



**ROLES PLAYED BY SERVICE QUALITY, HEDONIC AND
UTILITARIAN VALUES ON CUSTOMER SATISFACTION,
BEHAVIORAL INTENTION AND CUSTOMER LOYALTY
IN KOREAN AND JAPANESE RESTAURANTS:
CASE IN CHIANG RAI, THAILAND**

NANG MYA MYA SWE

**MASTER OF BUSINESS ADMINISTRATION
IN
ENTREPRENEURIAL MANAGEMENT**

**SCHOOL OF MANAGEMENT
MAE FAH LUANG UNIVERSITY**

2015

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EXAMINATION COMMITTEE

.....CHAIRPERSON

(Piyatida Pianluprasidh, Ph. D.)

.....ADVISOR

(Chai Ching Tan, Ph. D.)

.....EXAMINER

(Assoc. Prof. Chew-Shen Chen, D. B. A.)

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Author	Nang Mya Mya Swe
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Advisor	Chai Ching Tan, Ph. D.

ABSTRACT

This research underpins on the theoretical base of the two schools of thought of marketing discipline, namely consumer behaviors and exchange schools, and suggests a theoretical model that establishes the relationship among service quality, hedonic and utilitarian values, customer satisfaction, behavioral intention and customer loyalty. Based on the exchange school of marketing theory, pioneered by Kotler, Kartajaya, Huan & Liu (2008), value customers perceived important could be represented by what the customers perceived (i.e. functional benefit, emotional benefit) they receive relative to what they have paid for, i.e. the price paid and the service received. To implement this, hypotheses that attempt to establish the relationships between service quality, pricing and both hedonic and utilitarian values are established. Functional benefit is a “benefit based on a product attribute that provides functional utility to customers” (Kotler et al. 2008, p. 99) whereas emotional benefit, also known as hedonic value, is a “benefit based on a product attribute that provides emotional utility” (p. 103). Pricing is asserted in Kotler et al. (2008) to have a significant role for the customers in the decision making process.

The interrelationship structure between service quality and customer values is important as service operations is the service interface from which the customers experience and perceives the values received, such as having affection towards the food and the services (Barrows, 2008). For instance, in a hospital service context, Berry, Davis and Wilmet (2015) indicate that service provider must design service experiences that can give customers a greater sense of control and peace of mind (i.e. through service quality) which also allows the customers to feel emotionally attached to the services (i.e. hedonic values). To Berry, Davis, and Wilmet (2015), customers can perceive that the service providers do care about them from the other quality aspects of the services such as the tangible quality offered or simply being responsive to their emerging need.

This research uses questionnaire-based survey, and with a justifiable stance on convenience based sampling approach, to obtain the perceptions of the customers who have had visited to Korean and Japanese restaurants, both downtown and in small townships of Chiang Rai, Thailand, towards the the services of these restaurants. Customer perceptions are related to how the customers perceive the different attributes or domains of service quality, pricing issue, hedonic and utilitarian values, behavioral intention, customer satisfaction and loyalty. SPSS software, version 20, is used to help provide the statistical analysis, both descriptively and inferentially, in an attempt to suggest a theoretical model that explains the interrelationship structure of the hypotheses. Exploratory factor analysis ensures distinctive dimensions of construct are identified, and reliability by the use of inter-item consistency is ensured to meet the minimum requirement prior to the use of statistical analysis in suggesting the conclusions to the four hypotheses and the relevant demographics and psychographics questions being raised in the study.

Keywords: Customer Values, Hedonic Value, Utilitarian Value, Ethnic Food and Restaurant, Experience.

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CHAPTER 1

INTRODUCTION

1.1 Background

This research attempts to study how customers perceive the services of both Korean and Japanese restaurants in Chiang Rai, Thailand, which an objective established to study the interrelationship structure that links the variables of service quality, pricing, hedonic and utilitarian values, customer satisfaction, customer intention and customer loyalty. Korean and Japanese restaurants are chosen as Thai have not been unfamiliar to their food and services, and new Korean and Japanese restaurants are continually begin added in this region, for instance, during the period of the study of the researcher, in year 2015, already two new Korean and Japanese restaurants have entered the market near Mae Fah Luang University, Chiang Rai. A quick interview to those who have had frequented to Korean and Japanese restaurants indicates that these foods are known to be healthy and nutritious, and they are attracted to the special tastes and the different decorations of the restaurant environment. Nevertheless, the nature of the Thai perceptions towards the services of these restaurants is unknown, and thus is worthy of an exploratory nature of research. The research is exploratory from the theoretical attempt to aim to apply the key concept of the exchange school of marketing, i.e. the interrelationship between what the customers receive (i.e. hedonic and utilitarian values) and what they pay for the services offered.

