

A Study of the Factors Affecting Customer Satisfaction and  
Behavioral Intention in The Mall Bangkapi Food Court

Mr. Lei Su

A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration

Graduate School of Business

Assumption University

Academic Year 2013

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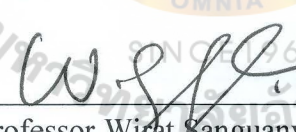
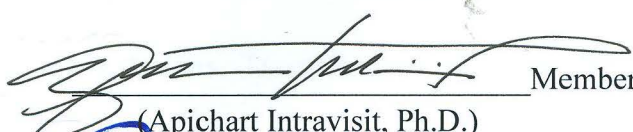
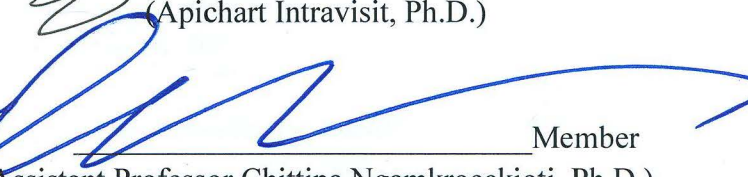
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## ABSTRACT

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

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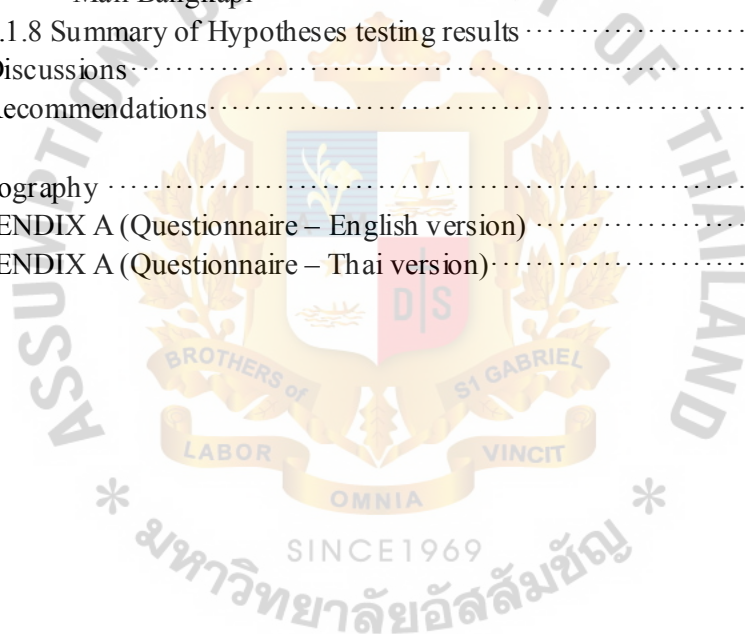
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## **CHAPTER I: GENRALITIES OF THE STUDY**

### **1.1 Background of the Study**

This section will provide the background of the research area. It contains two parts: 1. Thailand food service and 2. The Mall shopping center Bangkok.

Nowadays, the hospitality industry or service industry plays a vital role in global society and has proved to be a revenue generator for many countries in the world, including Thailand. Service industry has a vital part in the economics in developing countries, including Thailand (Cook, Yale & Marqua, 2006).

Among the variety of service businesses, the food service industry is proved to be one of the most significant service industries that can affect individual's lifestyles. People usually have no time to cook food for themselves because they usually come back home late at night. In addition, these people who want to change their lifestyles are likely to try new dishes at different restaurants. Thus, dining out becomes more popular (Lundberg & Walker, 1993).

Because of the popularity of individual's lifestyle to dining out, like many other countries, Thailand restaurant business has grown up rapidly with lots of



competitors throughout the country. Based on the statistics by Williams (2002), Thailand restaurant business value increased from 19,444 million baht to 21,000 million baht and the rate of expansion increased to 8.0%. Recently, more and more restaurant managers have known that it is important for them to maintain the competitive advantages (price, service quality, food quality, and atmospherics) of their restaurant to satisfy their guests and gain the loyalty of their guests.

Many academic researches focused on the service quality, customer satisfaction and consumers' behavioral intention in restaurant (Gilbert et al., 2004; Lee and Ulgado, 1997; Qin and Prybutok, 2009). However, some other potential factors of customer satisfaction such as food quality, perceived value and the physical environment were ignored. Furthermore, few studies had investigated the factors that may influence the customer satisfaction and their behavioral intention in restaurants within a shopping mall. Therefore, the researcher of this study wants to investigate (1). the potential relationship among service quality, food quality, perceived value (price), physical environment (atmospherics) and customer satisfaction; (2). the potential relationship between customer satisfaction and their behavioral intention for the food court within shopping mall in Bangkapi, Bangkok, Thailand.

### **1.1.1 Thailand Food Services**

Different kinds of food service establishments are available that can cater to various type of guests in Thailand. Recently, researches have demonstrated that the number of international restaurants, including some franchised restaurants in Thailand, is relatively greater than many countries in Southeast Asia (Pongsirirushakun &

Naewmalee, 2003).

Restaurant plays a vital role in the lifestyle of individual's and dining out has become a favorite social activity. Because everyone in the world has to eat, therefore, enjoying good along with quality food and drinking in a pleasant, amazing atmosphere with quality service is one of the pleasures of life (Lundberg & Walker, 1993). Meanwhile, aspiring restaurateurs in Thailand tend to go into the foodservice industry as a small-medium sized business. This sector possesses the largest market share which is estimated to be about 84.6% in 2005 (USDA Foreign Agricultural Service, 2005). Moreover, Thai people recently like to buy food rather than preparing food for consumption, together with the fact that there are a lot of locally owned restaurants which can be found easily along the streets and even in tourist areas. Furthermore, a lot of restaurants in some shopping malls are also a good choice for people who want to eat outside (Kongchuntuk, 2002).

### **1.1.2 Food Court of the Mall Shopping Center Bangkapi**

The Mall shopping center Bangkapi is known as a famous shopping center in the Bangkapi district of Bangkok, Thailand. It is not only owned but also operated by The Mall Group. It is opened in 1994 which is termed as the second biggest mall in terms of a total area of more than 600,000 square meters and is considered as one of the largest integrated shopping mall in Bangkok, Thailand. It is huge and has a variety of spaces or rooms and it is equipped with the modern technology as well as facilities for big events like concert. The Mall Bangkapi opens at 10:30 am to 10:00 pm during the weekdays and opens at 10:00 am to 10:00 pm on weekends.

There are more than 46 restaurants in food court of the Mall Bangkapi. All of them are managed by The Mall 3 (Ramtamhaeung). The Mall 3 set up an independent department to manage the affairs of food court. People who want to own a restaurant in food court have to submit application form first and if qualified, the Mall will allow him/ her to own the restaurant in food court. In addition, the sales of the restaurant in food court must achieve the monthly sales that food court required, otherwise, the Mall can terminate the contract with him/her. The Food Court in the Mall Bangkapi wants to present an attractive, menu expanding climate for the customer. The environment that customers associate with food, friends and fun is moved into the food court. The aim of the food court in the Mall Bangkapi is to let customers have fun when they have meal in food court.

### **1.2 Statement of the Problems**

In an era of intense competition, knowing what customers' needs and what can make them come back is very significant for restaurant sector. At present, almost every restaurant in shopping mall has adopted some ways to realize their customers' needs and wants, such as comment cards, suggestion boxes, questionnaires at points of customer contact, emails and free telephones lines. Customers have their own reasons to return back to any restaurant. They are continually seeking quality, value as well as desirable environment away from their pressures of daily life. Restaurants that can provide customers with good food and good service are not enough to gain customer satisfaction. Thus, restaurants, especially restaurants in food court, have to offer some new factors to attract and retain their customers, such as good value with a favorable



ambience. In addition, few studies have investigated the factors that may have impact on the customer satisfaction and their behavioral intention in restaurant within food court. Therefore, the researcher of this study wants to choose The Mall Shopping center Bangkapi to investigate the factors that may influence customer satisfaction and their behavioral intention.

### **1.3 Research Objectives**

The objectives of the study are the following:

1. To investigate the correlation between service and food quality and customer's satisfaction.
2. To survey the correlation between the perceived value (price), the physical environment (atmospherics) and customer's satisfaction.
3. To find the correlation between customer's satisfaction and consumer behavioral intentions.

### **1.4 Scope of the Study**

This research concentrates on a group of 384 guests who have already taken meal in food court of the Mall Bangkapi. It is confined to survey (1). the potential relationship among service quality, food quality, perceived value (price), physical environment (atmospherics) and customer satisfaction; (2). the potential relationship between customer satisfaction and their behavioral intentions. The questionnaire survey is used in this study which is important to let customers who have taken meal in food court of the mall shopping center Bangkapi to promote the restaurant service

they like through their word-of-mouth and recommendations.

### **1.5 Limitations of the Study**

Like some other studies, this research has some theoretical and methodological limitations: this study is based on the responses from customers who had meal at restaurants within food court of the shopping mall in Bangkok, Bangkok, Thailand. Therefore, its findings are not applicable to other locations in Thailand. As there is limited time, the researcher is not able to gain an in depth understanding of the factors that may influence customer satisfaction. The researcher uses the convenience sampling method to draw a sampling population for the survey, so the results may not represent whole of the population.

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

The findings of this study will help managers of food court to understand better (1). the potential relationship among service quality, food quality, perceived value (price), physical environment (atmospherics) and customer satisfaction; (2). the potential relationship between customer satisfaction and their behavioral intention. In addition, the findings from this research can help the managers of food court to adopt better strategies to serve their customers, monitor and develop the quality of the service to satisfy their customer, and create customer loyalty.

### **1.7 Definition of the terms**

**Service quality** is defined as the differences between customers' expectation of service provider's performance and customers' evaluation of the services they experienced (Parasuraman et al., 1985, 1988).

**Food quality** is termed as an absolute requirement to satisfy customers' needs as well as their expectations of restaurant (Peri, 2006).

**Perceived value** is defined by Zeithaml (1988) as the outcome of the personal comparison between perceived total benefits and the perceived costs paid by customers.

**Physical environment** can be called as restaurant attributes, location and set-up. Belk and Meiselman in Bell and Meiselman (1995) defined the environment as the physical as well as the social surroundings of the actual eating situation, which is also the context of the eating experience.

**Customer satisfaction** is defined by Brown (1992) as the state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable word-of-mouth.

**Behavioral intention** is defined by Oliver (1997) as the rated likelihood to engage in special behavior.



## **CHAPTER II: LITERATURE REVIEW**

This chapter presents a review of literature and previous researches related to this study. It contains eight topics: service quality, food quality, perceived value (price), atmosphere, customer satisfaction, customer behavioral intentions, demographic variables and empirical studies.

### **2.1 Service Quality**

Some of the significant definitions of service quality are the following

Grönroos (1984) defined service quality as a perceived judgment which resulted from an evaluation process where customers can compare their expectation with the service they perceive to have received.

According to Grönroos (1984), and Parasuraman et al. (1985, 1988), service quality is defined as the differences between customers' expectation of service provider's performance and customers' evaluation of the services they experienced.

According to the service quality definitions aforementioned, Gefan (2002) determined the service quality as a subjective comparison that customers can make between the quality of the service that they are willing to receive and what they

actually can get.

In this study, the researcher used the definition of Parasuraman et al. (1985, 1988) who defined service quality as the differences between customers' expectation of service provider's performance and customers' evaluation of the services they experienced. A good example of operating a standardized framework for the sake of understanding service quality is the SERVQUAL model developed by Parasuraman et al. (1988). This model is valuable, because the SERVQUAL model is a reasonable description of the programmatic development of a general list of service quality dimensions. Parasuraman et al. (1988) attempted to determine general dimensions of service delivery dating back to the focus group interviews of customers' experience with four service sectors (retailing banking, credit card, security brokerage as well as the product repair and maintenance). Parasuraman et al. (1988) found out ten common dimensions which they called tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication along with understanding. After the investigations by the same group of researches, they concluded that some of the ten dimensions were correlated; therefore, refinements were made until the model was made up of five higher-level dimensions which took the previous ten included. These five higher-level dimensions were **tangibles, reliability, assurance, responsiveness, empathy** (Parasuraman et al., 1988).

**Tangibles:** Appearance of physical facilities, equipment as well as personnel. The factors impact tangible part of service quality, are such as well-dressed employees seating availability of the restaurant and restaurant looks very clean. etc.

**Reliability:** Ability to execute the service dependably along with accuracy.

Reliability covered in this study includes whether restaurant can provide service as promised; whether employees seem to be sympathetic and reassuring; whether charge of restaurant is accurate or not.etc.

**Assurance:** This contains competence, courtesy, credibility as well as security.

This dimension of service quality, in this study, contains three items which are: 1. employees seem trustful; 2. feel safe for financial transactions; 3. employees seem friendly.

**Responsiveness:** Willingness to help customers. This means the ability of service to react to individual customer requirements. In this study, this dimension of service quality includes three items such as: 1. Whether employees are available to requests; 2. Whether employees can provide prompt service; and 3. Whether employees are willing to help.

