



A STUDY OF CUSTOMER SATISFACTION WITH PURCHASE OF  
OISHI RAMEN AT THE MALL BANGKAPI

By  
SAOWALUK HUAYHONGTHONG

A Thesis submitted in partial fulfillment  
of the requirements for the degree of

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok Thailand

December 2003

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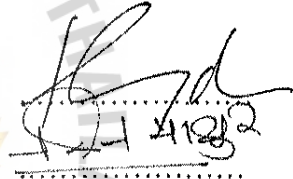
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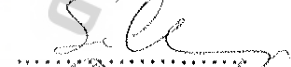
Master of Business Administration

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## **Abstract**

Nowadays, the market for consumer product has become highly competitive. The company has to realize the influencing factor for customer satisfaction that is the main objective. So, the company has tried to select the best means to provide service the customers. In the same time, the company has organized the operation to gain competitive advantage over other competitors. This research aims to study consumer overall purchase satisfaction because the researcher would like to know which factors are the most influencing to customers.

This research has two objectives: (1) to find out the relationship between attribute satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall; (2) to find out the relationship between store satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall

Surveying by questionnaire is used and 400 respondents each was distributed one to fill out. After collecting the data, 13 hypotheses are tested by using Spearman correlation coefficient for analyzes.

According to the results of the analysis, there is a positive relationship between attribute satisfaction, store satisfaction and consumer overall purchase satisfaction.

Therefore, Oishi Ramen should pay attention to flavour. By adjusting it to meet the customer needs. In the same time they should carefully select raw material and give more discount price to persuade more customers to purchase their product. Additionally, the personnel manager should provide continuous training programs on service

improvement, personality development to enable employees to provide proper service to the customers.

Finally, future research is recommended to study the comparison of customer satisfaction between Oishi Ramen and other competitors and should measure the customer satisfaction of respondents who use home delivery service.



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# **Chapter 1**

## **Generalities of the Study**

### **1.1 Introduction**

Food is one of the four necessities for living. Humans cannot survive, if they do not consume. As a result, every company has to try to find the best thing that can meet the customer needs. Especially, Japanese noodle has presently penetrated as one of Japanese food and Thai food also. Japanese food has high popularity since the end of 1999 (Pimpawat Kamolsin, 2002). Other Japanese restaurants have been opened in Thailand. Especially, distinguished Japanese restaurants such as Oishi Ramen, Zen Japanese Restaurant and Fuji Japanese restaurant. Although, Thai economy has not grown, Japanese restaurants have expanded into many branches in either Department store or building rentals. This trend has gone against the Thai economy. The one influencing factor is consumers like fashion, technology, super star and so on.

Due to food consumption in the era of globalization, consumers have more complicated needs for product, and care more for health and family. Therefore, with an awareness of consumer right and protection, they are asking for producer's responsibility in terms of product introduction as well as higher efficiency and nutrition relative to quantity (Pongphan 1998).

Because the Mall Bangkok not only makes the highest revenue in this area, but it is also the biggest Department store around the zone also. According At the Mall Bangkok, Japanese restaurants are such as Fuji Restaurant, and Hachiban. In the same time, Oishi Ramen has two shops in the same area. It means that this product has been satisfying the customer and gained revenue more than other products ([www.oishigroup.com](http://www.oishigroup.com)). What is the influencing factor to open two shops in this area?

Ramen noodles originated in China, where all noodles seem to have come from, and are called “Lo-Mein” in Chinese, which means boiled noodles. “Ra-men” is the Japanese pronunciation of the Chinese Characters for Lo-Mein. This Chinese-style noodle became such a great favorite in Sapporo, the capital of Japan’s northernmost island of Hokkaido, that it is now considered to be their regional dish. Ramen is to Sapporo what baked beans are to Boston. In other countries, the word for Ramen may be different too. For example, they are called “Maggi Mee” in Singapore. The process for turning the traditional Ramen noodles into the now familiar instant, packaged noodles was pioneered by Momofuku Ando, the founder of Nissin Foods in Japan. In 1970, Nissin Foods introduced “Top Ramen” to the United States and, as the saying goes, the rest is history.

Many other companies introduced Top Ramen clones and even such industry giants such as Lipton and Campbell’s began to experiment with Ramen-like products. Fierce competition notwithstanding, Nissin still controls slightly less than half of the U.S. Ramen market and fifteen percent of the world Ramen



market of about ten billion dollars annually. At this writing, the average wholesale price for a package of Ramen in the U.S. is only twelve and a half cents. Because of their enthusiastic acceptance in the market place, it was not long before instant Ramen skipped over national boundaries and become an international phenomena. Factories that make Ramen noodles can now be found not only in Japan and the U.S., but in Europe, Korea, China, Singapore, Thailand, Malaysia and Indonesia. Each country's Ramen noodles reflect their own particular flavor preferences. Korean Ramen is highly spiced and often contains packets of black bean sauce. China makes Ramen in Szechuan flavors. Thailand makes very thin delicate noodles with very hotly spiced packets. Japan prefers the flavor of seafood and mild spices. In the U.S. they are usually available with meat flavors, mushroom flavors or mild spices often referred to as "Oriental flavor"

### **Instant Noodle Market in Thailand**

Instant noodles were introduced into the Thai market over 25 years ago. Few foods can match the appeal of instant noodles long shelf life, convenience and low cost. The market has matured and is stable, whereas, overall market growth is slow. A kind of noodle has several types as shown below:

1. "Zen Mee Khoa" are very fine white noodles made of rice flour, about the size of Italian "angel hair pasta". They are very fine textured and tasty when eaten with broth.
2. "Zen Lek" are medium-sized rice-flour noodles and are chewier than the smaller sort. They are equally tasty eaten with broth, or without.

3. “Zen Yai” are the broadest rice flour noodles. They have a nice chewy texture and it is up to the diner to choose to eat them with broth or plain.
4. “Bah Mee” are Chinese style egg noodles. They are usually yellow and about the same size as “zen lek” rice flour noodles. They are especially tasty when eaten with prok or duck noodle side dishes. Some shops may offer another choice of Bah Mee.
5. “Bah Mee Yok” are also egg noodles, but are green from the ingredient of pandanus leaf.
6. “Gao Lao” Perhaps you would like to try the meat and all the side dishes, but you do not care for noodles. It is common for the Thais to order this way also. Just order “Gao Lao” and “Khoa Plao” or a dish of plain rice. Diners will be served a bowl of everything in the broth exceptt the noodles. This is commonly ordered in beef noodle shops.
7. “Cellephane Noodles: Thai name is Wun Sen” Cellophane noodles are fine, string-like, dried transparent noodles made from mung beans. The are only available dried. They have firmer texture than the rice noodles once softened. To soften Collophane noodles, soak them in warm water for 10-15 minutes, but sometimes they are plunged into boiling water and cooked until tender. They are used in salads, spring rolls and soup.
8. “Rice Flake Noodles: The name is Kuay Chap” These big, flat rice noodles look like tortilla chips. They’re used on soup and stir-fries. Before using them, people often boil them in hot water, then boil them briefly, usually not more that a minute.

9. “Rice Noodles Nests Thai name is Khanom Chine: Although the Thai name of these fresh thick round rice noodles means Chinese noodles, these are actually a Thai specialty, made of rice flour. In the lacquer Pavilion of Suan Pakkad Palace there is a panel showing the making of khanom chine as part of the preparations for the Buddha’s last meal. Khanom chine is white and the strands are a little thicker than spaghetti.

### **The Japanese Restaurant Market in Thailand**

The new generation, especially, the teenagers are the main target that the marketers are focusing on. It is not only chasing new fashion, but they like to follow new products that have just been launched in the market.

Japanese culture has an influence on the Thai people. Especially, Bangkok is the business centre and has grown so fast (Pimpawat Kamolsin, 2002). Together with the inflow of people from other provinces, and as result, Japanese culture boomed in Bangkok and has a trend to spread to other provinces. As previously mentioned, the new generation has been introduced to Japanese food as a discount price, similar to other foreign food. Consequently, to create new strategies that aim at teenagers, consumer overall satisfaction is an important objective that Oishi Ramen considered always. The main objectives of Oishi Ramen are as follows:

- 1) To provide good value food, safe, delicious and hygienic to customers.
- 2) To make new customers consume the product.

Oishi Ramen has realized that the customer is very important to business management. Therefore, Oishi Ramen has to improve marketing management by using the survey to find the influencing factor to consumer overall satisfaction.

Oishi Ramen has improved all activities, products and store attributes to satisfy the customers. However, Oishi Ramen still looks for the best thing for the customer as its principal goal. Usually, business operations have the main objective to maximize profit. So, the consumer overall satisfaction is firstly considered. By adjusting an organization to meet the customer needs, in addition, it can be used to guide Oishi Ramen's marketing plan in the future for effective and efficient way to run business operations.

## **1.2 Statement of Problem**

Japanese restaurants are very competitive. There are three main Japanese restaurants in Bangkok, namely Oishi Ramen, Zen Japanese Restaurant and Fuji Japanese Restaurant. Customer satisfaction is very important for restaurant business. Thus, Oishi Ramen is using new marketing strategies in order to meet customer needs. There is no study of consumer overall purchase satisfaction. Technological development is one of the strongest forces in causing changes in consumer behavior. Therefore, the study of customer satisfaction in purchasing food at Oishi Ramen is necessary to understand the current satisfaction level. This is so that Oishi Ramen can appropriately manage the operation to satisfy the customer.



This research has the following research questions;

**1. What is the relationship between the factors that attribute to satisfaction and consumer overall purchase satisfaction?**

**2. What is the relationship between the factor that affect store satisfaction and consumer overall purchase satisfaction?**

### **1.3 Objectives of the Study**

The objectives of this research study are as follows;

1. To find the relationship between attribute satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall.

2. To find the relationship between store satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall.

### **1.4 Scope of the Research**

This research is to find out the factors that are affecting consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall and also to examine the effect of factors related to attribute satisfaction and store satisfaction on consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall. This research used survey method. The population of this research is from the customers who buy and consume Oishi Ramen at Bangkapi Mall. This research is a study of consumer overall purchase satisfaction during the period of November 2003.

### **1.5 Limitation of the Research**

The research intended to study consumer overall purchase satisfaction of Oishi Ramen at The Mall Bangkok which consists of attribute-satisfaction & store-satisfaction and consumer overall purchase satisfaction. So, the result could not be used to generalize to other areas because the targeted respondents are only Oishi Ramen's customers at The Mall Bangkok. The study results are limited to the period of research in November 2003 only.

### **1.6 Significance of the Study**

Since Japanese culture has boomed in the Thai market, many foreigner companies have invested several businesses. One of them, Japanese restaurant, has presently been highlighted in Bangkok. As a result, companies are trying to maintain their position in the market. Therefore, they must look for the best to satisfy the customers.

For Oishi Ramen, the key objective is to maintain product and service quality. This research focused on relationship of attribute satisfaction & store satisfaction with consumer overall purchase satisfaction. This branch manager can use the result of this research to organize the strategy in order to meet the customer needs. Nevertheless, the company can adapt and improve marketing plan to achieve success in business operation.

## 1.7 Definition of Terms

Attribute Satisfaction	The consumers' satisfaction resulting from use/observations of attribute of product. (Spreng, Mackenzie and Olshavsky, 1996)
Courtesy	polite behavior; gracious manner (www.dictionary.com).
Customer	is the customer who consume the product at Oishi Ramen
Flavour	taste and smell, especially food (Oxford Advance Learner's Dictionary).
Freshness	newly made, produced, picked or supplied; not frozen , in tin, etc (Oxford Advance Learner's Dictionary).
Hygiene	Practices and conditions for the promotion of health and the prevention of disease (Visith and Kraisd, 2002).
Overall Purchase Satisfaction	is a summary evaluation of the entire product purchase (Spreng, Mackenzie and Olshavsky, 1996)
Price	an amount of money for which something may be bought or sold (Philip Kotler and Gary Armstrong, 1996).
Product Attribute	the characteristics or features that an object may have. (Mowen and Minor, 1998)
Store attribute	The characteristics of store which facilitates consumer in buying products (Geistfeld and Avery, 1991).
Store Satisfaction	Subjective satisfaction from the attributes of retail store derived after shopping at the store. (Spreng, Mackenzie and Olshavsky, 1996)

## Chapter 2

### Literature Review

This chapter consists of three sections reviewing all literature relevant to building a conceptual model in this research. The first section clarifies both understanding of independent variables and customer satisfaction workable to the business operation of Osihi Ramen. The second section describes the concepts and theories related to customer satisfaction and the last section reviews the empirical research and relevant articles.

#### 2.1 Concept and Theories Related to the Independent Variables.

##### Attribute-Satisfaction

The physical satisfaction is the satisfaction that arises when the product can solve the problem and give a worthy benefit to the customer (Walter and Bergiel, 1989). The psychological satisfaction also plays a significant role to the customer. The benefits that a product promises to deliver are both real (physical) and perceivable (psychological). Every product has many attributes that must be evaluated depending on the particular item; either physical components or psychological component can be used as product attributes.