Chiang Rai is located in the northern geometrical part of Thailand, bordering Myanmar and Laos, forming the so-called Golden Triangle. The numerous destination attractions such as flower gardens, tea farms, and many ancient temples have drawn many tourists to Chiang Rai. Chiang Rai has seen many emerging establishments of both Korean and Japanese restaurants. The continuing new entries could be caused by

the relative low barrier to entry as restaurant business is a fragmented industry in which there are no key players that actually dominate the industry or the market, and the raw materials can also easily be sourced, as Chiang Rai has achieved reasonable standard of logistics and cold storage systems. As there are currently no chains of services that control in Chiang Rai, no Korean and Japanese restaurants have the advantage of economies of scale, and on top of fragmented nature of business, there is low customer switching cost. With low customer switching cost, new entries become attractive and feasible, financially and market opportunity wise. Judging by the living condition and lifestyles of the people in Chiang Rai, the capital requirement of both Korean and Japanese restaurants is also not high. An interview with the restaurant owners indicate that start-up capital for these setups can range from 1 Million to 3 Million. From the perspective of supplier, for instance, Kimchi is one of the important supplementary meal and these supplies can now be sourced domestically. Service employees can also be easily trained partly because the Thai have already quite familiar with both Korean and Japanese cultures, due to the familiarity of Thai with the soap opera of both cultures frequently broadcasted in the normal TV channels. Equipment used can also easily be sourced domestically and thus the establishment setup becomes relatively easy.

1.2 Justification of the Research

Justification of research is aimed to place the portion of the discussion in the academic context by showing that there are areas of contributions to the bodies of knowledge.

Food is an important aspect of culture as well as a physiological need and part of the four requisite needs of life, namely, food that is sufficient to prevent the affliction of hunger and adequate to maintain the health of the body, in addition to shelter, medicine, and clothing. When people are not familiar with another culture or food types (i.e. the ethnic variants, choices and tastes), the exposure of it would often bring about excitement, pleasantness or joyfulness. These values, being predominantly utilitarian and hedonic in nature, are also known as the customer value

(Khan, 2013), signifying some preferred experiences of the restaurant customers (Hanzaee & Rezaeyeh, 2013).

Specifically, utilitarian values reflect the function-related standpoint of the food and services offered by the restaurants, i.e. the plate size, value-for-money orientation through food promotion, variety of menu choices, and the healthiness of food choices offered. Utilitarian values thus are logical and practical in nature, which stress upon the perceived physical and functional benefits based on cognitive activities and goal-oriented encounters in terms of food products and services offered (Hanzaee & Khonsari, 2011).

Hedonic values are experience-driven (Lim, 2011), emotional or affective in nature (Sanchez-Fernandez & Iniesta-Bonillo, 2007), which stress on the feelings of the consumers (Hartman, 1973) in that customers need to personally experience such as the environment and the uniqueness of the food in order to form affection and feeling.

In general, values are also more individualistic in nature and connote more stable attitude in nature than quality of services. The latter (service quality) is more generic whereas the former (customer value) provides points of differentiation for winning. From the viewpoint of services marketing, this experience would lead to not only satisfaction but most importantly repeated behavioral intention and the state of loyalty. In addition, with the hedonic values strongly in place, restaurants could also improve their pricing strategies. Hedonic values are points of differentiation driven by customer experiences of the unique resources provided by the restaurants.

Nevertheless, various domains and attributes of service quality are the stimulus needed to form beliefs that the customers have made the right choice, known as behavioral control in the theory of planned behavior (Ajzen, 1985; 1991), or as belief in Hansen (1925). The beliefs rooted in the stimulus also lead to desires for both hedonic and utilitarian values that the customers are looking for (Hansen, 1925), which in turn results in behavioral intention in the theory of planned behaviors (Ajzen, 1985; 1991), and customer loyalty.