**Empathy:** This contains access, communication as well as understanding. In this study, the dimension – empathy of service quality consists of three items: 1. whether restaurant provides availability of Kid's Happy Meal; 2. whether restaurant provides availability of sauces, etc; and 3. whether restaurant can provide completely packaged food.

## **2.2 Food Quality**

Peri (2006) defined food quality as an absolute requirement to satisfy customers' needs as well as their expectations of restaurant. Food quality contains a lot of measures with reference to the quality of food, taste of food. Pettijohn et al. (1997)



indicated that one of the most significant components for fast food restaurant is food quality. Meanwhile, food quality is the most vital component in restaurant choice, or the most vital deliberation which can influence customers' selection behavior (Lewis, 1981). Dube et al. (1994) mentioned that customer satisfaction with a meal taken within a restaurant can result from an integration of several attributes; containing food quality, menu variety, and food quality consistency as well are the elements or attributes of customer satisfaction. According to Dube et al. (1994), customers were invited to rate the relative significance of each attribute that includes the taste of food, food consistent, menu variety, the waiting time, attentive staffs, helpful staff as well as the atmosphere. Nevertheless, the highest contribution that may influence customer satisfaction is food quality.

The components that constitute food quality proposed in this research are the taste and nutrition of food, menu variety, food freshness, the smell of the food as well as the food presentation.

**Taste of food** refers to the faculty of distinguishing sweet, sour, bitter and salty properties in the mouth. It is a vital attribute in food that can influence restaurant customer satisfaction and future actions of them in return intentions (Kivela et al., 1999). The outcomes of the study by Sukalakamala and Boyce (2007) demonstrated that customers of Thai restaurants thought that a unique taste is the most important element of their authentic dining experience.

**Nutritious food** means the food that can provide the nourishment. It is usually related to the concept of healthy food. According to Sulek and Hensley (2004),

healthy food may have a vital influence on the customers' evaluation about their restaurant experience. The most significant thing is that many restaurant consumers begin to pay attention to their health problem, and therefore, the availability of nutritious food items has become one important item to gain customer dining satisfaction (Sulek & Hensley, 2004).

**Menu variety** refers to a collection menu that contains a variety of things. It is identified by Kivela, Inbakaram and Reece (2000) as an important attribute of food quality to determine customer satisfaction in a given restaurant.

**Food freshness** often refers to the fresh taste of the food which associated with its crispness, juiciness and aroma (Brumback, 1998).

**Food presentation** means the way that the food is decorated (Namkung & Jang, 2008). Namkung and Jang (2008) indicated that food presentation was the most significant contributor in food quality attributes to determine customer satisfaction of the restaurants.

### **2.3 Price or Perceived Value**

Various definitions about perceived value have been discussed in the literature during the last two decades. The researcher would list some of them as follows:

Patterson and Spreng (1997) viewed value as an abstract concept with meanings that vary according to the context. In a marketing context, value is defined by researchers as price (Cravens & Pierce, 2003); as customers' want in a product (Gallarza & Saura, 2006); as the quality customers' get for the price he or she wants to pay (Petrick, 2003); as what customers get for what they give up (Zeithaml, 1988).

Zeithaml (1988) defined perceived value as the outcome of the personal comparison between perceived total benefits and the perceived costs paid by customers.

Cravens and Piercy (2003) described that perceived value should consist of the benefits and costs deriving from the purchase and use of product. In addition, Iglesias and Guillen (2004) viewed that perceived value should represent an exchange of what is received as well as what is given.

In this study, the researcher has chosen the definition of Zeithaml (1988) to define the perceived value as the outcome of the personal comparison between perceived total benefits and the perceived costs paid by customers which is widely accepted definition (Gallarza & Saura, 2006; Petrick, 2003). In addition, this study would investigate the perceived value of restaurant within three aspects: (1). Offering good value for the price; (2). Offering experience worth the money; and (3). Providing customer great value as compared to cost.

## **2.4 Physical Environments or Atmospherics**

Many researchers have expressed their interest in physical environment or atmospherics on customers' perceptions of quality as well as the subsequent responses (Kotler, 1972; Wakefield & Blodgett, 1994, 1996). Bell and Meiselman (1995) defined the environment as the physical as well as the social surroundings of the actual eating situation, which is also the context of the eating experience. The physical environment can be called as restaurant attributes, location and set-up. Ladki and Nomani (1996) defined restaurant attributes as the intangible elements, which can

directly affect the meal experience and consequently influence customer satisfaction as well.

The physical environment itself can generate feelings of excitement, pleasure and relaxation. In the service environment that can satisfy feelings of pleasure, customers are more likely to spend their time and money. Therefore, it is reasonable that this study to include physical environment or atmospherics as a part of the research.

Thus, the atmospherics include the factors such as **spatial perception, interior design or décor (color), staff appearance and music**.

**Spatial perception** is a feeling of coziness and intimacy (Ching, 1996). It can help customers to build their mental picture before any emotional responses or judgments of specific service environments (Lin, 2004).

**Interior design or décor (color)** can affect the time that a customer chooses to stay in the restaurant (Wakefield & Blodgett, 1996). It is one of the factors that can impact on customer satisfaction (Andrus, 1986). In addition, color is a important atmosphere factor of a physical setting that can draw customers attention and arouse their emotional responses (Bellizzi & Hite, 1992).

**Staff appearance** seems to be very important when the other atmosphere factors were perceived negatively by the customer (Wall & Berry, 2007).

**Music** is also a positive auditory factor for arousing customers' emotions and behavior in service settings (Mattila & Wirtz, 2001).

## **2.5 Customer Satisfaction**



Customer satisfaction (CS) is a term that has got considerable attention and interest among researchers because of its significance as a main element of business strategy, and objective for all business activities especially in the competitive market today (Grönroos, 1984; Lovelock & Wirtz, 2007). The concept has been defined by various researchers.

Levesque and McDougall (1996) defined satisfaction as an entire customer attitude towards a service provider. Zineldin (2000) defined satisfaction as an emotional response to the difference between what customers expect and what they get.

Brown (1992) defined customer satisfaction as: *The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable word-of-mouth.*

Oliver (1997) defined customer satisfaction as: *The customer's fulfillment reaction; customer satisfaction is a judgment about pleasurable degree of consumption – related fulfillment which is derived either from the features of product or service, or from the product or service itself.*

Kotler and Armstrong (1994) argued that customers' satisfaction with a purchase lies on the products' performance in relation to the buyers' expectations. They also argued that there were three types of customer satisfaction:

1. **Customer dissatisfaction:** An outcome of a fault in product performance as compared to customers' expectation.
2. **Customer satisfaction:** This occurs when the product performed as

per the customers' expectation.

3. **Customer delight:** This happens when the products' performance surpassed customers' expectation

Therefore, the researcher would use the definition of Oliver (1997) defined customer satisfaction as a judgment about pleasurable degree of consumption – related fulfillment which is derived either from the features of product or service, or from the product or service itself. To define customer satisfaction in this study, researcher agreed with the comment of Zeithaml et al. (2006) that in order to reach the desired level of customer satisfaction, it is necessary that the customers themselves evaluate the services they experience.

In addition, Hill et al. (2003) indicated that customer satisfaction can be beneficial to a restaurant in the following approaches:

1. By understanding and knowing customer needs and wants, which in turn help to provide the service that can meet those needs.
2. By classifying priorities in order that the service development and improvement objectives can be set accordingly.
3. In the evaluation of performance as compared to competitors.
4. In increasing the degree of customer loyalty as well as retention.

In this study, the researcher investigates the customer satisfaction through the restaurant's service quality, food quality, perceived value/price as well as the physical environment/atmospherics.

## **2.6 Consumer Behavioral Intention**

Oliver (1997) defined behavioral intentions as the rated likelihood to engage in a special behavior. Ajzen and Fishbein (1980) termed behavioral intentions as individual's beliefs about what he or she planned to do in a certain situation. Furthermore, Cronin et al. (2000) described consumer behavioral intentions as a set of multiple (behavioral and non-behavioral) reactions. Behavioral intention contain revisit and word-of-mouth (WOM) intentions (Han & Ryu, 2006; Han & Kim, 2009) that can make a prediction about the customers' future consumption behavior and that of their word-of-mouth (WOM) receivers. Particularly, Zeithaml et al. (1996) suggested that when the behavioral elements are favorable, they might associate with the ability of service provider to make its customers: (i) Spread positive reviews about them (Boulding et al., 1993), (ii) Recommend them to other consumers or guests (Parasuraman et al., 1991), (iii) Revisit them (Rust & Zahorik, 1993), (iv) Be willing to spend more with them (Lin & Hsieh, 2007), (v) Be willing to pay price premiums (Lin & Hsieh, 2007). However, when the behavioral elements are negative, the opposite consumer behavior is likely to result.

In this study, the researcher would like to understand the relationship between customer satisfaction and behavioral intention. Three items related to restaurant consumer behavioral intention were included in the questionnaire survey which are: 1. Whether the customer would like to recommend this restaurant to others; 2. Whether the customer would revisit this restaurant again; and 3. Whether the customer would say good things about this restaurant.

## **2.7 The Influence of Service Quality on Customer Satisfaction**

The question of whether customer satisfaction is the precondition or consequence of service quality has not resolved and has generated considerable argument in the marketing literature (Andaleeb & Conway, 2006). One group of researchers mentioned service quality as a global assessment of a particular service setting and in accordance with this theory; service quality was the consequence of satisfaction incidents over time (Parasuraman et al., 1985, 1988). However, the European and American customer satisfaction index models suggested that service quality was an element of customer satisfaction (Fornell et al., 1996). Bagozzi (1992) suggested that service quality assessment of the service encounter gave rise to an emotive satisfaction evaluation. Furthermore, Cronin et al. (2000) indicated that service quality perceptions resulted in customer satisfaction.

Based on the findings aforementioned, the researcher would like to suppose that service quality as the precondition of customer satisfaction in this study while investigating the relationship between service quality and customer satisfaction.

## **2.8 The Influence of Food Quality on Customer Satisfaction**

In addition to service quality, food quality can also influence customer satisfaction (Andaleeb & Conway, 2006). Liu and Jang (2009) indicated that food quality (taste, menu variety and food presentation) can significantly influence customer satisfaction. Dube et al. (1994) mentioned that customer satisfaction with a meal eaten within a restaurant can result from an integration of several attributes; containing food quality, menu variety, and food quality consistency as well are the elements or attributes of customer satisfaction. According to the study of Dube et al. (1994), customers were



invited to rate the relative significance of each attribute that includes the taste of food, food consistent, menu variety, the waiting time, attentive staff, helpful staff as well as the atmosphere. Nevertheless, the highest contribution that may influence customer satisfaction is food quality.

Based on the findings aforementioned, the researcher, in this study supposed that food quality as an antecedent of customer satisfaction in order to find the relationship between food quality and customer satisfaction.

## **2.9 The Influence of Perceived Value/Price on Customer Satisfaction**

Various researches have confirmed that customer perceived value/price has been termed as a reliable predictor of customer satisfaction. Andreassen and Lindestad (1998) indicated that customer perceived value/price had a positive relationship with customer satisfaction in the service industries. Chiou (2004) concluded that customer perceived value/price was a vital driver of customer satisfaction to internet service providers. McDougall and Levesque (2000) demonstrated that customer perceived service quality and customer perceived value were the two vital pioneers of customer satisfaction across four service industries: restaurant, dental services, auto service as well as hairstylist. Patterson and Spreng (1997) reported that customer perceived value/price had not only a positive but also a direct relationship with customer satisfaction.

On the basis of the findings mentioned above, the researcher hypothesized that customer perceived value/price has a positive influence on customer satisfaction in this study.

## **2.10 The Influence of Physical Environment/Atmospherics on Customer Satisfaction**

Some studies were conducted in the context of physical environment/atmospherics and customer satisfaction relationship in restaurant settings. Quinn (1981) demonstrated that the proper atmosphere, food quality, service and the whole dining experience seem better, it can increase the customer satisfaction. Physical environment/atmospherics can usually be remembered long by customers after their meal is finished. Yuksel and Yuksel's (2002) indicated that atmospherics had a positive and direct relationship with customer satisfaction. Kim et al. (2009) mentioned that atmosphere had an important effect on overall customer satisfaction.

Based on the findings aforementioned, the researcher posits that physical environment/atmospherics have a positive relationship with customer satisfaction to survey the relationship between physical environment/atmospherics and customer satisfaction.

## **2.11 The Influence of Customer Satisfaction on Consumer Behavioral Intentions**

Some researchers have confirmed that there is a positive relationship between customer satisfaction and consumer behavioral intentions; for example, customers repurchase intention and word-of-mouth intentions. Anderson and Sullivan (1993) reported that the higher the degree of customer satisfaction, the lower the customer switching of the service providers' behavior, while in turn can increase customers' repurchase intentions. Getty and Thompson (1994) demonstrated that high degrees of customer satisfaction can increase customers' repurchase intention and customers'

recommend intention. Kivela et al. (1999) mentioned that dining satisfaction would significantly influence customer post-dinning behavioral intentions. Namkung and Jang (2007) found out that there is a positive relationship between customer satisfaction and consumer behavioral intentions in mid-to-upscale restaurants. Kim et al. (2009) also confirmed that customer satisfaction is positively associated with customer return intention and customer positive word-of-mouth endorsement within the university foodservice dining operations.

