. As the result, Rattanathibet branch was the location for studying in this research. From interviewing a restaurant manager of Oishi group, on average the customers of Oishi Express Buffet Restaurant at Central Town Rattanathibet branch, 1st floor are 15,000 people per month, or 500 people per day.

Sampling Technique: To accomplish the research objectives and to answer the research questions, the purposive or judgment sampling is a procedure in which allows a researcher used their own judgment to select a sample that is most appropriate for purposes of a study (Parasuraman et al., 2004). The participants were chosen from the exiting customers after they visited at Oishi Express buffet restaurants, Central Town Rattana Thibet in April, 2009. The survey location is in the department store, in which people are busy with urgent business, and it would be very difficult to request the particular respondents that tend to be quite in a hurry to answer the questions after they dined at the restaurant. Also, the response rate from eight studies explored that the average of response rate was 34.86% (Nuchai, 1999). The convenience sampling is used for selecting a sample that is available and convenient for collecting the data (Parasuraman et al., 2004). Therefore, after the customers have dined at Oishi Express Buffet Restaurants, the researcher chooses the respondents who are willing to answer the questionnaire.

Sample size: In determining the sample size, there are several methods; however, selecting sample size in this research was based on the guidance of Naumann & Giel (1995) that presents an appropriate sample size requirements regarding to population size shown in Appendix A. The sample size for this study was 278.

Questionnaire design: For this study, the self-administrated questionnaire was used to gather the data. McDaniel & Gates (2004) suggested a researcher to conduct the pretest survey to check and make sure that the survey questions are clear, so in this study the questionnaire items were pre-tested with 24 respondents in the

survey area at Oishi Express buffet restaurant, Rattathibet branch. This research used a tool of Cronbach's Alpha-coefficient for assessing the reliability of questionnaire, ($0 \leq \alpha \leq 1$), 0.7 is a minimum requirement and α close to 1 is high in reliability (as cited in Forman & Nyatanga, 2001). The result of pilot test in part of expectations (22 questions) is 0.9316, and part of perceptions (22 questions) is 0.9472.

There are many ways to phrase questions; however, a questionnaire can be designed in a way that the respondents can answer all the questions as simple as possible, such as fixed alternative questions and closed-end questions that take less time and are easier for the respondent to answer including facilitates coding and interpreting the data (Zikmund, 1997, P. 369). In this research, the questionnaire instrument used the SERVQUAL dimensions to measure customers' expectations and perceptions on service quality at Oishi Express buffet restaurant. The questionnaire was composed of four parts: Part 1 explores demographic of respondents; Part 2 determines a customer expectations with twenty-two questions regarding each dimensions of service quality; Part 3 evaluates the importance of each service dimension; and Part 4: determines a customer perceptions with twenty-two questions respecting to service quality at Oishi Express buffet restaurant. See the full details of the survey questions in Appendix B.

Coding: Participants were asked to rate the level of agreements based on a seven-point of Likert rating scale with providing the various statements regarding to service quality that respondents experienced at Oishi Express buffet restaurant.

The coding structures that will be used in the questionnaire of this research to measure customers' expectations are as follows:

(1 = Not at all important; 2 = Quite not important; 3 = Not important; 4 = Neutral; 5 = Important; 6 = Quite important; 7 = Very important)

The coding structures that will be used in the questionnaire of this research to measure customers' perceptions are as follows:

(1 = Strongly disagree; 2 = Quite disagree; 3 = Disagree; 4 = Neutral; 5 = Agree; 6 = Quite agree; 7 = Strongly agree)

To measure the levels of customer expectations and perceptions on service quality in this study, the method used compares between customer expectations and perceptions in services from each customer at the restaurant. The results from the customer expectations score will be subtracted with the results from the customer perceptions score in considering the importance of each dimension of service quality. The SPSS software is widely used as it is easy and appropriate in handling data (Gaur & Gaur, 2006:15); therefore, the SPSS program is used for computing the data in this study.

Reporting: The research finding will be concluded and reported at the final process. For this study, the data in quantitative research will be presented and established in the form that answers directly to the research questions. The research results will explore that the service quality at Oishi Express buffet restaurant meet or exceed its customer expectations or not.

3.9. Conclusion

This chapter describes the steps of the research process as well as the research method used in this study including sampling design, and designing questionnaire to obtain primary data. For the data presentation of the research will be presented in the next chapter.



CHAPTER 4

DATA PRESENTATION

This chapter presents the data findings of the research after the fieldwork has been completed in order to evaluate the quality of services provided by Oishi Express buffet restaurant. The research finding can be described as the general situation of service quality at the restaurant. Moreover, this chapter presents the results of the data collection which based upon the research methodology discussed in Chapter 3. The data that will be presented here are to answer the questions of the research.

4.1. The Instrument of Service Quality Measurement

In evaluating service quality as SERVQUAL, it is a comparison of customer's expectation (prior experience) with the actual performance of service, and the different between customer expectations and perceptions of service is the "customer gap" or GAP 5 in which a firm needs to close that gap (Bateson, 1995, P. 559; Zeithaml et al., 2006, P. 33). Based on SERVQUAL measurement of service quality, Table 4.1 presents the statements in questionnaire in this study were divided into five dimensions as follows:

Table 4.1 Five Service Dimensions and Definitions

No.	Dimensions	Definitions	Statements
1	Reliability	Ability to perform the promised service dependably and accurately	1 to 5
2	Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence	6 to 9
3	Tangible	Appearance of physical facilities, equipments, personnel, and written materials	10 to 13
4	Empathy	Providing personal caring and individualized attention to customers	14 to 18
5	Responsiveness	Providing prompt service and willingness to help customers	19 to 22

Source: Zeithaml et al., (2006, P. 117)

For this study, the questionnaire composes of four parts. Part 1 determines demographic of respondents. For the rest of three parts, this study applies the principal of SERVQUAL model in the questionnaire. In Part 2, the questionnaire was developed with twenty-two questions to examine the customers' expectations on service quality at Oishi Express buffet restaurant. In Part 3, the survey evaluates the importance of each service dimension. In Part 4, the survey explores customers' perceptions regarding service quality at the restaurant with twenty-two questions. The full details of the questionnaire are shown in appendix B.

4.2. Data results from Demographic Characteristics

Table 4.2 shows the data results that present the participants' information collected from the survey.