Although hedonic and utilitarian values have been found to influence the state of customer satisfaction and behavioral intention (i.e. would like to come back to this restaurant in the future, would recommend this restaurant to friends and others, and

would more frequently visit this restaurant), for fast-food restaurant setting (Hanzaee & Khonsari, 2011; 2013), the scenarios for Korean and Japanese restaurant contexts are still lacking. In addition, how the various aspects of service quality, i.e. food product, facility and service tangibles, empathy, assurance, empathy, and responsiveness, influence the perceived levels of hedonic and utilitarian values, has also been lacking. The interrelationship structure between service quality and customer values is important as service operations is the service interface from which the customers experience and perceives the values received, such as having affection towards the food and the services (Barrows, 2008). For instance, in a hospital service context, Berry, Davis, and Wilmet (2015) indicate that service provider must design service experiences that can give customers a greater sense of control and peace of mind (i.e. through service quality) which also allows the customers to feel emotionally attached to the services (i.e. hedonic values). To Berry, Davis, and Wilmet (2015), customers can perceive that the service providers do care about them from the other quality aspects of the services such as the tangible quality offered or simply being responsive to their emerging needs.

1.3 Research Objective, Hypotheses and Research Questions

According to Creswell (2013), a good quantitative research objective statement should include words that signal the major intent of the study.

The research objective is geared towards using the perceptions of the customers towards the services offered in Korean and Japanese restaurants in Chiang Rai, to study the interrelationship structure among the variables of service quality, pricing, hedonic and utilitarian values perceived by the customers, and the post-consumption variables known as customer satisfaction, behavioral intention and customer loyalty.

As further discussed in Creswell (2013), a good quantitative research objective should also suggest the theoretical base of the research. Based on the exchange school of marketing theory, pioneered by Kotler, Kartajaya, Huan & Liu (2008), value customers perceived important could be represented by what the

customers perceived (i.e. functional benefit, emotional benefit) they receive relative to what they have paid for, i.e. the price paid and the service received. To implement this, hypotheses that attempt to establish the relationships between service quality, pricing and both hedonic and utilitarian values are established. Functional benefit is a “benefit based on a product attribute that provides functional utility to customers” (Kotler et al., 2008, p. 99) whereas emotional benefit, also known as hedonic value, is a “benefit based on a product attribute that provides emotional utility” (p. 103). Pricing is asserted in Kotler et al. (2008) to have a significant role for the customers in the decision making process.

Nevertheless, what is missing in Kotler et al.’s (2008) formula in the implementation of the exchange school of marketing theory is customer satisfaction, which according to Oliver (1993), is the core philosophy of marketing strategy for any organization. As theoretical base to the research objective further, customers are satisfied when they perceive they receive the values of the products and services (Spinelli & Canavos, 2000), i.e. through authentic food that make customers enjoying the meals, and the cultural design and environment of the restaurants which are used to increase the satisfaction of customers.

To address the research objective, four hypotheses are raised, and numerous psychographics and demographics oriented questions are also raised, as follows:

Hypothesis 1 (H1): There are positive correlations among service quality, hedonic value and utilitarian value.

Hypothesis 2 (H2): The higher the level of service quality and customer value, the higher the level of customer satisfaction.

Hypothesis 3 (H3): Customer satisfaction is a significant factor influencing customer’s behavioral intention.

Hypothesis 4 (H4): Both customer satisfaction and behavioral intention are significant factors explaining the variance of customer loyalty.

Relevant demographics and relevant psychographics questions are:

Does the frequency of patronage of the customers cause any significantly comparative differences across the involved constructs and the phenomenon of customer satisfaction, behavioral intention, and customer loyalty?

Are there any significant differences between restaurants located in downtown and small township on service quality factors, customer value (both hedonic and utilitarian values), as well as post-food consumption state of satisfaction, behavioral intention for re-visit, and customer loyalty?

Are there any significant differences across the involved constructs (service quality, hedonic value, utilitarian value, customer satisfaction, behavioral intention, and customer loyalty) between Japanese and Korean restaurants?

Do any of the following variables cause any significant differences in the perceived levels of the variables involved?

Gender

Age

Nationality

Educational Level

Occupational Level

Income Level

Amount spent for each visit to the restaurant

The duration of last visit

Been there alone, or with friends, or with colleagues.

