



The Factors Manipulating Customer To Revisiting The Restaurant: A Case Study of Kabul Café, Nonthaburi, Thailand.

Mr. Samad Akbar

ID: 5817190075

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Certificate to:

Author: Mr. Samad Akbar

Student ID: 5817190075

Degree: Master of Business Administration

Major Field: Hotel and Tourism Management (International Program)

Advisor: Dr. Teerachote Phongtaveewut

Date : 06 June 2018

Signature: [Handwritten Signature]

The Independent Study Has Been Approved To Be Partial Fulfilment of the Requirement for the Degree of Master of Business Administration in Hotel and Tourism Management.

Supervisor:

Dean: Associate Professor Dr. Jomphong Monkghonvanit.

Date : 07 June 2018

Signature: [Handwritten Signature]

## ABSTRACT

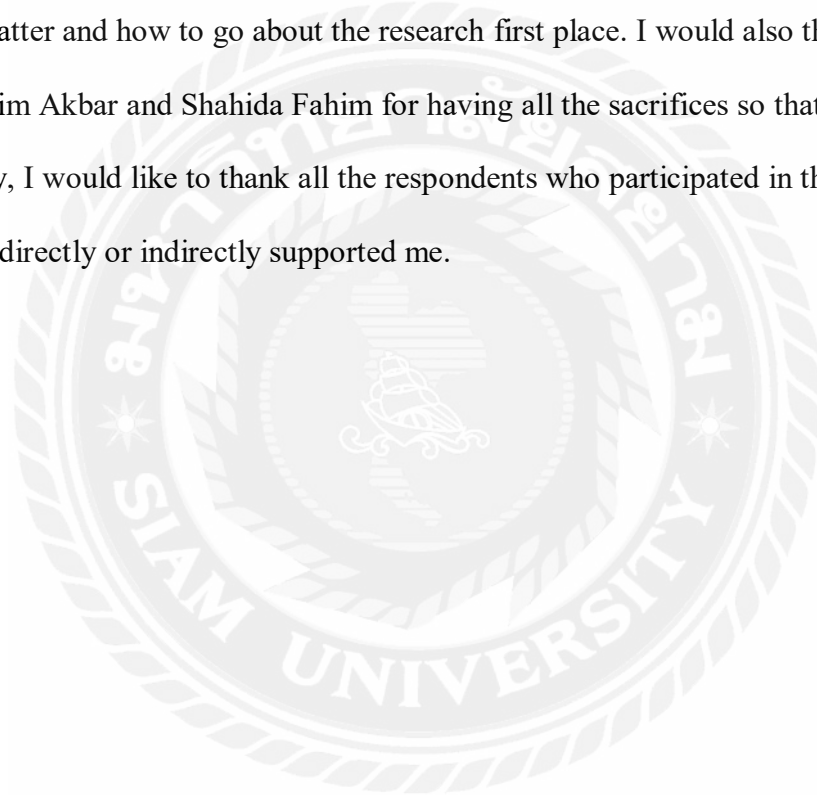
The main purpose for conducting this research is to study the impact of service quality, price, food quality and environment on consumer satisfaction that lead the consumer to revisiting the restaurant in Nonthaburi, Thailand. The researcher developed five hypotheses to measure the relationship between the core factors and consumer satisfaction which aids in satisfying the research objective and research questions. Moreover, literature reviews are included in this study provide a clear understanding of the factors that influences the consumer satisfaction.

The research collected primary data by distributing questionnaires and 375 questionnaires were distributed to Kabul Café (Restaurant in Nonthaburi, Thailand). However, some in completed questionnaires were not included in the final analysis, so this research analysis the data collected from 356 surveys. The collected data was analysis by using of SPSS and results acquired from the SPSS test are discussed in the form of tables and charts. The major findings of this study, suggest a positive relationship between the service quality, price, food quality and environment to consumer satisfaction and also suggest a strong relationship between the consumer satisfaction and consumer revisiting intention. Lastly, the manager or restaurants can implicate the result of this research and the research concluded the research by stating the recommendations, conclusion. Consumer Satisfaction,

**Keywords;** Restaurant, Consumer Satisfaction, Relationship and Revisiting

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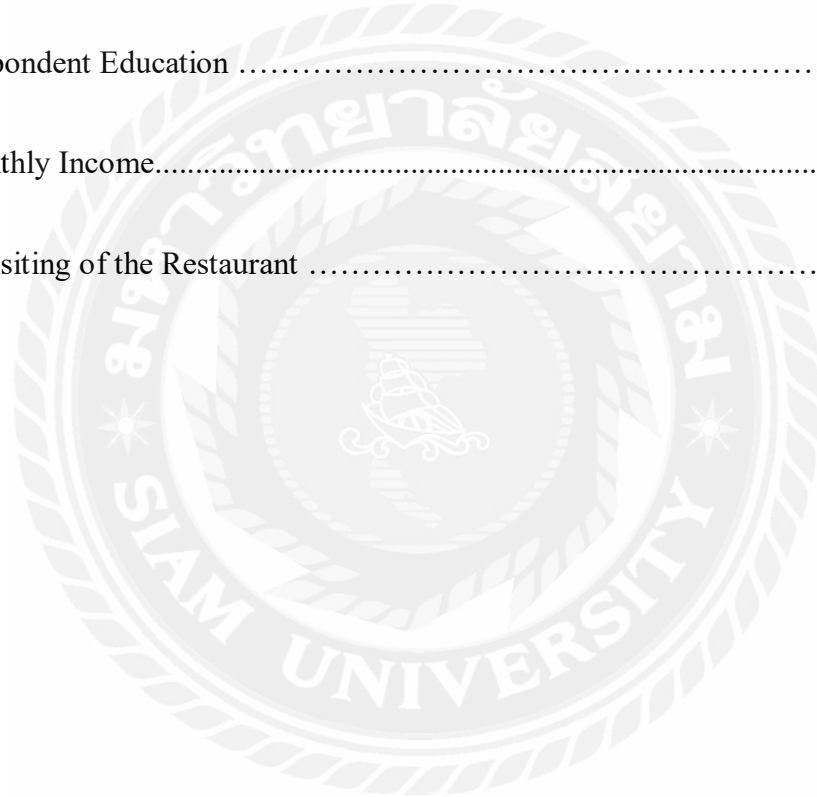
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## Chapter 1 Introduction

### 1.1 Introduction

This section of research provides the overall description of this case study. The researcher aims to understand the different factors that influence the consumer to return to particular restaurants. This section first state the background of this research, aim of narrowing down the board field of research to focus on research problems. Second section of this research demonstrates the problems with the selected research topic, the research objective, the research questions; the framework of the research, the hypothesis of the research is state and the limitation of the research.

### 1.2 Research Background

#### 1.2.1 Restaurant Industry In Thailand

It's commonly agreed that food is necessary for living and the restaurant industry contributes to the countries GDP's. As the Thai restaurant industry continues to improve and the restaurant industry in Thailand segment into three main categories; Asian, Western and Sub-continent restaurants and the categories the Western segmentation generate the most income. This industry is further categories into, café, restaurants, fast food chains and ice and Bakery. The table below present the revenue generates by western dining and improvement in revenue for year 2013 to 2015 was seen.

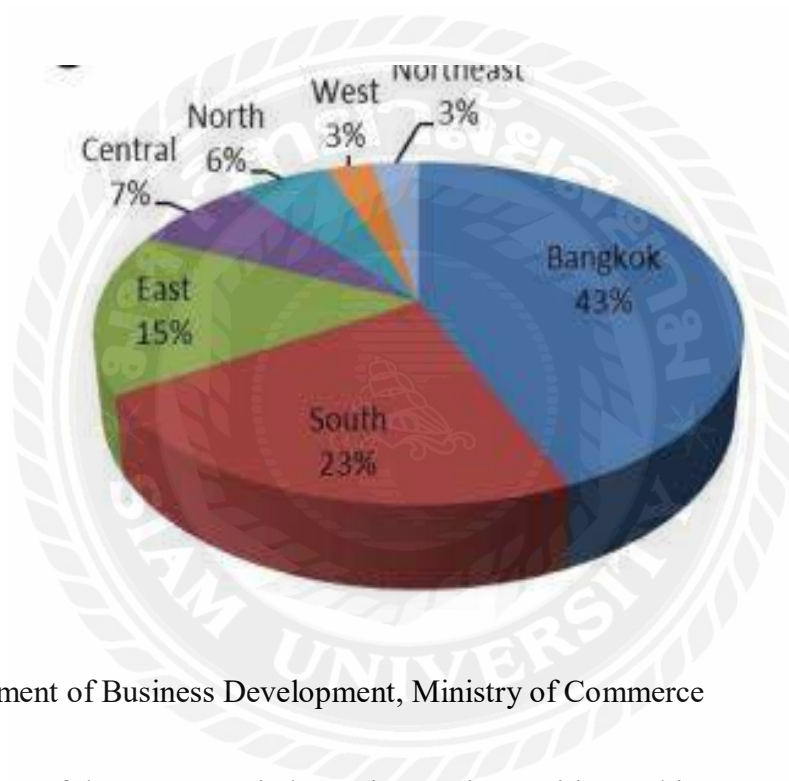
Table 1: Western Dining Market Share in Thailand

(US\$ Million)	2013		2014		2015	
	Revenue	(%)	Revenue	(%)	Revenue	(%)
Café	157	10%	163	10%	182	11%
Restaurants	660	42%	638	41%	647	39%
Fast Food	575	37%	574	37%	621	38%
Ice Cream & Bakery	172	11%	177	11%	189	12%
Total	1,564	100%	1,552	100%	1,639	100%

Source: Ministry of Commerce and Industry Estimates.

As per National Economic and Social Development Board, the Thai's restaurant and hotel industry increase by 15.8% in 2016 and promise to improve feather in future ( Sukanya, 2016). According to Ministry of Commerce there are 11,020 registered restaurants in the nation and 43% of the restaurants operating in Bangkok, 23% south restaurants operating and 3% in the northeast operating.

Figure 1: Registered Restaurants in Thailand



Source: Department of Business Development, Ministry of Commerce

The future of the restaurant industry in remains positive and important increasing in urbanization is seen, as the consumer standard of income improves and this creates the individual trend to eat out (Sukanya, 2016).

### 1.3 Statement Of Problem

There are number of problem associated with this study. Firstly, in the modern era the market revolves around customer-oriented strategy and focus on customer and out date the traditional marketing or sales orientation strategies. This modern tend in market aids in

understand the customer and the importance of targeting customers (Yeow, Kit and Yen, 2014). .

Secondly, fewer researcher in past had conduct research on factors that influence the consumer to revisit the restaurants. However, a fair number of researches are conducted revisiting intention, but those study focuses on fast food chains (Azila, Suraya and Siti , 2014 & Jaini, Sharudin and Abdullah, 2013). Most of those studies are conduct in western nation which lack the local research that itself pose a problem (Yeow, Kit and Yen, 2014).

Lastly, the researcher of this study have limited time and budget, which itself affect the effecting of this research and aid in creating a lot of research gaps.

#### 1.4 Aim and Research Objective

The main research is to understand the factors that are affecting the customer to revisit the restaurants and this intent is seen in service quality, price, taste and physical environment of the restaurants.

The primary research objective is to explore the core factors which are pushing the customer to revisit and aids in creating the customers loyalty. The research emphasize to evaluate the core factors; services, taste, price and environment and how those factors are affecting the consumer revisiting decisions.