##### *Product Attribute*

A product is anything that can be offered to a market for attention acquisition, use, or consumption and that might satisfy a want or need (Kolter,



1997). Products that are marketed include physical goods, services, persons, distribution, organization, and ideas (Kotler and Armstrong 1997). Kotler and Armstrong (1997) mentioned that each product item offered to customers can be viewed on three levels and each level adds more customer value. The most basic level is the core product, which addresses the question: what is the buyer really buying? It consists of the problem-solving services or core benefit that consumers seek when they buy a product. Thus, when designing products, marketers must firstly define the core of benefits the product will provide to consumers. The second level is the actual product. Actual products may have as many as five characteristics: a quality level, features, design, a brand name, and packing. The last is augmented product. It offers additional consumer service and benefits such as after sales service, warranty, installation, delivery and credit etc. To customer, all of these augmentations become an important part of the total product.

According to Assael (1993), a product is composed of intangible benefits as well as tangible characteristics. As a result, a product is defined as a bundle of attributes and benefits designed to satisfy customer needs. The fact that consumers seek different benefits means that they will see product differently. Therefore, a product is not a uniform, well-defined entity. The definition of product cites three of its components: the benefits it conveys, its attributes, and its support services. The benefits of the product are those characteristics consumers see as potentially meeting their needs or saying that product benefits identify the core-product, because benefits determine whether that consumer buys it. Product attributes identify the tangible product or actual product coming from desired benefits.

Product attributes not only include physical characteristics, but are also represented by the package and the brand name. The third element of a product is post-sale support. Many products are purchased on credit. Purchases also sometimes include delivery, installation, warranties, and service. A product that includes post-sales support features is referred to as an augmented product. The augmented product is particularly important in industrial marketing, because many industrial products require post-sale support.

In many product markets, firms often desire to modify their product attributes. Evolving consumer preferences, advances in technological capabilities, change in manufacturing costs, and competition from other brands drive firms to consider improving product characteristics. While some companies attempt to develop radically innovative products, new product activity often involves the modification of an existing product. Typically, value adding modifications entail offering more of a desirable attribute or less of an undesirable one. Such product changes have both cost and demand implications, and require reevaluating pricing decisions as well (Ofek & Srinivasan, 2002).

The product characteristics identified by consumer as important to them in buying and using the product is called product benefits (Schaffner, Schroder R., and Earle D. Mary, 1998). Mandell I and Rosenberg J. (1981) mentioned that product is the element of the marketing mix that represents the basic offering being made to consumers. According to Willaim and Slame (1995), consumers' criteria are generally grounded in the attributes and benefit buyers seek from the products they bought.

## ***Price***

Price promotions represent a major component of marketing strategies in retailing. According to a retailer's perspective, a primary motivation for offering price promotions is to stimulate sales of regular price merchandise. The prevailing assertion in marketing and retailing textbook is price merchandise (Mulhern & Padgett, 1995).

Price is the amount of money charged for a product or service. More broadly, price is the sum of the values that consumer exchange for the benefits of having or using the product or service (Kotler and Armstrong, 1997). Historically, price has been the major factor affecting buyer choice. This is still true in poorer nations, and with commodity products. Thus, when setting prices, the company must consider consumer perceptions of price and how these perceptions affect consumer's buying decisions. The different perception in product or service quality leads to different identifying price. On the other hand, price itself is a strong indicator of quality in people's minds particularly in the absence of other data (Munroe, 1976). Moreover, Walter and Bergiel (1989) stated that price information supplied by business persuaded consumers at two levels: factual and psychological. Price facts persuade to the extent that they reflect product quality. Buyers rely on price to guide purchases, but price also conveys the social worth of products to people. Price exerts psychological influence on consumers because it appeals to the emotion. A slightly lower price than a competitor's may be perceived by consumers as indicating a great quality difference in the two products. This response could be the deciding factor in the purchase. Low prices may be influential in causing poor people to purchase or those who are socially

conscious. The emotional response to affordability may cause one to overlook quality considerations related to the purchase.

Price is one of the most important product characteristics evaluated by customers. Managers need to be aware of its role in the information of customer satisfaction. In some instances, customers are highly price sensitive, so that being high relative to competitors may eliminate the product from consideration (Mowen and Minor, 1998).

However, price can be used as a surrogate indicator of product quality, with the result a higher price is viewed positively by certain segments of the market. Price can be either a positive or negative influence on customers (Mowen and Minor, 1998).

### ***Taste, Freshness and Hygiene***

Visith and Kraissid (2002) studied instant noodle market in Thailand. The researchers found that over 90 % of these instant noodles are of the deep-fried type, which are sometimes classified by academics as “junk food” due to their high salt, fat and carbohydrate content and low-quality protein. Therefore, the label on the package suggests adding meat or egg and vegetables, which is the traditional mode of eating noodles in Thailand.

The characteristics of fast food is the emphasis on cleanliness. Consumers can purchase fast food item and take them away for consumption at any time, and anywhere, be it within the restaurant or at office. This is suitable for those rush moments, so its package prevent hand or fingers to touch the food. Apart from the



emphasis on the convenience and speed, nutrition, hygiene and product freshness are other factors that cannot be overlooked (Piset, 1994).

### ***Food Taste***

Rungrudee (1996) found that the taste of food obviously is the factor affecting the selection of frozen prepared meal. This result probed the role of product concept that food taste creates psychological satisfaction for consumers. American Association of Family and Consumer Science (1995) also found taste to be the factor relating to children selection of fast food. Bowen, et al. (1992) explored one variable that plays an essential role in food choice, its taste. The researcher found that high-fat content and sweetness are two food qualities that are generally preferred or taste better than others; so people consume more of them. Nantawan (1997) found consumers rank taste to be the first important factor in their selection of frozen Taowting dessert. Araya (1999) found that the overweight elderly chose their food mainly by considering its taste. Thayer (1996) mentioned consumers want healthy food that tastes good. If a product is great in taste, consumers will be extremely interested in it. Taste is also an influencing factor required for food research as Chansuda (1997) utilized taste testing to evaluate consumer sensation toward odor and flavor of minimally processed papaya, guava and cantaloupe.

### ***Menu Variety***

Adirek (1998) found that the main factor that makes a food center attractive is variety of dishes offered. In a research study of Tanizaki (1997), the

researcher found that most focus group participants think there is a potential market for frozen whole meals calling for menu selections among Japanese people living in the U.S.

### ***Eating convenience***

Schaffner, Schroder R., and Earle D. Mary (1998) found that working women buy processed beef for convenience in quick-cooking. A product is a bundle of benefits which goes far beyond the physical item itself. The physical features and use/benefit aspects are based on the consumer's cognitive processes but the following factors are predicated by affective and conative factors:

- ***Designer branding:*** This can increase the observability of the product and raise the consumer's status with friends and others.
- ***Styling:*** The appearance of the product adds to the hedonic aspects of it, and also increases the observability.
- ***Location/distribution method:*** This can be important for conation; a consumer is more likely to espouse a particular type of purchase behavior if the distribution method makes it convenient to do so. Also, the ambiance of the retail outlet can add to the hedonic aspect of the purchase.

- ***Manufacture's reputation:*** This is certainly part of the affective component of purchase as well as the cognitive. Consumer will often become involved with a particular manufacture.

- ***Image of the product category/brand:*** This is affective as well as cognitive.

### **Store-Satisfaction**

Consumers' attitude toward fast food restaurants in hotel, as researched by Miyoun (1993), was found to be the main attributes of customers' expectations of in-hotel fast food restaurant. They expect these places to have cleanliness, neatness in establishment, convenience of location, comfortable room temperature and availability of food on the menu. Among these five attributes, attribute "convenience of location" was the most satisfactory factor to customers.

### ***Store Attribute***

Scholars of retailing have identified numerous store attributes that relate to store image and affect patronage. These attributes may be summarized into the following categories:

1. Merchandise selection eg; Type of merchandise, number of brand, number of model
2. Physical characteristics of the store eg; Speed of checkout, store layout, interior design/décor
3. Ease of reaching store eg; Nearness of location, convenience to other stores, adequate parking facilities

4. Store personnel eg; Efficient service, helpfulness of personnel, number of cashier per department
5. Warranties service contracts and maintenance agreement
6. Liberal payment policy eg. Flexibility in payment options, availability of store credit.
7. Liberal return policy eg; No-receipt return, no-limit return.

### ***Courtesy of Staff***

Other important consideration is the availability of advertised products and the ease in locating these advertised products within the store. Also included in the important attributes are helpful and courteous salespeople. (Barbara O., Lois S., and Bobby V., 1996).

### ***Supervised customer, waiting time, staff's friendliness, smiling faces and eye contact***

Delay in service is a common phenomenon because of fluctuating demand for many services; service providers often have limited control over occurrence and length of delays. Moreover, as organizations become leaner pressures on service providers become more acute, adding to the delay problem. Yet customers see delays as a key source of service dissatisfaction (Bitner, Booms, and Tetreault, 1990).

### ***Willing to provide service to customers, accuracy of both billing and change, correct menu and size as ordered***

Another factor to facilitate the customer's purchase decision consists of the provision of trained staff to be willing to serve customer (Loren V. G. and Rosemary J. A, 1991).

### **Theory of the Determinants of Service Quality**

LoveLock (1988) asked each executive he interviewed to define service quality. A banker said that it "is setting standards regarding customer needs and meeting them".

An executive answered, "Service quality is true representation of the client's interest first and foremost". A product repair executive responded, "Service in a reasonable amount of time at a reasonable cost by a competent technician who does it right the first time" etc. From the focus group interviews, he identified ten determinants of service quality. Comments consumers made in these interviews about service expectations, priorities, and experiences fall into one of these ten categories. The determinants of service included the following list;

**Reliability** involves consistency of performance and dependability. It means that the firm performs the service right the first time. It also means that the firm honors its promises. Specifically, it involves an accuracy in billing, keeping records correctly, perform the service at the designated time.

**Responsiveness** concerns the willingness or readiness of employees to provide service. It involves timeless service namely; mailing a transaction slip immediately, calling the customer back quickly, and giving prompt service.



**Competence** means possession of the required skills and knowledge to perform the service. It involves the knowledge and skill of the contact personnel, knowledge and skill of operational support personnel, and research capability of the organization.

**Access involved approachability and ease of contact.** It means the service is easily accessible by telephone (lines are not busy and they do not put you on hold) It consists of the waiting time to receive service is not extensive, hours of operation are convenient, location of service facility is convenient.

**Courtesy** involves politeness, respect consideration, friendliness of contact personnel (including receptionists, telephone operator, and so forth). It includes consideration for the consumer's property, clean and neat appearance of public contact personnel.

**Communication** means keeping customers informed in language they can understand. It also means listening to customers. It may mean that the company has to adjust its language for different consumers – increasing the level of sophistication with a well-educated customer and speaking simply and plainly with a novice. It involves explaining the service itself, explaining how much the service will cost, assuring the consumer that a problem will be handled.

**Credibility** involves trustworthiness, believability and honesty. It involves having the customer's best interest at heart. Contributing to credibility is company name, company reputation, personal characteristics of the contact personnel, the degree of hard sell involved in interaction with the customer.

**Security** is the freedom from danger, risk or doubt. It involved physical safety, financial security, and confidentiality.

**Understanding the customer** involves making the effort to understand the customer's needs. It involves learning the customer's specific requirement, providing individualized attention, recognizing the regular customer.

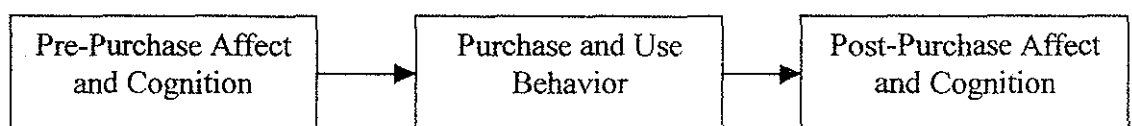
**Tangibles** include the physical evidence of the service namely; physical facilities, appearance of personnel, tools or equipment used to provide the service, physical representations of the services, such as a plastic credit card or a bank statement, other customers in the service facility.

## 2.2 Concept and Theories Related to the Dependent Variables.

### **Customer Satisfaction**

Oliver (1980) defined customer satisfaction in the disconfirmation paradigm using two cognitive variables as pre-purchase expectation and disconfirmation. Pre-purchase expectations are beliefs about anticipated performance of the product/service while disconfirmation is the difference between the pre-purchase expectations and the perceptions of post-purchase. The model on cognitive antecedents and consequences of customer satisfaction developed by Oliver is exemplified in the Figure 2.1.

**Figure 2.1: Cognitive Antecedents and Consequences of Satisfaction Model**



Source; Oliver R. "Cognitive Antecedents and Consequences of Satisfaction:.. The Journal of Marketing Research, Nov 17, 1980, p. 482

Based on Oliver's "Cognitive Antecedents and Consequences of Satisfaction Model", the inter-related behavior and cognitive variables are the function of the following areas:

- Pre purchase affect and cognitive is function of pre-purchase expectation, pre-purchase attitudes and pre-intentions.
- Purchase and use behavior is function of product performance or experience from using the service/product.
- Post purchase affect and cognitive is function of positive disconfirmation/confirmation negative, satisfaction/dissatisfaction, past-purchase attitude and post-purchase intention.

Parasuraman (1990) introduced the key premise to customer satisfaction as the prerequisite understanding of customer satisfaction and delivering of superior service as customer compare perceptions with expectations when judging a firm's service. One of the key influences of customers' expectations is price and they believe that the more they pay, the better the service should be. Nonetheless, low price with high quality adds on to his/her satisfaction if the customers perceive value of the products/services to be higher than what they pay. However, this premise depends on the communication, image of the firm, flow of information to the customers and the delivery of the promise the firm made to the market.