1.4 Method

This research underpins on positivist ontological position, and as such, a cross-sectional quantitative-based survey approach that can reliably maintain a distance between the measured and the research is employed. The cross-sectional survey takes a snapshot of the phenomenon of customer satisfaction, behavioural intention and loyalty state as a result of the customer's reaction to perceived hedonic and utilitarian values, as well as the perceived service quality of the restaurants. The sample is convenience-based which nevertheless is used to make inferences about the population of the customers who have had visited Korean and Japanese restaurants in Chiang Rai, Thailand. Adequacies of sampling, for instance, in terms of Kaiser-Meyer-Olkin measure of sampling for exploratory factor analysis and the test of

homogeneity of variances for ANOVA test, and normal p-p plot of regression standardized residual and scatter plots for normal distribution tests, are ensured to provide the representativeness of the samples as much as possible.

To be specific, research design follows the deductive research steps (Tan, 2015), which can be summarized as following a six-sigma methodological structure known as DMAIC (Tan, 2015):

1. Through some preliminary observations, based on actual experiences and an overview of the literature review, the researcher defines and identifies the problem areas to be addressed, namely about the value and service factors that drive customer satisfaction in ethnic restaurant settings.

2. Proceed again to critically review and synthesize the essential findings and concepts of the literature in order to conclude at a theoretical framework which also structurally outlines hypotheses or, in broader terms, the research questions.

3. Based on the existent literature, researcher describes and understands the nature of the constructs, and the involving concepts and operational definitions which are needed to design the survey instruments.

4. Research design and survey instruments are suggested, pilot tested to ensure validity and reliability, before the final data collection.

5. Statistical data analysis is subjected to interpretation and understanding to yield knowledge needed to support the theoretical framework or model.

6. Conclusion and implications are addressed which would also point out any areas i.e. theory that needed refinements.

7. A business model and business plan are developed that exploits the empirical findings of the research – this enacts the “CONTROL” of DMAIC as to control the theoretical model and business model with business plans.

The deductive approach identified above is described in Sekaran (2000) as the building blocks of science. Within these blocks of science, literature review, as an evaluative report of the relevant bodies of knowledge in order to provide a strong base for the research, is extremely important, as without a proper literature review, the entire research effort could be derailed from original purpose and intent, and thus

the research effort would fail to be reliable, valid and analytically generalizable (Tan, 2015).

1.5 Sampling

By the fact the customer's perception of service quality in a restaurant dining setting, from the disconfirmation paradigm perspective, is based on the degree of matches between expectation and experience of customers (Kandampully, 1998), sampling is devoted to restaurant patrons, of those customers who have had visited to both Korean and Japanese restaurants, in Chiang Rai. The descriptive demography about the frequency of visit includes "not very often, not often, often, and very often," and also to ensure cross-item comparison and reliability measure, the questionnaire also asks "how long ago the customers last visit (approximately) to the restaurant" being identified for the survey participation.

The data in this research is collected from the customers who have been having meal in Korean and Japanese Restaurant and received some expected and unexpected experiences around Chiang Rai area. The experiences of customer show the differentiation according to the frequent time they visit the restaurants; "not very often, not often, often, and very often".

By the fact that customer's perception of service quality in a restaurant dining setting, from the disconfirmation paradigm perspective, is based on the degree of matches between expectation and experience of customers (Kandampully, 1998). A total valid sample of 384 is used for data analysis and results interpretation in the next section. For convenience purpose, most data samples are collected from circles of friends, whose ages range around, in majority, 21 to 25 and who have visited numerous times to Japan and many Korean and Japanese restaurants located in Chiang Rai, Thailand and Japan in particular. The sample profile is thus the young adults who usually interest and try some new things around them, and they are also living in the Chiang Rai area which is the place where we chose to collect data.

By carefully choosing the customer who really had have a Korean and Japanese food before, the data used for analyzing definitely show the result which can

measure the hedonic, utilitarian value, customer satisfaction, and loyalty according to the experience in the Korean and Japanese restaurants.

1.6 Outline of the Research

This research follows the five chapter model suggested by Perry (2000). Chapter One introduces the core research issues and sets the scene by outlining the research objective as well as the hypotheses and relevant demographics, psychographics oriented questions. Chapter One justifies the research. Additionally, it provides information as to the definitions utilized and limitations of this research. The second chapter reviews the literature. In particular, both the consumer behavioral school of thought and the exchange school of thought of the marketing disciplines are discussed which provide the theoretical base of the research, from which hypotheses are derived. Chapter three presents the research design and methodology. This research exploits the deductive approach in the research, being implemented by questionnaire based survey method. Chapter three also outlines the criteria for participant selection along with the research paradigm position asserted, including how the survey is developed and administered. The fourth chapter analyses the data collected based on the statistical outcomes of the SPSS assistance. The final chapter reports the conclusion and implications to be drawn from the data analysis. It concludes by recommending further research.