The secondary research objective is to understand the sub-factors existing in core factors that are aiding the customer decision to revisit the restaurant.

#### 1.5 Research Questions

##### Main Research Question

To determine the factors that are influencing the customer satisfaction that is leading the consumer for revisiting the restaurants.

### Sub Research Question

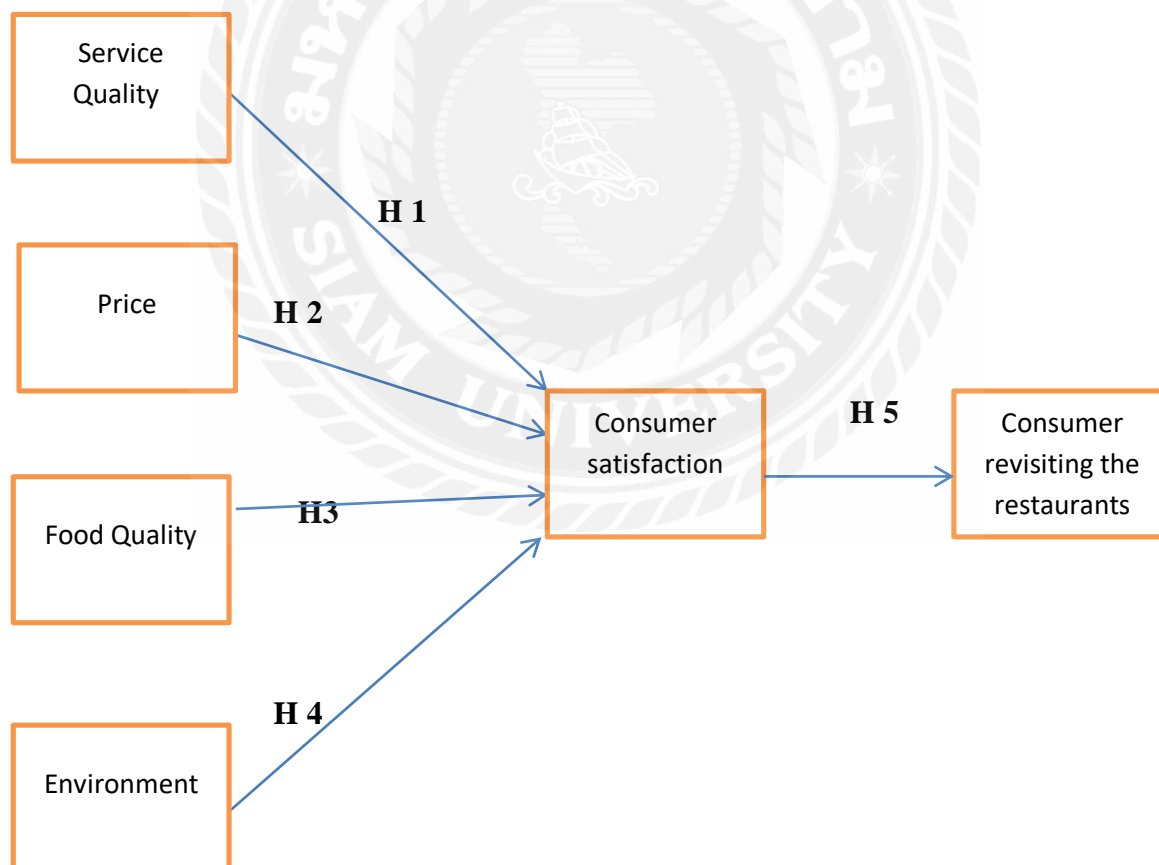
Does the service qualities aid the consumer satisfaction?

Does the price affect the consumer satisfaction?

How the food quality aids the consumer satisfaction?

Does the environment affect consumer satisfaction?

### 1.6 Research Framework



### 1.7 Hypotheses Relationship of This Research

H 1 : The positive effect of service quality on consumer satisfaction.

H 2: The positive effect of price on consumer on consumer satisfaction.

H 3: The positive effect of food quality on consumer satisfaction.

H 4: The positive effect of environment on consumer satisfaction.

H 5: The customer satisfaction has a positive relationship with consumer revisit the restaurant.

### 1.8 The Scope of The Research

This study is based on the factors that are influencing the consumer to revisit the restaurant in Bangkok, Thailand. The survey for this research is filling with people, who are living in Bangkok and the respondents has past experience of revisiting the restaurants. The aim of this research is to explore the factors that affect the consumer to revisit the restaurants. Any consumer who is 21 years or older than 21 years are qualified to answer the question asked in the survey.

### 1.9 The Significance of Research

This study emphasizes on exploring the importance of service quality, price, food quality and environment on a consumer revisiting restaurant. In fact, the food industry and particular foreign restaurants in Thailand has undergone a rapid growth which demands the need of this research. Businesses and marketers of foreign restaurants in region find it difficult to retain consumers as they lack the knowledge on consumer revisiting the restaurants. Hence, the research contributes to marketer's consumer-oriented understanding and aids in serving as the basis for restaurants marketing strategy and plan. The knowledge



gain from this research will aid the marketer and business to understand the consumers returning to the restaurants.

#### 1.10 Outline of the Research

This research consists of five chapters.

First chapter of research introduce about the restaurant industry in Thailand. State the objective of this research, brief the problem associated with research topic and define the research question and the research framework.

Second chapter is considering as the backbone of research. In this chapter the support literature are found that support the research framework and this chapter state the supporting literature that support hypothesis of this research.

Third chapter present the methodology, as the first part in this chapter explain about the different research option available for the research and state the research method employs by the researcher for this study.

Fourth chapter present the data collected for the survey in table and figure forms. The information obtain from the survey are analysis and result of service, price, food and environment impact on consumer revisiting the restaurant is analysis.

The last chapter of this research state the conclusion and recommendation are given; the conclusion is based result found in fourth chapter and defines with the supporting literature stated in second chapter.

## Chapter 2: Literature Review

### 2.1 Introduction

This section of the research presents the supporting literature for framework which was constructed in the first chapter. This chapter is divided into two main parts. As the first part define the service quality, price, food quality and the environment. The second part, emphasize on the supporting literature that support the developmental hypotheses. In this part, the researcher stated the supporting literature, to defend, the positive relationship between service quality, price, food quality, environment to consumer satisfaction and consumer revisiting intention.

### 2.2 Service Quality

Researchers and scholars of the 20<sup>th</sup> and 21<sup>st</sup> century frequently researched on service quality and their finding suggests that the service quality is an important component of consumer satisfaction (Parasuraman, Zeithml and Berry, 1994; Lethien and Lethine, 1982 & Gronroos, 1988). The study by Hahighi, Dorosti, Rahnama and Hoseinpour (2012) suggest that the service quality directly linked to the customer satisfaction. This individual consumer satisfaction is likely to lead to consumer loyalty and long term relationship (Imrie, Durden and Cadogan, 2000). Moeller (2000) argues with the finding and stated that those loyalties formed by the consumer are intangible, inseparable and heterogeneity. According to Gronroos (1984) the service quality is defined as the consumer expectation from the service provider and those expectations are often subject. The consumer expected higher and better service from their desire service provider (Parasuraman et al., 1984).

According to Berry, Parasuraman and Zeithaml (2001), the consumer is the key member in evaluating the service quality of restaurants and the service provides does compare the expect service by the consumer to the service provided to the consumer by the restaurants. It's commonly agreed among the researchers that evaluating the service quality is not a one-dimensional process. Gronroos (1988) further stated that the two dimensional processes are most appropriate process for evaluating the service quality and the evaluating of the service quality is based on the technical and functional of the service. The functional aspect emphasizes on evaluating the service while it be performed whereas the technical aspect focus on the outcome of the service. Lehtinen and Lehtinen (1982) argue with the two dimensional process and proposed their three-dimensional model for evaluating the service quality. There model comprising of physical, interaction and corporate aspect of service. Where the tangible part of the service is associated to physical quality, interaction is related to the activities occurring between the consumer and service providers, lastly corporate of service reflect the positive or negative image consumer have in his/her mind. The researchers in the past had present many different dimensions and the common goals of those dimensions are to measure the service quality. However, the model by Parasuranman, Zeithaml and Berry (1985) is widely employed to assess the service quality.

Their models emphasize on five dimensions; tangible dimension presents the outlook of the facilities, service personnel and equipment. The reliability dimension reflects the ability of the firm's to deliver service as promises. The responsiveness dimension reflects the restaurant's ability to respond to consumer request and provides service immediately. The assurance dimension reflects the employee's knowledge and their abilities to create trust and confidence among consumer. The last dimension "empathy" talks about caring values and understanding the

consumer by giving personal attention to them. The five dimensions model is adopted by many different industries as the measuring tool. The researchers in the past had argued and consider the model to be inconsistencies and had some changes to the model.

Carman (1990) suggests that the perform element is sufficient for evaluating the service quality. Forbes, Tse and Taylor (1986) questioned on the usefulness of the expectation element and their argument is supported by Dabholkar, Shepherd and Thorpe (2000) and both researchers consider expectations as omission and with not proper elements which could be used as the measuring tool.

However, Parasuraman et al (1994) supports the expectation dimension and relate the expectation dimension to human performance dimension. Their dimension consists of three elements; responsiveness, empathy and assurance. Hence, the dimension of Parasuraman reduces the five dimension model into three. Gronroos (1988) criticized the context of the SERVQUAL tool as the tool measure and account for the functional quality and fail to mention about the technical quality ( Hossian, 2014 & Mangold and Babakus, 1991). Cornin and Taylor (1992) suggest that service provider shall employ the SERVPERF tool to measure the relationship between the service quality assessments. The SERVQUAL and SERVPERF is a tool used to measure the service quality.

However, there is other service quality measure tool available for measuring the service quality, for instance the five factors service quality tool by Sureshchander, Rajesndran and Kamalanabhan (2001) that consist of core service product, human element of service quality, the delivery systemization, social responsibility and tangibility. Those models defined are used in different settings, region and geographical areas. For example, the usage of model in hospital (

Babakus and Mangold, 1992), banking ( Mukherjee and Nath, 2005), international fast food chain ( Kaur, 2013) and for the restaurant business ( Fu, Cho and Parks, 2000). The widely usage of the model had been a success in many cases, however, had raised the question about the validity of models.

Although the SERVQUAL instrument has been widely used in various settings (Fick & Ritchie, 1991; Saleh & Ryan, 1992; Jabnoun & Al-Tamimi, 2003; Tan & Kek, 2004; Arasli et al., 2008), it has been subjected to a number of criticisms regarding its operationalization of expectations, the reliability and validity of the gap score formulation and the difficulty in replicating its dimensions (Carman, 1990; Cronin & Taylor, 1992; Teas, 1993; Baker & Crompton, 2000; Sureshchandar, Rajendran & Kamalanabhan, 2001). Babakus & Boller (1992) suggest that the dimensionality of service quality may vary depending on the type of service sector under investigation. Similarly, Becker et al. (1999) contend that the five-dimensional model does not adequately identify the characteristics most critical to successful service delivery in the hospitality setting. Cronin & Taylor (1994) argue that there is no real evidence to support the concept of performance minus expectations gap as a basis for measuring service quality. In addition, the use of expectation and performance statements may be too time consuming to administer (Carman, 1990; Babakus & Boller, 1992). It has also been argued that the performance-only measure (SERVPERF) explains more of the variance in an overall measure of service quality than the SERVQUAL instrument (Bolton & Drew, 1991; Cronin & Taylor, 1994; Yüksel & Rimmington, 1998). SERVPERF maintains the original 22 items of SERVQUAL but measures perceptions of performance only instead of measuring both expectations and performance and has been empirically validated in banking, pest control, dry cleaning, fast food, advertising and dental service (Cronin & Taylor, 1992, 1994; Quester & Romaniuk, 1997).