Table 4.2 Demographic Characteristics

Characteristics		Frequency	Percentage
Gender	Male	120	43.17
	Female	158	56.83
	Total	278	100.00
Age	Under 25	85	30.58
	26-39	118	42.45
	40-49	51	18.35
	More than 50	24	8.63
	Total	278	100.00
Occupation	Student	53	19.06
	Employee of private company	118	42.45
	Government Employee	28	10.07
	Entrepreneur	61	21.94
	Others	18	6.47
	Total	278	100.00
Income per month	Below 15,000	77	27.70
	15,001-30,000	98	35.25
	30,001-50,000	62	22.30
	More than 50,000	41	14.75
	Total	278	100.00

Source: Survey in April, 2009

4.3. Data results from Expectation Scores

Expectations have been defined as beliefs of an individual about delivery of service that they expected to get from a service as a standard level of service performance in their judgment (Zeithaml et al., 2006, P. 81). Table 4.3 presents

expectation scores in each expectation ID from E1 to E22, and the summary of expectation mean scores.

Table 4.3 Summary from Expectation Scores

Service Dimensions	Expectation ID	Mean	Standard Deviation	Mean of Dimension	Rank
Reliability	E1	5.73	0.96	6.00	1
	E2	5.79	1.09		
	E3	6.06	0.92		
	E4	6.31	0.86		
	E5	6.14	0.94		
Assurance	E6	5.95	0.96	5.65	4
	E7	5.63	0.90		
	E8	5.59	0.87		
	E9	5.43	0.95		
Tangible	E10	5.65	0.97	5.60	5
	E11	5.59	0.96		
	E12	5.36	0.93		
	E13	5.79	0.85		
Empathy	E14	5.64	1.03	5.71	3
	E15	5.81	0.91		
	E16	5.84	0.93		
	E17	5.79	1.01		
	E18	5.47	1.01		
Responsiveness	E19	5.98	0.87	5.79	2
	E20	5.46	1.04		
	E21	6.04	0.90		
	E22	5.69	0.88		

Source: Survey in April, 2009

4.4. Data results from Perception Scores

Perceptions have been defined as attitudes of an individual after they have received and experienced a service performance (Zeithaml et al., 2006, P. 106). Table

4.4 presents perception scores in each perception ID from P1 to P22 and the summary of perception mean scores.

Table 4.4 Summary from Perception Scores

Service Dimensions	Perception ID	Mean	Standard Deviation	Mean of Dimension	Rank
Reliability	P1	4.88	0.93	4.82	1
	P2	4.84	0.97		
	P3	4.72	0.88		
	P4	4.80	0.92		
	P5	4.85	1.04		
Assurance	P6	4.71	0.91	4.66	3
	P7	4.74	0.86		
	P8	4.60	0.84		
	P9	4.57	0.79		
Tangible	P10	4.83	0.72	4.80	2
	P11	4.83	0.80		
	P12	4.69	0.76		
	P13	4.86	0.77		
Empathy	P14	4.88	0.88	4.65	4
	P15	4.48	0.90		
	P16	4.55	0.86		
	P17	4.50	0.99		
	P18	4.85	0.82		
Responsiveness	P19	4.74	0.89	4.64	5
	P20	4.51	0.98		
	P21	4.63	0.92		
	P22	4.67	0.91		

Source: Survey in April, 2009

4.5. Comparison between Expectation and Perception Scores – GAP5

GAP 5 or customer gap is the different customers' expectations and customers' perception of service (Bateson, 1995, P. 559). Based on Parasuraman (1988) to measure the gap between the mean of five perception dimensions scores and

five expectations dimensions scores, the SERVQUAL score formula was calculated on $(P - E = SQ)$. Table 4.5 presents the Gap between expectation and perception scores on each dimension.

Table 4.5 Gap between Expectation and Perception Scores

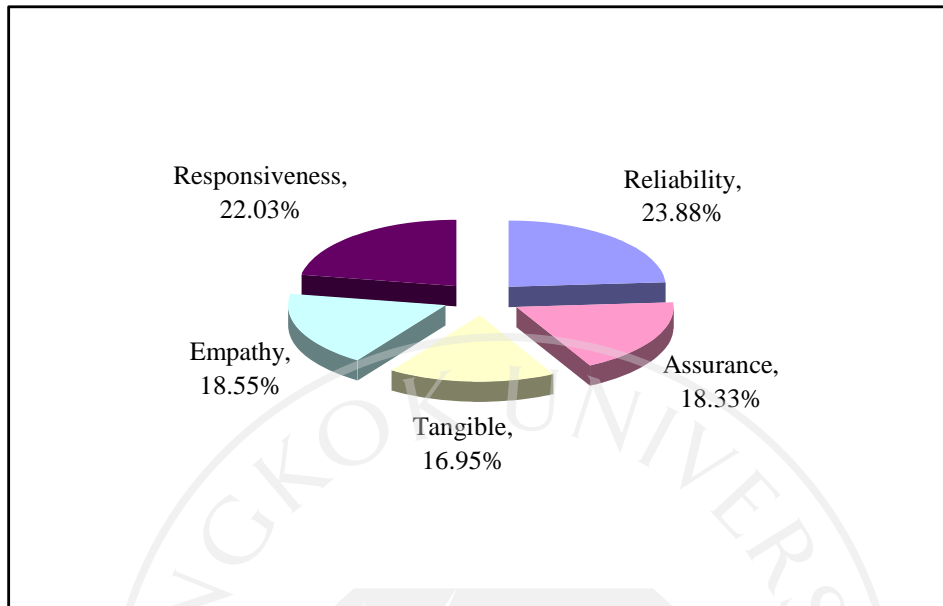
Dimensions	Expectation Scores	Perception Scores	Paired Differences	Rank
Reliability	6.00	4.82	-1.18	1
Assurance	5.65	4.66	-0.99	4
Tangible	5.60	4.80	-0.80	5
Empathy	5.71	4.65	-1.06	3
Responsiveness	5.79	4.64	-1.15	2

Source: Survey in April, 2009

4.6. Five Features Ranking

According to Part 3 in questionnaire, respondents were asked to allocate 100 points in five dimensions to determine the importance of each service quality dimension. The results from five ranking are showed in Figure 4.1

Figure 4.1 Summary from Five Features Ranking



Source: Survey in April, 2009

4.7. Conclusion

The data presentation and results from the survey in this study were presented in this chapter. For data analysis of the research will be presented in the next chapter.