1.7 Definitions

This research will use the following terms and definitions. Perry (2000) acknowledges that researchers often do not use uniform definitions. This section both examines and explains the definitions used.

1.7.1 Customer Loyalty

Customer loyalty has, in general, two characteristics, namely behavioral manifestation and attitude. Loyal customers are committed to repeat patronage (Oliver, 1997), molded by the belief or an attitude towards the quality of the services

or products, which actually cause the actual continuity of the services (Uncles, Dowling & Hammond, 2003), even when the competitors are making a penetrative effort to attempt to cause behavioral switching (Oliver, 1999).

1.7.2 Customer Satisfaction

Customer satisfaction refers to the degree of actual performance of the restaurant service provider in the ability to fulfil the expectation of the customer over the service operations domains (Hanzaee & Khnosari, 2011), i.e. manifested in this research, for instance, by the perceived enjoyment of the food offered by the restaurant, the likeness of the restaurant, satisfaction over the overall expectation, and the unforgettable, pleasant dining experience with the restaurant.

1.7.3 Behavioral Intention

Behavioral intention has long been as important construct in consumer research which is important in restaurants market. Theoretical treatments (Engel, Kollat, & Backwell, 1978; Howard & Sheth, 1969) position behavioral intention as a result of trust or belief over the service operations. Behavioral intention is thus measured, for instance, by using questionnaire items such as “I will return to this restaurant for another meal,” “I won’t hesitate to recommend my friends to have meals at this restaurant,” “I will spread positive words about this restaurant to other people.”

1.7.4 Utilitarian and Hedonic Values

Solomon assumes that value implies “a belief that some condition is preferable to its opposite” (Solomon, 2004), such as when consumers have meals in the restaurants and that food make them healthy, this is what called customers’ utilitarian values. On the other hand, hedonic value is predominantly stimulated by desire for sensual and fantasy and recreational enjoyment (Hanzaee & Khnosaari, 2011). Both utilitarian and hedonic values tend to be more differentiated and contextually specified compared with more generic customer values found in consumer research (Jensen & Hansen, 2007).

1.8 Limitations

This section presents and justifies the limitations and key assumptions of this research. This study is limited to convenience based sampling in which survey data are obtained based on convenient availability of the participants, but nevertheless only those who have had visited to either Korean and Japanese restaurants in Chiang Rai, Thailand are allowed to participate. To further justify the choices, a very important question is asked, that is “How long ago is your last visit (approximately) to this restaurant?”, with response categorized in four interval scales, namely less than 1 month ago, one to less than three months ago, three to less than six months ago, and more than six months ago. This question allows the ANOVA test to be performed as well as the correlations analysis between the other variables studied and patronage frequency, which would help to provide a justification for the convenience based sampling.

1.9 Summary

In this chapter has laid the foundations of the research. It has introduced research question and the hypotheses under the context of the research objective that has been raised. This chapter summarizes how the restaurant service providers in general will benefit from the research, by providing the background and the justification context to this research. After justifying the research it defined the terms to be used and briefly described the research methodology. It also outlined the limitations of the research and provided the justification for the limitation. On these foundations, the research proceeds in the following chapters with a detailed description of the research conducted.

CHAPTER 2

LITERATURE REVIEW

Two relevant schools of thoughts of marketing are reviewed for they shed light on the structure of organizing the theoretical model for this research. They are respectively the Consumer Behavior School and the Exchange School.