All these findings supported the important relationship between customer satisfaction and consumer behavioral intentions in the restaurant industry. Based on these previous findings, the researcher investigate the significant relationship between customer satisfaction and consumer behavioral intentions in restaurants within shopping mall.

## **2.12 Demographic Variables**

In business field, market segmentation often concentrates on demographic profiles so as to let marketers select the proper policies to satisfy different target market segments. Demographic variables are often associated with usage rates, customer's preferences and expectations. Furthermore, the demographic variables are not difficult to assess. Some of the vital demographic factors, such as age and gender might have a great effect to help the researcher to investigate consumers' behavior intention and customer satisfaction. The demographic variables discussed in this study are as follows:

1. Age

People's experience can change with their age. Age is also a strong determinant of customer satisfaction and consumer behavioral intentions of the restaurant. It would affect all kinds of consumer states including interests, tastes and so on (Neal, Quester & Hawkins, 2002).

## 2. Gender

The role of gender has long been termed as one of the important components that can help researcher to study customer satisfaction and consumer behavioral intentions of the restaurant. Men and women, for instance, might be different in their mind for physical attractiveness, striving for financial resources along with risk-seeking (Saad & Gill, 2000).

In a word, the demographic variable plays a vital role in investigating customer satisfaction and consumer behavioral intentions of the restaurant. In this study, the researcher would examine restaurant customer satisfaction and consumer behavioral intentions in relation to age and gender.

### 2.13 Empirical Studies

#### **2.13.1 Service quality, customer satisfaction and behavioral intentions in fast-food restaurants by Hong Qin and Victor R. Prybutok (2009).**

The aim of this study was to search for the potential dimensions of service quality and investigate the relationship among service quality, food quality, perceived value, customer satisfaction and consumer behavioral intentions within fast-food restaurants. The construct of reliability and validity was evaluated by both exploratory factor analysis and confirmatory factor analysis. The study used the structural equation



model which contains service quality, food quality, perceived value, customer satisfaction and consumer behavioral intentions to assess the link among service quality, food quality, perceived value, customer satisfaction and consumer behavioral intentions. The model also used the data collected from an online survey of college students who have ever eaten at fast-food restaurant. The findings of study demonstrated that five dimensions of service quality – tangibles, reliability, recovery, empathy and assurance were very important. Two key determinants of customer satisfaction were service quality and food quality. Meanwhile, customer satisfaction can directly affect consumers' behavioral intentions. The findings also show that the insignificance of perceived value/price was crucial because of the homogeneous nature of the construct in the fast-food restaurant instead of the significance of the perceived value/price construct in food service.

**2.13.2 Are highly satisfied restaurant customers really different? A quality perception perspective by Young Namkung and SooCheong (Shawn) Jang (2008).**

The goal of the study was to explore the key quality attributes that can significantly distinguish highly satisfied diners from non-highly satisfied diners. A survey questionnaire was used to confirm which quality attributes were important in distinguishing highly satisfied diners from non-highly satisfied diners. The findings of study indicated eight significant attributes in contributing to the high satisfied diners; they were food presentation, food tasty, seating arrangement, interior design of the restaurant, restaurant background music, reliable service, responsive service as well as

the competent employees. The finding of this study can also help restaurant managers to invest their material resources more efficiently, make changes to vital quality attributes that arouse the level of customer satisfaction.

### **2.13.3 The influence of quality of the physical environment, food and service on restaurant image, customer perceived value, customer satisfaction and behavioral intentions by Kisang Ryu, Hye-Rin Lee and Woo Gon Kim (2012).**

This study aimed to propose an integrated model that can investigate the influence of three components of foodservice quality dimensions (physical environment, service quality and food quality) on restaurant image, perceived value, customer satisfaction and consumer behavioral intentions. A self-administered questionnaire was used to evaluate the measurement and structural models. The findings of this study demonstrated that three important determinants of restaurant image were physical environment, food quality and service quality. Meanwhile, food quality and quality of physical environment were two important predictors of perceived value. The restaurant image was also termed to be an important precondition of perceived value. Furthermore, the findings of this study also emphasized that perceived value was a vital determinant of customer satisfaction and customer satisfaction is an important predictor of consumer behavioral intentions.

### **2.13.4 Customers' expectations factors in restaurant (the situation in Spain) by Domingo Ribeiro Soriano (2002).**

The purpose of this study was to identify the attributes which can have impact on customers' decisions to return to a restaurant for another meal. The implementation of

Total Quality systems is also a recent phenomenon in Spain. A questionnaire was used to assess customers' expectations of the restaurant. The findings of this study showed the significance of clients' satisfaction resulted in the acquisition of an optimum quality level. The findings also demonstrated that male customers can not rate the attributes differently from female customers. Food quality was termed as the most vital attribute than other attributes, such as service quality, cost and place.

Table 2.1 Summary of Empirical studies

Authors and Year	Research Topic	Main Objective of Research	Research Findings
Hong Qin and Victor R. Prybutok (2009)	Service quality, customer satisfaction and behavioral intentions in fast-food restaurants	To search for the potential dimensions of service quality and investigate the relationship among service quality, food quality, perceived value, customer satisfaction and consumer behavioral intentions within fast-food restaurants.	Five dimensions – tangibles, reliability, recovery, empathy and assurance were very important. Two key determinants of customer satisfaction were service quality and food quality. The findings also show that the insignificance of perceived value/price was crucial because of the homogeneous nature of the construct in the fast-food restaurant instead of the significance of the perceived value/price construct in food service. Meanwhile, customer satisfaction can directly effect consumers' behavioral intentions.
Young Namkung and SooCheong (Shawn) Jang (2008)	Are highly satisfied restaurant customers really different? A	To explore the key quality attributes that can significantly distinguish highly satisfied diners from non-highly satisfied	Eight significant attributes in contributing to the high satisfied diners; they were food presentation, food tasty, seating arrangement, interior design of the

	quality perception perspective	diners.	restaurant, restaurant background music, reliable service, responsive service as well as the competent employees.
Authors and Year	Research Topic	Main Objective of Research	Research Findings
Kisang Ryu, Hye-Rin Lee and Woo Gon Kim (2012)	The influence of quality of the physical environment, food , and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions	To propose an integrated model that can investigate the influence of three components of foodservice quality dimensions (physical environment, service quality and food quality) on restaurant image, perceived value, customer satisfaction and consumer behavioral intentions.	Three important determinants of restaurant image were physical environment, food quality and service quality. Meanwhile, food quality and quality of physical environment were two important predictors of perceived value. The restaurant image was also termed to be an important precondition of perceived value. Furthermore, the findings of this study also emphasized that perceived value was a vital determinant of customer satisfaction and customer satisfaction is an important predictor of consumer behavioral intentions.
Domingo Ribeiro Soriano (2002)	Customers' expectations factors in restaurant (the situation in Spain)	To identify the attributes which can have impact on customers' decisions to return to a restaurant for another meal.	The significance of clients' satisfaction may result in the acquisition of an optimum quality level. The findings also demonstrated that male customers can not rate the attributes differently from female customers. Food quality was termed as the most vital attribute than other attributes (service quality, cost and place).



## **CHAPTER III: RESEARCH FRAMEWORK**

This chapter contains the theoretical framework, conceptual framework, the definition of the variables, the research hypotheses and operationalization of the variables.

### **3.1 Theoretical Framework**

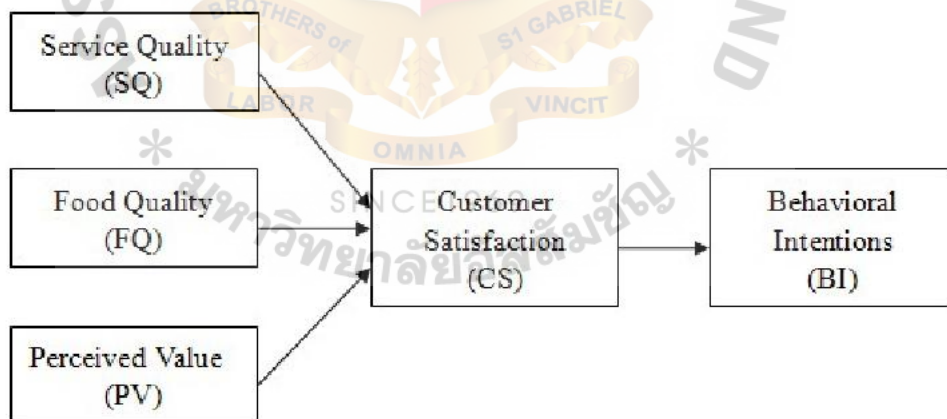
A theoretical framework is just about a conceptual model of how one builds up a theory concerning with the relationships among factors that have acknowledged the crucial to the problems. It illustrates the relationships and summarizes the whole concepts being investigated (McDaniel & Gates, 1998).

#### **3.1.1 The relationship among Service Quality, Food Quality, Perceived Value, Customer Satisfaction and Behavioral Intentions**

Qin and Prybutok (2009) conducted a study to investigate the relationship among service quality, food quality, perceived value which is price, customer satisfaction as well as behavioral intentions in fast-food restaurants. The proposed fast-food restaurant model collected the data from an online survey accomplished by college students who have ever eaten at fast-food restaurants. In their framework (Figure 3.1.1), they viewed service quality, food quality and perceived value as the dependent variable, customer satisfaction as the mediator variable and behavioral intentions as the dependent variable. The findings of their study demonstrated that five dimensions

of service quality – tangibles, reliability, recovery, empathy and assurance were very important. The findings showed that service quality and food quality have positive relationships with customer satisfaction. And the insignificance of perceived value/price was crucial because of the homogeneous nature of the construct in the fast-food restaurant instead of the significance of the perceived value/price construct in food service. Meanwhile, customer satisfaction can directly affect consumers' behavioral intentions. Furthermore, the results of this study can be a guideline for fast food restaurants managers to realize how customers perceive service they provide and what components may determine customer satisfaction. Therefore, the researcher follows Qin and Prybutok's model (See Figure 3.1.1) and chooses to use it as one part of the conceptual framework of this study.

Figure 3.1.1 Theoretical model of Qin, H. & Prybutok, V. R. (2009)



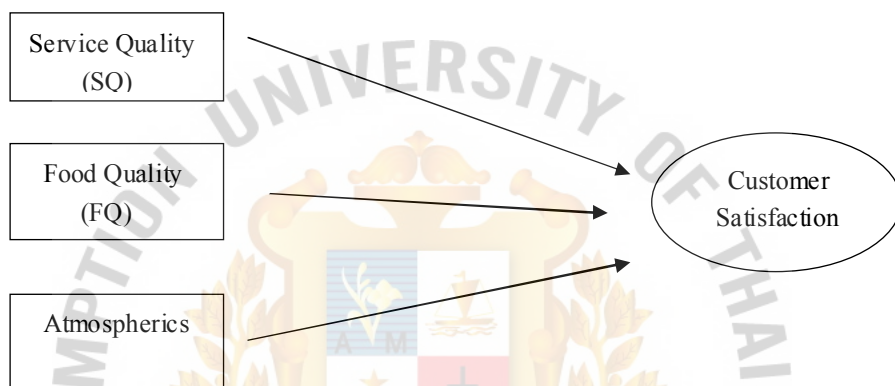
Source: Qin, H. & Prybutok, V. R. (2009). Service quality, customer satisfaction and behavioral intentions in fast-food restaurants. *International Journal of Quality and Service Sciences*, 1(1), pp. 78-95.

### 3.1.2 The relationship among Service Quality, Food Quality, Atmospherics and Customer Satisfaction

Namkung and Jang (2008) conducted a study to determine the key quality attributes which can significantly distinguish highly satisfied diners from non-highly satisfied diners. In their study, Namkung and Jang viewed the key quality attributes (food, atmospherics and services) as independent variable, while the customer satisfaction as the dependent variable (See Figure 3.1.2). A survey questionnaire was used to collect information about quality attributes that are important in distinguishing highly satisfied diners from non-highly satisfied diners. The findings of study indicated eight significant attributes in contributing to the high satisfied diners; they were food presentation, food taste, seating arrangement, interior design of the restaurant, restaurant background music, reliable service, responsive service as well as the competent employees. Compared with the framework of Qin and Prybutok's (See Figure 3.1.1), Namkung and Jang (2008) used not only service quality and food quality but also the atmospherics as the key quality to influence the customer satisfaction. For decades, scholars have expressed interest in the role of physical environment, or "atmospherics" on customer perceptions of quality and subsequent responses. Various aspects of atmospherics may be used by customers as tangible cues to assess the service quality provided. The various atmospheric elements within a service setting include visual and auditory cues such as function, space, design, color, and music. All those factors will impact the customer satisfaction. For example, interior design of restaurant may influence how long customers stay in the restaurant (Wakefield & Blodgett, 1996). Color is a strong visual component of a physical setting that draws customer attention and stimulates emotional responses (Bellizzi &

Hite, 1992). Hence, to meet the objective of this study, the researcher chooses the atmospherics as an independent variable of this study.