CHAPTER 5

DATA ANALYSIS

This chapter presents the analysis of the data findings which based upon the data presentation were presented in Chapter 4. The data that will be presented here are to answer the questions of the research.

5.1. Data Analysis from Expectation Scores

According to Figure 2.2 in Chapter 2, before customers purchase a service, they have an expectation about service quality which is based on “individual needs, past experiences, the advertisements of the restaurants, and word-of-mouth recommendations” (Lovelock & Wright: 1999, P. 92; Mill, 2001, P. 173).

From Table 4.3 in Chapter 4, E1 to E22 represent the expectation ID of five service dimensions. The results showed expectation scores on each of twenty-two items. Mean of expectation score were high at 5.36 to 6.31. It implied that customers had high expectation in all service dimensions, and they viewed that all five dimensions were quite important in their perception of an excellent restaurant's service quality.

To compare the expectation mean scores of five service dimensions, this research ranked the mean of dimension respectively; the highest score was ranked at 1 and the lowest score was ranked at 5. The results are as follows:

5.1.1. Highest expectation scores on Reliability and Responsiveness

From Table 4.3, Reliability has the highest mean expectation score (6.00) among the five SERVQUAL dimensions. Customers view that Reliability is the most important. In other words, they had high expectation in an excellent restaurant's performance to perform the promised service accurately. Customers want the restaurant to do and keep their promises. E4 is the highest expectation score (6.31) that implied customers highly expected an excellent restaurant to well provide fresh and clean raw materials and serve high quality of foods as their promised. Customers expected the restaurant to perform service right the first time, such as bill collecting at the restaurant must be always right. Also, they want the restaurant to show a sincere interest to solve their problems. The restaurant needs to be aware of customer expectations of reliability.

Responsiveness is the second highest mean expectation score (5.79) among the five SERVQUAL dimensions. Customers had high expectation in prompt services. They wanted an excellent restaurant's employees have willingness to help as well as ready to response to their requests. The restaurant must emphasize promptness in dealing with customer's requests, questions, complaints and problems.

5.1.2. Medium expectation scores on Empathy and Assurance

From Table 4.3, Empathy dimension has mean expectation score at 5.71 and Assurance dimension has mean expectation score at 5.65 which are in medium expectation scores.

For Empathy dimension, customers had high expectation in employees at an excellent restaurant to understand their needs, and give them personal attention. They expect the restaurant to have sincere and attentive employees. They want the restaurant's operating hours that are suitable and convenient. Also, they expect some unique and extra services, such as the special promotion of premium and rare foods to meet their needs and preferences.

For Assurance dimension, customers had high expectation in the courtesy of an excellent restaurant's employees. They expect to feel safe in transactions with the restaurant. They also had high expectation in competence of the restaurant's employees such as skills and knowledge to perform services and to answer their questions.

5.1.3. Lowest expectation scores on Tangible

From Table 4.3, Tangible has the lowest mean expectation score among the five SERVQUAL dimensions, but the expectation score of Tangible dimension (5.60) was high that implied customers also had expectation in the appearance of personnel in neat and professional. Customers expect the appearance of physical facilities, equipments, and communication materials. They want the restaurant to have a good physical environment, such as fascinating food presentation, including nice and comfortable seating. Also, customers want the restaurant to have appealing materials associated with services.

5.2. Data Analysis from Perception Scores

From Table 4.4 in Chapter 4, P1 to P22 represent the perception ID of five service dimensions. The results showed perception scores on each of twenty-two items. Mean perception scores were among 4.64 and 4.82. The highest score were P1 (4.88), which is Oishi Express buffet restaurant show a sincere interest when a customer have a problem, and P14 (4.88) that is the restaurant has a special menu of premium and rare foods that are appealing.

To compare the perception mean scores of five service dimensions, this research ranked the mean of dimension respectively; the highest score was ranked at 1 and the lowest score was ranked at 5. The results are as follows:

5.2.1. Highest perception scores on Reliability and Tangible

From Table 4.4, Reliability is the highest perception score (4.82) among five service dimensions. Regarding to Reliability dimension, it implied that customer perceived that Oishi Express buffet restaurant perform service accurately, such as accuracy in billing. Also, customers thought the restaurant served high quality of foods and provided good quality of raw materials.

From Table 4.4, Tangible is the second highest perception score (4.80) among five service dimensions. Regarding to Tangible dimension, it implied that customers perceived that physical environment at Oishi Express buffet restaurant are appealing for example, the restaurant had a fascinating food presentation, a nice and comfortable seating, and appealing materials. The appearance of employees at the restaurant was neat and professional.

5.2.2. Medium perception scores on Assurance and Empathy

From Table 4.4, Assurance dimension is in the medium perception score (4.66). It implied customers thought that Oishi Express buffet restaurant's employees are consistently courteous with them. The restaurant made them feel safe in transactions. Also, employees at the restaurant had the knowledge to perform service and answer their questions.

From Table 4.4, Empathy dimension is in the medium perception score (4.65). Customers thought that Oishi Express buffet restaurant's employees understand their needs, and give them personal attention. They thought that the restaurant had sincere and attentive employees, and provided them some extra services, such as the special promotion of premium and rare foods to meet their needs. Also, the restaurant's operating hours are suitable and convenient.

5.2.3. Lowest perception scores on Responsiveness

From Table 4.4, Responsiveness dimension is in the lowest perception score (4.64). It implied customers perceived that Oishi Express buffet restaurant's employees were unable to meet customer requirement in providing prompt services. Also, the restaurant's employees were lack of willingness to help customers, as well as too busy to response to their requests.

5.3. The Gap between Expectation and Perception Scores

As discussed in Chapter 2, service quality is a comparison between expectation and performance of the service provider to measure of how well a service delivered match customer's expectations. Gap 5 is the gap between the expected

service and the perceived service. Parasuraman (1988) mentioned when ($P = E$), perceived quality is satisfaction, but when ($E > P$), perceived quality is less than satisfaction and tend to be unacceptable quality. To measure the gap between the mean of five perception dimensions scores and five expectations dimensions scores, the SERVQUAL score formula was calculated on ($P - E = SQ$). The gap scores were ranked from the highest score to the lowest score. The highest gap score's rank is 1 and the lowest gap score's rank is 5.