Customer (dis)satisfaction was a well known and established concept in several sciences: marketing (Fornell and Wernefelt, 1987; 1988; Kotler, 1991), consumer research (Yi, 1989), economic psychology (Johnson and Fornell, 1991), welfare-economic, (Simon, 1974), and economics (Van, 1981). Customer satisfaction is the accumulated experience of a customer's purchase and consumption experiences.

Eastman (1995) defined customer satisfaction as “the ability to gather an in-depth understanding of customer needs and the relative performance so company can deliver on those needs. Therefore, a company should approach customer satisfaction initiatives in a comprehensive manner. “It needs to be integrated and it needs to be cross-functional, it's not owned by one function”.

Rimington (1998) defined customer satisfaction as post-consumption evaluating judgement concerning a product or a service. While early research considered the satisfaction construct as a form of attitude, considerable research in the 1980s revealed that satisfaction is notably more complex and that the measurement issues are numerous.

### **Theories Related to Customer Satisfaction**

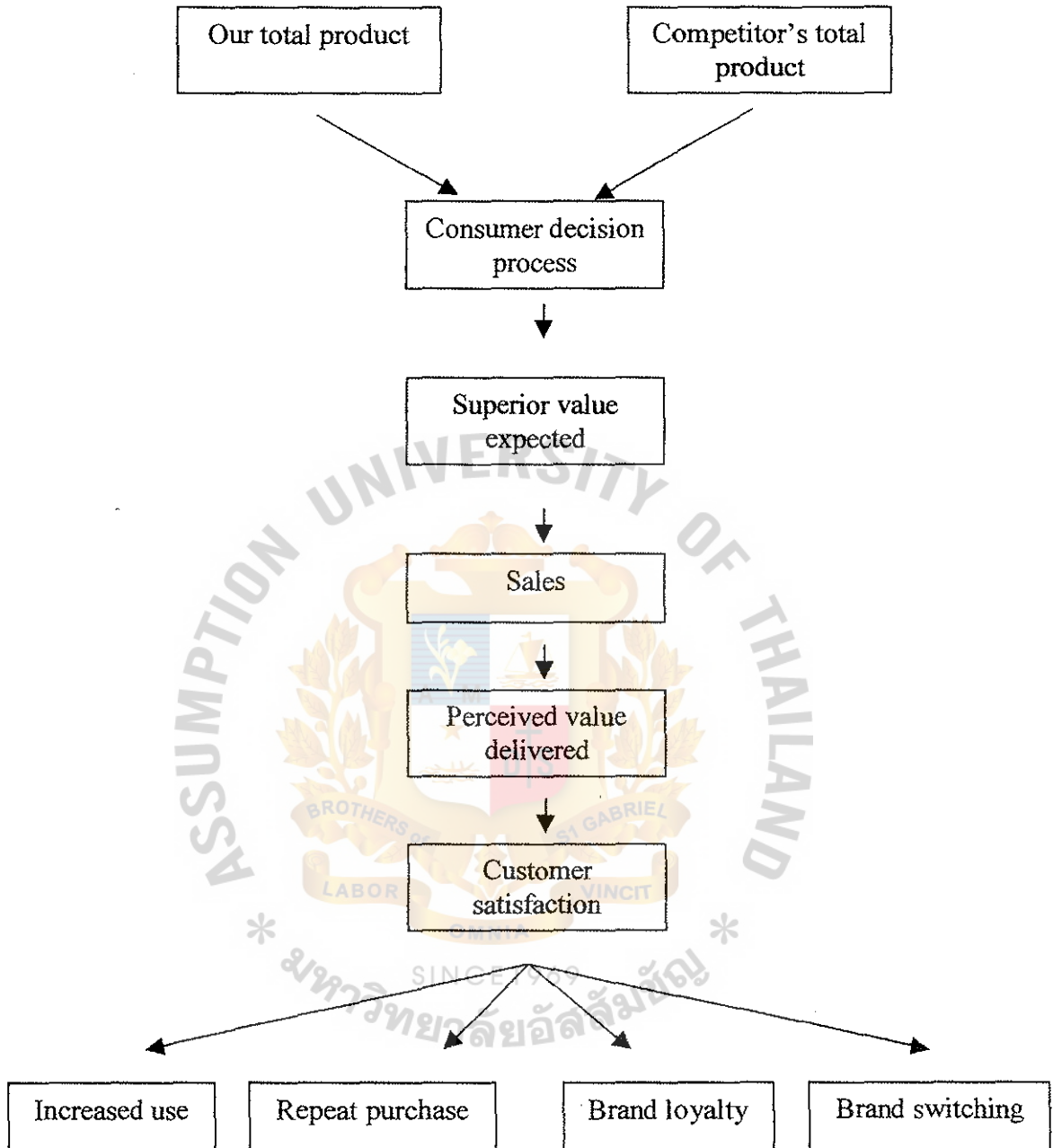
Customer satisfaction has gained new attention within the context of the paradigm shift from transactional marketing to relationship marketing (Gronroos, 1994; Jagdish, 1999), which referred “to all marketing activities directed toward establishing, and maintaining successful relational exchanges” (Cooke, 1990) In numerous publishing, satisfaction has been treated as the necessary premise for

the retention of customers, and therefore has moved to the forefront of relational marketing approaches (Rust and Zahorik, 1993). Kotler summed this up when he stated; "The key to customer retention is customer satisfaction" (Kotler, 1994). As a result, customer satisfaction has developed extensively as a basic construct for monitoring and controlling activities in the relationship-marketing concept. This is exemplified through the development and publication for large number of company, industry-wide, and even national satisfaction indices (E. W. Anderson, Fornell, and Lehmann, 1994; Fornell, Johnson, Anderson, Cha and Bryant, 1996).

Tse and Wilton, (1988) followed the result proposed by Churchill and Surprenant, and investigated customer satisfaction formation. Result of a laboratory experiment suggested that the perceived performance exerted direct significant influence on satisfaction in addition to those influences from expected performance and subjective disconfirmation. Anyway, expectation and subjective disconfirmation seem to be the best conceptualization in capturing customer satisfaction formation. In addition, there was a two measure instruments of customer satisfaction (Cooper and Duhan, 1989). They induced the ratio and difference between perspective and expectation. Cooper et al., (1989) have adapted the SERVQUAL instruments. The investigation found that the "ratio of perceptions" and expectation results in a scale with lower reliability, lower relative validity and the dimensions that were more difficult to interpret than the scale developed using the "differences of perception".



**Figure 2.2: Customer Satisfaction Outcome**



Source: Hawkin, Best & Coney "Consumer Behavior" Building Marketing Strategy 8<sup>th</sup> ed. 2001. p. 650

## **The Background of Oishi Ramen**

Oishi Ramen was established on April 4, 1999. The company's new restaurant concept – Japanese ramen noodle – has proven a hit with the first branch in Mahboonkrong Center achieving sales of Bt 2 million to Bt 3 million a month. It was unexpectedly successful and could generate revenue at a satisfaction level. As a result, Oishi Ramen rapidly expands many branches. Today, there are 10 branches. The price of its noodle is 65-89 Baht range. However, Oishi Ramen Co., Ltd. has planned to expand 18 more branches over the next two years. A competitor at The Mall Bangkok branch is Hachiban Ramen., having Oishi Ramen hold a 60% market share in this branch

Oishi Ramen has created tender and sticky noodle with eggs. by kneading till ramen dough turns glowing bright, then lengthens the dough to noodle by hand or by flattening it and slicing by knife. Nowadays, automatic Oishi Ramen machine would produce the noodles by adding all ingredients through it, and the restaurant owners get tasty, fine looking and hygienic ramen noodles.

### 2.3 Empirical Research and Relevant Research.

Author	Year	Topic	Variables	Method	Finding
Geistfeld and Avery	1991	Seller Attributes and store patronage decision	Independent V. 1. Product - brand - model - price 2. Service - warranty - repair service - number of hours open for business - ease of access to the store from parking facilities - training of personnel - number of alternative methods of payment accepted Dependent V. - customer satisfaction	Survey	Influencing factor to consumer patronage decision.
Mulhern and Padgett	1995	The relationship between retail price promotions and regular price purchases	Independent V. - shopper visiting - price promotion Dependent V. - regular price purchase	survey	Affecting price promotion to regular price sale.
John F. and Tanner, Jr.	1996	Buyer perceptions of the purchase process and its effect on customer satisfaction	Independent V. - buyer perception of purchase process and product Dependent V. - customer satisfaction	survey	Influencing factors to customer satisfaction.
Oates et al.	1996	A psychographic study of the elderly and retail store attributes	Independent V. - elderly's perception Dependent V. - Store attributes	survey	The importance of lifestyle characteristics of the elderly; interest, and opinions in define a profitable retail strategy.

Loren V. G. and Rosemary J. A (1991) have studied about seller attributes and store patronage decision at Columbus and Ohio during 1988. By collecting twenty-eight stores selling electric irons. Data collection included an inventory of all models of electric irons sold in each store. This included brand, model number, price and sale price where applicable. Information was also collected on store return policy (30 days, 30-90 days, 90+ days); warranties (store warranty, unlimited store handling of manufacturer warranty only); repair service (point of purchase, central repair facility authorized independent repair facility, manufacture repair only); proximity to other stores; ease of access to the store from parking facilities; number of hours open for business; number of alternative methods of payment accepted; and training of personnel.

Loren V. G. and Rosemary J. A. (1991) suggested that consumer willing to pay for seller attributes depended on the type of store and the price of the product. Consumers appear to be willing to pay for search attributes when they are associated with higher-priced items since there is greater pay-off to search for more expensive products. The price consumers were willing to pay for a low-priced item actually declines as search related attributes increases. This may be caused by the prices of the item being so low that information search is not warranted since potential saving through search are virtually non-existent. The notion that the level of product price affects the types of attributes for which consumers are willing to pay is supported by the finding that risk related attributes have no effect on price.

When purchasing a relatively inexpensive semi-durable item, service aspects of the purchase decision is considered.

Another implication to be drawn from these findings is that since less expensive electric irons tend to be sold in “low-price” stores, consumers shopping in these types of stores are not willing to pay for seller attributes. If stores provide attributes inconsistent with what consumers think should be provided, at best, consumers will not pay for the additional attributes and at worst consumers will actually reduce what they are willing to pay for items purchased.

A strategic consideration for retailer creating a store image is to recognize that consumers value seller attributes differently based on product price and what attributes a store is expected to possess. It will not enhance a store’s customer base to provide “enhanced service” if its consumers do not value this attribute. This does not mean that store image should not change in a manner consistent with the pricing and inventory strategy of the store. It does no good for a store to stress an easy repair policy if it sells inexpensive items for which consumer related costs (time and inconvenience) associated with repairing the item exceed the cost of the item.

The retailer should develop a store image that reflects the criteria utilized by consumers in store evaluation, retailers can improve their “value” to consumers and strengthen their competitive position in the market. However, retailers cannot improve their “value” by focusing on criteria that consumers do not utilize.



Criteria used by consumers will depend on product price and expected store attributes.

Francis J. M. and Daniel T. P. (1995) Price promotions represent a major component of marketing strategies in retailing. A primary motivation for offering price promotions is to stimulate sales of regular price merchandise. The researcher found that price promotion affect regular price sales. In addition, the shoppers visiting stores for the promotion are less likely to shop primarily at the store offering no promotion. Because these shoppers are typically less familiar with the store layout than other shoppers. Price promotions have numerous positive consequences, such as helping companies manage variations in supply and demand, including trial, and enhancing the shopping experience. However, the benefit for retailers is that the price promotions can attract shoppers who will also purchase regular price merchandise.

John F. and Tanner, Jr. (1996) found that product satisfaction is not related to a desire to participate in future decisions. But what is important is only salespeople influence customer satisfaction. The researcher suggests that salespeople also take care of customer by focusing dissatisfaction with buying/selling process rather than only a complainer about the product. The relationship between buyer and seller becomes more important in industrial marketing, the importance of customer satisfaction grows. Customer satisfaction is important because it causes influence future behavior, behavior related to the growth or dissolution of relationship between customer and vendor.

Barbara O., Lois S., and Bobby V., (1996) found that service attributes were not important to lifestyle of elderly. The researcher suggested that retailers should focus on quality products and fair prices. However, the store should offer and advertise in terms of discounts and reduced prices. It is not only good relationship between buyer and seller, but customer's loyalty for store also should be considered.