Figure 3.1.2 Theoretical model of Namkung, Y. & Jang, S. C. (2008)



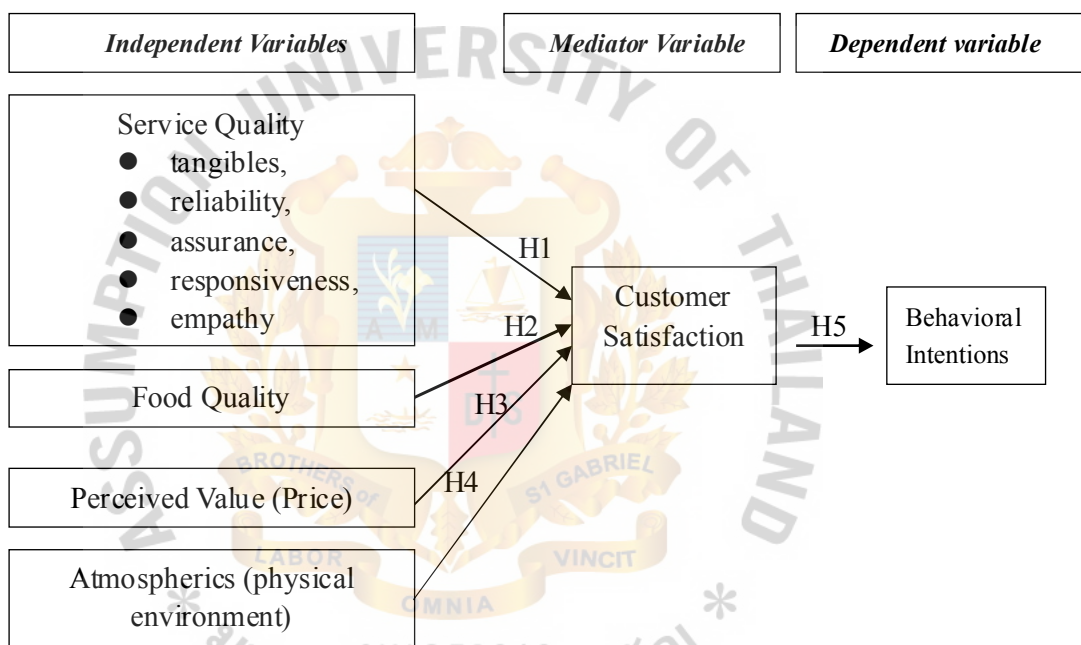
Source: Namkung, Y. & Jang, S. C. (2008). Are highly satisfied restaurant customers really different? a quality perception perspective. *International Journal of Contemporary Hospitality Management*, 20(2), pp. 142-155.

### 3.2 Conceptual Framework

A conceptual framework is the same as a map or guide which can illustrate the model of the research. Based on the previous studies aforementioned, the researcher is careful in selecting some of the aspects (service quality, food quality, the perceived value/price and atmospherics/physical environment) in order to shape the conceptual framework of this study to investigate the relationships among customer satisfaction, service quality, food quality, perceived value (price), as well as atmospherics. Furthermore, it examines the relationship between customer satisfaction and behavioral intention. In this study, the conceptual framework is illustrated as follows:

service quality, food quality, atmospherics and perceived value (price) are represented as independent variables while customer satisfaction is the dependent variable. Customer satisfaction is represented as a mediator variable; and behavioral intention is viewed as dependent variable (See Figure 3.2).

Figure 3.2: Conceptual Framework of the research study



Source: Adapted from Qin, H. & Prybutok, V. R. (2009) and Namkung, Y. & Jang, S. C. (2008).

### 3.3 Research Hypothesis

Unlike asking a question starting with “why” or “what”, a hypothesis is termed as a proclamatory statement and then examining the hypothesis. The definition of each variable and the hypotheses are as follows:

#### Hypotheses

##### Service Quality and Customer Satisfaction



**Customer satisfaction** is defined by Brown (1992) as the state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable word-of-mouth.

**Service quality** is defined as the differences between customers' expectation of service provider's performance and customers' evaluation of the services they experienced (Parasuraman et al., 1985, 1988).

Bagozzi (1992) suggested that service quality assessment of the service encounter gave rise to an emotive satisfaction evaluation. Furthermore, Cronin et al. (2000) indicated that service quality perceptions resulted in customer satisfaction. Building upon findings of Bagozzi (1992) and Cronin et al. (2000), the first pair of research hypothesis of this study are as follows:

Ho1: There is no significant relationship between service quality and customer satisfaction.

Ha1: There is a significant relationship between service quality and customer satisfaction.

### **Food Quality and Customer Satisfaction**

**Food quality** is termed as an absolute requirement to satisfy customers' needs as well as their expectations of restaurant (Peri, 2006).

Liu and Jang (2009) indicated that food quality (taste, menu variety and food presentation) can significantly influence customer satisfaction. Dube et al. (1994) mentioned that customer satisfaction with a meal eaten within a restaurant can result from an integration of several attributes; containing food quality, menu variety, and

food quality consistency as well are the elements or attributes of customer satisfaction.

According to the findings of Liu and Jang (2009) along with Dube et al. (1994), the second pair of research hypothesis of this study are as follows:

Ho2: There is no significant relationship between food quality and customer satisfaction.

Ha2: There is a significant relationship between food quality and customer satisfaction.

### **Perceived Value (Price) and Customer Satisfaction**

**Perceived value** is defined by Zeithaml (1988) as the outcome of the personal comparison between perceived total benefits and the perceived costs paid by customers.

Andreassen and Lindestad (1998) indicated that customer perceived value/price had a positive relationship with customer satisfaction in the service industries. Chiou (2004) concluded that customer perceived value/price was a vital driver of customer satisfaction to internet service providers. Building upon findings of Andreassen and Lindestad (1998) and Chiou (2004), the third pair of research hypothesis of this study are as follows:

Ho3: There is no significant relationship between perceived value (price) and customer satisfaction.

Ha3: There is a significant relationship between perceived value (price) and customer satisfaction.

### **Atmospherics/Physical Environment and Customer Satisfaction**

**Physical environment** can be called as restaurant attributes, location and set-up. Bell and Meiselman (1995) defined the environment as the physical as well as the social surroundings of the actual eating situation, which is also the context of the eating experience.

Quinn (1981) demonstrated that the proper atmosphere made food, service and the whole dining experience seem better so that it can increase the customer satisfaction. Physical environment/atmospherics can usually be remembered long time by customers after their meal is finished. Based on the finding of Quinn (1981), the fourth pair of research hypothesis of this study are as follows:

Ho4: There is no significant relationship between atmospherics/physical environment and customer satisfaction.

Ha4: There is a significant relationship between atmospherics/physical environment and customer satisfaction.

### **Customer Satisfaction and Behavioral Intentions**

**Consumer behavioral intentions** is termed by Ajzen and Fishbein (1980) as individual's beliefs about what he or she planned to do in a certain situation.

Getty and Thompson (1994) demonstrated that high degree of customer satisfaction can increase customers' repurchase intention and customers' recommend intention. Kivela et al. (1999) mentioned that dining satisfaction would significantly influence customer post-dinning behavioral intentions. Due to the findings of Getty and Thompson (1994) and Kivela et al. (1999), the fifth pair of research hypothesis of this study are as follows:

Ho5: There is no significant relationship between customer satisfaction and behavioral intention.

Ha5: There is a significant relationship between customer satisfaction and behavioral intention.

### 3.4 Operationalisation of the Variables

Table 3.1: Operationalisation of Independent Variables

Independent Variables	Conceptual Definition	Operational Components	Level of measurement	Question No.
Service quality	A focused evaluation that reflects the customer's perception of specific dimensions of service	<ul style="list-style-type: none"> <li>- Employees are well-dressed</li> <li>- Restaurant seating availability</li> <li>- Restaurant looks very clean</li> <li>- Restaurant can provide service as promised</li> <li>- Employees seem sympathetic and reassuring</li> <li>- Accurate bill charge of restaurant</li> <li>- Employees seem trustful</li> <li>- Feel safe for financial transactions of the restaurant</li> <li>- Employees seem friendly</li> <li>- Employees view available to requests</li> <li>- Employees can provide prompt service</li> <li>- Employees willing to help</li> <li>- Restaurant is availability of Kid's Happy Meal</li> <li>- Restaurant is availability of sauces, etc</li> <li>- Restaurant can provide completely packaged food</li> </ul>	Interval Scale	Q4-Q18

Food quality	Quality of the food	<ul style="list-style-type: none"> <li>- The food is delicious</li> <li>- The food is nutritious</li> <li>- The restaurant can offer a variety of menu items</li> <li>- The restaurant can offer fresh food</li> <li>- The smell of the food is enticing</li> <li>- The food presentation is visually attractive</li> </ul>	Interval Scale	Q19-Q24
Independent Variables	Conceptual Definition	Operational Components	Level of measurement	Question No.
Perceived value	A customer's opinion of the product's value to him or her	<ul style="list-style-type: none"> <li>- This restaurant can offer good value for the price</li> <li>- The restaurant experience is worth the money</li> <li>- This restaurant provides me great value as compared</li> </ul>	Interval Scale	Q25-Q27
Atmospherics	Retail-store factors, such as design, smell, temperature and so on	<ul style="list-style-type: none"> <li>- The restaurant has attractive interior design and decor</li> <li>- The background music is pleasing</li> <li>- The dining areas are very clean</li> <li>- Employees are neat and well dressed</li> </ul>	Interval Scale	Q28-Q31

Table 3.2: Operationalisation of Mediator Variable

Mediator Variable	Conceptual Definition	Operational Components	Level of measurement	Question No.
Customer satisfaction	The degree of satisfaction that customer satisfied to the good or service provided by the company	<ul style="list-style-type: none"> <li>- I am very satisfied with my overall experience at this restaurant</li> <li>- I have really enjoyed myself at this restaurant</li> <li>- Considering the type of restaurant, the quality of the service is excellent</li> <li>- Considering the type of restaurant, the quality of the</li> </ul>	Interval Scale	Q32-Q37



		food is excellent - Considering the type of restaurant, the perceived value of this restaurant is excellent - Considering the type of restaurant, the atmospherics of the restaurant is excellent		
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Table 3.3: Operationalisation of Dependent Variable

Dependent Variables	Conceptual Definition	Operational Components	Level of measurement	Question No.
Consumer behavior intentions	Individual's beliefs about what he or she planed to do in a certain situation	- I will recommend this restaurant to others - I will revisit this restaurant again - I will say good things about this restaurant	Interval Scale	Q38-Q40



## **CHAPTER IV: RESEARCH METHODOLOGY**

The purpose of this chapter is to describe the research methodology. This chapter begins with the methods of research used. It contains (1) the methods of research used; (2) respondents and sampling procedures; (3) research instruments and questionnaire; (4) collection of data and gathering procedures; (5) pre-test and reliability test; (6) statistical treatment of data; and conclusion with (7) statistical tests.

### **4.1 Methods of Research Used**

In this study, the researcher used descriptive research to study restaurant customer satisfaction. According to Zikmund (2003), the main purpose of descriptive research is to describe the characteristics of a population or phenomenon. It also seeks to determine the answer to who, what, when, where, and how question. Moreover, descriptive research is focused on the research problem which had some previous understanding of the nature, therefore, it could help segment as well as target market (Zikmund, 2003). In the eyes of Churchill (1995), descriptive research often used to describe something – usually market characteristics or functions. It could be preplanned as well as structured. It typically relies on large representative samples

(Churchill, 1995).

## **4.2 Respondents and Sampling Procedures**

### **4.2.1 Target Population**

The target population is a complete group of specific population elements related to the research project (Zikmund, 2003). Thai as well as international individuals (male and female) who have ever had meal at food court of the Mall Bangkapi, Bangkok, Thailand are the target population of this study. Non- probability convenience sampling which can apply by obtaining units or people who are most conveniently available were used in this study. The researcher generally used convenient samples to gain a mass of completed questionnaires promptly and economically (Zikmund, 2003).

### **4.2.2 Sample Size**

The size of the sample depends not only on the budget size but also the confidence degree that the market wants to place in findings (Schiffman & Kanuk, 2000). Theoretical sample sizes for different sizes of population along and a 95 percent level of certainty to identify the sample size was used in this study. For this research, the researcher cannot evaluate the exact population who choose to have meal at food court of the Mall Bangkapi; therefore, the number of population is unknown. So in order to make sure how many respondents should be included in the sample size. This research used the sample to evaluate proportions i.e. what percentages of respondents would be agreed. The researcher used formula from Zikmund (2003) to confirm the sample size with 95% confidence level (See Figure 4.1).

Figure 4.1 Calculation formula of sample size

$$n = \frac{Z^2 [P(1 - P)]}{E^2}$$

Source: Zikmund, G. W. (2003). *Business research method*. 7<sup>th</sup> Ed., Thomson Learning: USA.

According to the formula, the meaning of each letter is as follows:

n = the required sample size,

Z = a function of the test's level of confidence (LOC); in terms of table 4.1, the number of standard score of Z associated with the interval confidence is equal to 1.96,

p = estimated accuracy, stand for evaluated of success,

(1-p) = evaluated proportion of failures,

E = the error between the proportion and sample proportion. Because the confidence level was set at 0.95, so the maximum allowance for error should be 0.05.