### 2.3 Price

Yuksel and Yuksel (2002) suggest that the consumer revisit the restaurant, as the price of charge by firms is wealth paying and its pay's the value for their money. The price is considered equal importance to the food quality, service quality and the physical environment (Yeow, Kit and Yi-Yen, 2014). Yuksel and Yuksel (2002) further stated that the consumer value differs, as the fewer consumer are satisfied with high quality of service at a low price, whereas fewer consumer demand additional service at a higher price or similar price.

According to Zeithaml (1988) the customer value is the overall assessment of the consumer attitude toward the product performance and those attitudes is defined as the perceptions of what the consumer received to what they had accepted to receive from the service. Dodds, Monroe and Grewal (1991) further state that the perception value is influencing the consumer willingness to purchase the product or service. Those concepts of Zeithaml (1988) and Dodds, Monroe and Grewal (1991) is supported by Sweeney (1994) and Butcher, Sparks and O'Callaghan (2002), they further suggest that the value of money in the terms of monetary exchange concept. This concept is labelled as the cognitive opportunity cost that is associated with the perceived quality and sacrifice (time and psychological).

Similarly, the consumer value is defined as the sub category of opportunity cost, as the quality of the product is perceived by consumers in relation to the price paid to obtain the desirable service and product (Monroe, 1990 & Grace and O'Cass, 2005). The consumer satisfaction model does not include the "sacrifice into account that connects to the benefits exchange, but perceived value does" (Yeow, Kit and Yi-Yen, 2014, p 20).

According to Zeithaml (1988) and McDougall and Levesque (2000) the consumer tends to more satisfied, when the individual received product that present the value for their money. There are a number of researches in the past that studied the impact of price as the core element that influences the consumer to re-purchasing the product. This price element is understood by the different concept model present by Moore and Carpenter (2006); the pure monetary cost concept by Fox, Montgomery and Lodish (2004), the consumer value concept by Sweeney and Soutar, 2001) and image of outlet by Finn and Louviere (1996). Moore and Carpenter (2006) study suggest the relationship between the price and consumer willingness to return to specific services. This finding is supported by Yavas research (2003), as Yavas (2003) research suggests that the higher price will discourage the consumer for re-purchasing the product or service. Pan and Zinkhan (2006) further stated the lower the price, likely to courage the consumer to purchase more product and increase the sales. However, Tellis and Gaeth (1990) argue and state the consumer who is seeking for the branded product or service is always in the mood to spend more and often are willing to pay a higher price for the product or service. Therefore, it can concluded that there is positive relationship existing between the prices and re-purchase of the product (Kerin, Jain and Howard, 1992; Rao and Monroe, 1989 & Grace and O'Cass, 2005).

## 2.4 Food Quality

The food quality attribute has been known as an important criterion in selecting a restaurant (Dube, Renaghan, & Miller, 1994). It is also a core reason that customers revisit to restaurants (Kivela, Robert, & John, 1999; Knutson & Patton, 1993; Shank & Nahhas, 1994). Sulek and Hensley (2004) identified food quality, physical setting, and good service as important attributes in a full-service restaurant and found food quality was the most important influencing customer satisfaction. Nield et al. (2000). They lumped all food attributes into only one variable,

food quality, whereas Kivela et.al (1999) who designed a model of dining satisfaction and return patronage, saw that food quality had many attributes. According to Peri (2006), food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Knowing the importance of food quality in the restaurant business, previous studies have examined various food quality attributes. There are some of the review of the literature reveals that the general description of food quality among researchers emphasizes on presentation, menu variety, healthy options, taste, freshness and temperature. Temperature is also a sensory element of food quality (Kivela et al, 1999). According to Delwiche (2004), temperature influence how to get the flavor of food has provided; this will be interacting with other sensory properties such as taste, smell and sight. Then, the temperature could be considered as one determinant enchanting pleasure in the food experience (Kahkonen et.al, 1995). Taste is regarded as a key attribute in food in the dining experience (Kivela et al.,1999). Many customers have become food savvy, so the taste of food in restaurant has become increasingly important (Cortese, 2003). It is thus not surprising that a shabby restaurant with gourmet cooking is packed with customer. Also, the taste is usually believed to influence restaurant customer satisfaction and future behavior intention Kivela et al., (1999).

According to McWilliams (1993) the food quality refers as the characteristics of the food that is acceptable by the consumer. This characteristic includes the external factors such as the smell, appearance and texture of the food (Imram, 1999). Imram (1999) research further suggests that appearance, texture and flavor are significant quality attributes which differentiate raw food materials and processed products. According to Ha and Jang (2012) the service and food quality are an important element in determining the consumer satisfaction that contributes to consumer future attitudes for re-visiting the restaurants. The satisfied consumer will give positive feedback



and separate positive Word-Of-Mouth and likely to increase the sales of the restaurant ( Kim, Ng and Kim, 2009 & Kaura, Datta and Vyas, 2012). From the studies, it could be stated that the quality plays an important role in influencing and determining the consumer satisfaction. The food quality is often complex, acceptability, encompassing scientific disciplines, interdisciplinary, nutrition, food science and technology, physiology, marketing and hospitality (Imran, 1999).

#### 2.4.1 Color

Among the factors in food quality, the aspects of color are most researched (Imran, 1999). The extensive studied was conducted on color in term of taste recognition and intensity flavor recognition and detection (Johnson and Clydesdale, 1982), in food acceptability and food preference (Christensen, 1983 & DuBose, Cardel and Maller, 1980). Hence, Imran (1999) state that appearance encompasses several basic sensory attributes such as opacity, image, visual texture, color and perceived flavor.

According to McWilliams (1993) the color of the food often create images in the consumer, for instance pink color reflect the flavor of strawberry. Hutchings (1994) suggests that appearance and colour do have the halo effect that modifies the subsequent flavour perception and food acceptability. The consumer perception toward the color is differ and consumers often associated with quality attributes to nutrition, flavour and to the level of satisfaction (Christensen, 1983).

#### 2.4.2 Appearance

The appearance of the food is the core factor that influences the consumer to eat out. The appearance represents the manner in which the food is decorated and present. Hansen et al. (2005) suggest that the visual effect of the main product (food) was the factor that many

consumers perceived to be significant in their meal experience. It is because the appearance of the food affected the consumer liking the food.

According to Namkung and Jang (2008) the taste of the food and presentation are important element in influential the food quality. However, Ha and Jang (2012) define the variety of food as the most important element that defines the food quality. Jangga, Sahari and Basir (2012) suggest that restaurants business should also consider the factors of taste, pricing, presentation, portioning and value for money when addressing the food quality.

Presentation is referred to the attractiveness of food present and the decoration as the tangible cur for the consumer perception of food quality. According to Kivela, Imbakaran and Reece (1999) the food presentation is the key attribute in modelling the consumer satisfaction. Raajpoot (2002) define the food presentation as the product or service factor in the tangible quality scale.

#### 2.4.3 Freshness

The freshness of ingredients is important element in defining the food quality, specifically for quick service restaurant ( Reich, McCleary, Tepanon and Weave, 2005). Reich et al. (2005) further stated that the consumers felt 'taste of food' and 'freshness' are important as it increasing the awareness. According to Kivela et al. (1999) the food taste is the key element that creates the consumer satisfaction to towards the restaurants and creates the demand for the future sales.

#### 2.5 Environment

The concept of 'servicescape' emphasizes on evaluating the impact of physical environment, in which the service is delivered to the consumer by the service organization (Bitner, 1992 & Zeithaml et al., 2009). The restaurants are commonly known to fulfil consumer social or biological needs (Dittmer, 2002). The dining space in the restaurants fulfil the social need as the consumer can interact with each other and the serves food or drink aids in fulfilling the human biological needs. The consumer generally evaluates their experiences towards the service quality of the dining space and evaluating of the dining space is based on the food selections, physical environment and employee attitudes toward the service are the core elements ( Namkung and Jang, 2008 & Chow, Lau, Lo, Sha and Yun, 2007). The consumer willingness to revisit the restaurant and the food, service quality are factors that are influenced by the physical environment of the dinning space. Those physical environments consist of table, the arrangement of chairs, décor, lighting, facility aesthetics and servicing staff (Gagić, Tešanović, & Jovičić, 2013).

According to Finkeltein (1989), the restaurant's features are supposedly to be evaluated or perceived within the context in which the consumer had experienced the service, as the consumer dinning needs is directly associated with the restaurant's physical environment. In the 21<sup>st</sup> century the physical environment has become an important tool in transmission the quality of service setting as the physical environment can intensify the emotion of consumer who is involved in patronizing the hospitality service institutions. Therefore, Bitner (1992) had developed the framework of services cape and the concept possesses the social and physical stimuli. The framework includes the physical element of dining space and this physical element is categories into as; ambient conditions, symbols and artefacts and signs and space.

Table 2.1; Physical Environment Dimensions.

Category	Features
Ambient Conditions	<ul style="list-style-type: none"> <li>• Temperature</li> <li>• Air Quality</li> <li>• Noise</li> <li>• Music</li> <li>• Odor</li> </ul>
Space / Function	<ul style="list-style-type: none"> <li>• Layout</li> <li>• Equipment</li> <li>• Furnishings</li> </ul>
Signs, Symbols and Artifacts	<ul style="list-style-type: none"> <li>• Signage</li> <li>• Artifacts</li> <li>• Style of décor</li> </ul>

Source: Bitner (1992) Servicescapes

### 2.5.1 Ambient Conditions

It's commonly agreed among the researchers that the ambient conditions include the background environmental stimuli, which positively or negatively affect the human sensations (Kolter, 1973; Turlry and Milliman, 2000 & Grayson and McNeil, 2009). Pruyu (2008) suggests that the visual stimuli comprises of colour, shapes, lighting and brightness. According to Mattila and Wirtz (2001) the aesthetic cleanliness stimuli comprise of fragrance, scent and air quality. The auditory stimuli emphasize of noise element, such as the music (Oakes and North, 2008 & Morin, Dube and Chebat, 2007). Aubert-Gatmet and Cover (1999) further suggest that the ambient conditions are the main element in assessing the quality of service and this assessing directly affecting the customer satisfaction. Moreover, the arousing surroundings are complex and it does provide the intensified amount information to all the human senses.

According to Baker et al. (2002) the consumer is willing to return to same dinning space, as do so, the consumer save time and psychological cost. North and Hargreaves (1996) further stated that the positive music and noise does aid the consumer to return to same dinning space. Therefore, the researcher of this study will employee the definition of ambient conditions

mention by North and Hargraves (1998), that emphasize on the factors of different musical condition which are influencing the consumer to revisit the restaurant.

### 2.5.2 Function and Space

The furniture arrangement in the dinner space and layout in the dining space, that's meant to provide comfort, accessibility to the consumer and the serving staff is referred as the space (Wakefield and Blodgett, 1996). The space element is the influencing factor that aids the consumer decision making. Therefore, it could be concluded that space have a positive impact on consumer and help the consumer to re-visiting the restaurant.

