ABSTRACT

Recently, more and more restaurant managers have known that it is important for them to maintain the competitive advantages (price, service quality, food quality, and atmospherics) of their restaurant to satisfy their guests and gain the loyalty of their guests. Therefore, the researcher of this study wants to investigate (1). the potential relationship among service quality, food quality, perceived value(price), physical environment (atmospherics) and customer satisfaction; (2). the potential relationship between customer satisfaction and their behavioral intention for the food court in the Mall Bangkapi. The data was gathered by a set of questionnaires distributed to 384 Thai as well as international individuals (male or female) that have ever had meal at food court of the Mall Bangkapi during the months of February to June, 2013. Descriptive statistics as well as Pearson’s Co-relation were used to analyze the data of this study. The findings reflected that there were significant relationships among service quality, food quality, perceived value (price), atmospherics and customer satisfaction; there were significant relationship between customer satisfaction and customer behavioral intentions. Therefore, the manager of the department of food court should emphasis on the underlying dimensions of service quality Such as tangible (food court can provide the customer with enough seats), reliability (food court can provide service as promised), assurance (let customer feel safe for financial transactions of the food court) to improve the service of food court to attract and gain more loyal customer because of higher customer satisfaction.