Hence, the researcher calculated the sample size of this study as follows:

$$n = \frac{1.96^2 \times [0.5 \times (1 - 0.5)]}{0.05^2}$$

$$n = 384.16$$

Table 4.1 Some list of Z to LOC values

LOC	Z
99.9%	3.3
99.0%	2.577
98.5%	2.43
97.5%	2.243
95.0%	1.96

90.0%	1.645
85.0%	1.439

Source: Zikmund, G. W. (2003). *Business research method*. 7<sup>th</sup> Ed., Thomson Learning: USA.

Based on the mathematical formula mentioned above, the researcher distributed 384 questionnaires in restaurants of food court in the Mall Bangkapi, Bangkok, Thailand.

#### **4.2.3 Sampling Procedures**

In this study, Purposive sampling – non-probability convenience sampling are used by the researcher to distribute 384 questionnaires to 384 Thai and international individuals (male & female) who choose to have meal in any restaurants of food court in the Mall Bangkapi. At first, a screening question is asked to respondents who have just finished their meals in some restaurants of food court in the Mall Bangkapi, Bangkok, Thailand, “Would you like to join this questionnaire survey? If yes, continue, otherwise stop”. Data collection conducted on both weekdays and weekends during the study period time. No incentive were given to the respondents.

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

The researcher used a structured questionnaire to survey (1). The potential relationship among service quality, food quality, perceived value (price), physical environment (atmospherics) and customer satisfaction; (2). The potential relationship between customer satisfaction and their behavioral intention for the restaurant within



shopping mall in Bangkok, Thailand.

The questionnaire is developed from the studies of Qin and Prybutok (2009) and Namkung and Jang (2008) to recognize (1). The impact of service quality, food quality, perceived value, atmospherics on customer satisfaction and (2). The impact of customer satisfaction on consumer behavioral intentions of the restaurant within the shopping mall. In addition, the demographic variables such as age, gender are also examined.

The closed-ended questionnaire has seven parts:

#### **Part I: General Profile of Respondents**

The first part of questionnaire asks the guest's general demographic information, such as age and gender. Total three multiple-choice questions are drafted in this part.

#### **Part II: Service Quality of the Restaurant**

In this part, total 15 questions were used to investigate guests' level of agreement with service quality of the restaurant within food court of the Mall Bangkapi on a 5-point Likert-style rating scale, 5 – strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree.

#### **Part III: Food Quality of the Restaurant**

This part consists of 6 questions which ask the respondents' level of agreement about the restaurant food quality in food court of the Mall Bangkapi on a 5-point Likert-style rating scale, 5 – strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree.

#### **Part IV: Perceived Value (Price) of the Restaurant**

This part contain 3 questions which ask the respondents' level of agreement about the restaurant perceived value (price) in food court of the Mall Bangkapi on a 5-point Likert-style rating scale, 5 – strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree.

#### **Part V: Atmospherics of the Restaurant**

This part includes 4 questions which ask the respondents' level of agreement about the restaurant atmospherics in food court of the Mall Bangkapi on a 5-point Likert-style rating scale, 5 – strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree.

#### **Part VI: Customer Satisfaction of the Restaurant**

This part includes 6 questions which ask the respondents' level of satisfaction about the restaurant in food court of the Mall Bangkapi on a 5-point Satisfy-style rating scale, 5 – strongly satisfied, 4 –satisfied, 3 – neither satisfied nor dissatisfied, 2 –dissatisfied, 1 – strongly dissatisfied.

#### **Part VII: Consumer Behavioral Intentions of the Restaurant**

This part contains 3 questions which ask the respondents' level of agreement about the restaurant consumer's behavioral intention in food court of the Mall Bangkapi on a 5-point Likert-style rating scale, 5 – strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree.

### **4.4 Collection of Data / Gathering Procedures**

#### **4.4.1 Primary Data**

Primary data is defined as the data gathered and assembled specifically for the research project at hand (Zikmund, 2003). In this study, the researcher used the method of survey to collect the primary data. 30 questionnaires are used for pre-test. The questionnaires were distributed from 12<sup>th</sup> December to 14<sup>th</sup> December 2012. Statistical Package of Social Science (SPSS) program are used to analyze and explain the output data of the questionnaire for pre-test.

#### **4.5 Pre-test and Reliability test**

##### **4.5.1 Pre-test**

A pre-test is a trial run with a group of respondents used to screen out problem in the instrument or design of a questionnaire. In the pre-test, the researcher examined whether the questionnaire give similar meaning to all respondents or the point at which respondent is likely to terminated (Zikmund, 2003).

The pre-test was done in December 2012 using 30 people and were analysed by using SPSS 14.0.

##### **4.5.2 Reliability Test**

Reliability is defined as the standard for estimating measurement scales which can represent how the stable ratings can be created by the scale (Parasuraman & Igarria, 1991). Cronbach's – Alpha are used by the researcher to test the reliability of this study. Cronbach's - Alpha produces the mean of all reasonable split-half coefficients which may result from different splitting of the measurement instrument. The Cronbach's – Alpha could range from 0 to 1. A value of Cronbach's – Alpha if less than 0.6 can be termed as unsatisfactory (Hawkins & Tull, 1993). Hence, the

researcher decides to use 0.6 as the minimum value to define the satisfactory reliability for the variables.

The result of reliability testing is shown in Table 4.2. The Alpha coefficient from the sampling pre-test is above the minimum value of 0.6 which indicates that the questionnaire of this study is reliable.

Table 4.2 Reliability Statistics

Items	Cronbach's Alpha	No. of Items
Service quality of restaurant	.7760	16
Food quality of restaurant	.7491	6
Perceived value (price) of restaurant	.6205	3
Atmospherics of restaurant	.6830	4
Customer satisfaction of restaurant	.7602	6
Consumer behavioral intentions of restaurant	.6145	3

Source: Developed by the researcher of this study

## 4.6 Statistical treatment of data

### 4.6.1 Descriptive Statistics

Descriptive statistics are used by the researcher for this study. The descriptive statistics are used for summarizing information about a population or sample. Furthermore, it is also used for Exploratory Data Analysis to describe and compare

variables numerically. The aspects of frequency distribution, Central Tendency (Arithmetic Mean, Median and Mode), Dispersion (Range, Mean Deviation and Standard Deviation) along with correlation are measured (Zikmund, 2003).

#### 4.6.2 Inferential Statistics

The inferential statistics also used in this study. The inferential statistics are statistics used for making inferences about a population according to a sample. It is also used for Confirmatory Data Analysis to study questions, models along with hypotheses (Zikmund, 2003).

In this study, the researcher also applied the statistical treatments of data including **Pearson's Correlation (Pearson's Product Moment Correlation)**.

##### **Pearson's Correlation (Pearson's Product Moment Correlation)**

Pearson's Correlation (Pearson's Product Moment Correlation) is a number between -1 and +1 that can evaluate two variables' (X and Y) association degree. The positive value of the correlation shows a positive association (large values of X tend to associate with large values of Y, at the same time, small values of X tend to associate with small values of Y). The correlation's negative value shows a negative association (Cooper & Schindler, 2006).

Figure 4.2 The formula for calculating Pearson's  $r$  is

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{(n-1)S_X S_Y}$$

Source: Zikmund, G. W. (2003). *Business research method*. 7<sup>th</sup> Ed., Thomson Learning: USA.



According to the formula, we can see the meaning of formula as follows:

X and Y are two variables,

$$\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y}) = \text{covariance of X and Y,}$$

$n$  = the number of pairs of cases.

$S_X, S_Y$  = the standard deviations for  $X$  and  $Y$ .

In this study, Pearson's Correlation is used by the researcher to identify the relationship among service quality, food quality, the perceived value (price), atmospherics and customer satisfaction as well as the relationship between customer satisfaction and consumer behavioral intentions.

#### 4.7 Statistical test to be used

Table 4.3 The Summary of Statistical test to be used

Hypothesis	State ment	Statistical Test
Ho1	There is no significant relationship between service quality and customer satisfaction.	Pearson's Correlation
Ha1	There is a significant relationship between service quality and customer satisfaction.	Pearson's Correlation
Ho2	There is no significant relationship between food quality and customer satisfaction.	Pearson's Correlation
Ha2	There is a significant relationship between food quality and customer satisfaction.	Pearson's Correlation
Ho3	There is no significant relationship between	Pearson's

	perceived value (price) and customer satisfaction.	Correlation
Ha3	There is a significant relationship between perceived value (price) and customer satisfaction.	Pearson's Correlation
Ho4	There is no significant relationship between atmospherics and customer satisfaction.	Pearson's Correlation
Ha4	There is a significant relationship between atmospherics and customer satisfaction.	Pearson's Correlation
Ho5	There is no significant relationship between customer satisfaction and behavioral intentions.	Pearson's Correlation
Ha5	There is a significant relationship between customer satisfaction and behavioral intentions.	Pearson's Correlation



## **Chapter V: PRESENION AND CRITICAL DISCUSSION OF RESULTS**

This chapter includes details of the data analysis on the basis of 384 questionnaires. SPSS is used for the analysis of the data. The main findings are not only summarized but also presented using bar charts.

### **5.1 Presentation, Analysis and Interpretation of Data**

All the data are processed by the Statistical Package for Social Science (SPSS) 14.0. The descriptive data is analyzed by interpretation of the frequency tables as well as the percentages of variables. The independent variables include service quality, food quality, atmospherics and perceived value (price) while customer satisfaction is the dependent variable. Customer satisfaction is represented as a mediator variable and behavioral intention is viewed as dependent variable.

## 5.1.1 Frequency Distribution of Independent Variables: The Mall Bangkapi Food Court Customers' General Profile

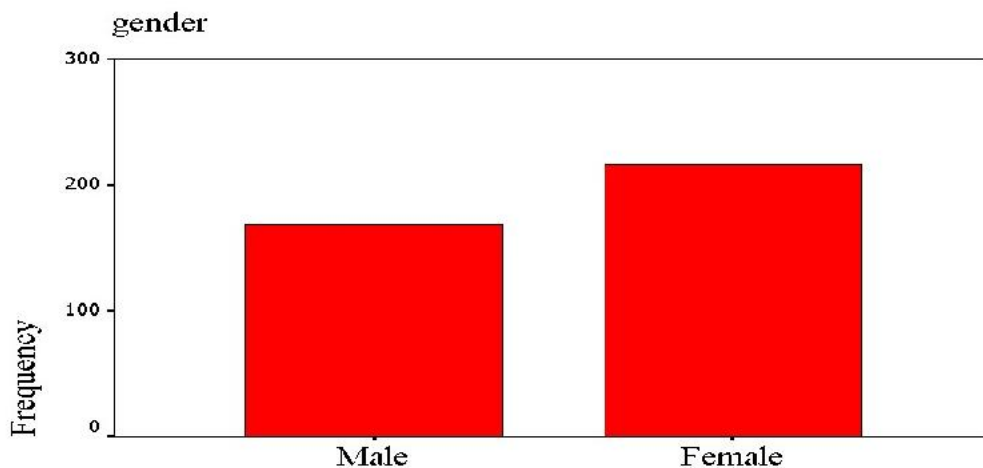
### 5.1.1.1 Gender

The gender group (Part I of the questionnaire) is shown in table 5.1 and figure 5.1. Majority of the respondents of this study were females (216 respondents or 56.3%). This may be because females appeared more eager to participate in the questionnaire survey.

Table 5.1 Frequency response of respondents' gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	168	43.8	43.8	43.8
	Female	216	56.3	56.3	100.0
	Total	384	100.0	100.0	

Figure 5.1 Bar chart of respondents' gender



#### 5.1.1.2 Age

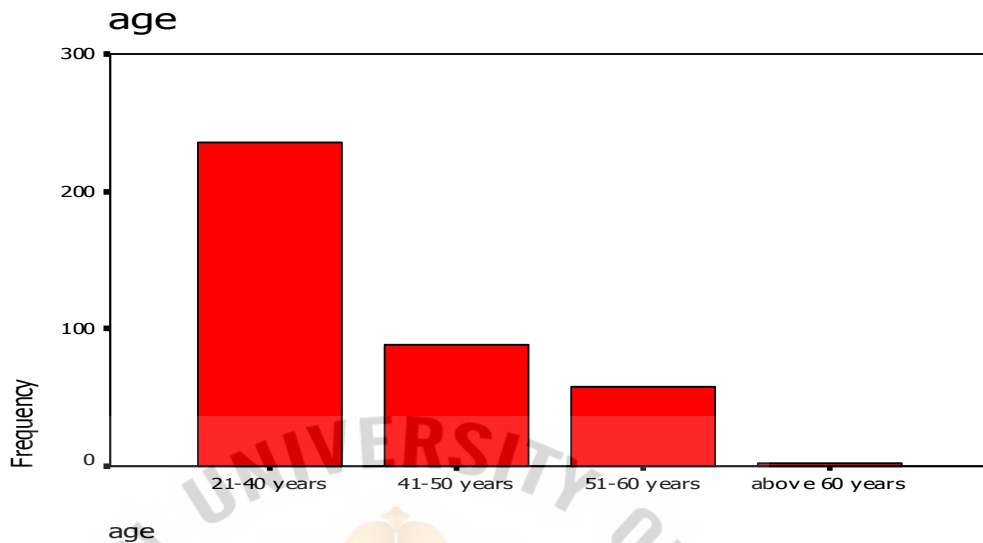
The age group (Part I of the questionnaire) is divided into four groups, as shown in the following table 5.2 and figure 5.2. The majority group among the respondents is the age range of 21-40 years old (236 respondents or 61.5%), followed by the age range of 41-50 years old (88 respondents or 22.9%) and 51-60 years old (58 respondents or 15.1%). The smallest group is above 60 years old (2 respondents or 0.5%) respectively.