2.1 Consumer Behavior School

Early marketing thought up until about 1970 tended to conceive marketing functioning in business or economic terms, that is very transactional in nature (Bagozzi, 2009). Nevertheless, active behavior driven studies of the consumers' patterns of behaviors towards products and services are taking root in the background during 1960s (Cohen, 1972; Engel, Kollat, & Blackwell, 1968; Howard & Sheth, 1969; Farley & Ring, 1970; Hunt, 1976; Kassarian & Robertson, 1968) and becoming stronger in its role as the mainstream of the marketing function, gradually developing into comprehensive models of consumer behavior (Wilkie & Moore, 2003). Because it deals with human behavior, consumer behavior is one of marketing's most eclectic schools of thought (Jones, Shaw & McLean, 2008)

To clarify as school of thought of marketing, it must already have stimulated substantial research to contribute to the body of knowledge with some particular themes of emphasis in the function of marketing (Shaw, Jones & McLean, 2009). In the consumer behavior school of thought, marketers generally believe that they can neatly divide and understand consumer's experiences in behavioral "buckets," such as what goes on in their minds, what their bodies are doing, and what's unfolding in their surroundings (Zaltman, 2003). In key words, consumer behavior school is dominated by the ideology of customer-centricity which connotes a study with a focus on the latent as well as obvious needs of current and potential customers. The school deals with buying (i.e. including repurchase, Assael, 1998) and consuming of consumers

by, for instance, influencing consumer attitude and behavior (cf. attitude choice model of Fishbein, 1967), and thus prompts the marketers and the marketing firms to anticipate customer satisfaction based on how the customers perceive and evaluate the offerings. Perception, as defined in Blythe (2008), is a process of converting sensory input, i.e. the food the customers taste, into an understanding of how the world (i.e. the value of the food and how they should do after the experience) works. Studying the perceptions of the customers in their experiences, and cognitive and affective evaluations towards, for instance, the restaurant meals and services encountered, forms the foundation for the behavioral school of thought. To obtain reliability and validity in the research study and perception assessment, it is important the process of the analysis allows the researchers to filter the noises of the phenomenon and thus only the most important or interesting, or salient issues or characteristics come through.

The behavioral school of thought of marketing realizes that reality and perceptions are not two different things. Although a positivistic approach of research design is undertaken for this research study, one should acknowledge that reality only exists in the heads of individuals. It is objectively real in the sense that perceptions can be objectively measured and statistically treated in order to understand the probabilistic nature of the phenomenon in contributing to the study of consumer behavior. By the nature of perceptions, it is generally acknowledged that consumers select cues from the stimulus of the environment, i.e. the service quality and the hedonic or utilitarian values perceived, and assigns a meaning to each one (i.e. forming perception at the least). Thus the role of consumer behavior study becomes established, because as consumers become more familiar with the product's or service's intrinsic attributes, price become less important a surrogate for judging quality. From the view of the marketers, the ability to know and apply the theory of consumer behavior correctly thus allows them to heighten the switching costs and foster customer loyalty. For the customers, the confidence of their selection and purchasing decisions provide convenience and channels for them to receive the values i.e. hedonic and utilitarian values desired.

Thus, consumer behavior needs to understand the mechanisms of how consumers behave, theoretically and empirically, so that the marketers can effectively design and right stimuli i.e. service environment and the restaurant meals that match the right values desired, to condition the consumer behavior i.e. by repetitive marketing oriented actions through, for instance, advertising (Nicosia, 1966; refer to Pavlovian psychology), or through psychophysics (consumer sensory thresholds sensitized by just noticeable differences), environmental and marketing stimuli as inputs, affective and cognitive mental process (environmental psychology), bombarded by information (cognitive psychology), influenced by normative or subjective opinions of other (social psychology), or their social class or cultures (sociology), or folklores or myth (anthropology), in order to fulfill consumer needs (Sheth, Gardner & Garrett, 1988).

Clearly, the field of consumer behavior is cross-disciplinary (Frank, 1974; Holbrook, 1987) in nature spanning across psychology as the main, to sociology, anthropology, and management, for instance.

Because of the interdisciplinary nature of consumer or, in general, human behavior, an illustrative but non-exhaustive set of popular topics emerged, including hedonic and utilitarian values of products and services to be targeted in this research. This sub-section thus lays the disciplinary background of this research.

2.2 Exchange School

The exchange school is more pragmatic in theme and managerial in strategic view, which involves topics such as who are the parties on an exchange, what is the motivation of the parties to reach agreement i.e. for hedonic or/and utilitarian value, or of economic value (Sheth & Garrett, 1986), or of social value (Bagozzi, 1975; 1978; 1979), and what is the context of exchange, i.e. ethnics restaurant as the contextual focus of this research.