The additional features, like the layout, décor, background music, lighting and the hygiene of the dining space are the element that improve the customer satisfaction. Bitner (1992) suggests the positive impact of the physical environment depends on the consumer expectations, the ability to distinguish the serving firms and facilitating décor and emphasize on providing good service. “ The physical environment of service firms can be manipulated through moving things, distancing things, increasing or demolishing the environment and physical environment” (Yeow, Kit and Yi-Yen 2014 p 29). At the time of delivering the service to the consumer and if the deliver service is good and manner to create the positive image in the consumer mind, the consumer is likely to return to the restaurant (Russell and Pratt, 1980). The effect of the service is improved by the environment of the dining space, which décor, lighting, background music and the layout does aid in creating a positive memory in the consumer mind will improve the chance for the consumer to re-visits the restaurants (Mona and Oliver, 1993).

This study will employee the definition by Belk (1975), as he stated that the physical environment comprising of lighting, temperature, color, location and the sound.

## 2.6 Consumer Satisfaction

The consumer past experiences about the product or service does in aid in developing an attitude about the product or service. This attitude develops is often labelled as the consumer satisfaction, as the consumers evaluate his or her present or past consumption of the product/ service (Johnson et al., 1995). According to Oliver (1997) the attitude is defined in term of consumer liking or disliking the product or service. If the consumer had a positive experience with the purchase, the consumer is likely to repeat the purchase. On the other hand, if the consumer had a negative experience, the consumer is not likely to re-purchase the product or service.

In early study, this re-purchase attitude of the consumer is studied and researcher believed that the consumer positive attitude towards the product or service are the core source for the consumer loyalty (Jarvis and Wilcox , 1977; Day, 1969 & Jacoby and Kyrner, 1977). Hence, it is stated that the repurchase intention is a main part of such attitude of the consume. However, this attitude cannot be purely added to consumer loyalty as the consumer sometime repurchase or repeat the act without the psychological bond ( Jones, 1998 & Gultinan, 1989).

The meaning and definition of the consumer satisfaction vary in the literature, however, the scholars and researchers agree that the essential factor underlying the consumer satisfaction which aid in the evaluation process (Yi, 1990 & Parks, 2003). Based on the post theoretical and the empirical evidence, Day (1984) defines the consumer satisfaction as the post-choice of evaluative judgment about the particular purchase selection. According to Bitner and Hubbert (1994) the consumer satisfaction is an evaluation of the performance that is based on prior experiences with the service provider. Oliver (1980) further stated the consumer satisfaction is

results, when the individual compare the service delivered to him/her to one expected by the individual. The consumer satisfaction is also referred as the post-purchase evaluation of the product or services given expectations before the purchase (Kotler, 1991). Moreover, it could be concluded that the consumer satisfaction is “an overall judgement process of the perceived discrepancy between prior expectation and actual consumption experiences” (Han, Back and Barrett, 2009 p 564).

The defined evaluative process is widely used by researchers and scholars in their study and considered it as the source to measure the consumer satisfaction ( Yi, 1990 & Oliver, 1997). The number of past researches on consumer satisfaction indicate the positive relationship between the consumer satisfaction and repurchase intention ( Zeithaml et al., 1996; Getty and Thompson, 1994; Kivela et al., 1999; Soderlund and Ohman, 2005 & Anderson and Sullivan, 1993). Cronin and Taylor (1992) research conduct in service sectors, such as banking, dry cleaning, dinning and pest control, suggest that consumer satisfaction has important effects on repurchasing intention.

According to Getty and Thompson (1994) the relationship between the service quality, food quality, taste , environment, satisfaction and re-purchase are correlated, as the positive relationship end up in re-visiting the dining space. In the research by Soderlund and Ohman (2005) the role intention is linked among the repatronizing and the satisfaction behaviour in the resaurant setting and their research suggest a strong relationship between the consumer satisfaction and the intention to re-visit of the restaurant. Kivele et al. (1999) further stated that the linkage between the dinning satisfaction and re-visiting intention. These research proof and provide empirical evidence to have the positive relationship between the consumer satisfaction and re-visiting the restaurants and those are had aided the restaurant industry to grow further.

The consumer satisfied with dining space are not likely to shift and the competitive offers re overlooked by the consumer (Cronin and Taylor, 1992; Anderson and Sullivan, 1993 & Zeithaml et al., 1996).

## 2.7 Hypotheses Development

### 2.7.1 The Relationship Between Service Quality and Consumer Satisfaction

The researchers in the past agreed that on the relationship between the ‘service quality’, ‘consumer satisfaction’ and ‘revisiting intention’. The finding in Yap and Kae (2007) studies suggests the linkage between the service quality to the consumer satisfaction. The generate consumer satisfaction aid for the consumer to revisit the restaurant (Anderson and Narus, 2004).

The past researches and studies suggest that the service quality leads to the consumer satisfaction and the positive service provided by the provider will generate a positive attitude and the consumer begin to favour the restaurant (Cronin et al., 2000 & Cronin and Taylor, 1994). Based on the previous findings, it could be stated that the service quality is the important factor influencing consumer satisfaction and the positive service will creates re-purchasing intention (Andaleeb and Conway, 2006 & Jones and Farquhar, 2003). The research by Shariff et al. (2015) support the finding of those researches and manner to show the positive relationship between the consumer satisfaction and service quality.

Therefore the following the following Hypothese as develop.

H 1 : The positive effect of service quality on consumer satisfaction

### 2.7.2 The Relationship Between Price and Consumer Satisfaction



Yuksel and Yuksel (2002) suggest that the price is among the important factor that influence the consumer to re-visit the restaurant, thus excluded the dining environment, the quality of the service and food. Dodds et al. (1991) further stated that price indirectly influence the consumer's willingness to purchase and reform similar purchasing behaviour. This suggests that price is an important factor that aids for the consume to return to the restaurant. Grace and O'Cass (2005) support the finding of those researches and stated the consumer expectation toward the service or product change as per the price they had paid for a service / product.

The finding by Sweeney, Soutar and Johnson (1997) stated the relationship between the price and the consumer satisfaction. Moreover, the Yang and Chang (2011) study show the positive relationship between the price and the consumer satisfaction and this aid for the consumer to revisit the restaurant. Hence, it is stated that the price has direct influences on the consumer satisfaction.

Therefore the following the following Hypothese as develop.

H 2: The positive effect of price on consumer on consumer satisfaction.

### 2.7.3 The Relationship Between Food Quality and Consumer Satisfaction

The researchers believed that the food quality is the most important factor in generating the consumer satisfaction (Sulek and Hensley, 2004). Ha and Jang (2010) finding show the positive relationship between the food quality and the consumer satisfaction. Their finding is supported by Bitner and Hubbert (1994) & Churchill and Surprenant (1982) and further show positive correlated relationship between the food quality and consumer satisfaction. Hence, the quality of the food is one of the important factors the influence restaurant consumer satisfaction

(Fornell, Johnson, Anderson, Cha and Bryant, 1996). Those research findings suggest that the food quality had an important relationship between food quality and consumer satisfaction.

According to Shaharudin, Hassan, Mansor, Elias, Harun and Aziz (2010) the freshness of the food server is an important factor, that influences the consumer to purchase the food at the restaurants and the consumer in current age demand the food to be made from the fresh materials. If the consumer have positive experience with the food quality, they will continuously visit the same restaurant. Kivela et al. (1999) further stated that the food presentation is essential for food attribute which modelling consumer dining satisfaction. Moreover, the well presented food to the consumer will generate positive feeling and mood toward the restaurant. Consequently, this will help to create the good relationship between the emotional attachment between the consumer and the food server. Namkung and Janh (2007) research support this finding and their study present positive relationship between the food presentation and the consumer satisfaction. This research emphasizes on the finding, that support the positive relationship between the food quality and consumer satisfaction.

Therefore the following the following Hypotheses as develop.

H 3: The positive effect of food quality on consumer satisfaction.

#### 2.7.4 The Relationship Between Environment and Consumer Satisfaction

The dining space environment does create an image and improve the consumer satisfaction level and environment image largely affect the restaurant industry (Robson, 1999; Raajpoot, 2002 & Hui, Dube and Chebat, 1997). However, service and food quality are important, pleasing restaurant environment will also determine to a high degree of consumer satisfaction in the restaurants (Ryu et al., 2010). Many researchers and studies had showed that

the environment influence consumer satisfaction and intend to predict re-visiting behaviour (Wakefield and Blodgett, 1994; Mattila et al., 2001; Hui et al., 2007 & Knutson and Patton, 1993). According to Brady and Cronin (2001) the environment does have an impact on the consumer satisfaction and this impact is greater observe in the restaurant industry. This statement is supported by Han et al (2009) study and further suggest that the environment of a specific restaurant will influence consumer satisfaction.

Lim (2010) suggests that the atmosphere (colour, background music and décor) of dining space does contribute to high level of the consumer satisfaction. Moreover, there are other study which indicates direct linkage between the environment and the consumer satisfaction in the fast food restaurant (Chebat and Michon, 2003 & Chang, 2000). For instance, the research by Wakefield et al. (1996) stated that the comfort and cleanliness of a restaurant importantly affect the consumer satisfaction. Furthermore, there number of researches that stated indicates a positive relationship between the environment (clearness) and consumer satisfaction in the restaurant industry ( Aksoydan, 2007; Liu and Jang, 2009; Threemitaya, 2003 & Barber and Scarcelli, 2009).

Therefore the following the following Hypothese as develop.

H 4: The positive effect of environment on consumer satisfaction.

#### 2.7.5 The Relationship Between The Consumer Satisfaction and Revisiting Intention.

According to investigate of Sulek and Hensley (2004), instead of physical setting and service quality, food quality is the one of important significant predictors of customer satisfaction even though repeat intention shows only 17%. This is due that food becomes one of

the basic factors of the restaurant experience, and there is no hesitate that the food at least has a major impact on customer satisfaction as well as return patronage (Namkung and Jang, 2007)

The relationship between the service and food quality, price, environment to the consumer and the consumer revisiting intention received fair among of attention in pervious literatures ( Zeithaml et al., 1996; Brady et al., 2001, 2002; Oliva et al., 1992 & Olorunniwo and Hsu, 2006). Within this study area, many researchers were conducted and those researchers' finding suggests strong bonding between the consumer satisfaction and revisiting intention ( Olorunniwo et al.,2006; Cronin et al.,2000 & Kivala et al., 1999).

Shariff, Omar, Sulong, Majid, Jaafar and Ideris (2014) research supports the positive relationship between the consumer satisfaction and the revisiting intention. Therefore, this research employees the finding of those researches and following hypotheses was developed

H 5: The customer satisfaction has a positive relationship with consumer revisit the restaurant.

## Chapter 3: Research Methodology

### 3.1 The Research Methodology and Importance of It To The Research

The researcher in the past and present agreed that the research methodology is an important tool used to solve the problem, as it aid the writer by explaining a plan, in which the study is carried out. According to Rajasekar et al, (2013), “essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are” (p 5) referred as research methodology. The purpose of research methodology is, to give the research plan to the researcher. It commonly agreed that the research methodology is essential for the research and aid the researcher to complete their study. The research methodology outline the research method available to the researcher and the individual can select the best methods for their research.