Table 5.2 Frequency of respondents' age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-40 years	236	61.5	61.5	61.5
	41-50 years	88	22.9	22.9	84.4
	51-60 years	58	15.1	15.1	99.5
	above 60 years	2	.5	.5	100.0
	Total	384	100.0	100.0	



Figure 5.2 Bar chart of respondents' age



## 5.2 Mean & Standard Deviation

### 5.2.1 Service Quality in Food Court of the Mall Bangkapi

Table 5.3 shows that the statement “Restaurant is availability of Kid’s Happy Meal” received the highest mean score of 3.87, which indicates that customers who choose to have meal in food court of the Mall Bangkapi are usually like to bring their kids, therefore, they are happy when the food court in the Mall Bangkapi can offer them Kid’s Happy Meal. Followed by “Employees can provide prompt service” (3.81), “Employees view available to requests” (3.72), “Restaurant is availability of sauces, etc” (3.67), “Accurate bill charge of restaurant” (3.63), “Feel safe for financial transactions of the restaurant” (3.59), “Employees seem trustful” (3.56), “Employees seem friendly” (3.46), “Restaurant provides service as promised” (3.30), “Employees seem sympathetic and reassuring” (3.29), “Employees are well-dressed” (3.26), “Restaurant can provide completely packaged food” (3.25), “Restaurant seating

availability” (3.23), “Employees are willing to help” (2.93). “Restaurant looks very clean” (mean = 2.88) got the lowest mean score, indicating that customers who have meal in food court of the Mall Bangkok hope food court can pay much attention to this statement and can improve its service related to this statement. Furthermore, the total average mean value of service quality is equal to 3.43. It indicates that the customers hope a high quality service in food court of the Mall Bangkok.

Table 5.3 Service Quality in Food Court of the Mall Bangkok (n=384)

Statements	Mean*	Std. Deviation
Employees are well-dressed	3.26	1.32
Restaurant seating availability	3.23	1.12
Restaurant looks very clean	2.88	1.26
Restaurant provides service as promised	3.30	1.17
Employees seem sympathetic and reassuring	3.29	1.10
Accurate bill charge of restaurant	3.63	1.09
Employees seem trustful	3.56	1.14
Feel safe for financial transactions of the restaurant	3.59	1.08
Employees seem friendly	3.46	1.14
Employees view available to requests	3.72	1.04
Employees can provide prompt service	3.81	1.04
Employees are willing to help	2.93	1.19
Restaurant is availability of Kid's Happy Meal	3.87	1.00
Restaurant is availability of sauces, etc	3.67	1.11
Restaurant can provide completely packaged food	3.25	1.22
Total Average Mean	3.43	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree

### 5.2.2 Food Quality in Food Court of the Mall Bangkok

From Table 5.4, descriptive statistics of respondents' attitude towards food quality in food court of the Mall Bangkok, respondents agreed to “The food presentation is visually attractive”, which had the highest mean score 3.81. This indicates that customers pay much attention to the food presentation which can visually attractive

and they agree with this statement. Followed by “The food is nutritious” (3.40), “The smell of the food is enticing” (3.24), “The food is delicious” (3.16) and “The restaurant can offer fresh food” (3.11). “The restaurant can offer a variety of menu items” (mean = 2.90) got the lowest mean score, which indicates that most customers hope the food court can offer them a variety of menu items. In addition, the total average mean value of food quality is equal to 3.27. It indicates that the customers hope that the food served in food court have a good quality.

Table 5.4 Food Quality in Food Court of the Mall Bangkapi (n=384)

Statements	Mean*	Std. Deviation
The food is delicious	3.16	1.16
The food is nutritious	3.40	1.37
The restaurant can offer a variety of menu items	2.90	1.20
The restaurant can offer fresh food	3.11	1.31
The smell of the food is enticing	3.24	1.21
The food presentation is visually attractive	3.81	1.04
Total Average Mean	3.27	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree

### 5.2.3 Perceived Value in Food Court of the Mall Bangkapi

From Table 5.5, descriptive statistics of respondents' attitude towards perceived value (price) in food court of the Mall Bangkapi, respondents agreed to “The restaurant can offer good value for the price”, which had the highest mean score 3.97. This indicates that customers agree restaurants in food court can give them good value for the price. Followed by “The restaurant experience is worth the money” (3.90) and “This restaurant provides me great value as compared” (3.51), which indicates that customers hope restaurants in food court can provide them great value as compared.

Furthermore, the total average mean value of perceived value is equal to 3.79. It demonstrates that the customers hope a good price for the food in food court.

Table 5.5 Perceived Value in Food Court of the Mall Bangkokpi (n=384)

Statements	Mean*	Std. Deviation
The restaurant can offer good value for the price	3.97	.86
The restaurant experience is worth the money	3.90	.96
This restaurant provides me great value as compared	3.51	1.00
Total Average Mean	3.79	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree

#### 5.2.4 Atmospherics in Food Court of the Mall Bangkokpi

From Table 5.6, descriptive statistics show that atmospherics in food court of the Mall Bangkokpi got highest mean score of 3.96 for the statement “The background music is pleasing”, which means customers who choose to have meal in food court agree that food court can provide them pleasing music when they have meal. Followed by “The dining areas are very clean” (3.88) and “Employees are neat and well dressed” (3.82). However, the statement “The restaurant has attractive interior design and decor” got the lowest mean score of 3.15, which points out that customers who eat at food court hope the restaurants in food court can have attractive interior design and décor. Furthermore, the total average mean value of atmospherics is equal to 3.70. It indicates that the customers hope the food court can offer a favorable atmospherics.

Table 5.6 Atmospherics in Food Court of the Mall Bangkokpi (n=384)

Statements	Mean	Std. Deviation
The restaurant has attractive interior design and decor	3.15	1.24
The background music is pleasing	3.96	.89
The dining areas are very clean	3.88	1.07

Employees are neat and well dressed	3.82	1.05
Total Average Mean	3.70	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree

### 5.2.5 Customer Satisfaction in Food Court of the Mall Bangkapi

From Table 5.7, descriptive statistics of customer satisfaction, respondents agreed to “Considering the type of restaurant, the atmospherics of the restaurant is excellent”, which had the highest mean score 3.94. This indicates that customers agree the atmospherics when they have meal in food court is excellent. Followed by “I am very satisfied with my overall experience at this restaurant” (3.92), “Considering the type of restaurant, the quality of the food is excellent” (3.91), “Considering the type of restaurant, the perceived value of this restaurant is excellent” (3.89), “I have really enjoyed myself at this restaurant” (3.82) and “Considering the type of restaurant, the quality of the service is excellent” (3.82), which indicates that customers hope the quality of the service in food court is excellent. In addition, the total average mean value of customer satisfaction is equal to 3.88. It indicated that the customer hope they are satisfied with food court.

Table 5.7 Customer Satisfaction in Food Court of the Mall Bangkapi (n=384)

Statements	Mean*	Std. Deviation
I am very satisfied with my overall experience at this	3.92	1.02



restaurant		
I have really enjoyed myself at this restaurant	3.82	.96
Considering the type of restaurant, the quality of the service is excellent	3.82	.95
Considering the type of restaurant, the quality of the food is excellent	3.91	.98
Considering the type of restaurant, the perceived value of this restaurant is excellent	3.89	.95
Considering the type of restaurant, the atmospherics of the restaurant is excellent	3.94	.97
Total Average Mean	3.88	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree

### 5.2.6 Customer Behavioral Intention in Food Court of the Mall Bangkapi

From Table 5.8, descriptive statistics of customer behavioral intention, respondents agreed to “I will recommend this restaurant to others”, which had the highest mean score 3.89. This indicates that customers have enjoyed their meal in restaurant of food court, they are willing to recommend it to their friends and relatives. Followed by “I will revisit this restaurant again” (3.76) and “I will say good things about this restaurant” (3.73). Furthermore, the total average mean value of customer behavioral intention is equal to 3.79. It indicates that the customers agree that they are loyal to food court.

Table 5.8 Customer Behavioral Intention in Food Court of the Mall Bangkapi (n=384)

Statements	Mean*	Std. Deviation
I will recommend this restaurant to others	3.89	.90
I will revisit this restaurant again	3.76	1.11
I will say good things about this restaurant	3.73	1.10
Total Average Mean	3.79	-

\*: A 5-level scale was used wherein 1 means strongly disagree and 5 means **strongly** agree

### 5.3 Hypothesis testing

A hypothesis, which is developed for the purpose of testing, is called a *null hypothesis*

and it also designated as ' $H_0$ '. The alternate hypothesis is the statement which is accepted if the sample data can offer sufficient evidence that the null hypothesis is false and designed as ' $H_a$ '. The significance level used in this study is 0.05 or 95% level of confidence.

In this research, there are a total of five pairs of hypotheses. The Pearson's Correlation Coefficient Analysis was used for all the hypotheses. It will investigate the relationship between service quality and customer satisfaction in food court of the Mall Bangkapi, the relationship between food quality and customer satisfaction in food court of the Mall Bangkapi, the relationship between perceived value (price) and customer satisfaction in food court of the Mall Bangkapi, the relationship between atmospherics (physical environment) and customer satisfaction in food court of the Mall Bangkapi, and the relationship between customer satisfaction and behavioral intention in food court of the Mall Bangkapi.

On the basis of Bivariate Correlation Test (Pearson Correlation), the null hypothesis is rejected when sig. (2-tailed) was less than 0.05. The correlation results achieved from the test were explained in accordance with Correlation Coefficient Range as follows:

Correlation Coefficients

- 1.00

Correlation Level

Perfect negative correlation

- 0.95	Strong negative correlation
- 0.50	Moderate negative correlation
- 0.10	Weak negative correlation
0.00	No correlation
+ 0.10	Weak positive correlation
+ 0.50	Moderate positive correlation
+ 0.95	Strong positive correlation
+ 1.00	Perfect positive correlation

Source: [Http://www.answers.com/topic/pearson-s-correlation](http://www.answers.com/topic/pearson-s-correlation)

### 5.3.1 Hypothesis 1

<b>Ha1</b>	There is a significant relationship between service quality and customer satisfaction
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According to the results in Table 5.9, the p-value is 0.000 which is less than 0.05; therefore, the *null* hypothesis Ho1 was rejected. Hence, it can be explained that there is a significant relationship between service quality and customer satisfaction. The correlation coefficient is 0.768 which shows that these two variables have strong positive correlation. This indicates that when service quality increase, customer satisfaction will increase; when service quality decrease, the customer satisfaction will decrease directly.

Table 5.9 Pearson's Correlation Coefficient Analysis for Hypothesis One  
Correlation

		SERVICEQ	SATISFAC
SERVICEQ	Pearson Correlation	1	.768(**)
	Sig. (2-tailed)	.	.000
	N	384	384
SATISFAC	Pearson Correlation	.768(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

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

### 5.3.2 Hypothesis 2

<b>Ha2</b>	There is a significant relationship between food quality and customer satisfaction
------------	--

According to the results in Table 5.10, the p-value is 0.000 which is less than 0.05; so the *null* hypothesis Ho2 was rejected. Therefore, it can be interpreted that there is a significant relationship between food quality and customer satisfaction. The correlation coefficient is 0.867 which shows that these two variables have strong positive correlation. This indicates that when food quality increase, customer satisfaction will increase; when food quality decrease, the customer satisfaction will decrease directly.

Table 5.10 Pearson's Correlation Coefficient Analysis for Hypothesis Two

### Correlation

		SATISFAC	FOODQUAL
SATISFAC	Pearson Correlation	1	.867(**)
	Sig. (2-tailed)	.	.000
	N	384	384
FOODQUAL	Pearson Correlation	.867(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

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

### 5.3.3 Hypothesis 3

<b>Ha3</b>	There is a significant relationship between perceived value (price) and customer satisfaction.
------------	--

According to the results in Table 5.11, the p-value is 0.000 which is less than 0.05; therefore, the *null* hypothesis Ho3 was rejected. So it can be explained that there is a significant relationship between perceived value (price) and customer satisfaction.

The correlation coefficient is 0.817 which shows that these two variables have strong positive correlation. This indicates that when perceived value increase, customer satisfaction will increase; when perceived value decrease, the customer satisfaction will decrease directly.