From Table 4.5, Reliability is the biggest expectation gap (-1.18) among five dimensions. Responsiveness is the second biggest expectation gap (-1.15), and Empathy is the third biggest expectation gap (-1.06). The fourth expectation gap is Assurance (-0.99). The smallest expectation gap is Tangible (-0.88). Regarding to Table 4.5, the results showed the negative gap between perception and expectation scores for all five dimensions. It implied that customers did not perceive the services delivered as they expected. Therefore, Oishi Express buffet restaurant needs to improve its performance in all five areas.

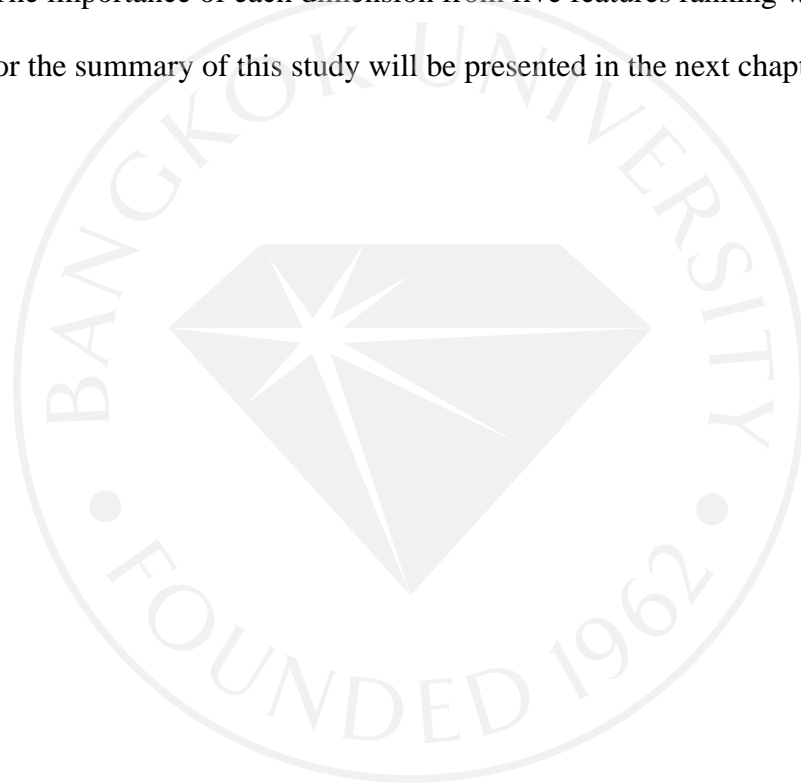
5.4. The importance of each dimension from five features ranking

From Figure 4.1, it showed that customer give the most important to Reliability (23.88%). The second importance is Responsiveness (22.03%). The third importance is Empathy (18.55%), and followed by Assurance (18.33%) respectively. Tangible is the least important at 16.95%. It implied that customers gave top priority on the restaurant to provide the promised services accurately. In contrast, they feel that the neat appearance of employees, physical environment and facilities, and

appealing materials associated with services are less important to them when comparing to all five service dimensions.

5.5. Conclusion

The data results from expectations and perceptions scores were analyzed in this chapter. Also, the comparisons between expectation and perception scores are made. The importance of each dimension from five features ranking was analyzed as well. For the summary of this study will be presented in the next chapter.



CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the main finding of the research in this study to answer the research questions.

The sub-questions developments of the research were:

1. What the expectation levels regarding to service quality at Oishi Express buffet restaurant in customer mind?
2. What are the main problems related to service quality issues in dining at Oishi Express buffet restaurant?

6.1. Introduction

Service quality is viewed as a foundation for success for many firms; therefore, many service firms are considering and promoting service quality as a way to differentiate themselves and to create competitive advantage (Zeithaml et al., 2006). Also, many companies are trying to find ways to improve and provide excellent service quality to satisfy customer needs. However, an important key to success is that the company chooses the right strategy that match customer requirements (Zeithaml et al., 2006). Next, a discussion about the summary of research's results is made.

6.2. Discussion

According to discussion in Chapter 2, determining customer expectations and perceptions is essential to delivering service quality to meet their requirements. From data analysis in Chapter 5 and from topic 5.3 the results showed that Oishi Express buffet restaurant failed to meet their customers' expectations in all five dimensions.

Referred to the Gap model in Chapter 2, the restaurant was unable to close Gap 5 or customer gap. The following is discussion in main problems during operation of Oishi Express buffet restaurant.

6.2.1. Reliability was the highest expectation score (from topic 5.1.1. in Chapter 5) and it was the highest perception score (from topic 5.2.1. in Chapter 5). However, from topic 5.3 in Chapter 5, reliability was the highest gap score. For restaurant services, it implied that customers expected in a very high level of service on reliability, and they perceived high level of reliability service dimension from the restaurant. Customers wanted to get the service right at the first time and they wanted the restaurant to show sincere interest in solving their problems. Therefore, reliability was the main problem of Oishi Express buffet restaurant. According to topic 5.4 in Chapter 5, reliability was viewed as the most important dimension, so the restaurant must emphasize on improving this dimension as the first priority.

6.2.2. Responsiveness is the second highest expectation score (from topic 5.1.1. in Chapter 5). In contrast, it is the lowest perception scores (from topic 5.2.3 in Chapter 5). From topic 5.3 in Chapter 5, responsiveness is the second highest gap score among five dimensions. It implied that Oishi Express buffet restaurant did not provide prompt service to customers. The restaurant did not response to their request

immediately, and did not inform them when service will be performed, and lack of willingness to help them. Therefore, responsiveness was the main problem of Oishi Express buffet restaurant. According to topic 5.4 in Chapter 5, responsiveness was viewed as the second important dimension that customers expected to get from the restaurant's employees. Thus, the restaurant needs to improve this dimension to show that they are aware of good relationships with customers.

6.2.3. Empathy is the third highest gap among five dimensions (from topic 5.3 in Chapter 5). For restaurant services, customers want individual attention and personalized service. Similar to Reliability and Responsiveness dimension, empathy also needs improvement. Although the gap is smaller when compared to reliability and responsiveness dimension, Oishi Express buffet restaurant should consider and improve in Empathy for better service offer.