## **Chapter 3**

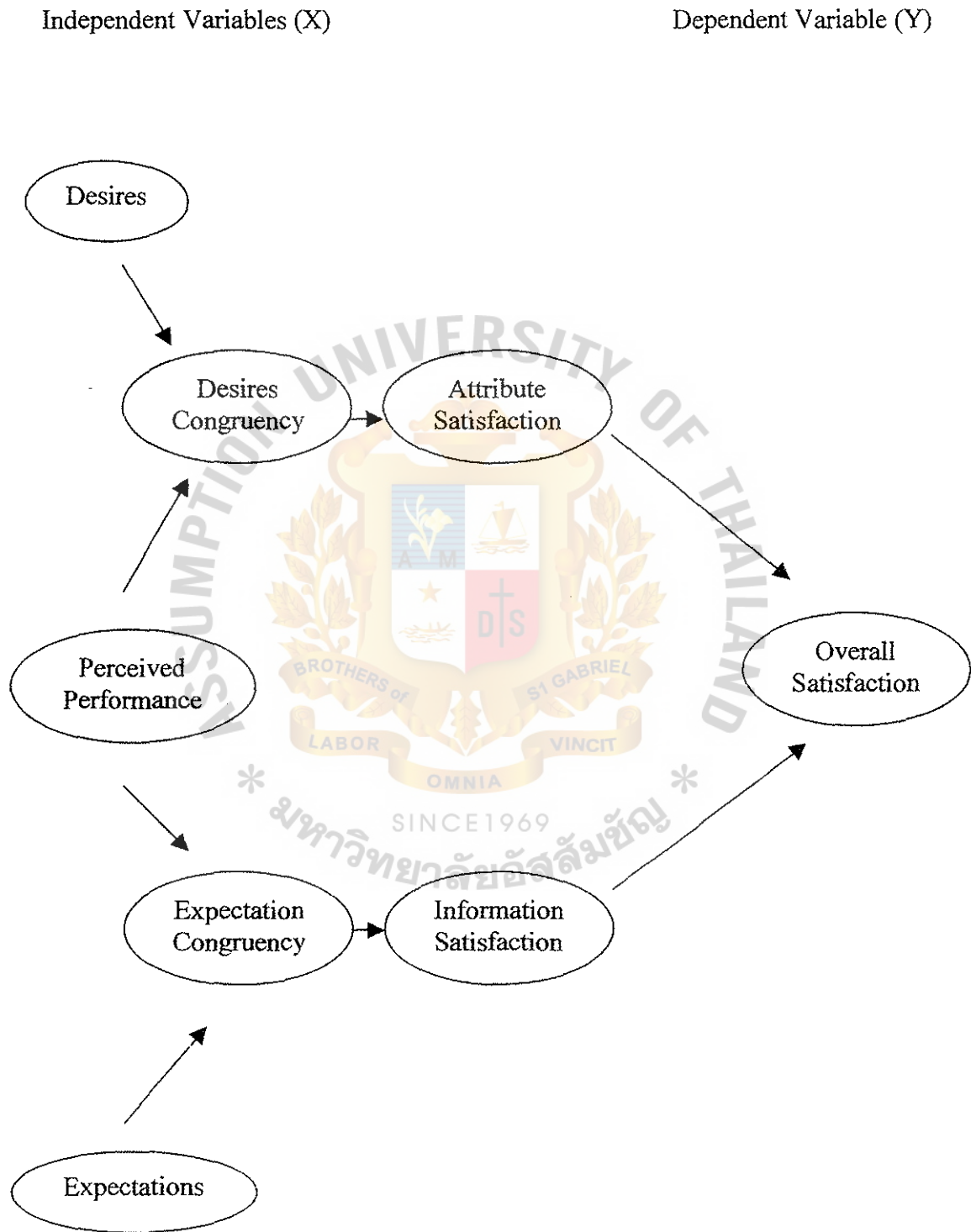
### **Research Framework**

This chapter consists of the theoretical framework, conceptual framework, hypothesis, and operationalization of the independent and dependent variables. In the first section, major theories that are used to conceptualize the framework are included. The second section explains all variables of conceptual framework both independent and dependent variables. The third section includes the research hypotheses that will be tested in this research. Finally, the last section comprises variables, concept definition, operation components, and level of measurement.

#### **3.1 Theoretical Framework**

The theoretical framework of this research is based on a reexamination of the determinants of consumer satisfaction by Richard A. S., Scott B. M., and Richard W. O. (1996). They studied a new model of the satisfaction formation process. This framework was mainly separated into two parts which are attribute satisfaction and information satisfaction. The details will be shown on the next page.

**Figure 3.1: Theoretical Model**



Source: Richard A. S., Scott B. M. and Richard W. O., 1996

### 3.2 Conceptual Framework

Customer satisfaction is Oishi Ramen's main objective. As a result, Oishi Ramen tries to find the best thing to serve customer. Nevertheless, it is well known, has many competitors, both the previous and the new entries are presently chasing Oishi Ramen. Oishi Ramen has to improve the operation to conform to customer needs.

Richard A. S., Scott B. M., and Richard W. O. (1996) comprised seven variables including desires, perceived performance, expectation, desires congruency, expectation congruency, attribute satisfaction and information satisfaction which measure overall satisfaction.

On the other hand, the researcher has the main objectives to measure attributes satisfaction and store satisfaction. Therefore, desire, perceived performance, expectation, desires congruency, expectation congruency are eliminated from this conceptual model.

The conceptual framework for this research included consumer overall purchase satisfaction (Dependent Variable), Attribute Satisfaction and Store Satisfaction are Independent Variables. Both of them consist of many sub-variables to measure consumer overall purchase satisfaction.

The components of Attribute Satisfaction are as follow;

- 1) Flavour
- 2) Freshness
- 3) Hygiene



4) Price

The components of Store Satisfaction are as follows:

- 1) Courtesy of staff
- 2) Supervised customer
- 3) Waiting time
- 4) Staff's friendly, smiling and eye contact
- 5) Willing to service customer
- 6) Cleanliness
- 7) Accuracy both billing and change
- 8) Correct menu and size as ordered
- 9) Atmosphere



Figure 3.2: The Conceptual Model

**Independent Variables (X)**

**Attribute Satisfaction**

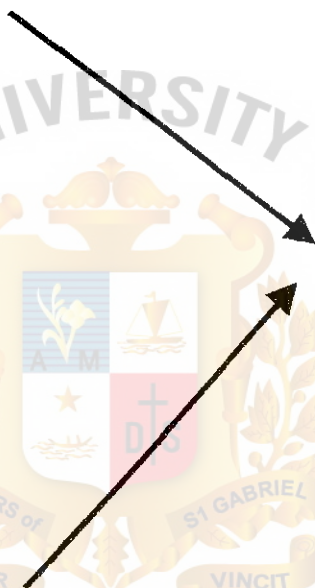
- Flavour
- Freshness
- Hygiene
- Price

**Store Satisfaction**

- Courtesy of staff
- Supervised customer
- Waiting time
- Staff's friendly, smiling and eye contact
- Willingness to service customer
- Cleanliness
- Accuracy both billing and change
- Correct menu and size as ordered
- Atmosphere

**Dependent Variables (Y)**

Consumer Overall  
Purchase  
Satisfaction



This research has three main independent variables and dependent variable. Their definitions as items are as follows:

**Attributes Satisfaction** means the consumers' satisfaction resulting from use/ observations of attributes of product.

**Store Satisfaction** means subjective satisfaction from the attributes of retail store derived after shopping at the store.

**Overall satisfaction** means a summary evaluation of the entire product use, experience for this single experience

### 3.3 Research Hypothesis

The hypothesis of this research is to determine the factor influencing marketing that relate to consumer overall satisfaction of Oishi Ramen at The Mall Bangkok. As a result, the hypotheses of this research are as shown below:

- a. Attribute Satisfaction & Consumer Overall Purchase Satisfaction
- b. Store Satisfaction & Consumer Overall Purchase Satisfaction

#### **Group a) Attribute Satisfaction & Consumer Overall Purchase Satisfaction**

**Hypothesis # 1:** Testing relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkok Mall.

**H1o** : There is no relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkok Mall.

**H1a** : There is relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 2:** Testing relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H2o** : There is no relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H2a** : There is relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 3:** Testing relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H3o** : There is no relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H3a** : There is relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 4:** Testing relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H4o** : There is no relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H4a** : There is relationship between price and Consumers Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

## **Group b) Store Satisfaction & Consumer Overall Purchase Satisfaction**

**Hypothesis # 5:** Testing relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H5o** : There is no relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H5a** : There is relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 6:** Testing relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H6o** : There is no relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H6a** : There is relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 7:** Testing relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H7o** : There is no relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H7a** : There is relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.



**Hypothesis # 8:** Testing relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H8o** : There is no relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H8a** : There is relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 9:** Testing relationship between willingness to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H9o** : There is no relationship between willingness to serve customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H9a** : There is relationship between willingness to serve customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 10:** Testing relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H10o** : There is no relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H10a** : There is relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 11:** Testing relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H11o :** There is no relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H11a :** There is relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 12:** Testing relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H12o :** There is no relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H12a :** There is relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 13:** Testing relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H13o :** There is no relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H13a :** There is relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

### **3.4 Operationalization of the Independent and Dependent Variables**

Zikmund (1997) mentioned that an operation definition gives to a concept specific activities or operations necessary for it. Davis and Cosenza (1993) stated that before operationalization takes place, concept must be defined first.

In this research, variables, concept definition, operation components and level of measurement are shown in Table 3.1.

**Table 3.1: Operational components of the independent and the dependent variables.**

<b>Variables</b>	<b>Concept Definition</b>	<b>Operation Components</b>	<b>Level of Measurement</b>
Attributes Satisfaction	It refers to the consumers' satisfaction resulting from use/observations of attributes of product.	<ul style="list-style-type: none"> <li>- Taste of Ramen noodle</li> <li>- Freshness</li> <li>- Hygiene</li> <li>- Price</li> </ul>	Ordinal scale
Store Satisfaction	It refers to subjective satisfaction from the attributes of retail store derived after shopping at the store.	<ul style="list-style-type: none"> <li>- Courtesy of staff</li> <li>- Supervised customer</li> <li>- Waiting time</li> <li>- Staff's friendly, smiling and eye contact</li> <li>- Willing to service customer</li> <li>- Cleanliness</li> <li>- Accuracy both bill and change</li> <li>- Correct menu and size as ordered</li> <li>- Atmosphere</li> </ul>	Ordinal scale
Consumer Overall purchase Satisfaction	It refers to overall satisfaction of consumers.	<ul style="list-style-type: none"> <li>- What is your overall satisfaction from consuming noodles and its purchase from The Mall Bangkok</li> </ul>	Ordinal scale

## Chapter 4

### Research Methodology

This chapter is to describe an overview of research methodology and provide a step by step procedure in order to understand how this study can be constructed. In the first part, it describes the research method, sampling design, sample size, which is tested in this research. In the second part, it comprises pre-testing and gathering data procedures. In the last part, it describes analysis technique, which is used in this research.

#### 4.1 Method of Research: Sample Survey

The data of this research will be collected by survey method. Zixmund (1997) sated that the survey is defined as a research technique in which information is gathered from a sample of people who use the questionnaire; a method of data collection based on communication with a representative sample of the target respondents.

The **sample survey** method is used in this research because it is considered the most appropriate in this research. It is not only inexpensive, quick, efficient, but can approach the target group also. The objective of this research is finding the relationship between variables.

## **4.2 Respondents and Sampling Procedures**

### **Target population**

The target population for this research is Oishi Ramen's consumers who buy and consume Oishi Ramen noodles at The Mall Bangkok. The respondents of this research are both male and female above and less than 18 years of age and above.

### **Sampling Design**

The classification of sampling is separated into two categories; namely probability and non-probability sampling design.

Zikmund (1997) stated that non-probability sampling is defined as a sampling technique in which units of sample are selected on the basis of personal judgement or convenience; the probability of any particular member of the population being chosen is unknown. This research will use Non-Probability sampling (convenience sampling) which is sampling procedure of obtaining those people that are most conveniently available. We will select a subgroup of the population on the basis of available information, which can be judged to be representative of the total population and take a complete count or sub-sample of this group. This method is time consuming and reduces cost.

### **Sample Size**

According to previous studies of customer satisfaction with KFC Restaurant in Bangkok, Pimpawat (2002) used a sample size of 425 respondents. Parasuraman, et.al., (1988) used a sample size of 189 customers for fast food service study. Consumer behavior and satisfaction of fast food home delivery in



Bangkok area with a sample size of 400 respondents by Techapanich (2000). Therefore, the researcher used 400 samples of respondents in this research.

### **Sampling Unit**

Sampling unit is the place where researcher will contact respondent for getting the questionnaire filled. In this research, sampling unit is Oishi Ramen shop in Bangkapi Mall.

### **4.3 Research Instruments/Questionnaire**

Dutka (1993) stated that questionnaire design is a critical phase of the customer satisfaction research process. Customer perception must be quantifiable to measure satisfaction. The measurement process, therefore, is a critical component of the research.

The questionnaire can be separated into three parts as follows:

Part A: Twenty-six questions for measure consumer overall purchase satisfaction. Five-point Likert scale.

Part B: One main question will be included for collecting information about consumer overall purchase satisfaction of Oishi Ramen at The Mall Bangkapi.

Part C: Personal Information

The average width level for measuring satisfaction level according to Suwannee Techapanich (2002) is defined as follows:

1.00 to 1.80	= Highly dissatisfied
1.81 to 2.60	= Dissatisfied
2.61 to 3.40	= normal
3.41 to 4.20	= Satisfied

4.21 to 5.00 = Highly satisfied

#### **4.4 Pre-Testing**

The researcher pre-tested the data collection tool in order to measure the reliability of the questionnaire via a pilot testing process. Mistakes were conducted and adjust in terms of structuring, wording, therefore, communication between the researcher and respondents will not be biased. Normally for pilot tests, the number of the sample group is not less than 25 (Kanlaya, SPSS for window, 2000. P.10). For this research, 30 questionnaires were distributed to the target respondents at The Mall Bangkapi.