Table 5.11 Pearson's Correlation Coefficient Analysis for Hypothesis Three  
Correlation

		SATISFAC	PECEIVED
SATISFAC	Pearson Correlation	1	.817(**)
	Sig. (2-tailed)	.	.000
	N	384	384
PECEIVED	Pearson Correlation	.817(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

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

#### 5.3.4 Hypothesis 4

<b>Ha4</b>	There is a significant relationship between atmospherics/physical environment and customer satisfaction
------------	---

According to the results in Table 5.12, the p-value is 0.000 which is less than 0.05; therefore, the *null* hypothesis Ho4 was rejected. Hence, it can be interpreted that there is a significant relationship between atmospherics/physical environment and customer satisfaction. The correlation coefficient is 0.792 which shows that these two variables have moderate positive correlation. This indicates that when atmospherics increase, customer satisfaction will increase; when atmospherics decrease, the customer satisfaction will decrease directly.

Table 5.12 Pearson's Correlation Coefficient Analysis for Hypothesis Four  
Correlation

		SATISFAC	ATMOSPHE
SATISFAC	Pearson Correlation	1	.792(**)
	Sig. (2-tailed)	.	.000
	N	384	384
ATMOSPHE	Pearson Correlation	.792(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

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

### 5.3.5 Hypothesis 5

<b>Ha5</b>	There is a significant relationship between customer satisfaction and behavioral intention
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According to the results in Table 5.13, the p-value is 0.000 which is less than 0.05; so the *null* hypothesis Ho5 was rejected. Therefore, it can be explained that there is a significant relationship between customer satisfaction and behavioral intention. The correlation coefficient is 0.808 which shows that these two variables have strong positive correlation. This indicates that when customer satisfaction increase, customer's behavioral intentions will increase; when customer satisfaction decrease, the customer's behavioral intentions will decrease directly.

Table 5.13 Pearson's Correlation Coefficient Analysis for Hypothesis Five Correlation

		SATISFAC	BEHAVIOR
SATISFAC	Pearson Correlation	1	.808(**)
	Sig. (2-tailed)	.	.000
	N	384	384
BEHAVIOR*	Pearson Correlation	.808(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

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

## Chapter VI: Summary, Discussion and Recommendations

Chapter VI summarizes the main findings of this research. Meanwhile, some conclusions and recommendations are given at the end of this chapter.

### 6.1 Summary of Findings

#### 6.1.1 Sample Profile and General Profile of Respondents

There were 384 usable questionnaires in this study. Most of the respondents were female, are around 21-40 years old, this indicates that customers who are around 21-40 years old are more willing to join questionnaire survey.

Table 6.1 Descriptive demographic characteristics of respondents (N=384)

Demographic characteristics	The majority group of respondents (%)
Gender	Female (56.3%)
Age	21-40 years old (61.5%)

#### 6.1.2 Summary of Service Quality in Food Court of The Mall Bangkapi

As mentioned in Chapter V, some statements which obtained the highest frequency of respondents are analyzed.

Overall, majority of food court customers (31.2% - 76.8%) agree with all fifteen statements related to customers' attitude towards service quality in food court of The Mall Bangkapi. And at least 45.8% customers agree with eleven statements of customers' positive attitude towards service quality in food court of the Mall

Bangkapi: “Employees are well-dressed”; “Restaurant seating availability”; “Restaurant provides service as promised”; “Employees seem sympathetic and reassuring”; “Accurate bill charge of restaurant”; “Employees seem trustful”; “Feel safe for financial transactions of the restaurant”; “Employees seem friendly”; “Employees view available to requests”; “Employees can provide prompt service”; And “Restaurant can provide completely packaged food”. Meanwhile, 73% customers agree with the statements “Restaurant has availability of sauces, etc” and “Restaurant has availability of Kid’s Happy Meal”. These indicate that many customers care more about whether restaurants in food court can provide them with sauces and Kid’s Happy Meal when they concern about the service quality in food court. The last two statements are related to customers’ negative attitude towards service quality in food court of the Mall Bangkapi: only 31.2% customers agree with the statements “Restaurant looks very clean” and “Employees are willing to help”.

### **6.1.3 Summary of the Food Quality in Food Court of the Mall Bangkapi**

Generally speaking, at least 45.6% customers agree with the statements: “The food is delicious”; “The food is nutritious”; “The restaurant can offer fresh food” and “The smell of the food is enticing”. In addition, 66.7% customers agree to “the food presentation is visually attractive”, this indicates that food presentation can affect customers’ attitude towards food quality in food court of the Mall Bangkapi. However, 37.6% customers agree with the statement “The restaurant can offer a variety of menu items” which indicates that many customers do not care more about whether

restaurants can provide them with a variety of menu items when they consider the food quality in food quality of the Mall Bangkapi.

#### **6.1.4 Summary of the Perceived Value in Food Court of the Mall Bangkapi**

In short, at least 51.6% customers agree with three statements on perceived value (price) in the food court of the Mall Bangkapi, they are: This restaurant can offer good value for the price; the restaurant experience is worth the money; and this restaurant provides me great value as compared.

#### **6.1.5 Summary of the Atmospherics in Food Court of the Mall Bangkapi**

Overall, majority of customers (37.5% - 73%) agree with all four statements related to customers' attitude towards atmospherics in food court of the Mall Bangkapi.

#### **6.1.6 Summary of the Customer Satisfaction in Food Court of the Mall Bangkapi**

The majority of customers (66.6% - 72.7%) agree with all six statements related to customer satisfaction in food court of the Mall Bangkapi.

#### **6.1.7 Summary of the Customer Behavioral Intention in Food Court of the Mall Bangkapi**

Most of the customers (62.3% - 73%) agree with all three statements related to customer behavioral intention in food court of the Mall Bangkapi.

#### **6.1.8 Summary of Hypotheses testing results**

The summary of hypotheses testing results in Table 6.2 shows all the *null* hypotheses are rejected.



Table 6.2 Summary of hypothesis testing results

Hypotheses Statements	Statistical technique used	Hypothesis testing results
Ho1 - There is no significant relationship between service quality and customer satisfaction	Pearson's Correlation	Reject Ho1
Ho2 - There is no significant relationship between food quality and customer satisfaction	Pearson's Correlation	Reject Ho2
Ho3 - There is no significant relationship between perceived value (price) and customer satisfaction	Pearson's Correlation	Reject Ho3
Ho4 - There is no significant relationship between atmospherics/physical environment and customer satisfaction	Pearson's Correlation	Reject Ho4
Ho5 - There is no significant relationship between customer satisfaction and behavioral intention	Pearson's Correlation	Reject Ho5

There are significant relationships among service quality, food quality, perceived value (price), atmospherics and customer satisfaction. In addition, there is a significant relationship between customer satisfaction and customer behavioral intention.

## 6.2 Discussions

The research objectives in the first chapter are reviewed and used for drawing discussions of this study.

**Objective (1):** To investigate the correlation between service and food quality and customer's satisfaction.

Hypothesis one and two used the Pearson's Co-relation to test objective one.

#### Service Quality and Customer Satisfaction

The findings of hypothesis one showed that service quality has a significant relationship with customer satisfaction. The findings are in agreement with the study of Qin and Prybutok (2009) which indicate that service quality is the important antecedent of customer satisfaction. The findings are in accordance with the study of Bagozzi (1992) which demonstrated that service quality assessment of the service encounter gave rise to an emotive satisfaction evaluation. Furthermore, the findings also agreed with the study of Cronin et al. (2000) which indicated that service quality perceptions resulted in customer satisfaction. Table 6.3 shows the comparison of findings of this study and findings of literature review related to service quality and customer satisfaction.

Table 6.3 Comparison of the findings related to service quality and customer satisfaction

Findings of this study related to service quality	Findings of literature review from Qin and Prybutok (2009), Bagozzi (1992) and Cronin et al. (2000) related to service quality
Service quality has a significant relationship with	1. Service quality is the important antecedent of customer satisfaction.

customer satisfaction.	<p>2. Service quality assessment of the service encounter gave rise to an emotive satisfaction evaluation.</p> <p>3. Service quality perceptions resulted in customer satisfaction.</p>
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### Food Quality and Customer Satisfaction

The findings of hypothesis two showed that food quality has a significant relationship with customer satisfaction. The findings are in accordance with the study of Qin and Prybutok (2009) as well as the study of Soriano (2002) which indicates that food quality is the important antecedent of customer satisfaction. In addition, the findings also agreed with the study of Dube et al. (1994), customers were invited to rate the relative significance of each attribute that includes the taste of food, food consistent, menu variety, the waiting time, attentive and helpful staff as well as the atmosphere. Nevertheless, the highest contribution that may influence customer satisfaction is food quality. Table 6.4 shows the comparison of findings of this study and findings of literature review related to food quality and customer satisfaction.

Table 6.4 Comparison of the findings related to food quality and customer satisfaction

Findings of this study related to food quality and customer satisfaction	Findings of literature review from Soriano (2002), Qin and Prybutok (2009), Dube et al. (1994) related to food quality and customer satisfaction
Food quality has a significant relationship	1. Food quality is the important antecedent of

with customer satisfaction.	customer satisfaction.
	2. Customers were invited to rate the relative significance of each attribute that includes the taste of food, food consistent, menu variety, the waiting time, attentive staff, helpful staff as well as the atmosphere. Nevertheless, the highest contribution that may influence customer satisfaction is food quality.

**Objective (2):** To survey the correlation between the perceived value (price), the physical environment (atmospherics) and customer's satisfaction.

Hypothesis three and four used the Pearson's Co-relation to test objective two.

#### Perceived Value (Price) and Customer Satisfaction

The results of hypothesis three demonstrated that perceived value (price) has a significant relationship with customer satisfaction. The findings are in accordance with the study of McDougall and Levesque (2000) which demonstrated that customer perceived service quality and customer perceived value were the two vital pioneers of customer satisfaction across four service industries: restaurant, dental services, auto service as well as hair stylist. In addition, the findings also agreed with the study of Patterson and Spreng (1997) which reported that customer perceived value/price had not only a positive but also a direct relationship with customer satisfaction. Table 6.5 shows the comparison of findings of this study and findings of literature review related to perceived value (price) and customer satisfaction.

Table 6.5 Comparison of the findings related to perceived value (price) and customer satisfaction

Findings of this study related to perceived value (price) and customer satisfaction	Findings of literature review from McDougall and Levesque (2000), Patterson and Spreng (1997) related to perceived value (price) and customer satisfaction
Perceived value (price) has a significant relationship with customer satisfaction.	<ol style="list-style-type: none"> <li>1. Customer perceived service quality and customer perceived value were the two vital pioneers of customer satisfaction across four service industries: restaurant, dental services, auto service as well as hairstylist.</li> <li>2. Customer perceived value/price had not only a positive but also a direct relationship with customer satisfaction.</li> </ol>

#### Physical Environment (Atmospherics) and Customer Satisfaction

The results of hypothesis four demonstrated that physical environment (atmospherics) have a significant relationship with customer satisfaction. The findings are in

accordance with the study of Namkung and Jang (2008) which indicated that eight significant attributes in contributing to the highly satisfied diners; they were food presentation, food tasty, seating arrangement, interior design of the restaurant, restaurant background music, reliable service, responsive service as well as the competent employees. Table 6.6 shows the comparison of findings of this study and findings of literature review related to physical environment (atmospherics) and customer satisfaction.

Table 6.6 Comparison of the findings related to physical environment (atmospherics) and customer satisfaction

Findings of this study related to physical environment (atmospherics) and customer satisfaction	Findings of literature review from Namkung and Jang (2008) related to perceived physical environment (atmospherics) and customer satisfaction
Perceived value (price) has a significant relationship with customer satisfaction.	Eight significant attributes in contributing to the high satisfied diners; they were food presentation, food taste, seating arrangement, interior design of the restaurant, restaurant background music, reliable service, responsive service as well as the competent employees.

**Objective (3):** To find the correlation between customer satisfaction and consumer behavioral intentions.

Hypothesis five used the Pearson's Co-relation to test objective three.



### Customer Satisfaction and Customer Behavioral Intention

The results show that there is a significant relationship between customer satisfaction and customer behavioral intention which is in accordance with the study of Ryu, Lee and Kim (2012) to claim that customer satisfaction is an important predictor of consumer behavioral intentions. The findings agreed with the study of Getty and Thompson (1994) which demonstrated that high degrees of customer satisfaction can increase customers' repurchase intention and customers' recommend intention. In addition, the findings are in agreement with the study of Kivela et al. (1999) which mentioned that dining satisfaction would significantly influence customer post-dinning behavioral intentions. Table 6.7 shows the comparison of findings of this study and findings of literature review related to customer satisfaction and customer behavioral intention.

Table 6.7 Comparison of the findings related to customer satisfaction and customer behavioral intention

Findings of this study related to customer satisfaction and customer behavioral intention	Findings of literature review from Ryu, Lee and Kim (2012), Getty and Thompson (1994), Kivela et al. (1999) related to perceived customer satisfaction and customer behavioral intention
There is a significant relationship between customer satisfaction and customer behavioral	<ol style="list-style-type: none"><li>1. Customer satisfaction is an important predictor of consumer behavioral intentions.</li><li>2. High degrees of customer satisfaction can increase customers' repurchase intention and</li></ol>

intention.	<p>customers' recommend intention.</p> <p>3. Dining satisfaction would significantly influence customer post-dinning behavioral intentions.</p>
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However, there are still some differences among the study of Soriano (2002), Qin and Prybutok (2009) and this study. In the study of Soriano (2002), food quality was termed as the most vital attribute than other attributes (service quality, cost and place). In the study of Qin and Prybutok (2009), service quality was demonstrated as the most important attribute to influence customer satisfaction in fast-food restaurant than other attributes (food quality and price). According to the findings of this study, food quality was recognized as the most vital attributes than other attributes (price, atmospherics and service quality) in food court of the Mall Bangkapi, which indicated that when customers chose to have meal in food court, they thought that the food in food court is more healthy and having variety than fast-food restaurant, like KFC and food in food court are more competitive in price than the other restaurants, like MK, Fuji and Sizzler.