The section of the research will focus on the development and implementation of the research design that is connected to framework presented in chapter two and the theories which were made in the past researcher. This section of the research will define many methods that the researcher can use in their study (Littler, 2003). According to Saunder el al, (2012) ever study must use a proper research structure, that includes the research plan, research approach research philosophy, the manner the data is collected and the limitations of the research.

### 3.2 The Research Methodology

The research philosophy is divided into two categories; the positivism and interpretive research philosophy. Both philosophies are used for the business research. Hence, the nature of

this research support the positive research philosophy, therefore, the researcher uses the positivism research philosophy.

According to Burrell and Morgan (2011) the positivism research philosophy aids the writer to explore the regularities and helps in identifying the relationship between the variables and it aid in explaining, what's occurring in the real world. Jankorwicz (2005) suggests that the positivism philosophy is labelled as "realistic philosophy" and aid the writer to search for the truth available. The research by Saunders et al (2012) & Foy (2012) suggest that the positivism philosophy tell the reality of the research objective and give the mean to measure the research objective. Their study finding suggests that the positivism research philosophy is reliable and not subjective. Hence, this study insists in using of the positivism philosophy as the writer of this research intends to find reliable data.

### 3.3 Research Methodology Selection

The nature of this research helps the research to select and use the positivism research philosophy. Therefore, the research required to measure the research objectives, in order to meet the measuring need of this research, the researcher emphasize in employing the deductive research methodology. This employed research methodology aids the writer by providing the technique to measure the formed hypothesis in chapter 1 and does state the process for data collection. All the collected are measured and tested, the result found will define whether the hypothesis is rejected or accepted. Bryman and Bell (2011) explain the deductive research methodology as "the most common view of the nature of the relationship between theory and research" (p 11). Johnson (2000) further stated and linked the deductive research methodology to quantitative research method.

The inductive research is classified as a second research methodology. This research methodology employs different measuring technique for producing the result. According to Jankowicz (2005) the inductive research emphasizing in using of the qualitative approach for data collection. Bryman and Bell (2011) suggest that the study which uses the inductive research focus to find more detail data. Therefore, fewer numbers of respondents are sufficient to generate the data, whereas the deductive research needs larger number of respondent and sample space, to produce and measure the result. The researcher often agrees that the quantitative approach is important part of deductive method. Hence, the writer of this research employs the quantitative approach, as the study favour the deductive method for this research.

The researcher plan to use the quantitative method for this research, to collect the primary data and the primary data is created by answering the research question. The research question is employed in this research to explore the research topic; the factors effecting the consumer satisfaction which lead the consumer to revisit the restaurant. Therefore, this research use the survey method (via questionnaire) to collect the data from the consumer who revisit the restaurant for 1<sup>st</sup>, 2<sup>nd</sup> or many time (Zikmund, 2002).

Due to limitation in time and budget, the research plans to collect data from one restaurant in Thailand. The researcher collects data from Kabul Café (India Restaurant) located in Nonthaburi, Thailand. As the Kabul Café is an India Restaurant and located in Nonthaburi and the restaurant target foreign and Thai consumers.

As the all data is collected, the writer uses the software to evaluate the data. The research implies the SPSS software to analysis the collected data. The study employs a straightforward research approach that collects the data by employing the survey method and employing of the

questionnaire. According to Glass and Hopkins (1984) the approach aid the writer to generate and collect the data in an effective and quick way.

### 3.4 Technique for Data Collection

#### 3.4.1 The Primary Data of The Research

The research employs the qualitative and quantitative approach in this study for collecting the primary data (Schindler & Cooper, 2006). According to Saunders et al. (2012) the primary data are the data that are collected during conducting the current study. The manner in which the primary data are collected helps in differentiating the quantitative method and qualitative method. As the numerical form of data suite the quantitative method and non-numerical data collected suite the qualitative. Hair et al (2009) suggests that the quantitative method is the approach that provides the data to be analysed. According to Jankowicz (2005) the qualitative method provides the data in detail and the collects data are used for depth analysis and this approach provides the data in the non-numerical way. The writer of this research will use the primary data, as the core approach for collecting the data and analysing the data for the research purpose. Moreover, this study employs the deductive research that aids in choice approach known as the quantitative, as it suite the study objectives.

#### 3.4.2 Secondary Data

The secondary data are referred as the data of past studies and the academic literature, researches or studies of the past, theories and any academic or non-academic data are the main source of the secondary data that the researcher can use in their research. The secondary data aid in producing the theoretical framework for the research that aids in describing the study objectives. It's commonly agreed that the secondary data is the primary data, which was



generated and collected in the past researches or studies. According to Saunders et al. (2012) the past research does deliver the researcher with the theoretical framework and other features which can be used for the new primary research.

Comparatively with the primary data, the secondary data is considered as time and cost effective, does aid the study to save a large sum of money and time. However, the secondary research, do some disadvantages, as the research was conducted in the past and the consumer satisfaction and attitude toward the food industry may have a change in the present. The secondary data focuses on gathering the data from the previous study, literature, researches, journal, online or offline academic source that is related to factors which creates the consumer satisfaction in the restaurant and lead the consumer to revisit the restaurant.

### 3.5 Research Design – Questionnaire

This section state the info on the formatting of the survey that is employ in collecting the data. This study the researcher uses offline and online questionnaires for collecting the data. The online surveys are used for the consumer of Kabul Café, who does not visit the restaurant on weekly and had visited the restaurant in the past or order and the offline data will be collected from the restaurant consumer. The questionnaire will distribute to the respondents, who does had the past experiences in visiting Kabul Café.

This study designed survey on the based of the questionnaire and fixed-choice or closed form of question are used in the study which involves the constraining of “ the participant to a greater extent” (Constentions et al, 2011 p 195) and comparing with the open end question, which the give the respondent opportunities to answer the question as per their understanding. On the other hand, the fixed and closed end question falls under the category if Multiple-choice

question and this strategy used in the formatting of the questionnaire. The strategy aids the writer to limit the responses of the respondent in the specific way and easier to gather the data that is easier to evaluate. It's commonly agreed by the researcher that this strategy is proven to be more effective, as the collected data is present in the numerical form and solid assumption can be made (Potter, 2003; Nichols and Childs, 2009 & Miller et al., 1994).

The questionnaire for this research will be divided into two main part. As the first part emphasize on collecting the general data (demographic information) that include the respondent age, education, income, gender and the second part collect the data from service quality, price, food quality and environment of the restaurant that lead to consumer satisfaction. These satisfactions lead the consumer to revisit the restaurant.

#### 3.5.1 Target Population

The target population is considered as a significant component of the survey. It is significant for the writer to states the group of the respondents, to whom the survey is created. The study target population is the group of the consumer who had visited the Kabul Café in Nonthaburi, Thailand. As the Kabul Café is located in the Nonthaburi, Thailand. The total population of the Nonthaburi is 291, 555 (World Population Review, 2017). The total population of the Nonthaburi will be the target population for this research.

#### 3.5.2 Sample Size

The table present below, help the research to select the sample size for this study. As the target population is 291, 555, the research select the sample of 375 respondents. Moreover, the selected number of the sample will helps in providing the enough data to be statistical analysis.

Table 3.1: Present the target population and the sample size.

<i>N</i>	<i>S</i>
1200	291
1300	297
1400	302
1500	306
1600	310
1700	313
1800	317
1900	320
2000	322
2200	327
2400	331
2600	335
2800	338
3000	341
3500	346
4000	351
4500	354
5000	357
6000	361
7000	364
8000	367
9000	368
10000	370
15000	375
20000	377
30000	379
40000	380
50000	381
75000	382
100000	384

Note; S represents the Sample Size and N represent the Population

Source: Krejcie and Morgan (1970 p 4)

### 3.5.3 Sampling Method

According to Aaker et al ., (1998) the sampling defines as “ the set of all objects that possess some common set of characteristics with respect to a research problem”. Malhota (2004) further stated that the target population must be well-defined in the terms of sampling units, time and other important components of the research. Hence, it is said that the sampling is the method that aid in determining the respondents and the respondents will employ in the study and are the most suitable member of population to characterize entire population.

The sampling method classified as; the quota sampling, convenience sampling and the purposive sampling. The non-probability sampling is known as the purposive method and this sampling technique is employed in this study, as the writer of research will select the specific target group of consumers, who had visited the Kabul Café or likely to visit this restaurant in the future (Zikmund, 2003). On the other hand, the quota sampling method aid in defining the sampling process as the particular consumers selected, based the individual characteristics which are similar to the core population. The research emphasizes on distributing the equal number of online and offline survey among the sample.

The three parts of sampling method that the research use for this research is convenience techniques. This depends on the skill and aptitude of the sample to provide accurate data which is significant to the study ( Nichols and Childs, 2009). The study uses the convenience sample method, as the data is generate by distribution of the survey to the respondents, as the most suitable time and comfort location for the respondents (Zikmund, 2003).

### 3.6 Pilot Study

According to Polite and Hunger (2001) the pilot study is important to the research; as aid the research to test their formed questionnaire and the data is collect form smaller groups of respondent. All the collected data will be use pilot study and will not affect the end result of the study.

The researcher asks 14 volunteers to take part in the pilot study. The volunteers were equally divided, as 7 volunteers are male and 7 volunteers are female. The 14 volunteers were employed to evaluate the validity and reliability of the survey. The result found for the test recommends that the survey is valid and reliable.

### 3.7 Validity and Reliability

Among the researchers it commonly agreed that the reliability is the reliable system of the measurement (Bryman and Bell, 2011). It helps in identifying the mistake in the data, measures the threat and stated the mistake in term of the respondent's ability in providing improper data or mix-up of the asked question. According t Robon (2011) the text, linguistic enquired in the questionnaire must be in a structured form that is easier to be understood by the respondents and aid in avoiding the mistake. " A work could be valid by unreliable, that is to say the research could adopt a research strategy that is appropriate to the research" (Coates, 2008 p 140). The validity of the research defined how to collect the data and how the data is analyzed.

### 3.8 Research Ethics

The main determination of this study is, not to spot some society, area and emphasize to not have any influence on the respondents. The writer of this research does not interrupt any code of ethics and ethically principles and all data collected is kept in the privacy, the personal information of the respondent's is not shared.

## Chapter 4 Data Presentation

### 4.1 Introduction

In this research 375 questionnaires were distributed to the respondents to fill in and the selection process is stated in the chapter three. The research manners to collect 370 distributed surveys and 5 of the questionnaires were not returned and out 370 questionnaires, 14 were not completed or missing information for some part. Therefore, the research analysis and present data collected from 356 completed questionnaires.