Cronbach's alpha is utilized to assess the interval consistency of consumer overall purchase satisfaction questionnaire. If group construct shows the alpha value greater than 0.8, it is significant reliable. If the alpha value is between 0.6 and 0.8, it is still reliable. Cronbach's alpha of attribute satisfaction, and store satisfaction are 0.7413, and 0.8359 respectively. The results of reliability test, therefore, is significant reliable.

#### **4.5 Collecting Data**

The researcher collected the data by using primary data and secondary data. The primary data were collected by distributing questionnaire through the 400 respondents who buy and consume Oishi Ramen noodles at The Mall Bangkapi. Secondary data is gathered from textbooks, Internet, newspaper, theses and other related researches. The information will be collected seven days a week namely Monday-Sunday, lunch break: 12.00-13.00 hrs and dinner: 19.00-

20.00 hrs. After lunch and dinner, the researcher I distributed the questionnaires to the respondents.

After the questionnaires were collected, they were analyzed and summarized in a readable and easily interpretable form by the Statistical Package for Social Sciences (SPSS) program to ensure accuracy.

#### **4.6 Statistic Treatment of Data**

##### **4.6.1 Correlation Analysis**

Spearman's Rank Correlation Coefficient is a technique, which can be used to summarize the strength and direction (negative or positive) of a relationship between two variables.

A correlation can easily be drawn as a scatter graph, but the most precise way to compare several pairs of data is to use a statistical test. This establishes whether the correlation is really significant or if it could have been the result of chance alone (Cooper and Schindler, 2001).

Relationship between factors both independent variables and dependent variable are proven. After that summarizing the collected data through procedures in SPSS, the researcher examined the hypotheses by using correlation between two variables (Independent and dependent).

The Bivariate correlation test is employed to find out the relationship between two variables. The detail is described below:

Correlation Coefficient is necessary to establish the strength of the relationship between two ordinal variables. The researcher cannot assume that these variables have interval properties (i.e., rating scale), then the appropriate form of assessing strength of association in this research is Spearman's Rank – Order Correlation

Coefficient. Spearman correlation coefficient, denoted as  $\rho_s$ , is one of the best-known coefficient of relationship for rank-order data. The coefficient is appropriate when there are two variables per object, both of which are measured on an ordinal scale, therefore, the objects may rank two order series.

A Spearman Rank – Order Correlation Coefficient is computed by

$$r_s = 1 - \left[ \frac{6 \sum d^2}{n^3 - n} \right]$$

$d$  = the different in the rank of the values of each matched pair.

$n$  = the number of pairs.

$\Sigma$  = the sum of

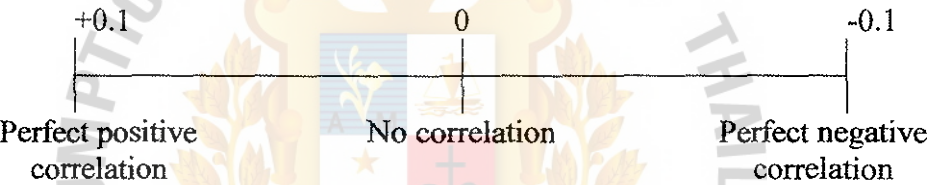


Table 4.1: Summary of Hypothesis and Statistical Analysis

Hypothesis	Statistical
<b>Ho1:</b> There is no relationship between flavour and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha1:</b> There is relationship between flavour and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho2:</b> There is no relationship between freshness and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha2:</b> There is relationship between freshness and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho3:</b> There is no relationship between hygiene and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman

<b>Ha3:</b> There is relationship between hygiene and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Rho
<b>Ho4:</b> There is no relationship between price and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha4:</b> There is relationship between price and Customer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho5:</b> There is no relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha5:</b> There is relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho6:</b> There is no relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha6:</b> There is relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho7:</b> There is no relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha7:</b> There is relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho8:</b> There is no relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha8:</b> There is relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho9:</b> There is no relationship between willing to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha9:</b> There is relationship between willing to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho10:</b> There is no relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha10:</b> There is relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho



<b>Ho11:</b> There is no relationship between accuracy both bill and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha11:</b> There is relationship between accuracy both bill and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho12:</b> There is no relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha12:</b> There is relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho
<b>Ho13:</b> There is no relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>Ha13:</b> There is relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman Rho

#### 4.6.2 Test of Significant and Significant Level

Two-tailed is employed because the direction of association cannot be determined in advance. Correlation coefficient significant at the 0.05 confidence level is used in this research. It is identified with a single asterisk, and those significant at the 0.01 level are identified with two asterisks in case there are more relations.

#### 4.6.3 Interpretation of correlation coefficient

Although the relationship among ordinal variable can be examined using nominal measure, other measures reflect the additional information available from ranking. Consideration of the kind of relationship that may exist between two ordered variables leads to the notion of direction of relation and the concept of correlation (Norusis, 1993).



## Chapter 5

### Data Presentation and Critical Analysis of Results

This chapter presents the results from data analysis and interpretation of findings . The first part is descriptive statistic analysis and the second part is hypothesis testing of results.

#### 5.1 Descriptive Statistic Analysis

Descriptive analysis is presented in the form of frequency table which is easy to understand and interpret. This section consists of two parts – profile of population, the frequency analyses of factors related to consumer overall satisfaction.

##### 5.1.1 Profile of Population

**Table 5.1: Frequency Distribution of Gender of respondents**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	136	34.0	34.0	34.0
	Female	264	66.0	66.0	100.0
	Total	400	100.0	100.0	

Table 5.1 highlights the classification of respondents by their gender and its frequency distribution. The respondents in this research include 136 or 34.0% male and 264 or 66.0% female respondents. This signifies that female respondents represent the majority group (66%) of respondents.

Master degree and the last 6 respondents or 1.5% have graduated below Bachelor degree. This signifies that respondents who hold Bachelor's Degree represents the majority group (72%) of respondents.

**Table 5.4: Frequency Distribution of Occupation of the respondents**

		Occ			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	government officer	4	1.0	1.0	1.0
	self-employed	10	2.5	2.5	3.5
	state enterprise	13	3.3	3.3	6.8
	business employee	217	54.3	54.3	61.0
	Student	156	39.0	39.0	100.0
	Total	400	100.0	100.0	

Table 5.4 highlights the classification of respondents by their occupation and its frequency distribution. The majority of the respondents' occupation is business employee (54.3% or 217 respondents). Whereas the other groups of the respondents' occupation are students counted for 39.0% or 156 respondents, state enterprise counted 3.3% or 13 respondents, self-employed counted 2.5% or 10 respondents. While the minority of respondents' occupation is government officer counted for 1% or 4 respondents.

**Table 5.5: Frequency Distribution of Personal Income of the respondents**

		Personal Income (per month)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20,000 Baht	280	70.0	70.0	70.0
	20,000-40,000 Baht	108	27.0	27.0	97.0
	more than 40,000 Baht	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Table 5.5 highlights the classification of respondents by personal income and its frequency distribution. The respondents in this research included majority group of respondent (280 respondents or 70.0%) whose personal income per month is less than 20,000 Baht. The other groups in this research are 27.0% or 108 respondents and 3% or 12 respondents whose monthly income ranges between 20,000-40,000 Baht, and more than 40,000 Baht, respectively.

**5.1.2 Frequency Analyses of Factors Related to Consumer Overall Satisfaction**

**Frequency Analyses of Independent Variables**

**Attribution Satisfaction**

**Table 5.6: Frequency Distribution of Flavour**

		Flavour		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	highly dissatisfied	3	.8	.8	.8
	Dissatisfied	23	5.8	5.8	6.5
	Normal	127	31.8	31.8	38.3
	Satisfied	180	45.0	45.0	83.3
	highly satisfied	67	16.8	16.8	100.0
	Total	400	100.0	100.0	

Table 5.6 shows attribute satisfaction of flavour. 3 respondents or 0.8% are highly dissatisfied, 23 respondents or 5.8% are dissatisfied, 127 respondents or 31.8% are normal, 180 respondents or 45.0% are satisfied, and 67 respondents or 16.8% are highly satisfied. The mean is 3.71. Therefore, attribute satisfaction of flavour is considered as satisfied.

**Table 5.7: Frequency Distribution of Freshness**

		Freshness		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	Dissatisfied	15	3.8	3.8	3.8
	Normal	153	38.3	38.3	42.0
	Satisfied	177	44.3	44.3	86.3
	highly satisfied	55	13.8	13.8	100.0
	Total	400	100.0	100.0	

Table 5.7 shows attribute satisfaction of freshness. 15 respondents or 3.8% are dissatisfied, 153 respondents or 38.3% are normal, 177 respondents or 44.3% are satisfied, and 55 respondents or 13.8% are highly satisfied. The mean is 3.68. Therefore, attribute satisfaction of freshness is considered as satisfactory.

**Table 5.8: Frequency Distribution of Hygiene**

		Hygiene		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	Dissatisfied	10	2.5	2.5	2.5
	Normal	132	33.0	33.0	35.5
	Satisfied	192	48.0	48.0	83.5
	highly satisfied	66	16.5	16.5	100.0
	Total	400	100.0	100.0	

Table 5.8 shows attribute satisfaction of hygiene. 10 respondents or 2.5% are dissatisfied, 132 respondents or 33.0% are normal, 192 respondents or 48.0% are satisfied, and 66 respondents or 16.5% are highly satisfied. The mean is satisfied. Therefore, attribute satisfaction is considered as satisfactory.

**Table 5.9: Frequency Distribution of Price**

Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	12	3.0	3.0	3.0
	Dissatisfied	85	21.3	21.3	24.3
	Neutral	182	45.5	45.5	69.8
		100	25.0	25.0	94.8
	highly satisfactory	21	5.3	5.3	100.0
Total		400	100.0	100.0	

Table 5.9 shows attribute satisfaction of price. Twelve respondents or 3.0% are highly dissatisfied, 85 respondents or 21.3% are Dissatisfied, 182 respondents or 45.5% are neutral, 100 respondents or 25.0% are satisfactory, and 21 respondents or 5.3% are highly satisfactory. The mean is 3.08. Therefore, attribute satisfaction of price is considered as normal.

#### Store Satisfaction

**Table 5.10: Frequency Distribution of Courtesy of staff**

		Courtesy of staff			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	22	5.5	5.5	5.5
	Neutral	164	41.0	41.0	46.5
	Satisfactory	187	46.8	46.8	93.3
	highly satisfactory	27	6.8	6.8	100.0
	Total	400	100.0	100.0	

Table 5.10 shows store satisfaction of courtesy of staff. 22 respondents or 5.5% are dissatisfied, 164 respondents or 41.0% are neutral, 187 respondents or 46.8% are satisfactory, and 27 respondents or 6.8% are highly satisfactory. The mean is 3.55. Therefore, courtesy of staff is considered as satisfactory.

**Table 5.11: Frequency Distribution of Supervised customer**

		Supervised customer		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	highly dissatisfied	1	.3	.3	.3
	Dissatisfied	26	6.5	6.5	6.8
	Neutral	152	38.0	38.0	44.8
	satisfactory	188	47.0	47.0	91.8
	highly satisfactory	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

Table 5.11 shows store satisfaction of supervised customer. 1 respondent or 0.3% is highly dissatisfied, 26 respondents or 6.5% are dissatisfied, 152 respondents or 38.0% are neutral, 188 respondents or 47.0% are satisfactory, and 33 respondents or 8.3% are highly satisfactory, respectively. The mean is 3.57. Therefore, supervised customer is considered as satisfactory.

**Table 5.12 Frequency Distribution of Waiting time**

		Waiting time		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	highly dissatisfied	4	1.0	1.0	1.0
	Dissatisfied	33	8.3	8.3	9.3
	Neutral	166	41.5	41.5	50.8
	Satisfactory	177	44.3	44.3	95.0
	highly satisfactory	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

Table 5.12 shows store satisfaction of waiting time. 4 respondents or 1.0% are highly dissatisfied, 33 respondents or 8.3% are Dissatisfied, 166 respondents or 41.5% are neutral, 177 respondents or 44.3% are satisfactory, and 20 respondents or 5.0% are highly satisfactory, respectively. The mean is 3.57. Therefore, supervised customer is considered as satisfactory.



41.5% are Neutral, 177 respondents or 44.3% are satisfactory, and 20 respondents or 5.0% are highly satisfactory, respectively. The mean is 3.44. Therefore, waiting time is considered as satisfactory.

**Table 5.13: Frequency Distribution of Staff's friendly, smiling and eye contact**

Staff's friendly, smiling and eye contact					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	38	9.5	9.5	9.5
	Neutral	169	42.3	42.3	51.8
	Satisfactory	159	39.8	39.8	91.5
	highly satisfactory	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

Table 5.13 shows store satisfaction of staff's friendly, smiling and eye contact. 38 respondents or 9.5% are dissatisfied, 169 respondents or 42.3% are neutral, 159 respondents or 39.8% are satisfactory, and 34 respondents or 8.5% are highly satisfactory, respectively. The mean is 3.38. Therefore, staff's friendly, smiling and eye contact are considered as normal.