6.2.4. Assurance dimension is the second lowest gap among five dimensions (from topic 5.3 in Chapter 5). However, the result showed that customers thought that this dimension is important for services. Also, they expected the performance of Oishi Express buffet restaurant in high level of the restaurant's staff that is courtesy and has skills and knowledge to perform services. Therefore, the restaurant should focus on assurance and trust as well.

6.2.5. Tangible is the lowest expectation score (from topic 5.1.3. in Chapter 5). On the contrary, it is the second highest perception score (from topic 5.2.1. in Chapter 5). Regarding to topic 5.3 in Chapter 5, tangible is the lowest gap among five dimensions. It implied that Oishi Express buffet restaurant matches the customer expectation most when compared to all five dimensions. It can be said that the

restaurant has good facilities and equipments. An appearance of the restaurant's employee in neat and clean is necessary in the sanitary restaurant to establish a feeling of confidence and credibility for the customers (Zeithaml, 2006); from topic 5.3 showed the negative gap in tangible. Therefore, tangible dimension is also important in improving service quality of the restaurant.

The result of this study is similar to Parasuraman and Zeithaml as mentioned in Chapter 2. The researcher found that reliability was the most important dimension viewed by customers in evaluating service quality then followed by responsiveness and tangible was low level in influence on overall service quality. Therefore, the restaurant must emphasize on improving Reliability as top priority since it was the biggest gap and perceived by customers that it was the most important as well. Although tangible is the least important among five dimensions, the restaurant remain to combine tangible with another dimension to create a service quality strategy for the restaurant.

As discussed in Chapter 2, from topic 2.6, the service quality has a lot of benefits, such as encouraging repeat patronage and loyalty, promoting positive word of mouth, lowering costs of attracting new customers, gaining market share, and creating sustainable advantage. Also, Oishi Express buffet restaurant aimed to be "King of Japanese Buffet" and wanted to gain more market share, as well as planed to expand more branches (Than Setthakit News, 2008). However, regarding to discussion in topic 6.2, the results showed that the restaurant failed to meet their customers' expectations. Therefore, the restaurant must strive for success in exceeding or meeting customer expectations and have to continuously improve their

service quality to satisfy their customers by focusing on reliability and responsiveness that are the most important to customers to maximize its effectiveness in their services.

6.3. Recommendations

According to the discussion in topic 6.2, the research results showed that reliability and responsiveness were the main problems of Oishi Express buffet restaurant. To ensure that the gap between customer expectations and perceived performance of service delivery is reduced as much as possible, Oishi Express buffet restaurant should do as follows:

6.3.1. Regarding to topic 6.2.1., the restaurant needs to improve Reliability dimension as top priority. The restaurant must ensure that their marketing communications to potential customers is realistic because over statements about reliability to public lead to high expectations (Zeithaml, 2006). If the restaurant cannot deliver the services as promise, customers perceive that the restaurant deliver poor service quality and lead to dissatisfaction. Also, maintaining customers' level of perceived quality alone is insufficient if the customer expectations are increasing.

6.3.2. Regarding to topic 6.2.2., the restaurant needs to improve Responsiveness dimension. The restaurant needs to well train their employees who are in regular contact with customers to perform services to meet customer expectation. To be success, the leadership and commitment of management are also necessary to create the service culture with positive attitude towards customer service (Zeithaml, 2006) in dealing with customer's requests, questions, complaints and problems.

6.3.3. Regarding to topic 6.2.2., the restaurant lack of willingness to help and did not response to their requests and complaints immediately. Referred to topic 2.4.6 in Chapter 2, 96% of unhappy customers do not like to complaint; they will spread negative word of mouth to others (Reid & Bojanic, 2001). Therefore, the restaurant should focus on customer relationship management programs to improve good relationships with existing customers in long-term.

From this study, I have learnt about a basic of how to conduct a research including the processes and methods of the research. In addition, I have learnt about importance of service quality for a company success in order for making an improvement to satisfy customers. The organization cannot serve customers well without listening to their customers. Also, the firm should choose the right strategy to match what are in customers' mind.

6.4. Conclusion

Service quality is an important key for business success because it provides a lot of benefits. From this study, the customers of Oishi Express buffet restaurant did not perceive the services delivered from the restaurant as they expected. The restaurant needs to be aware of reliability dimension as top priority and must emphasize on responsiveness. In addition, the restaurant should train their employees, monitor their marketing communication, and conduct customer relationship program to close the gap and to secure long-term relationship.

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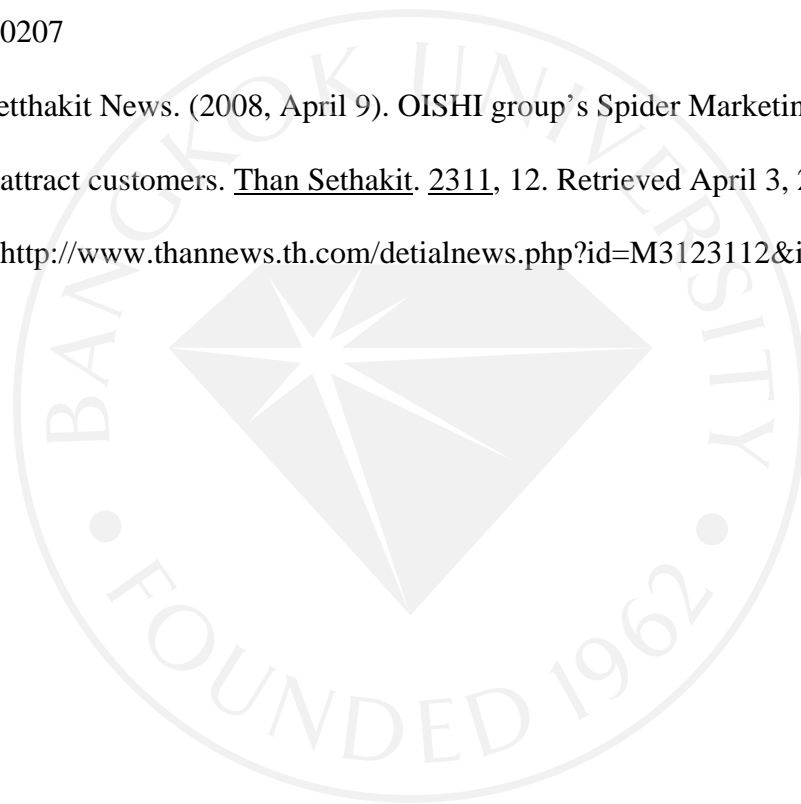
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APPENDIX**Appendix A**