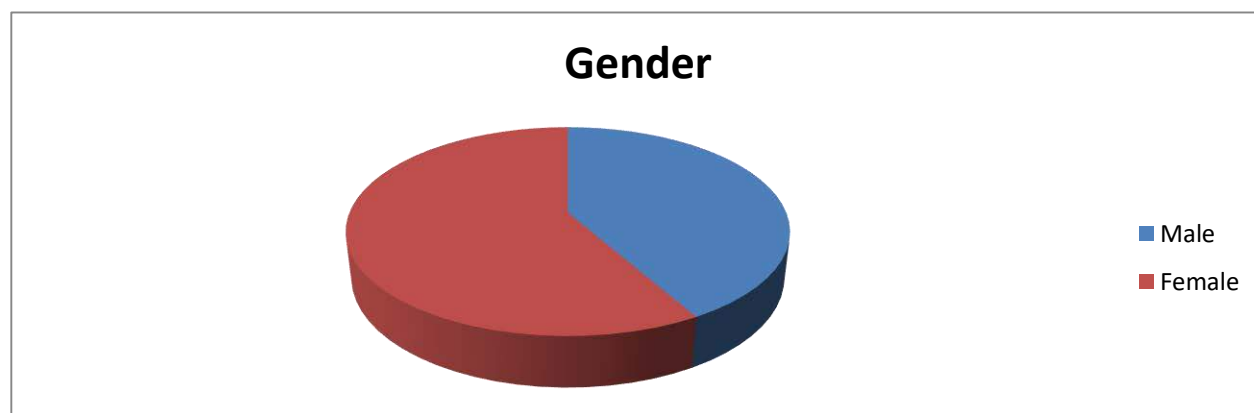
### 4.2 General Information

#### 4.2.1 Gender of The Respondent

Table 4.1: Present The Gender of The Respondent

Gender	Frequency	Percentage	Valid Percent	Cumulative Percentage
Male	149	41.8 %	41.8 %	41.8 %
Female	207	58.2 %	58.2 %	100.0 %
Total	356	100.0 %	100.0 %	

Figure 4.1: Present The Gender of The Respondent



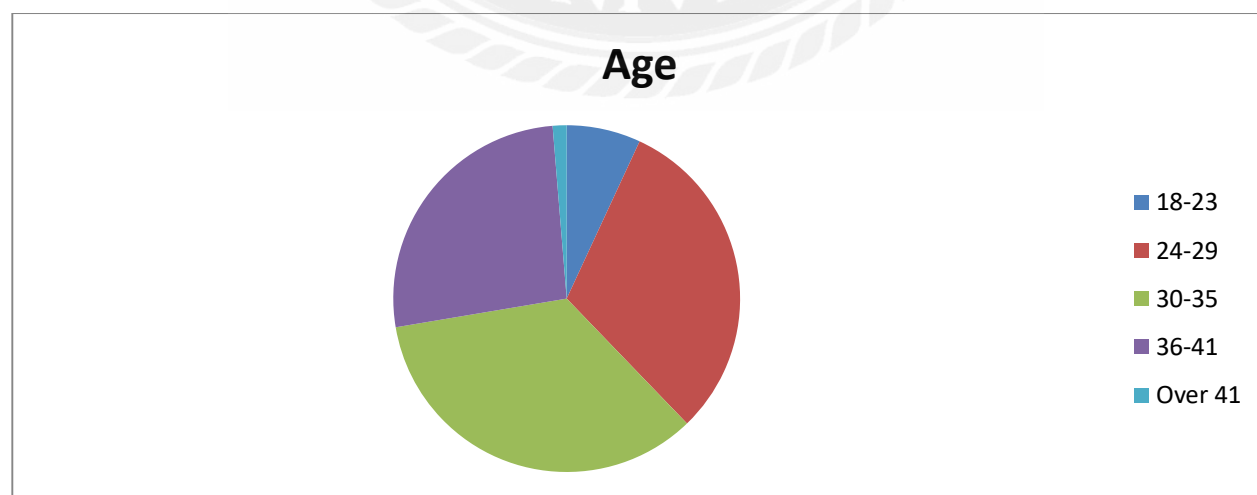
The table 4.1 and figure 4.1 present the gender of the respondent. Out of 356 respondents, majority of the respondents are female, which covers 58.2 % of the respondents or present 207 respondents. 149 respondents represent the male and its 41.8%.

#### 4.2.2 Age of The Gender

Table 4.2: Age of The Gender

Age	Frequency	Percentage	Valid Percent	Cumulative Percentage
18-23	23	6.4%	6.4 %	6.4 %
24-29	102	28.6%	28.6 %	28.6 %
30-35	114	32.0%	32.0%	32.0%
36-41	87	24.4%	24.4%	24.4%
Over 41	30	8.4%	8.4%	100.0 %
Total	356	100.0 %	100.0 %	

Figure 4.2: Age of The Gender



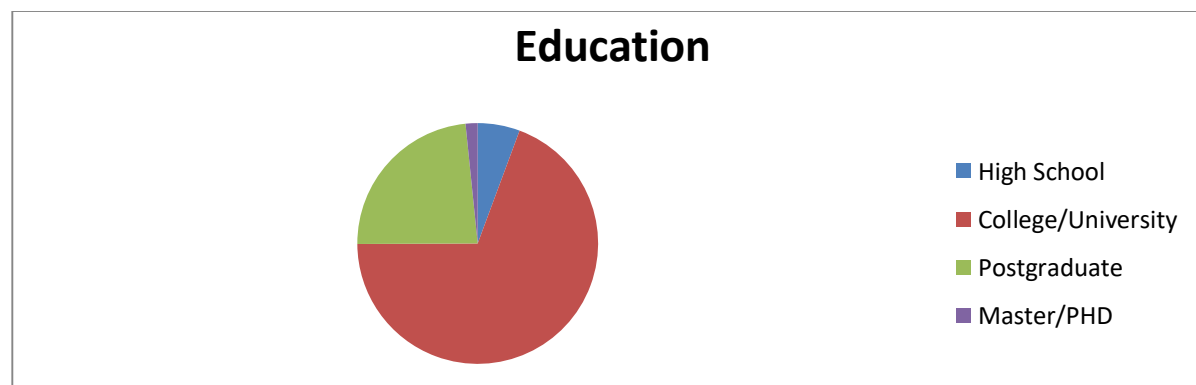
The table and figure above present the age of the respondents. Most of the respondents follow under the age group of 30-35, as 114 respondents selected this age group and present 32.%. The age group 24-29 is second on the list as 102 respondents selected this group and present 28.6 %. The age group 36-41 is third on the list as 87 respondents selected this age group and 18-23 age groups present the least number of respondents.

#### 4.2.3 Respondent Education

Table 4.3: Respondents Education

Education	Frequency	Percentage	Valid Percent	Cumulative Percentage
High School	15	4.2%	4.2 %	4.2 %
College/University	183	51.4%	51.4 %	51.4 %
Postgraduate	62	17.4%	17.4%	17.4%
Master/PHD	96	26.9%	26.9%	100%
Total	356	100.0 %	100.0 %	

Figure 4.3: Respondent Education





The figure 4.3 and table 4.3, present the respondent education. More than half of the respondent present the education of college/university, which present 183 respondents or 51.4 % of total respondents. 96 respondents fall under the category of Master/PhD education level, suggesting that 26.9% revisiting the restaurant are highly educated. 62 respondents represent the category of postgraduate which covers 17.4% and last on the list is the high school education level and 15 of the respondents come under this education level.

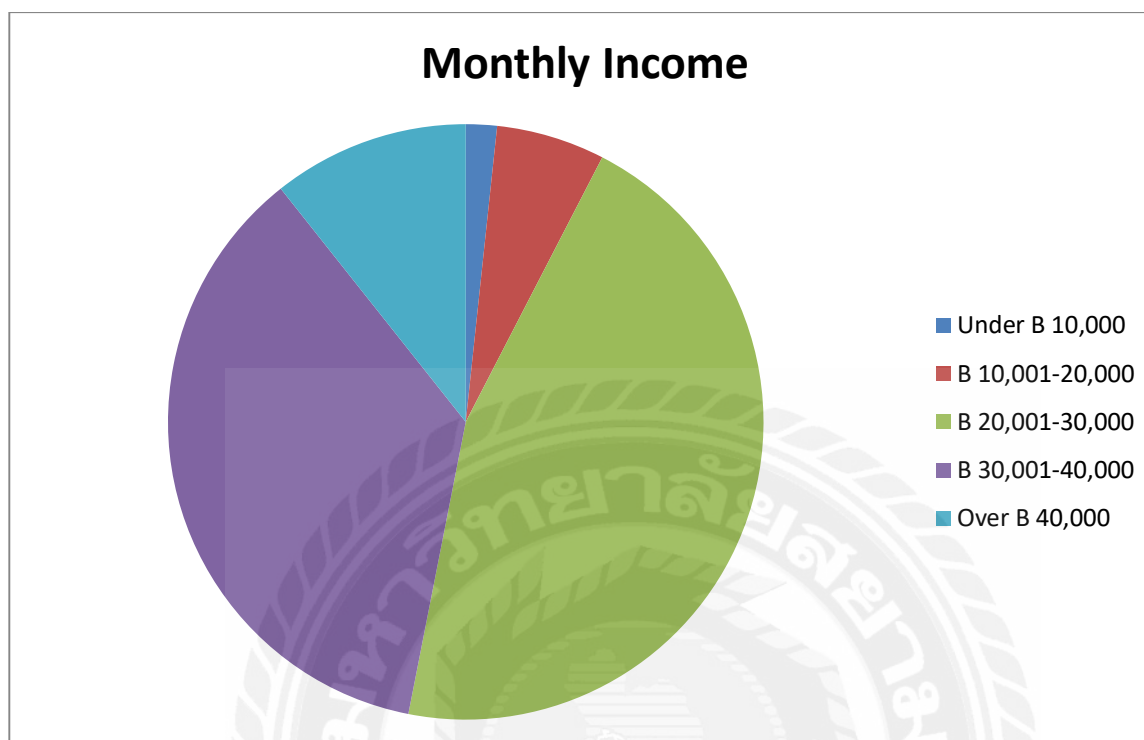
#### 4.2.4 Monthly Income

Table 4.4: Monthly Income

Monthly Income	Frequency	Percentage	Valid Percent	Cumulative Percentage
Under B10,000	6	1.6%	1.6%	1.6%
B 10,001-20,000	21	5.8%	5.8%	5.8%
B 20,001-30,000	162	45.5%	45.5%	45.5%
B 30,001-40,000	129	36.2%	36.2%	100%
B Over 40,000	38	10.6%	10.6	
Total	356	100.0 %	100.0 %	

The figure 4.3 and table 4.3, present monthly income. Near to half of the respondent present the monthly income of B 20,001-30,000, which present 162 respondents or 45.5 % of total respondents. 129 respondents fall under the category of B 30,001-40,000, 38 respondents represent had the income level of over B 40000 which covers 10.6% and last on the list are the respondent with monthly income below B 10,001, which covers 6 of the respondents.