**Table 5.14: Frequency Distribution of Willingness to service customer**

Willingness to service customer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	31	7.8	7.8	7.8
	Neutral	153	38.3	38.3	46.0
	satisfactory	189	47.3	47.3	93.3
	highly satisfactory	27	6.8	6.8	100.0
	Total	400	100.0	100.0	

Table 5.14 shows store satisfaction of willingness to service customer. 31 respondents or 7.8% are dissatisfied, 153 respondents or 38.3% are neutral, 189

respondents or 47.3% are satisfactory, and 27 respondents or 6.8% are highly satisfactory, respectively. The mean is 3.53. Therefore, willingness to service customer is considered as satisfactory.

**Table 5.15: Frequency Distribution of Cleanliness**

		Cleanliness			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	3	.8	.8	.8
	Neutral	121	30.3	30.3	31.0
	Satisfactory	213	53.3	53.3	84.3
	highly satisfactory	63	15.8	15.8	100.0
	Total	400	100.0	100.0	

Table 5.15 shows store satisfaction of cleanliness. 3 respondents or 0.8% are dissatisfied, 121 respondents or 30.3% are neutral, 213 respondents or 53.3% are satisfactory, and 63 respondents or 15.8% are highly satisfactory, respectively. The mean is 3.84. Therefore, the cleanliness is considered as satisfactory

**Table 5.16: Frequency Distribution of Accuracy both billing and change**

		Accuracy both billing and change			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	9	2.3	2.3	2.3
	Neutral	123	30.8	30.8	33.0
	Satisfactory	224	56.0	56.0	89.0
	Highly satisfactory	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

Table 5.16 shows store satisfaction of accuracy both billing and change. 9 respondents or 2.3% are dissatisfied, 123 respondents or 30.8% are neutral, 224 respondents or 56.0% are satisfactory, and 44 respondents or 11.0% are highly satisfactory, respectively. The mean is 3.76. Therefore, accuracy both billing and change are considered as satisfactory.

**Table 5.17: Frequency Distribution of Correct menu and size as ordered**

Correct menu and size as ordered					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	9	2.3	2.3	2.3
	Neutral	112	28.0	28.0	30.3
	Satisfactory	223	55.8	55.8	86.0
	Highly satisfactory	56	14.0	14.0	100.0
	Total	400	100.0	100.0	

Table 5.17 shows store satisfaction of correct menu and size as ordered. 9 respondents or 2.3% are dissatisfied, 112 respondents or 28.0% are Neutral, 223 respondents or 55.8% are satisfactory, and 56 respondents or 14.0% are highly satisfactory, respectively. The mean is 3.82. Therefore, the correct menu and size as ordered are considered as are satisfactory.

**Table 5.18: Frequency Distribution of Atmosphere**

Atmosphere					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	12	3.0	3.0	3.0
	Neutral	142	35.5	35.5	38.5
	Satisfactory	207	51.8	51.8	90.3
	Highly satisfactory	39	9.8	9.8	100.0
	Total	400	100.0	100.0	

Table 5.18 shows store satisfaction of atmosphere. 12 respondents or 3.0% are dissatisfied, 142 respondents or 35.5% are Neutral, 207 respondents or 51.8% are satisfactory, and 39 respondents or 9.8% are highly satisfactory, respectively. The mean is 3.68. Therefore, the atmosphere is considered as satisfactory.

**Table 5.19: Frequency Distribution of Consumer Overall Purchase Satisfaction**

Consumer overall purchase satisfaction					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	17	4.3	4.3	4.3
	Neutral	193	48.3	48.3	52.5
	Satisfactory	182	45.5	45.5	98.0
	highly satisfactory	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Table 5.19 shows consumer overall purchase satisfaction. 17 respondents or 4.3% are dissatisfied, 193 respondents or 48.3% are neutral, 182 respondents or 45.5% are satisfactory, and 8 respondents or 2.0% are highly satisfactory, respectively. The mean is 3.38. Therefore, consumer overall purchase satisfaction is considered as normal.

## 5.2 Hypothesis Testing

### Group a) Attribute-Satisfaction & Consumer Overall Purchase Satisfaction

#### Hypothesis # 1

**H1o** : There is no relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H1a** : There is relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.20: Flavour and Customer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Flavour
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.311(**)
		Sig. (2-tailed)		.000
		N	400	400
	Flavour	Correlation Coefficient	.311(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05 , it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.311 indicating that there is **a positive relationship between flavour and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 2**

**H2o** : There is no relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H2a** : There is relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.21: Freshness and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Freshness
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.274(**)
		Sig. (2-tailed)		.000
		N	400	400
	Freshness	Correlation Coefficient	.274(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.274 indicating that there is **a positive relationship between freshness and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 3:**

**H3o :** There is no relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H3a :** There is relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen Noodles at Bangkapi Mall.



**Table 5.22: Hygiene and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Hygiene
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.265(**)
		Sig. (2-tailed)		.000
		N	400	400
	hygiene	Correlation Coefficient	.265(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05 ( $0.000 < 0.05$ ), it means the **null hypothesis is rejected and the alternate hypothesis is accepted**.

The result from test shows that correlation coefficient value of 0.265 indicating that there is a **positive relationship between hygiene and Consumer Overall Purchase Satisfaction**. Thus the result of the test reveals the fact that there is relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Hypothesis # 4:**

**H4o** : There is no relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H4a** : There is relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.23: Price and Customer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Price
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.170(**)
		Sig. (2-tailed)	.	.001
		N	400	400
	Price	Correlation Coefficient	.170(**)	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.170 indicating that there is a **positive relationship between price and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Group b) Store-Satisfaction & Consumer Overall Purchase Satisfaction**

**Hypothesis # 5**

**H5o** : There is no relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H5a** : There is relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.24: Courtesy of staff and Customer Overall Purchase Satisfaction**

Correlations			Consumer Overall Purchase Satisfaction	Courtesy of staff
Spearman's rho	Consumer Overall Purchase Satisfaction	Correlation Coefficient	1.000	.340(**)
		Sig. (2-tailed)		.000
		N	400	400
	Courtesy of staff	Correlation Coefficient	.340(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.340 indicating that there is a **positive relationship between courtesy of staff and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between courtesy of staff and Consumer Overall Purchase Satisfaction.

#### **Hypothesis # 6.**

**H6o :** There is no relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H6a :** There is relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.25: Supervised customer and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Supervised customer
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.318(**)
		Sig. (2-tailed)		.000
		N	400	400
	Supervised customer	Correlation Coefficient	.318(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.318 indicating that there is a **positive relationship between supervised customer and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between supervised customer and Consumer Overall Purchase Satisfaction.

**Hypothesis # 7.**

**H7o** : There is no relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H7a** : There is relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.26: Waiting time and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Waiting time
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.348(**)
		Sig. (2-tailed)	.000	
		N	400	400
	Waiting time	Correlation Coefficient	.348(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.348 indicating that there is a **positive relationship between waiting time and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between waiting time and Consumer Overall Purchase Satisfaction.

**Hypothesis # 8.**

**H8o :** There is no relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H8a :** There is relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.27: Staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction**

Correlations				
			Consumer overall purchase satisfaction	Staff's friendly, smiling, and eye contact
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.329(**)
		Sig. (2-tailed)	.000	.000
		N	400	400
	Staff's friendly, smiling, and eye contact	Correlation Coefficient	.329(**)	1.000
		Sig. (2-tailed)	.000	.000
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.329 indicating that there is a **positive relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction.

**Hypothesis # 9**

**H9o** : There is no relationship between willingness to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H9a** : There is relationship between willingness to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.



**Table 5.28: Willingness to service customer and Consumer Overall Purchase Satisfaction**

Correlations				
			Consumer overall purchase satisfaction	Willingness to service customer
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.357(**)
		Sig. (2-tailed)		.000
		N	400	400
	Willingness to service customer	Correlation Coefficient	.357(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.357 indicating that there is a **positive relationship between willingness to service customer and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between willingness to service customer and Consumer Overall Purchase Satisfaction.

**Hypothesis # 10.**

**H10o :** There is no relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H10a :** There is relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.29: Cleanliness and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Cleanliness
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.323(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Cleanliness	Correlation Coefficient	.323(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.323 indicating that there is a **positive relationship between cleanliness and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between cleanliness and Consumer Overall Purchase Satisfaction.

**Hypothesis # 11**

**H11o :** There is no relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H11a :** There is relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.30: Accuracy both billing and change and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Accuracy both billing and change
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.206(**)
		Sig. (2-tailed)	.000	.000
		N	400	400
	Accuracy both billing and change	Correlation Coefficient	.206(**)	1.000
		Sig. (2-tailed)	.000	.000
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is more than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.206 indicating that there is **a positive relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between accuracy both billing and change and Consumer Overall Purchase Satisfaction.

**Hypothesis # 12**

**H12o :** There is no relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H12a :** There is relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.31: Correct menu and size as ordered and Consumer Overall Purchase Satisfaction**

Correlations				
			Consumer overall purchase satisfaction	Correct menu and size as ordered
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.287(**)
		Sig. (2-tailed)		.000
		N	400	400
	Correct menu and size as ordered	Correlation Coefficient	.287(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.287 indicating that there is a **positive relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction.

#### **Hypothesis # 13**

**H13o :** There is no relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**H13a :** There is relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.

**Table 5.32: Atmosphere and Consumer Overall Purchase Satisfaction**

Correlations			Consumer overall purchase satisfaction	Atmosphere
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.310(**)
		Sig. (2-tailed)	.000	
		N	400	400
	Atmosphere	Correlation Coefficient	.310(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test)** The bivariate test shows the significant value of 0.000 which is less than 0.05, it means the **null hypothesis is rejected and the alternate hypothesis is accepted.**

The result from test shows that correlation coefficient value of 0.310 indicating that there is a **positive relationship between atmosphere and Consumer Overall Purchase Satisfaction.** Thus the result of the test reveals the fact that there is relationship between atmosphere and Consumer Overall Purchase Satisfaction.

## Chapter 6

### Summary, Conclusions and Recommendations

This chapter, which consist of four sections, summarises and concludes the results and findings,. The first section is the interpretation of the results or summary of findings. The second section is the conclusion, and third section is the recommendations. The last section is suggestions for future research.

#### 6.1 Summary of Findings

This section presents interpretations of the results from the data gathered, which includes a summary of respondents' characteristics, a summary of factors related to consumer overall purchase satisfaction, and a summary of hypothesis testing.

##### Summary of Respondents' Characteristics

**Table 6.1: Summary of Respondents' Characteristics**

Profile	Largest Group of Respondent
Gender	Female (264 respondents or 66%)
Age	Between 26-45 years old (186 respondents or 46.5%)
Education	Bachelor's Degree (288 respondents or 72%)
Occupation	Business employee (217 respondents or 54.3%)
Personal Income (per month)	Less than 20,000 Baht (280 respondents or 70%)



According to the data of 400 respondents collected from the survey research, the gender of the respondents of this research composed of 66% female and 34% male. The highest percentage of age group of the respondents is in between 26-45 years old counting for 46.5% from total respondents. The remaining are aged between 18-25 years old, less than 18 years old and above 45 years old counting for 31.8%, 18.8% and 3%, respectively. A substantial number of respondents' education level is Bachelor's degree consisting of 288 respondents counting for 72% from the total respondents. The remaining are 26.5% who hold Master's degree and above, and 1.5% who graduated below Bachelor's degree.

The majority of respondents' occupation is business employees counted for 54.3%, whereas the other groups of the respondent's occupation are students counted for 39%, state enterprise counted for 3.3%, self-employed counted for 2.5%, and government officer counted for 1%. The highest number of respondents have monthly income of less than 20,000 Baht counted 70%, between 20,000-40,000 Baht counted for 27%, and more than 40,000 Baht counted for 3%.

#### **Summary of factor related to consumer overall purchase satisfaction**

For the attribution satisfaction, the findings show that the highest percentage of attribution satisfaction which consists of flavour, freshness, and hygiene. These are considered as satisfactory. These counted for 45.0%, 44.3%, 48.0%,

respectively. In the same time, the price is considered as normal that counted for 45.5%.

For the store satisfaction, the findings show that the highest percentage of store satisfaction which consists of courtesy of staff, supervised customer, waiting time, willingness to serve customers, cleanliness, accuracy billing and change, correct menu and size as ordered, and atmosphere are considered as satisfactory. These counted for 46.8%, 47.0%, 44.3%, 47.3%, 53.3%, 56.0%, 55.8%, 51.8%, respectively. In the same time, the staff's friendliness, normal that counted for 42.3%.