### 6.3 Recommendations

The response of customers' through this study shows that (1). Customer satisfaction can influence customer behavioral intentions which means that if the managers, renters and employees want repeat customers, they should increase customer satisfaction and (2). Customer satisfaction has a significant relationship among

service quality, food quality, the perceived value (price) and atmospherics. In addition, food quality was recognized as the most vital attributes than other attributes (price, atmospherics and service quality) in food court of the Mall Bangkapi.

**Hypothesis one:** there is a significant relationship between service quality and customer satisfaction

According to the findings of hypothesis one in this study, the manager of the department of food court should emphasis on the underlying dimensions of service quality Such as tangible (food court should provide the customer with enough seats), reliability (food court should provide service as promised), assurance (let customer feel safe for financial transactions of the food court) to improve the service of food court to attract and gain more loyal customer because of higher customer satisfaction. The renters in restaurant of food court gain high customer satisfaction through service quality, such as restaurant in food court provide Kid's Happy Meal to customer. The employees in restaurant of food court can get higher customer satisfaction through the following ways: a. For the employees in food court: 1. They have to look clean and neat to customer; 2. They have to clean the table as soon as possible. b. For the employees in restaurants: 1. They have to be well dressed; 2. They should be always available and responsive when customers need them and 3. They need to be knowledgeable, competent and passionate of how well they deliver the services for which they are responsible and how to perform certain tasks without failures or errors.

**Hypothesis two:** there is a significant relationship between food quality and customer satisfaction.

According to the findings, the manager of the department of food court can appoint a principal to supervise the food quality not only in the renters' application process but also during operation process. Such as the three key significant points of food quality in this study: 1. Whether the restaurants in food court can provide customer with fresh food; 2. Whether the restaurants in food court can offer a variety of menu to customer and 3. Whether the restaurants in food court can provide the nutritious food to customer to improve the food quality in food court to gain higher customer satisfaction. The renters in restaurant of food court should gain high customer satisfaction through Food quality such as the restaurants can provide fresh, tasty and a variety of food, especially to provide attractive food to customers.

**Hypothesis three:** there is a significant relationship between perceived value (price) and customer satisfaction.

According to the findings of this study, the manager of food court has to concentrate on the accurate bill charge of food court to increase customer satisfaction in food court. The renters in restaurant of food court can gain high customer satisfaction through perceived value/price such as restaurant can offer good value for the price to customer.

**Hypothesis four:** there is no significant relationship between atmospherics/physical environment and customer satisfaction.

According to the findings of this study, the manager of the department of food court can increase customer satisfaction through the attractive interior design and décor as well as music in food court. The renters in restaurant of food court can gain high customer satisfaction through atmospherics such as attractive interior design and décor of the restaurants they rent in food court.

**Hypothesis five:** there is no significant relationship between customer satisfaction and behavioral intention.

According to the findings of this study, the managers, renters and employees in food court should know that high customer satisfaction can let customers recommend food court to others, revisit food court again and say good things about the food court.

#### **6.4 Suggestions for Further Study**

The suggestion for further studies may be given more widely as well as more in depth. This research studied only the relationship among service quality, food quality, perceived value (price), atmospherics and customer satisfaction in food court of the Mall Bangkapi; the relationship between customer satisfaction and customer behavioral intentions in food court of the Mall Bangkapi. It will be worth in the future to conduct a research on customer satisfaction and behavioral intentions in food court of the Mall Bangkapi based on customers' occupation, income, frequency of visit, nationality as well as purpose of visit.

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Dear Sir/Madam:

I am a student at Assumption University studying a master degree in Business Administration and would like 5 minutes of your time to ask you some questions. This is purely for my own research and your answers are very valuable and your information will be strictly used for educational purpose and treated confidential. Your cooperation and precious time on this questionnaire will be highly appreciated.

Yours sincerely,  
Lei Su

**PART I: GENERAL PROFILE OF RESPONDENTS**

INSTRUCTION: Please place a mark in one best that describes your response.

1. Have you ever haven dinner in food court of the Mall Bangkok?  
A. Yes            B. No
2. What is your gender?    A.Male            B. Female

3. What is your age?

A.No more than 20 years

B. 21-40 years

C.41-50 years

D. 51- 60 years

E. Above 60 years

## PART II: SERVICE QUALITY OF THE RESTAURANT

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkapi for the following statements, where 5 – strongly agreed, 4 –agreed, 3 – neither agreed nor disagreed, 2 –disagreed, 1 – strongly disagreed.

No.	Service quality of the restaurant	5	4	3	2	1
<b>Tangibles</b>						
4	Employees are well-dressed					
5	Restaurant seating availability					
6	Restaurant looks very clean					
<b>Reliability</b>						
7	Restaurant provides service as promised					
8	Employees seem sympathetic and reassuring					
9	Accurate bill charge of restaurant					
<b>Assurance</b>						
10	Employees seem trustful					
11	Feel safe for financial transactions of the restaurant					
12	Employees seem friendly					
<b>Responsiveness</b>						
13	Employees view available to requests					
14	Employees can provide prompt service					
15	Employees are willing to help					
<b>Empathy</b>						
16	Restaurant is availability of Kid's Happy Meal					
17	Restaurant is availability of sauces, etc					
18	Restaurant can provide completely packaged food					

## PART III: FOOD QUALITY OF THE RESTAURANT

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkapi for the following statements, where 5 – strongly agreed, 4 –agreed, 3 – neither agreed nor



disagreed, 2 –disagreed, 1 – strongly disagreed.

No.	Food quality of the restaurant	5	4	3	2	1
19	The food is delicious					
20	The food is nutritious					
21	The restaurant can offer a variety of menu items					
22	The restaurant can offer fresh food					
23	The smell of the food is enticing					
24	The food presentation is visually attractive					

#### **PART IV: PERCEIVED VALUE OF THE RESTAURANT**

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkapi for the following statements, where 5 – strongly agreed, 4 –agreed, 3 – neither agreed nor disagreed, 2 –disagreed, 1 – strongly disagreed.

No.	Perceived value of the restaurant	5	4	3	2	1
25	This restaurant can offer good value for the price					
26	The restaurant experience is worth the money					
27	This restaurant provides me great value as compared					

#### **PART V: ATMOSPHERICS OF THE RESTAURANT**

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkapi for the following statements, where 5 – strongly agreed, 4 –agreed, 3 – neither agreed nor disagreed, 2 –disagreed, 1 – strongly disagreed.

No.	Atmospherics of the restaurant	5	4	3	2	1
28	The restaurant has attractive interior design and decor					
29	The background music is pleasing					
30	The dining areas are very clean					
31	Employees are neat and well dressed					

#### **PART VI: CUSTOMER SATISFACTION OF THE RESTAURANT**

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkapi for the following statements, where 5 – strongly satisfied, 4 –satisfied, 3 – neither satisfied

nor dissatisfied, 2 –dissatisfied, 1 – strongly dissatisfied.

No.	Restaurant customer satisfaction	5	4	3	2	1
32	I am very satisfied with my overall experience at this restaurant					
33	I have really enjoyed myself at this restaurant					
34	Considering the type of restaurant, the quality of the service is excellent					
35	Considering the type of restaurant, the quality of the food is excellent					
36	Considering the type of restaurant, the perceived value of this restaurant is excellent					
37	Considering the type of restaurant, the atmospherics of the restaurant is excellent					

#### **PART VII: CUSTOMER BEHAVIORAL INTENTIONS OF THE RESTAURANT**

INSTRUCTION: Please tick ( ) one best to indicate your level of agreement with the dining experience at the restaurant in food court of the Mall Bangkok the following statements, where 5 – strongly agreed, 4 –agreed, 3 – neither agreed nor disagreed, 2 –disagreed, 1 – strongly disagreed.

No.	Restaurant consumer behavior intentions	5	4	3	2	1
38	I will recommend this restaurant to others					
39	I will revisit this restaurant again					
40	I will say good things about this restaurant					

แบบสอบถามเพื่อใช้ในการวิจัย จากนักเรียนคณะบริหาร ABAC

**PART I: ข้อมูลผู้ตอบแบบสอบถาม**

วิธีทำ: กากบาทในช่องว่าง

1. เพศ? ☐ ชาย ☐ หญิง

2. อายุ?

☐ ต่ำกว่า 20 ปี ☐ 21-40 ปี

☐ 41-60 ปี ☐ มากกว่า 60 ปี

## PART II: คุณภาพการบริการ

วิธีทำ: กากบาทในช่องว่างคะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย

5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	คุณภาพการบริการของร้านอาหาร	5	4	3	2	1
สิ่งที่เห็นได้ชัด						
3	พนักงานแต่งตัวเรียบร้อย					
4	ร้านอาหารมีที่นั่งว่าง					
5	ร้านอาหารสะอาดตา					
6	พ่อครัวสวมชุดเครื่องแบบที่เหมาะสม					
ความพึงพอใจ						
7	ร้านอาหารให้บริการตามที่ได้โฆษณาไว้					
8	พนักงานมีความอ่อนน้อมและมีคุณภาพตรงกับโฆษณา					
9	การคำนวณค่าอาหารถูกต้องชัดเจน					
ความไว้วางใจ						
10	พนักงานดูน่าเชื่อถือ					
11	ฉันรู้สึกปลอดภัยเวลาจ่ายเงิน					
12	พนักงานมีมนุษยสัมพันธ์ดี					
การตอบสนอง						
13	พนักงานมีความรวดเร็วเมื่อเรียกใช้					
14	พนักงานให้บริการตามที่คาดไว้					
15	พนักงานแสดงความเต็มใจช่วยเหลือ					

Empathy						
16	ร้านอาหารมีเมนูสำหรับเด็ก					
17	ฉันชอบอาหารหรือเครื่องปรุงเพิ่มเติมได้					
18	ร้านนี้มีบริการให้ห่ออาหารกลับได้					

### PART III: คุณภาพอาหาร

INSTRUCTION: ตี๊กในช่องว่างคะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย 5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	คุณภาพอาหาร	5	4	3	2	1
19	มีรสชาติถูกปาก					
20	มีสารอาหารคุณภาพดี					
21	มีรายการให้เลือกเยอะ					
22	มีความใหม่สด					
23	อาหารมีกลิ่นชวนรับประทาน					
24	อาหารจัดวางไว้อย่างน่ารับประทาน					

### PART IV: ความคุ้มค่าของร้านอาหาร

INSTRUCTION: ตี๊กในช่องว่าง คะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย

5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	Perceived value of the restaurant	5	4	3	2	1
25	ราคาคุ้มค่ากับคุณภาพอาหาร					
26	ราคาคุ้มค่ากับบรรยากาศ					
27	เทียบกับร้านอื่นแล้วคุ้มค่ากว่า					

**PART V: บรรยายภาคนิรนา**

INSTRUCTION: ตักในช่องว่าง คะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย

5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	บรรยายภาคนิรนา	5	4	3	2	1
28	ตักแต่งแต่งสาว					
29	เพลงดนตรีบรรเลงประกอบทมาะสม					
30	ดูสะอาดตา					
31	เครื่องแบบพนักงานดูเรียบร้อย					

**PART V: ความพอใจในร้านอาหาร**

INSTRUCTION: ตักในช่องว่าง คะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย

5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	ความพอใจในร้านอาหาร	5	4	3	2	1
32	ภาพรวมของร้านน่าพึงพอใจ					
33	ร้านนี้ทำให้รู้สึกสบาย					
34	บริการดีมากเทียบกับร้านประเภทเดียวกัน					
35	อาหารที่นัร่อยกว่าอาหารประเภทเดียวกันที่อื่น					
36	ร้านนี้มีคุณภาพโดยรวมเหนือกว่าร้านประเภทเดียวกันที่อื่น					
37	บรรยายภาคนิรนาตักว่าบรรยายภาคนิรนาอาหารประเภทเดียวกัน					

**PART VI: หลังใช้บริการร้านนี้แล้ว จะทำอะไรต่อ**



INSTRUCTION: ตัดในช่องว่าง คะแนนเรียงจากเห็นด้วยมากไปจนถึงไม่เห็นด้วย

5=เห็นด้วยมาก 4=เห็นด้วย 3=เฉยๆ 2=ไม่เห็นด้วย 1=ไม่เห็นด้วยสุดๆ

No.	หลังใช้บริการแล้วอาจจะ	5	4	3	2	1
38	จะแนะนำร้านนี้ให้เพื่อน					
39	จะกลับมาอีก					
40	ฉันจะพูดถึงร้านดีด้วยความชื่นชม					