Figure 4.4: Monthly Income

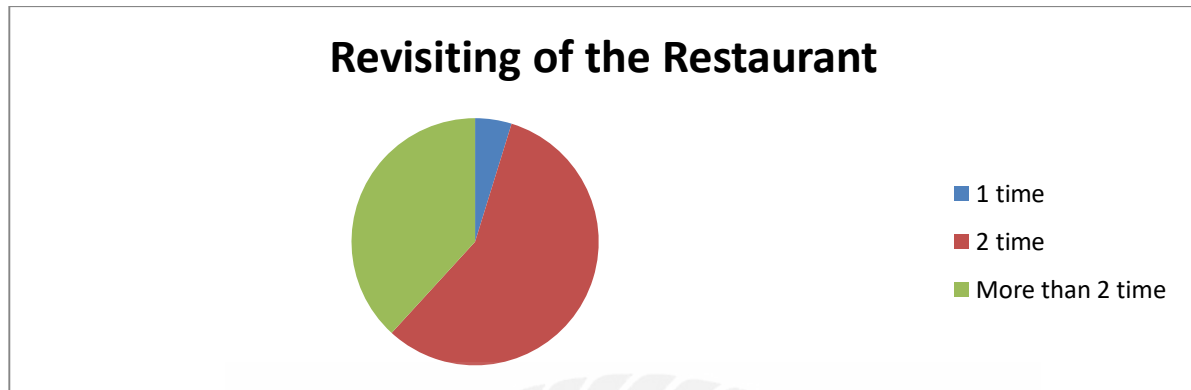


#### 4.2.5 Revisiting of the Restaurant

Table 4.5: Revisiting of the Restaurant

Number of Time the Restaurant	Frequency	Percentage	Valid Percent	Cumulative Percentage
1 <sup>st</sup> Visit	17	4.7%	4.7%	1.6%
2 <sup>nd</sup> Visit	203	57.0%	57.0%	5.8%
More Than Twice	136	38.2%	38.2%	100 %
Total	356	100%	100%	

Figure 4.5: Revisiting of the Restaurant



The figure and table above demonstrate the respondents and their revisiting capacity. Out of 356 respondents, 203 respondents had visited 2<sup>nd</sup> time, which cover 57% in total. 136 respondents had visited the same restaurant, more than time and cover 38.2%. Altogether, the 339 respondents had visited the restaurant, 2 or more time.

#### 4.3. The Effect of Service Quality on Consumer Satisfaction

Table 4.6: Present The Effect of Service Quality on Consumer Satisfaction.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
The restaurant has clean restrooms.	356	1	5	4.098
The restaurant staffs provide dependable and consistent service.	356	1	5	3.98
The restaurant serves me within the time promised	356	1	5	4.075
The staff shifts to help each other to	356	1	5	3.609

maintain the speed of service during the peak hours.				
The restaurant provides prompt service	356	2	5	3.497
The staffs seemed well trained, competent and experienced.	356	2	5	4.15
The staffs are sympathetic and reassuring if something is wrong.	356	1	5	3.808
Valid N (list wise)	356			

The Table 4.6 presents the service quality impact on the consumer satisfaction. The higher mean for question, “the staffs seemed well trained, competent and experienced”, which is 4.15 suggest the respondents valued staff training, competent and experienced the most important element in service quality that leads to the consumer satisfaction. The restaurant restroom cleanness is important as well , as the higher mean of 4.09 supported the stated question. The mean value of 3.98 for the question, “the restaurant staffs provide dependable and consistent service”, suggest the that respondents does desire the consistent service. Moreover, the mean value of each questions in above 3 (3.5) suggest that the service quality is an important in creating the consumer satisfaction. The positive relationship between the service quality and consumer satisfaction does aid in consumer revisiting the restaurant.

## 4.4: The Price Effect on The Consumer Satisfaction

Table 4.7: The Price Effect on The Consumer Satisfaction

Descriptive Statistics				
	N	Minimum	Maximum	Mean
The food I had last time was very good value for the money.	356	1	5	3.508
The price charged for my food last time was very acceptable	356	1	5	3.887
At the price I paid, the food was very reasonable	356	1	5	4.014
The food at this restaurant appears to be a bargain.	356	1	5	3.73
I consider the food I received to be a good deal.	356	1	5	3.23
Valid N (list wise)	356			

The table 4.7 presents the descriptive data for price and the numerical data aids in defining the positive relationship between the price and the consumer satisfaction. As the entire asked question had the maximum value of 5 and the mean of greater than 3, suggest that respondent are most agreeing with the stated question. Among the asked question in the section, the reasonable price has the meanest value of 4.014. Followed by 3.887 mean value for question, “the price charged for my food last time was very acceptable” . 3.73 mean values for the

question indicate that the price of the food is reasonable. In the section all the answer of the question is greater than 3, suggest that the price has positive impact on the consumer satisfaction.

#### 4.5 The Food Quality Effect on the Consumer Satisfaction

Table 4.8 : The Food Quality Effect on the Consumer Satisfaction

Descriptive Statistics				
	N	Minimum	Maximum	Mean
The restaurant served tasty food.	356	1	5	4.137
The food presentation is visually appealing.	356	1	5	3.778
The food was served at the appropriate temperature.	356	1	5	3.558
The restaurant served fresh food.	356	1	5	3.657
Valid N (list wise)	356			

The table 4.8 presents the descriptive data for food quality and the numerical data aids in defining the positive relationship between the food quality and the consumer satisfaction. As the entire asked question had the maximum value of 5 and the mean of greater than 3, suggest that respondent are most agreeing with the stated question. Among the asked question in the section, the server food taste has the highest mean value of 4.137, this suggest the respondent rank the tasty food as the most element in their satisfaction. Followed by 3.778 mean value for question,

“the food presentation is visually appealing” . 3.657 mean values for the question, “the restaurant served fresh food”, indicate that the freshness of the served food is important. In the section all the answer of the question is greater than 3, suggest that the food quality has positive impact on the consumer satisfaction.

#### 4.6 The Impact of Environment on The Consumer Satisfaction

Table 4.9: The Impact of Environment on The Consumer Satisfaction

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Music was played in restaurant.	356	1	5	3.230
The type of music being played in restaurant was appropriate.	356	1	5	3.511
The music played in restaurant creates positive emotions.	356	1	5	3.300
The attractiveness of color of the interior of restaurant.	356	2	5	3.581
The seating capacity of the restaurant.	356	2	5	3.679
The seating arrangement of the restaurant.	356	1	5	3.216
Valid N (list wise)	356			

The table 4.9 presents the descriptive data for the environment and the numerical data aids in defining the positive relationship between the environment and the consumer satisfaction. As the entire asked question had the maximum value of 5 and the mean of greater than 3, suggest that respondent are most agreeing with the stated question. Among the asked question in the section, the question, “the seating capacity of the restaurant” has the mean value 3.679, this suggest the respondent rank the seating capacity as the most element in their satisfaction. Followed by; 3.581 mean values for questions, “the attractiveness of color of the interior of restaurant”. 3.511 mean values for the question, “the type of music begin played in restaurant was appropriate”, indicate that the played music is important element existing in the environment of the restaurant. In the section all the answer of the question is greater than 3, suggest that the environment has positive impact on the consumer satisfaction.

#### 4.7 The Mean Value of Service Quality, Price, Food Quality and Environment on Consumer Satisfaction.

Table 4.10: The Impact of Service Quality, Price, Food Quality and Environment on Consumer Satisfaction.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Service Quality	356	1	5	3.88
Price	356	1	5	3.673
Food Quality	356	1	5	3.782
Environment	356	2	5	3.419
Valid N (list wise)	356			



The Table above present the mean value for the main factors that are affects the consumer satisfaction. All the four stated factors have positive effect on the consumer satisfaction. The positive mean value of each factors support the developed Hypothesis (H1, H2, H3 and H 4) in first chapter. Among the four factors, the service quality have the highest mean value of 3.88, which suggest that the respondents in this research value the service quality as most element in their satisfaction. Follows by; food quality mean value of 3.782, price mean value of 3.673 and environment mean value of 3.419

#### 4.8 Hypothesis testing

Table 4.11; Correlation Result for Service and Customer Satisfaction

		service	customer
Service	Pearson Correlation	1	.729
	Sig. (2-tailed)		.271
	N	7	4
Customer Satisfaction	Pearson Correlation	.729	1
	Sig. (2-tailed)	.271	
	N	4	4

The table 4.11 presents the result of the correlation testing and it's suggested there is not positive relationship between the service and customer satisfaction. This proof the hypothesis to be null for the given sample space and at the 95% confidence level. However, the result may change if the hypothesis is tested on different sample size.

Table 4.12; Correlation Result for Service and Customer Satisfaction

		Price	customer
Price	Pearson Correlation	1	.565
	Sig. (2-tailed)		.435
	N	5	4
customer	Pearson Correlation	-.565	1
	Sig. (2-tailed)	.435	
	N	4	4

The table 4.12 presents the result of the correlation testing and its suggest there is no relationship between the price and customer satisfaction. This proof the hypothesis to be null for the given sample space and at the 95% confidence level. However, the result may change if the sample space change. However, the result may change if the hypothesis is tested on different sample size.

Table 4.13; Correlation Result for Service and Customer Satisfaction

		Quality	customer
Quality	Pearson Correlation	1	.756
	Sig. (2-tailed)		.244
	N	4	4
Customer Satisfaction	Pearson Correlation	.756	1
	Sig. (2-tailed)	.244	
	N	4	4

The table 4.13 presents the result of the correlation testing and its suggest there is no relationship between the quality and customer satisfaction. This proof the hypothesis to be null

for the given sample space and at the 95% confidence level. However, the result may change if the sample space change.

Table 4.14; Correlation Result for Service and Customer Satisfaction

		Environment	customer
Environment	Pearson Correlation	1	.932
	Sig. (2-tailed)		.068
	N	6	4
Customer	Pearson Correlation	.932	1
	Sigh. (2-tailed)	.068	
	N	4	4

The table 4.14 presents the result of the correlation testing and its suggest there is no relationship between the environment and customer satisfaction. This proof the hypothesis to be null for the given sample space and at the 95% confidence level. However, the result may change if the sample space change.

#### 4.9 Measuring the Reliability of the Factors.

In the reliability analysis, the research employees the Cronbach's alpha to determine the internal reliability for all the element items employed to measure the 4 constructed factors. The Cronbach's alpha is range from 0 to 1; and the factor value lower than 0.6 suggests that the factors are unreliable. Moreover the Pilot study in this research, has test the factors by distributing the questionnaires and the improved vision of the questionnaires are furthers distributed for the primary data collection.

Table 4.15: Reliability Test

No	Constructs	Cronbach's Alpha
1	Service Quality	.741
2	Price	.819
3	Food Quality	.840
4	Environment	.863

The table 4.15 present the result of the reliability test and all the four factors has Cronbach's alpha scores greater than 0.6, suggesting that factors stated in this research are reliable. The Cronbach's Alpha scores are as follows: service quality Cronbach's score of .741, price Cronbach's score of .819, food quality Cronbach's score of 8.40 and environment Cronbach's score of .863.

#### 4.10 The Impact Consumer Satisfaction on Consumer Revisiting Restaurant

Table 4.16: The Impact Consumer Satisfaction on Consumer Revisiting Restaurant

Descriptive Statistics				
	N	Minimum	Maximum	Mean
My satisfaction toward the restaurant push me to revisiting the particular restaurant.	356	1	5	3.688
I would consider revisiting this restaurant in the future.	356	1	5	3.407
I would like to come back to this restaurant.	356	1	5	3.505

I would say positive things about this restaurant to others.	356	1	5	3.365
Valid N (list wise)	356			

The Table 4.16 presents the impact on the consumer satisfaction and how is positively impact the consumer to revisiting the restaurant. All the asked questions understand this section has positive mean value. Suggest that the positive impact of consumer satisfaction on the revisiting intention. The highest value of 3.688 in for the question “my satisfaction towards the restaurant pushes me to revisiting particular restaurant”. The positive mean value for consumer to revisiting the restaurant shortly or in the future and does have the ability to separate positive things about the restaurant. All the mean values support the stated hypothesis in first chapter.