Sample Size Requirements (95% Confidence, Error = $\pm 5\%$):

Population Size	Require No. of Respondents
100	80
200	132
300	169
400	197
500	218
1,000	278
1,500	306
2,000	323
2,500	334
3,000	341
5,000	357
10,000	370
20,000	377

Source: Naumann and Giel (1995)

Appendix B: Survey Questions (English)

Direction: The questionnaire is for a research project by a graduate student of Master Administration Business, International Program at Bangkok University. It is a part of BA615 “Independent Study” in order to find out customers’ perceptions related to service quality at Oishi Express buffet restaurant at Central Town Rattanathibeth branch. The questionnaire is composed of four parts. Please read the instruction carefully before completing the questionnaire.

Please mark ✓ in the statements that best fit to your answer

Part 1: Individual Information

1. Gender
 - 1. Male
 - 2. Female
2. Age
 - 1. Under 25
 - 2. 26 – 39
 - 3. 40- 50
 - 4. More than 50
3. Occupation
 - 1. Student
 - 2. Employee of Private company
 - 3. Government employee
 - 4. Entrepreneur
 - 5. Others
4. Income per month (Baht)
 - 1. Below 15,000
 - 2. 15,001 – 30,000
 - 3. 30,001 – 50,000
 - 4. More than 50,001

Part 2: Restaurant Expectations

Based on your experiences of a restaurant, please think about the restaurant that delivers an excellent quality of service. Please show the levels to which you think such an excellent restaurant would execute the feature as below described by each statement. If you feel a feature is **Not at all important** for an excellent restaurant such as one you have in mind, and then please select “1”; if you feel such a feature is **Very important** then please select “7”; or select an appropriate choice in between if you feel less important.

No	Expectation Statements	Not at all important (1)	Quite not important (2)	Not important (3)	Neutral (4)	important (5)	Quite important (6)	Very important (7)
1	An excellent restaurant shows a sincere interest to solve your problems							
2	Bill collecting at an excellent restaurant is always right							
3	An excellent restaurant serves high quality of foods							
4	An excellent restaurant serves fresh and clean raw materials							
5	An excellent restaurant insists on error-free records							
6	Employees at an excellent restaurant are consistently courteous with you							
7	You feel safe in transaction with an excellent restaurant							
8	Employees at an excellent restaurant have the knowledge to perform services							
9	Employees at an excellent restaurant have the knowledge to answer questions							
10	An excellent restaurant has a fascinating food presentation							
11	An excellent restaurant has modern and comfortable seats							
12	Materials associated with services at an excellent restaurant are appealing							

No	Expectation Statements	Not at all important (1)	Quite not important (2)	Not important (3)	Neutral (4)	important (5)	Quite important (6)	Very important (7)
13	Employees' appearance at an excellent restaurant are neat and clean							
14	An excellent restaurant has a special menu of premium and rare foods that are appealing							
15	Employees at an excellent restaurant will be patient and attentive to your complaints							
16	Employees at an excellent restaurant understand your needs							
17	An excellent restaurant has sincere and attentive employees							
18	An excellent restaurant has operating hours that are suitable and convenient to you							
19	Employees at an excellent restaurant give you prompt service							
20	Employees at an excellent restaurant keeps you informed when services will be performed							
21	Employees at an excellent restaurant are always willing to help you with friendliness							
22	Employees at an excellent restaurant are ready to respond to your requests							

Part 3: Service Features Ranking

Listed below are five features related to quality of service that a restaurant provide. Please specify how important of each service feature is to you when you evaluate a restaurant service quality. Please allocate a total of 100 points among the five features according to how important of each feature is to you. If you think the feature is more important, you should allocate the more points.

Service Features	Points
1. Ability to deliver the promised service dependably and accurately	
2. Knowledge and courtesy of employees and ability to inspire trust and confidence	
3. Appearance of physical facilities, equipments, and personal	
4. Caring and individualized attention to customers	
5. Providing prompt service and willingness to help customers	
Total	100

Part 4: Restaurant Perceptions

Based on your experiences of the services at Oishi Express buffer restaurant, Rattanathibet branch, please indicate the extent to which you disagree or agree with the following statements in all 22 questions. For each statement, select “1” if you strongly disagree, or select “7” if you strongly agree, or select an appropriate choice in between if you feel less agree.

No	Perception Statements	Strongly Disagree (1)	Quite Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Quite Agree (6)	Strongly Agree (7)
1	When you have a problem, Oishi Express shows a sincere interest in solving it							
2	Bill collecting at Oishi Express is always right							
3	Oishi Express serves high quality of foods							
4	Raw materials at Oishi Express are fresh and clean							
5	Oishi Express insists on error-free records							
6	Employees at Oishi Express are consistently courteous with you							
7	Oishi Express make you feel safe in transactions							
8	Employees at Oishi Express have the knowledge to perform services							
9	Employees at Oishi Express have the knowledge to answer questions							
10	Oishi Express has a fascinating food presentation							
11	Oishi Express has modern and comfortable seats							

No	Perception Statements	Strongly Disagree (1)	Quite Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Quite Agree (6)	Strongly Agree (7)
12	Materials associated with services at Oishi restaurant are appealing							
13	Employees' appearance at Oishi Express are neat and clean							
14	Oishi Express has a special menu of premium and rare foods that are appealing							
15	Employees at Oishi Express will be patient and attentive to your complaints							
16	Employees at Oishi Express understand your needs							
17	Oishi Express has sincere and attentive employees							
18	Oishi Express has operation hours that are suitable and convenient to you							
19	Oishi Express's employees give you prompt service							
20	Oishi Express keeps you informed when services will be performed							
21	Employees at Oishi Express are always willing to help you with friendliness							
22	Employees at Oishi Express are ready to response to your requests							

Thank you for completing this questionnaire.