### Summary of hypothesis testing

The result of the 13 hypothesis testing are shown in table 6.2

**Table 6.2: Summary of hypothesis testing results**

Hypothesis	Test Statistics	Level of Significant	Correlation Coefficient	Result
<b>H1o:</b> There is no relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H1a:</b> There is relationship between flavour and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.311**	Reject Ho
<b>H2o:</b> There is no relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H2a:</b> There is relationship between freshness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.274**	Reject Ho
<b>H3o:</b> There is no relationship between hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H3a:</b> There is relationship between	Spearman rank-order correlation coefficient	.000	.265**	Reject Ho

hygiene and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.				
<b>H4o:</b> There is no relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H4a:</b> There is relationship between price and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.170**	Reject Ho
<b>H5o:</b> There is no relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H5a:</b> There is relationship between courtesy of staff and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.340**	Reject Ho
<b>H6o:</b> There is no relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H6a:</b> There is relationship between supervised customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.318**	Reject Ho
<b>H7o:</b> There is no relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H7a:</b> There is relationship between waiting time and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.348**	Reject Ho
<b>H8o:</b> There is no relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall. <b>H8a:</b> There is relationship between staff's friendly, smiling and eye contact and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.	Spearman rank-order correlation coefficient	.000	.329**	Reject Ho

<p><b>H9o:</b> There is no relationship between willing to service customer and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p> <p><b>H9a:</b> There is relationship between willing to service customer of retail store and Store Satisfaction with Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p>	Spearman rank-order correlation coefficient	.000	.357**	Reject Ho
<p><b>H10o:</b> There is no relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p> <p><b>H10a:</b> There is relationship between cleanliness and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p>	Spearman rank-order correlation coefficient	.000	.323**	Reject Ho
<p><b>H11o:</b> There is no relationship between accuracy both bill and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p> <p><b>H11a:</b> There is relationship between accuracy both bill and change and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p>	Spearman rank-order correlation coefficient	.000	.206**	Reject Ho
<p><b>H12o:</b> There is no relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p> <p><b>H12a:</b> There is relationship between correct menu and size as ordered and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p>	Spearman rank-order correlation coefficient	.000	.287**	Reject Ho
<p><b>H13o:</b> There is no relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p> <p><b>H13a:</b> There is relationship between atmosphere and Consumer Overall Purchase Satisfaction of Oishi Ramen at Bangkapi Mall.</p>	Spearman rank-order correlation coefficient	.000	.310**	Reject Ho

## 6.2 Conclusion

The purpose of this research is to study of customer satisfaction with purchase of Oishi Ramen at The Mall Bangkapi

The researcher distributed 400 questionnaires to consumers who purchase and eat Oishi Ramen noodle at Bangkapi Mall. The results were analyzed through SPSS program. The statistic tests are significant at the 0.05 confidence level (2-tailed). The Spearman correlation coefficient was used to test the relationship of attribute-satisfaction and store-satisfaction with consumer overall purchase satisfaction in order to answer the research question:

‘What is the relationship between factor to attribute satisfaction and consumer overall purchase satisfaction?’

From the results of this research, it can be concluded that attribution satisfaction factors (flavour, freshness, hygiene and price) are positively related to consumer overall purchase satisfaction. However, flavour factor in attribute satisfaction is the factor most related to consumer overall purchase satisfaction followed by freshness, hygiene and price. It means that the higher relationship of attribute satisfaction, the higher the consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall.

‘What is the relationship between factor to store satisfaction and consumer overall purchase satisfaction?’

The results of this research indicate that store satisfaction (courtesy of staff, supervised customer, waiting time, staff's friendliness, smiling face and eye contact, willingness to service customer, cleanliness, accuracy both in billing and



change, correct menu and size as ordered, and atmosphere) are positively related to consumer overall purchase satisfaction. However, willingness to provide service to customer factor in store satisfaction is the factor most related in significance to consumer overall purchase satisfaction followed by waiting time, courtesy of staff, staff's friendly and smiling face and eye contact, cleanliness, supervised customer, atmosphere, correct menu and size as ordered, and accuracy both in billing and change. It means that the higher relationship of store satisfaction, the higher consumer overall purchase satisfaction.

### **6.3 Recommendations**

Nowadays, business of consumer product has high competition in the market. As a result, the customer satisfaction will affect a decision making in their purchase. The result of this research will be beneficial to marketers to understand the customers.

From the results of this research, the company can know the characteristics of their customers who are their target (see Table 6.1). Using these results, the marketers will know who their target group is, and they can plan the marketing activities to approach these target customers.

The results of this research show that flavour factor in attribute satisfaction is of first important factor that affects consumer overall purchase satisfaction. Although, the customers perceive that flavour is satisfactory, Oishi Ramen should pay attention for flavour. By adjusting it to meet customer needs, because consumers want good taste and healthy food (Thayer, 1996). Nevertheless, Oishi Ramen should consider other factors such as freshness, and hygiene. Oishi Ramen



should carefully select raw materials (Piset, 1994). It is not only reliability from customers, but company's good image is also essential. Additionally, price is one important thing that cannot be overlooked. The goods pricing is a way that achieves profitability for the firm and satisfactory customers (Berman and Evans (1998). Therefore, Oishi Ramen should give more discount price to persuade more customers to purchase their product (Mowen and Minor, 1998).

However, the results of this research show that willingness to provide service to customer factor in store satisfaction is the first important factor that affects consumer overall purchase satisfaction. The company especially should recruit all crew members carefully in the recruitment process. The staffs should be service-minded, friendly, and willingness to serve customers (Loren V.G. and Rosemary J.A., 1991). The company should provide continuous training program on service improvement, personality development to enable employees to provide the proper service to the customers.

Moreover, Oishi Ramen's staff should clean tables and trays more quickly especially during peak hours (LoveLock, 1988). Oishi Ramen staff should be appropriately trained in all cleaning processes and on how to maintain the store cleanliness. All equipment and chemical used must be approved by quality control department to ensure quality, safety and suitability. In the same time, atmosphere is one factor that the company should realize also. Oishi Ramen shop should have the ventilation fan and open soft songs also (Miyoun, 1993).

#### 6.4 Suggestions for Future Researches

As this research only focuses on consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall, future research should extend to other branches or other provinces. This is because the respondents living in different environments and having different profiles may have difference perceptions and expectations.

In addition, for future research, the researchers may study the comparison of customer satisfaction between Oishi Ramen and other competitors such as Hachiban. This may help new investors in this business to know the strategy and implementation in order to succeed in this business.

This research covered only the customers who are having their meals within Oishi Ramen shop. Because the home delivery service presently plays an important role in this business, future research should measure the customer satisfaction of respondents who use home delivery service.

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[www.mama.th.com](http://www.mama.th.com) date visited October 20, 2003.

[www.oishigroup.com](http://www.oishigroup.com) dated visited October 4, 2003.

# APPENDIX A:

## English and Thai Questionnaires



## Questionnaire

This questionnaire is designed as partial fulfillment of the requirement for the Degree of  
Master of Business Administration, Assumption University.

The objective for this research is identify the relationship of attribute and store satisfaction by Oishi Ramen at The Mall Bangkok.

The information, obtained from you will be confidential. The survey should take no more than 10 minutes to complete.

### Part A :

Please give your level of **satisfaction** with following product attribute of Oishi Ramen noodles at The Mall Bangkok

#### LEVEL OF ATTRIBUTE-SATISFACTION

	Highly Satisfied 5	Satisfied 4	Normal 3	Dissatisfied 2	Highly Dissatisfied 1
1. Flavour					
2. Freshness					
3. Hygiene (Cleanliness)					
4. Price					

Please give your level of **satisfaction** with store attribute of Oishi Ramen noodles shop at The Mall Bangkok

#### LEVEL OF STORE-SATISFACTION WITH STORE ATTRIBUTE

	Highly Satisfied 5	Satisfied 4	Normal 3	Dissatisfied 2	Highly Dissatisfied 1
5. Courtesy of staff					
6. Supervised customer					
7. Waiting time					
8. Staff's friendly, smiling and eye contact					
9. Willing to service customer					
10. Cleanliness					
11. Accuracy both bill and change					
12. Correct menu and size as ordered					
13. Atmosphere					

**Part B : Consumer Overall Purchase Satisfaction**

Please indicate your level of **satisfaction** with purchase and use of Oishi Ramen noodles at Oishi Ramen noodles shop The Mall Bangkok

	Highly Satisfied 5	Satisfied 4	Normal 3	Dissatisfied 2	Highly Dissatisfied 1
14. Consumer overall purchase satisfaction					

**Part C : Personal Information**

15. Sex:

☐ Male

☐ Female
16. Age:

☐ Less than 18 years old

☐ 18 - 25 years old

☐ 26 - 45 years old

☐ Above 45 years old
17. Education:

☐ Below Bachelor Degree

☐ Bachelor Degree

☐ Master Degree and above
18. Occupation:

☐ Government officer

☐ Self-employed

☐ State enterprise

☐ Business employee

☐ Student

☐ Housewife

☐ Other (please specify).....
19. Personal Income (per month)

☐ Less than 20,000 Baht

☐ 20,000 - 40,000 Baht

☐ More than 40,000 Baht

**Thank you for your cooperation**

แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อใช้เป็นส่วนประกอบในการทำวิทยานิพนธ์ในหัวข้อการศึกษาความพึงพอใจของลูกค้าที่มีต่อ โออิชิ ราเมน โดยนักศึกษาปริญญาโท มหาวิทยาลัยอัสสัมชัญ

จุดประสงค์ของการวิจัยนี้เพื่อศึกษาความสัมพันธ์ระหว่างคุณสมบัติของสินค้าและข้อมูลความพึงพอใจของลูกค้าที่มีต่อ โออิชิ ราเมน สาขาเดอะมอลล์ บางกะปิ

ข้อมูลที่ได้รับจากท่านจะถูกเก็บเป็นความลับ โดยไม่มีการอ้างอิงถึงตัวบุคคลใดๆ แบบสอบถามใช้เวลาไม่เกิน 10 นาที

ส่วนที่ 1: ข้อมูลทางการตลาด

โปรดใส่เครื่องหมาย ✓ ลงในช่องที่เหลี่ยมวัดระดับความพึงพอใจของคุณสมบัติของสินค้าจากโออิชิ ราเมน สาขาเดอะมอลล์ บางกะปิ

ระดับความพึงพอใจของคุณสมบัติของสินค้า

	พอใจมาก	พอใจ	เฉยๆ	ไม่พอใจ	ไม่พอใจมาก
	5	4	3	2	1
1. รสชาติของอาหาร					
2. ความสดใหม่					
3. ความสะอาดของอาหาร					
4. ราคา					

โปรดใส่เครื่องหมาย ✓ ลงในช่องที่เหลี่ยมวัดระดับความพึงพอใจลักษณะร้านที่ได้รับจากโออิชิ ราเมน สาขาเดอะมอลล์ บางกะปิ

ระดับความพึงพอใจลักษณะของร้าน

	พอใจมาก	พอใจ	เฉยๆ	ไม่พอใจ	ไม่พอใจมาก
	5	4	3	2	1
5. ความสุภาพอ่อนน้อมของพนักงาน					
6. ความเอาใจใส่ลูกค้า					
7. ระยะเวลาในการรออาหาร					
8. ความมีมนุษยสัมพันธ์ ยิ้มแย้มแจ่มใสของพนักงานและความเป็นกันเองกับลูกค้า					
9. ความยินดีและเต็มใจที่จะให้บริการลูกค้า					
10. ความสะอาดของร้านค้า					
11. ได้รับใบเสร็จและเงินทอนถูกต้องครบถ้วน					
12. ได้รับสินค้าถูกต้องตามขนาดที่ตั้ง					
13. บรรยากาศ					

ส่วนที่ 2 : ความพึงพอใจของลูกค้า

โปรดใส่เครื่องหมาย ✓ ลงในช่องสี่เหลี่ยมเพื่อเลือกระดับความพึงพอใจของลูกค้าที่ได้รับจากโออิชิ ราเมน สาขาเดอะมอลล์ บางกะปิ

	พอใจมาก 5	พอใจ 4	เฉยๆ 3	ไม่พอใจ 2	ไม่พอใจมาก 1
14. ความพึงพอใจของลูกค้าที่ได้รับจากโออิชิราเมน					

ส่วนที่ 3 : ข้อมูลส่วนตัว

15. เพศ

☐ ชาย

☐ หญิง
16. อายุ

☐ ต่ำกว่า 18 ปี

☐ 18 - 25 ปี

☐ 26 - 45 ปี

☐ มากกว่า 45 ปี
17. การศึกษา

☐ ต่ำกว่าปริญญาตรี

☐ ปริญญาตรี

☐ ปริญญาโทและสูงกว่า
18. อาชีพ

☐ รับราชการ

☐ ประกอบอาชีพส่วนตัว

☐ พนักงานรัฐวิสาหกิจ

☐ พนักงานบริษัทเอกชน

☐ นักเรียน นักศึกษา

☐ แม่บ้าน

☐ อื่นๆ (โปรดระบุ) .....
19. รายได้ต่อเดือน

☐ ต่ำกว่า 20,000 บาท

☐ 20,000 - 40,000 บาท

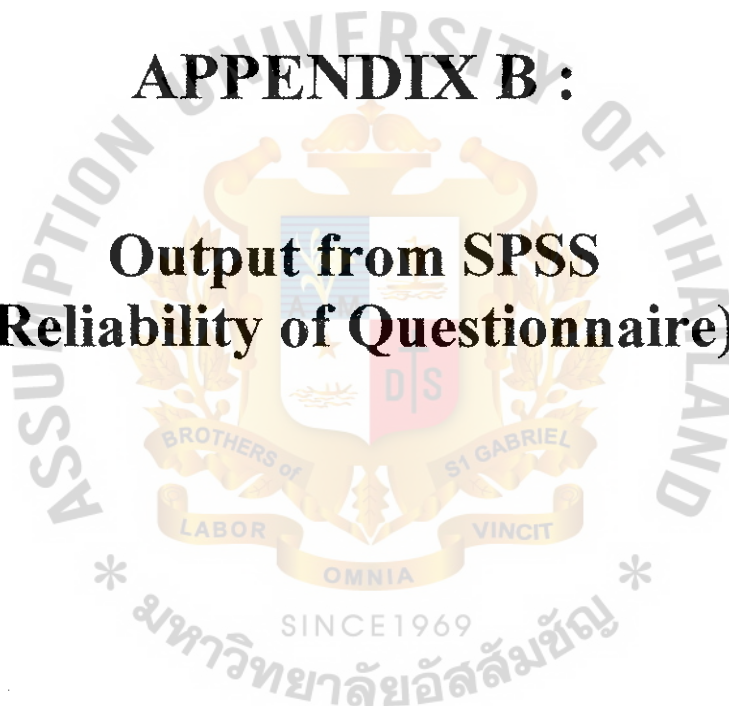
☐ มากกว่า 40,000 บาท

ขอขอบคุณทุกท่านที่ให้ความร่วมมือ



## **APPENDIX B:**

### **Output from SPSS (Reliability of Questionnaire)**



\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
SPA_Q1	10.5333	2.2575	.7418	.5514
SPA_Q2	10.5000	2.2586	.6100	.6382
SPA_Q3	10.2667	3.5816	.5305	.7327
SPA_Q4	11.1000	2.6448	.4169	.7640