Pragmatic goals can be illustrated as such. For instance, marketing exchanges are being motivated to fulfill the customer needs which in return to gain profits. To Kotler, Kartajaya, Huan, and Liu (2008), from the customer-centric perspective, these

pragmatic goals are known as the customer value, given by the following equation (p. 99, p. 103):

$$Value = \frac{Total\ Get}{Total\ Give} = \frac{Functional\ Benefit + Emotional\ Benefit}{Price + Other\ Expense}$$

Specifically, functional benefit is a “benefit based on a product attribute that provides functional utility to customer” (p. 99), and emotional benefit is a “benefit based on a product attribute that provides emotional utility” (p. 103). Pricing is in the denominator which has been asserted to have a significant role in selecting a product. Pricing has been known to play an important role in the normative marketing function represented by the 4P or 7P of marketing mix (Kotler & Armstrong, 2012; Kotler & Kotler, 2006). For restaurants, pricing is key (Andaleeb & Conway, 2006). The value formula of Kotler et al. (2008) is indeed a simplistic but holistic summary of the Exchange School of Marketing.

Nevertheless, what is missing in Kotler et al.’s (2008)’s formula is customer satisfaction, which according to Oliver (1993), is the core philosophy of marketing strategy for any organization and thus, it plays a key role in organizational success (Sabir, Irfan, Akhtar, Pervez & Rehman, 2014). Customer satisfaction that is driven by the values customers received is improved by the restaurants by the use of appropriate marketing strategies (Spinelli & Canavos, 2000), for instance, through the authentic food that make customers enjoying the meals, and the cultural design and environment which are used to increase the satisfaction of customers. Towards this end and understanding, the following hypothesis is raised – that is:

Hypothesis: The higher the level of service quality and customer value, the higher the level of customer satisfaction.

Hypothesis: The higher the level of service quality, the higher the perceived customer value (both hedonic and utilitarian values)

Hypothesis: Pricing is also a significant factor influencing the variance of customer satisfaction.

Note that the numbering of these hypotheses will be accomplished in the theoretical conceptual model section. Functional benefit is known as the utilitarian value in this research, and emotional benefit as the hedonic value. Customers are often attracted to these two aspects of the values (Hwang & Ok, 2013). Service quality outcomes have been shown, in a fine and casual dining restaurant case study, to influence on both utilitarian and hedonic attitudes toward a restaurant's brand (Hwang & Ok, 2013), for instance, employee performance greatly influences customers' emotional responses (Wong, 2004). In other words, when employees deliver high quality service, customers are more likely to feel joyful, delighted, or happy about a particular brand (Hwang & Ok, 2013). Service quality, because of the measurement platform that relies on the paradigm of disconfirmation between expectation and the actual perception (Parasuraman et al., 1988), has been recognized as cognitive in nature. From the consumer behavior viewpoint, this cognitive evaluation is often a major factor in affecting the positive or negative emotional experiences of the customers (Han & Jeong, 2013; Gracia, Bakker & Grau, 2011), and perceptions of the value i.e. hedonic or utilitarian (Jensen & Hansen, 2007).

Service quality factors that could contribute to both customer value (i.e. hedonic and utilitarian) and customer satisfaction include, for instance, restaurant's general atmospheres (Ariffin, Bibon & Abdullah, 2012; Heung & Gu, 2012), specific physical environment or servicescapes (Kim & Moon, 2009; Ryu & Han, 2011), food quality (Ozdemir & Caliskan, 2014), etc.

Themes of restaurant's atmospherics are embedded in the tangible aspect of the service quality (Parasuraman, Zeithaml & Berry, 1988; 1994), and Kotler (1973) is considered as one of the pioneers in advocating the use of atmospherics in the consumer behavioral study. Bitner (1992) is another researcher who coined "Servicescape" as a key factor in the tangible domain of service quality.

A further careful examination into the interrelationship of the aforementioned posited hypotheses and with the extended pragmatic outcomes such as behavioral intention and customer satisfaction, these consumer behavioral phenomena can then fit into Mehrabian and Russell's (1974) typical "Stimulus-Organism-Response" (SOR) model that dominates environmental psychology.

As such, further hypotheses, along the response domain of the SOR model, are deduced, namely:

Hypothesis: Customer satisfaction is a significant factor influencing customer's behavioral intention.