## Chapter 5 Conclusion and Recommendation

### 5.1 Introduction

The researcher conducted this study, based on the 356 survey samples and the respondents whose has visited the restaurant once. The samples are collected form Nonthaburi, Thailand as the restaurant is located in Nonthaburi. The factors of service quality, price, food quality and environment were presented and aid in formatting of the questionnaire, in order understand the consumer satisfaction toward the restaurant, which aid in creating the consumer revisiting intention. This study was designed to test the conceptual framework presented in the 2<sup>nd</sup> chapter that show the relationship between the service quality, price, food quality and environment to consumer satisfaction and the relationship between the consumer satisfaction and revisiting intention.

### 5.2 The No Effect of Service Quality on Consumer Satisfaction

The primary data collected from the surveys suggest that the service quality has no relationship with consumer satisfaction and null hypothesis justified the statement. The finding of fast research and studies does not support the finding of this research (Yuksel and Yuksel 2002; Grace and O’Cass 2005; Soutar and Johnson, 1997; Yang and Chang, 2011; (Parasuraman, Zeithml and Berry, 1994; Lethien and Lethine, 1982 & Gronroos, 1988).

### 5.3 The No Effect of Price on Consumer Satisfaction

The primary data collected from the surveys suggest that the price has no relationship with consumer satisfaction and null hypothesis justified the statement. Yeow, Kit and Yi-Yen (2014) suggest that the consumer satisfaction model does not include the “sacrifice into account that connects to the benefits exchange” (p 20). Therefore, their study suggests no direct

relationship between price and consumer satisfaction and support the finding of this research.

Tellis and Gaeth (1990) suggest the no direct relationship between the price and consumer satisfaction and stated that the consumer who is seeking for the branded product or service is always in the mood to spend more and often are willing to pay a higher price for the product or service and least interest in consumer satisfaction.

#### 5.4 The No Effect of Food Quality on Consumer Satisfaction

The primary data collected from the surveys suggest that the food quality has no relationship with consumer satisfaction and null hypothesis supported the statement. The finding of this research is not supported most of literature in Chapter 2. However, the freshness, taste, smell, texture, color, appearance does reflect the food quality (Imram, 1999 ; Christensen, 1983; Hansen et al. 2005 & Ha and Jang 2012). Jangga, Sahari and Basir (2012) suggest that restaurants business should also consider the factors of taste, pricing, presentation, portioning and value for money when addressing the food quality. Those research indicated that food quality is related to number of element and share relationship with color, texture, taste but has no direct relationship with consumer satisfaction.

#### 5.5 The No Effect of Environment on Consumer Satisfaction

The primary data collected from the surveys suggest that the food quality has no relationship with consumer satisfaction and null hypothesis supported the statement. Hence, the environment factor is divide into sub factors as follows; ambient conditions, function and space and physical environment. Those factors share the relationship with restaurant environment and does have importance of environment in restaurants (Yeow, Kit and Yi-Yen 2014; Wakefield and Blodgett, 1996 & Baker et al, 2002).

## 5.6 The Positive Effect of Consumer Satisfaction on Consumer Revisiting the Restaurant

The stated factors; service quality, price, food quality and environment no positive relationship with consumer satisfaction. Similarly, there is no relationship is seemed between the consumer satisfaction and the consumer revisiting intention towards the restaurants. The finding of this research is not supported by the finding of Shariff, Omar, Sulong, Majid, Jaafar and Ideris (2014); Olorunniwo et al., 2006; Cronin et al., 2000 & Kivala et al., 1999.

## 5.7 Recommendation

The finding of this research is accuracy, however, to improve the accuracy's of the diverse perspectives of factors (service quality, price, food quality and environment) to consumer satisfaction that lead the consumer to return to the restaurant, its suggest that larger sample size should be involved in the data collecting process. In term of the sampling location, more restaurants should be included and target to cover more geographical regions and emphasize on conducted similar surveys in the region of Bangkok, Thailand. As large population stay in the capital of Thailand and this aids in building more accuracy data.

Moreover, for the sampling technique, to researchers who have health resources, the researcher of this study recommends then to employees the probability sampling. This aids in reducing the possibility of biasness as the each respondents will be involved in the population and aid in selecting of the members, as the probability of selection is known (Zikmund et al, 2010). The probability sampling technique is considered as in-convenience but it does improve the tendency for the finding, to be free from bias. Therefore, it will help the future researchers to identified the imbalance of demographic profile of the respondents found in this research, the researcher in future can consistently take note on the types of the respondent to be involved. This



even aids the future studies to improve the demographic variables and does help in avoiding the imbalance of the genders, monthly income and the races of the respondents.

The researcher recommends to-input the additional variables for in-depth research. The additional variables, whether they are mediating or independent variables can be investigated for more outcomes which can reflect the consumer needs more precisely. By implementing this, the research required to add more factors on the conceptual framework and will aids in better understanding of the consumer satisfaction and the revisiting the restaurant.

## 5.8 Conclusion

The researcher of this research, have studied a positive relationship between the service quality, price, food quality and environment to the consumer satisfaction, leading the consumer to return to the Kabul Café (Indian Restaurant) located in Nonthaburi, Thailand. The developed conceptual framework in chapter 2 is implemented in the data collecting process and the research conducted the Pilot study before distributing of questionnaires to the respondents. The questionnaires are distributed in the Nonthaburi regions and fewer of the questionnaires were not completed.

Moreover, the research questions are designed in manner which aids in answering the specific research objectives. The researcher based the questionnaires from the framework present in chapter 2. The relationship between the service quality, food quality, price and environment and customer satisfaction proof to be no relationship as hypothesis test shown no relationship. Moreover, those finding is valid for given sample units of this research. The result may change with different sample unit.

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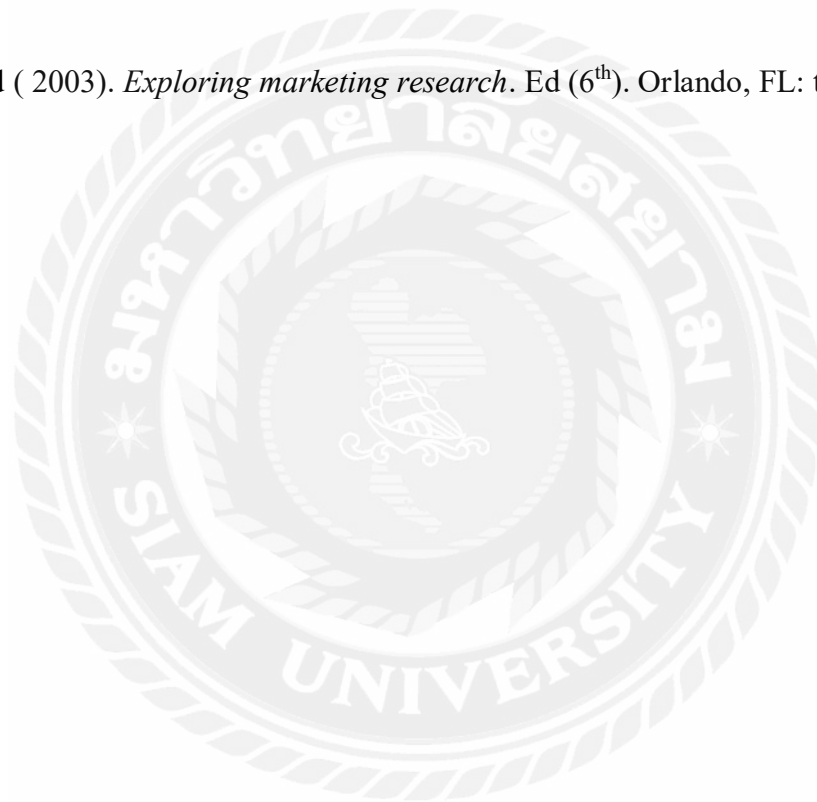
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The Survey to analyses the factors that influence the consumer satisfaction and lead the consumer to revisit the restaurant.

The researcher is pleased to invite you; to take part in this survey that constitutes the part of Master program at Siam University. The survey is used to identify priorities of service quality, price, food quality and environment to consumer satisfaction that lead to the revisiting intention.

The entire information collects in the survey will be kept in privacy and the information will not be shared with other sources. The collect data is used for academic purpose only and researcher respects your privacy.

### Part 1 General Information

1. What is your Gender?

- Male                       Female

2. Which age group are you in?

- 18-23                       36-41  
 24-29                       Over 41  
 30-35

3. What is the level of you education?

- High School                       Postgraduate  
 College/university                       Master/PHD

## 4. Monthly Income ?

- Under B10000                       B 10,001-20,000  
 B 20,001-30,000                 B 30,001-40,000  
 B 40,000 or more.

## 5. How many times have you been to this (any particular) restaurant?

- 1<sup>st</sup> Visit  
 2<sup>nd</sup> Visit  
 More than Twice

**Part 2; The positive effect of service quality on the consumer satisfaction.**

Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly disagree
The restaurant has clean restrooms.					
The restaurant staffs provide dependable and consistent service.					
The restaurant serves me within the time promised					

The staff shifts to help each other to maintain the speed of service during the peak hours.					
The restaurant provides prompt service					
The staffs seemed well trained, competent and experienced.					
The staffs are sympathetic and reassuring if something is wrong.					

**Part 3: The positive effect of price on the consumer satisfaction.**

<b>Question</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
The food I had last time was very good value for the money.					
The price charged for my food last time was very					

acceptable					
At the price I paid, the food was very reasonable					
The food at this restaurant appears to be a bargain.					
I consider the food I received to be a good deal.					

**Part 4 : The positive effect of food quality on the consumer satisfaction.**

<b>Question</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
The restaurant served tasty food.					
The food presentation is visually appealing.					
The food was served at the appropriate temperature.					
The restaurant served fresh food.					



**Part 5 : The positive effect of environment on the consumer satisfaction.**

<b>Question</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Music was played in restaurant.					
The type of music being played in restaurant was appropriate.					
The music played in restaurant creates positive emotions.					
The attractiveness of color of the interior of restaurant.					
The seating capacity of the restaurant.					
The seating arrangement of the restaurant.					

**Part 6 : The positive relationship between the consumer satisfaction and consumer revisiting intention.**

<b>Question</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
My satisfaction toward the restaurant push me to revisiting particular restaurant.					
I would consider revisiting this restaurant in the future.					
I would like to come back to this restaurant.					
I would say positive things about this restaurant to others.					

## BIO DATA

Name – Surname: Samad Akbar

Address: 47/127 Chaengwattana-Pakket Soi 17, Nonthaburi 11250,Thailand.

Email: [samadakbar@hotmail.com](mailto:samadakbar@hotmail.com)

Contact Number: +66891345254

Educational  
Background:

Master in Hotel and Tourism Management, Siam University Graduate,  
Bangkok, Thailand.

Master of Business Administration (M.B.A), Major in  
Marketing.Bangkok Univerity Graduate.

With Thesis:

<http://dspace.bu.ac.th/bitstream/123456789/1672/1/samad.akba.pdf>

Publish At:

<http://www.researchjournali.com/view.php?id=1609>

Bachelor of Business Administration, Major in Marketing  
(B.B.A), Bangkok University, Thailand

“O” level, G.C.E, TSIS Thailand

Work Experience:

High School Business and Economic Teacher at Thai Sikh International  
School. 2017- Current.

S.I.P (Service Internet Phone), 2014-mid 2016, Worked as Marketer  
(Bangkok, Thailand).

Great-organize ( Event Management), 2012-2013 , Worked in team of  
managing the event (Bangkok, Thailand).

DREAMSCAPE (Crazydomains), 2011-2012, Worked as help desk  
(Bangkok, Thailand).