Reliability Coefficients

N of Cases = 30.0                      N of Items = 4

Alpha = .7413

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SSA_Q5	29.8667	11.7057	.5988	.8134
SSA_Q6	29.9333	11.7195	.5813	.8151
SSA_Q7	30.1000	12.0241	.3398	.8491
SSA_Q8	29.9333	10.6851	.6561	.8055
SSA_Q9	29.7667	11.1506	.7990	.7931
SSA_Q10	29.7333	12.3402	.5674	.8188
SSA_Q11	29.4333	11.7713	.4961	.8249
SSA_Q12	29.4667	12.1885	.4744	.8264
SSA_Q13	29.7667	12.3920	.5291	.8218

Reliability Coefficients

N of Cases = 30.0                      N of Items = 9

Alpha = .8359

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SPA_Q1	10.5475	3.3762	.5096	.6528
SPA_Q2	10.5800	3.5174	.5514	.6303
SPA_Q3	10.4750	3.6335	.5174	.6503
SPA_Q4	11.1775	3.3744	.4553	.6906

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SINCE 1969

มหาวิทยาลัยอัสสัมชัญ

ASSUMPTION UNIVERSITY OF THAILAND

Reliability Coefficients

\*\*\*

N of Cases = 400.0      N of Items = 4

Alpha = .7174

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
SSA_Q5	29.1025	14.1774	.5669	.8086
SSA_Q6	29.0850	13.9577	.5660	.8085
SSA_Q7	29.2100	14.1763	.5128	.8149
SSA_Q8	29.1775	13.6802	.5848	.8062
SSA_Q9	29.1200	13.8051	.6088	.8034
SSA_Q10	28.8100	14.5753	.5050	.8155
SSA_Q11	28.8925	14.8932	.4499	.8213
SSA_Q12	28.8350	14.3787	.5376	.8119
SSA_Q13	28.9675	14.6982	.4743	.8188

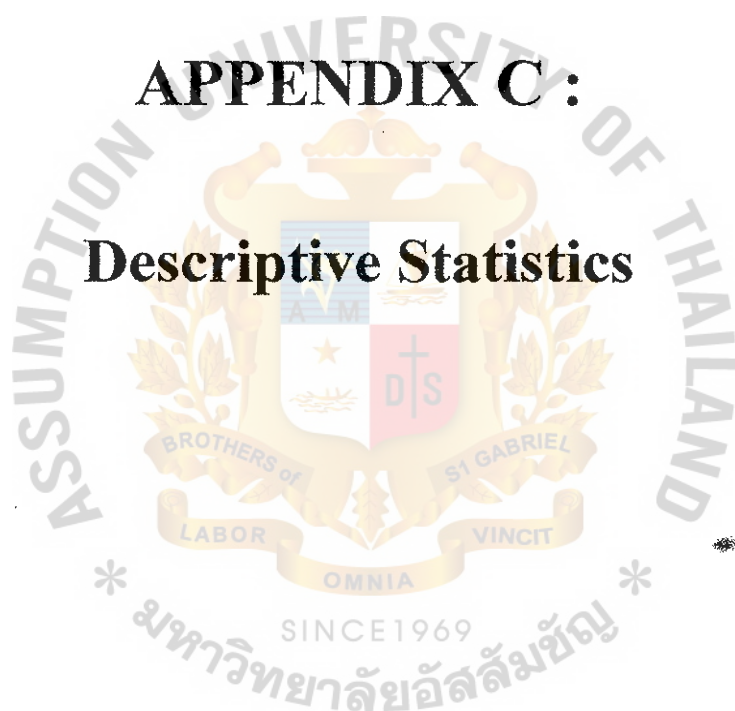
Reliability Coefficients

N of Cases = 400.0                      N of Items = 9

Alpha = .8296

## APPENDIX C:

### Descriptive Statistics





## Frequencies

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	136	34.0	34.0	34.0
	Female	264	66.0	66.0	100.0
	Total	400	100.0	100.0	

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 18 years old	75	18.8	18.8	18.8
	18-25 years old	127	31.8	31.8	50.5
	26-45 years old	186	46.5	46.5	97.0
	above 45 years old	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below Bachelor Degree	6	1.5	1.5	1.5
	Bachelor Degree	288	72.0	72.0	73.5
	Master Degree and above	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

### Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	government officer	4	1.0	1.0	1.0
	self-employed	10	2.5	2.5	3.5
	state enterprise	13	3.3	3.3	6.8
	business employee	217	54.3	54.3	61.0
	Student	156	39.0	39.0	100.0
	Total	400	100.0	100.0	

### Personal Income (per month)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20,000 Baht	280	70.0	70.0	70.0
	20,000-40,000 Baht	108	27.0	27.0	97.0
	more than 40,000 Baht	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

### Flavour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid highly dissatisfied	3	.8	.8	.8
Dissatisfied	23	5.8	5.8	6.5
Normal	127	31.8	31.8	38.3
Satisfied	180	45.0	45.0	83.3
highly satisfied	67	16.8	16.8	100.0
Total	400	100.0	100.0	

### Freshness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	15	3.8	3.8	3.8
Normal	153	38.3	38.3	42.0
Satisfied	177	44.3	44.3	86.3
highly satisfied	55	13.8	13.8	100.0
Total	400	100.0	100.0	

### Hygiene

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	10	2.5	2.5	2.5
Normal	132	33.0	33.0	35.5
Satisfied	192	48.0	48.0	83.5
highly satisfied	66	16.5	16.5	100.0
Total	400	100.0	100.0	

### Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid highly dissatisfied	12	3.0	3.0	3.0
Dissatisfied	85	21.3	21.3	24.3
Normal	182	45.5	45.5	69.8
Satisfied	100	25.0	25.0	94.8
highly satisfied	21	5.3	5.3	100.0
Total	400	100.0	100.0	

### Courtesy of staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	22	5.5	5.5	5.5
Normal	164	41.0	41.0	46.5
Satisfied	187	46.8	46.8	93.3
highly satisfied	27	6.8	6.8	100.0
Total	400	100.0	100.0	

### Supervised customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	1	.3	.3	.3
	Dissatisfied	26	6.5	6.5	6.8
	Normal	152	38.0	38.0	44.8
	Satisfied	188	47.0	47.0	91.8
	highly satisfied	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

### Waiting time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	4	1.0	1.0	1.0
	Dissatisfied	33	8.3	8.3	9.3
	Normal	166	41.5	41.5	50.8
	Satisfied	177	44.3	44.3	95.0
	highly satisfied	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

### Staff's friendly, smiling and eye contact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	38	9.5	9.5	9.5
	Normal	169	42.3	42.3	51.8
	Satisfied	159	39.8	39.8	91.5
	highly satisfied	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

### Willingness to service customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	31	7.8	7.8	7.8
	Normal	153	38.3	38.3	46.0
	Satisfied	189	47.3	47.3	93.3
	highly satisfied	27	6.8	6.8	100.0
	Total	400	100.0	100.0	

### Cleanliness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	3	.8	.8	.8
	Normal	121	30.3	30.3	31.0
	Satisfied	213	53.3	53.3	84.3
	highly satisfied	63	15.8	15.8	100.0
	Total	400	100.0	100.0	

**Accuracy both billing and change**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	9	2.3	2.3	2.3
	Normal	123	30.8	30.8	33.0
	Satisfied	224	56.0	56.0	89.0
	highly satisfied	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

**Correct menu and size as ordered**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	9	2.3	2.3	2.3
	Normal	112	28.0	28.0	30.3
	Satisfied	223	55.8	55.8	86.0
	highly satisfied	56	14.0	14.0	100.0
	Total	400	100.0	100.0	

**Atmosphere**

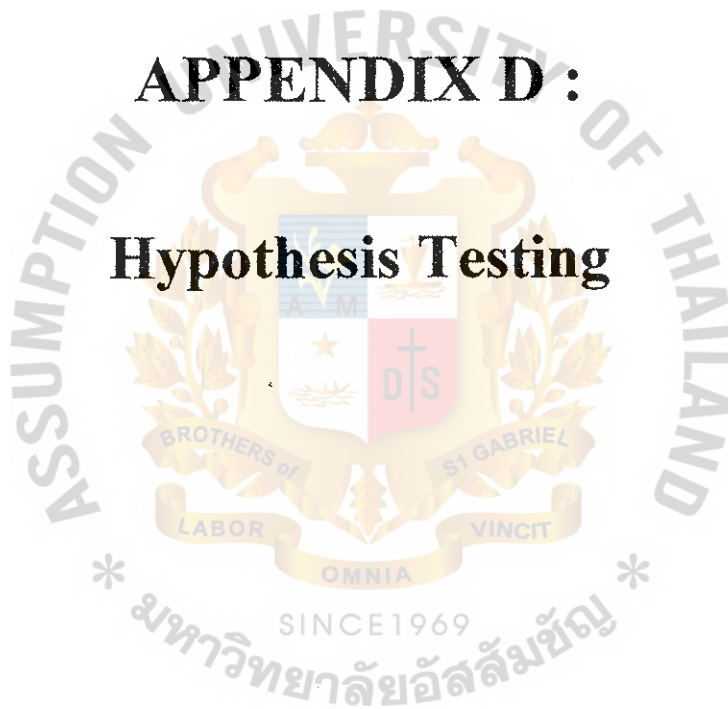
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	12	3.0	3.0	3.0
	Normal	142	35.5	35.5	38.5
	Satisfied	207	51.8	51.8	90.3
	highly satisfied	39	9.8	9.8	100.0
	Total	400	100.0	100.0	

**Consumer overall purchase satisfaction**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	17	4.3	4.3	4.3
	Normal	193	48.3	48.3	52.5
	Satisfied	182	45.5	45.5	98.0
	Highly satisfied	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

## APPENDIX D :

### Hypothesis Testing



Hypothesis Testing

Correlations

			Consumer overall purchase satisfaction	Flavour
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.311(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Flavour	Correlation Coefficient	.311(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Freshness
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.274(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Freshness	Correlation Coefficient	.274(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Hygiene
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.265(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	hygiene	Correlation Coefficient	.265(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Price
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.170(**)
		Sig. (2-tailed)	.	.001
		N	400	400
	Price	Correlation Coefficient	.170(**)	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).



Correlations

			Consumer Overall Purchase Satisfaction	Courtesy of staff
Spearman's rho	Consumer Overall Purchase Satisfaction	Correlation Coefficient	1.000	.340(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Courtesy of staff	Correlation Coefficient	.340(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Supervised customer
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.318(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Supervised customer	Correlation Coefficient	.318(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

Correlations

			Consumer overall purchase satisfaction	Waiting time
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.348(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Waiting time	Correlation Coefficient	.348(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Staff's friendly, smiling, and eye contact
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.329(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Staff's friendly, smiling, and eye contact	Correlation Coefficient	.329(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Correlations

			Consumer overall purchase satisfaction	Willingness to service customer
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.357(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Willingness to service customer	Correlation Coefficient	.357(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Correlations

			Consumer overall purchase satisfaction	Cleanliness
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.323(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Cleanliness	Correlation Coefficient	.323(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Correlations

			Consumer overall purchase satisfaction	Accuracy both billing and change
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.206(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Accuracy both billing and change	Correlation Coefficient	.206(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Correlations

			Consumer overall purchase satisfaction	Correct menu and size as ordered
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.287(**)
		Sig. (2-tailed)	.	.000
		N	400	400
	Correct menu and size as ordered	Correlation Coefficient	.287(**)	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Consumer overall purchase satisfaction	Atmosphere
Spearman's rho	Consumer overall purchase satisfaction	Correlation Coefficient	1.000	.310(**)
		Sig. (2-tailed)		.000
		N	400	400
	Atmosphere	Correlation Coefficient	.310(**)	1.000
		Sig. (2-tailed)	.000	
		N	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).