Appendix C: Survey Questions (Thai)

แบบสอบถามการวิจัย

เรื่อง ความคิดเห็นของลูกค้าที่มีต่อการบริการของภัตตาคารอาหาร โออิชิเอ็กเพรส สาขารัตนานิเบศร์

คำชี้แจง แบบสอบถามชุดนี้ จัดทำขึ้นเพื่อประกอบการศึกษาในการทำวิจัยของนักศึกษาระดับปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ การวิจัยนี้เป็นส่วนหนึ่งของวิชา BA 615 เพื่อศึกษาความคิดเห็นของลูกค้าที่มีต่อการบริการของภัตตาคารอาหาร โออิชิเอ็กเพรส สาขารัตนานิเบศร์ แบบสอบถามนี้ประกอบด้วย 4 ส่วน โปรดอ่านคำชี้แจงโดยละเอียดและขอความกรุณาท่านผู้ตอบแบบสอบถามทุกท่านตอบคำถามทุกข้อ เพื่อความสมบูรณ์ของแบบสอบถาม และเพื่อประโยชน์ในการทำวิจัยต่อไป ขอขอบพระคุณทุกท่านมา ณ โอกาสนี้ด้วย

กรุณาใส่เครื่องหมาย ✓ ลงหน้าข้อความและในช่องว่างที่ตรงกับคำตอบของท่านมากที่สุด

ส่วนที่ 1: ข้อมูลส่วนบุคคล

1. เพศ
 - 1. ชาย
 - 2. หญิง
2. อายุ
 - 1. น้อยกว่า 25
 - 2. 26 – 39
 - 3. 40- 50
 - 4. มากกว่า 50
3. อาชีพ
 - 1. นักเรียน
 - 2. พนักงานบริษัทเอกชน
 - 3. ข้าราชการ
 - 4. ธุรกิจส่วนตัว
 - 5. อื่นๆ
4. รายได้ต่อเดือน (บาท)
 - 1. น้อยกว่า 15,000
 - 2. 15,001 – 30,000
 - 3. 30,001 – 50,000
 - 4. มากกว่า 50,001

ส่วนที่ 2: ความคาดหวังของท่านที่มีต่อบริการในร้านอาหาร

จากประสบการณ์ที่ท่านได้ใช้บริการในร้านอาหาร โปรดคิดถึงร้านอาหารที่ท่านเห็นว่าเป็นร้านอาหารชั้นเลิศ หากท่านรู้สึกว่าคุณสมบัติการบริการใด**ไม่มีความสำคัญเลย**สำหรับร้านอาหารชั้นเลิศโปรดเลือกหมายเลข “1” แต่หากท่านรู้สึกว่าคุณสมบัติการบริการใด**มีความสำคัญอย่างยิ่ง**สำหรับร้านอาหารชั้นเลิศโปรดเลือกหมายเลข “7” หรือเลือกหมายเลขที่เหมาะสมหากท่านรู้สึกว่ามี**ความสำคัญน้อยลง**

ข้อ	ลักษณะความคาดหวัง	ไม่สำคัญ เลข (1)	ค่อนข้าง ไม่สำคัญ (2)	ไม่สำคัญ (3)	เฉยๆ (4)	สำคัญ (5)	ค่อนข้าง สำคัญ (6)	สำคัญ อย่างยิ่ง (7)
1	ร้านอาหารชั้นเลิศแสดงความสนใจอย่างจริงจังในการแก้ไขปัญหาของท่าน							
2	การเก็บเงินที่ร้านอาหารชั้นเลิศถูกต้องเสมอ							
3	ร้านอาหารชั้นเลิศเสิร์ฟอาหารคุณภาพเยี่ยม							
4	ร้านอาหารชั้นเลิศใช้วัสดุคิบที่สดและสะอาด							
5	ร้านอาหารชั้นเลิศเน้นในการบริการที่ปราศจากความผิดพลาด							
6	พนักงานที่ร้านอาหารชั้นเลิศมีมารยาทสุภาพต่อท่านอย่างสม่ำเสมอ							
7	ท่านรู้สึกปลอดภัยในการเข้ารับบริการที่ร้านอาหารชั้นเลิศ							
8	พนักงานที่ร้านอาหารชั้นเลิศมีความรู้ความสามารถในการบริการ							
9	พนักงานที่ร้านอาหารชั้นเลิศมีความรู้ความสามารถในการตอบคำถาม							
10	ร้านอาหารชั้นเลิศมีการจัดวางอาหารที่น่าดึงดูดใจ							
11	ร้านอาหารชั้นเลิศมีที่นั่งแบบสมัยใหม่และสะดวกสบาย							
12	เอกสาร ข้อความ และแผ่นพับต่างๆเกี่ยวกับการบริการที่ร้านอาหารชั้นเลิศดึงดูดความสนใจ							
13	พนักงานที่ร้านอาหารชั้นเลิศแต่งกายสะอาดเรียบร้อย							
14	ร้านอาหารชั้นเลิศมีเมนูอาหารพิเศษและหายากที่ดึงดูดความสนใจท่าน							
15	พนักงานที่ร้านอาหารชั้นเลิศจะอดทนและให้ความสนใจใส่ต่อเรื่องราวเรียนของท่าน							

ข้อ	ลักษณะความคาดหวัง	ไม่สำคัญ เลข (1)	ค่อนข้าง ไม่สำคัญ (2)	ไม่สำคัญ (3)	เฉยๆ (4)	สำคัญ (5)	ค่อนข้าง สำคัญ (6)	สำคัญ อย่างยิ่ง (7)
16	พนักงานที่ร้านอาหารชั้นเลิศเข้าใจถึงความ ต้องการของท่าน							
17	ร้านอาหารชั้นเลิศมีพนักงานที่จริงใจและเอาใจ ใส่ต่อท่านเป็นพิเศษ							
18	ช่วงเวลาเปิดปิดบริการที่ร้านอาหารชั้นเลิศมี ความสะดวกและเหมาะสมต่อท่าน							
19	พนักงานที่ร้านอาหารชั้นเลิศให้บริการอย่าง รวดเร็ว							
20	พนักงานที่ร้านอาหารชั้นเลิศบอกกล่าวให้ท่าน ทราบเวลาที่จะให้บริการ							
21	พนักงานที่ร้านอาหารชั้นเลิศเต็มใจที่จะ ช่วยเหลือท่านเสมอด้วยความยิ้มแย้มแจ่มใส							
22	พนักงานที่ร้านอาหารชั้นเลิศพร้อมที่จะตอบ คำถามของท่าน							

ส่วนที่ 3: การจัดลำดับความสำคัญของลักษณะการบริการ

ข้อความด้านล่างเป็น 5 ลักษณะการบริการของร้านอาหาร โปรดระบุความสำคัญในแต่ละลักษณะการบริการ เมื่อท่านประเมินการบริการของร้านอาหาร โดยจัดลำดับความสำคัญของ 5 ลักษณะการบริการ จากคะแนนรวม 100 คะแนน หากลักษณะการบริการใดใน 5 ลักษณะการบริการ ท่านเห็นว่ามีความสำคัญมากที่สุด ท่านโปรดใส่คะแนนมากกว่าบริการในด้านอื่นๆ

ลักษณะการบริการ	คะแนน
1. ความสามารถในการบริการตามที่ได้ให้คำมั่นสัญญาไว้อย่างน่าเชื่อถือและถูกต้อง	
2. ความรู้และความสุภาพของพนักงาน และความสามารถที่จะส่งผ่านความเชื่อถือและความไว้วางใจ	
3. สภาพของสิ่งอำนวยความสะดวก อุปกรณ์ต่างๆ และการปรากฏตัวของบุคลากร	
4. การเอาใจใส่และความสนใจต่อลูกค้าเป็นรายบุคคล	
5. การให้บริการที่รวดเร็วและความเต็มใจที่จะช่วยเหลือลูกค้า	
คะแนนรวม	100

ส่วนที่ 4: ความคิดเห็นของท่านที่มีต่อบริการในร้านอาหาร

จากประสบการณ์ที่ท่านได้ใช้บริการในภัตตาคารอาหาร โออิชิเอ็ทเพรส สาขารัตนธิเบศร์ โปรดแสดงความคิดเห็นของท่านที่มีต่อคุณภาพการบริการที่โออิชิเอ็ทเพรสใน 22 คำถามด้านล่าง ตามระดับความเห็นพ้องของท่าน หากท่านรู้สึกว่าจะไม่เห็นด้วยอย่างยิ่งเลือกหมายเลข “1” แต่หากท่านรู้สึกว่าจะเห็นด้วยอย่างยิ่งเลือกหมายเลข “7” หรือเลือกหมายเลขที่เหมาะสมหากท่านรู้สึกว่าจะเห็นด้วยน้อยลง

ข้อ	ข้อความคิดเห็น	ไม่เห็นด้วย อย่างยิ่ง (1)	ค่อนข้าง ไม่เห็นด้วย (2)	ไม่เห็นด้วย (3)	เฉยๆ (4)	เห็นด้วย (5)	ค่อนข้าง เห็นด้วย (6)	เห็นด้วย อย่างยิ่ง (7)
1	เมื่อท่านประสบปัญหา โออิชิเอ็ทเพรสแสดง ความสนใจอย่างจริงจังในการแก้ไขปัญหา							
2	การเก็บเงินที่โออิชิเอ็ทเพรสถูกต้องเสมอ							
3	โออิชิเอ็ทเพรสเสิร์ฟอาหารคุณภาพเยี่ยม							
4	โออิชิเอ็ทเพรสใช้วัตถุดิบที่สดและสะอาด							
5	โออิชิเอ็ทเพรสเน้นในการบริการที่ปราศจาก ความผิดพลาด							
6	พนักงานที่โออิชิเอ็ทเพรสมีมารยาทสุภาพต่อ ท่านอย่างสม่ำเสมอ							
7	ท่านรู้สึกปลอดภัยในการเข้ารับบริการที่ โออิชิเอ็ทเพรส							
8	พนักงานที่โออิชิเอ็ทเพรสมีความรู้ ความสามารถในการบริการ							
9	พนักงานที่โออิชิเอ็ทเพรสมีความรู้ ความสามารถในการตอบคำถาม							
10	โออิชิเอ็ทเพรสมีการจัดวางอาหารที่น่าพอใจ							
11	โออิชิเอ็ทเพรสมีที่นั่งแบบสมัยใหม่และ สะดวกสบาย							
12	เอกสาร ข้อความ และแผ่นพับต่างๆเกี่ยวกับ การบริการที่โออิชิเอ็ทเพรสดึงดูดความสนใจ							
13	พนักงานที่โออิชิเอ็ทเพรสแต่งกายสะอาด เรียบร้อย							
14	โออิชิเอ็ทเพรสมีเมนูอาหารพิเศษและหายาก ที่ดึงดูดความสนใจท่าน							
15	พนักงานที่โออิชิเอ็ทเพรสจะอดทนและให้ ความสนใจใส่ต่อเรื่องร้องเรียนของท่าน							

ข้อ	ข้อความคิดเห็น	ไม่เห็นด้วย อย่างยิ่ง (1)	ค่อนข้าง ไม่เห็นด้วย (2)	ไม่เห็นด้วย (3)	เฉยๆ (4)	เห็นด้วย (5)	ค่อนข้าง เห็นด้วย (6)	เห็นด้วย อย่างยิ่ง (7)
16	พนักงานที่ไออิซียูเอ็ทเซอร์สเข้าใจถึงความ ต้องการของท่าน							
17	ไออิซียูเอ็ทเซอร์สมีพนักงานที่จริงใจและเอาใจ ใส่ต่อท่านเป็นพิเศษ							
18	ช่วงเวลาเปิดปิดบริการที่ไออิซียูเอ็ทเซอร์สมี ความสะดวกและเหมาะสมต่อท่าน							
19	พนักงานที่ไออิซียูเอ็ทเซอร์สให้บริการอย่าง รวดเร็ว							
20	พนักงานที่ไออิซียูเอ็ทเซอร์สบอกกล่าวให้ท่าน ทราบเวลาที่จะให้บริการ							
21	พนักงานที่ไออิซียูเอ็ทเซอร์สเต็มใจที่จะ ช่วยเหลือท่านเสมอด้วยความยิ้มแย้มแจ่มใส							
22	พนักงานที่ไออิซียูเอ็ทเซอร์สพร้อมที่จะตอบ คำถามของท่าน							

ขอขอบคุณทุกท่านที่กรุณาตอบแบบสอบถาม

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