Hypothesis: Customer satisfaction and behavioral intention are significant factors influencing customer loyalty. Note that customer loyalty has, in general, two characteristics, namely behavioural manifestation and attitude. Loyal customers are committed to repeat patronage (Oliver, 1997), which is molded by the belief or an attitude towards the quality of the restaurant services and the products offered (Uncles, Dowling & Hammond, 2003). Loyal customers heighten the switching costs of the customers and prevent them to switch, even the competitors are making a penetrative effort to attempt to cause behavioral switching (Oliver, 1999).

These hypotheses would again be systematically labeled, and would be addressed from other theoretical perspectives subsequently. At this juncture, it completes the deductions of the hypotheses to be addressed in this research. Behavioral intention (i.e. operationalized in this research as, for instance, I will return to this restaurant for another meal, I won't hesitate to recommend my friends to have meals at this restaurant, I will spread positive words about this restaurant to other people, I will invite my family and friends to have a dinner at this restaurant), according to Oliver (1997), is a stated likelihood to engage in a behavior, which may not have psychological bond (i.e. loyalty and commitment; Guiltinan, 1989). To this end, a hypothesis is raised to study the bridge between behavioral intention and customer loyalty.

In sum, generic exchange of the exchange school of marketing deals with "how" i.e. persuasive communication as in service quality delivered and perceived to match the expectations of the customers, sort of like the exchange of wedding vows (Laczniak & Michie, 1979, p. 220).

Thus, as a concluding remark, from the views of the exchange school and the behavioral school combined, marketing is the behavioral science that seeks to explain the behavior of consumers in the decision making process in which exchange relationship (Hunt, 1983), is one of the behavioral process, such as customer to a restaurant service returns with a loyal attitude or behavioral intention, in

EXCHANGE to the services offered by the restaurant that delivers the expected service quality and the relevant hedonic and utilitarian values, essentially the themes and topics of this research.

2.3 Hedonic and Utilitarian Values of Customer Value

Ability to deliver customer value that leads to satisfy the customers with, for instance, healthy food, service, environment and atmospheres, in restaurant settings would generally lead to success (Day, 1990). According to Solomon (2004), value implies a belief that some condition is preferable to its opposite, such as when consumers have meals in the restaurants and that the food make them happy and joyful, then this is known as customer value.

The theoretical and empirical bases of customer value (both hedonic and utilitarian nature) are provided in Table 2.1.

Table 2.1 Customer Value

Problem, Issue and Context	Theory, Factors and Description	Reference
Rationale for value	That delivers benefits to the customers.	Huber & Hussey (1997)
Value that drives Consumer Choice	Consumption of value: Sheth, Newman and Gross (1991a, 1991b) discuss about consumption-value theory in which market is considered as a multi-value oriented choice that different service providers can provide differential contributions. Five forms of values that prompt consumers to make choices: 1. Functional or utilitarian – refers to functional aspects of product quality, i.e. nutritious food.	Sheth, Newman, & Gross (1991a; 1991b) Sweeney & Soutar, (2001)

Table 2.1 (continued)

Problem, Issue and Context	Theory, Factors and Description	Reference
Value that drives Consumer Choice	2. Emotional or hedonic – refers to various affective states over the consumption of the products or services i.e. fun and excitement.	Sweeney & Soutar (2001)
	3. Social value – refers to the services image of the service the consumers are associated with, i.e. the image of the place and its environment atmosphere.	Gronroos (1997)
	4. Epistemic value – refers to consumers keen to search out and gain the knowledge provided by the services.	Tellis & Gaeth (1990)
	5. Conditional value – refers to value provision that is contingent upon the circumstances faced by the consumers, which could be the services rendered to facilitate efficient dining experiences.	
	Later, functional, emotional and social values were confirmed valid by Sweeney and Souotar (2001). These values, known also as customer values, are often measured in terms of customer perception, which could be cognitive and emotional in nature (Gronroos, 1997). Cognitive value is utilitarian, sharing the theme of the theory of utility (Tellis and Gaeth, 1990) in which the customers perceive that they derive the utility provided by the attributes of the products and services.	

Table 2.1 (continued)

Problem, Issue and Context	Theory, Factors and Description	Reference
Restaurant sector	A sample size of 377 was drawn from the student population of around 20,000 at Qazvin Islamic Azad University, to confirm the influence of both hedonic and utilitarian values to customer satisfaction which in turn drive future behavioral intentions. In Hanzaee and Rezaeyeh (2013), enjoyment (hedonic and emotional state of consumer experience) is a significant predictor of consumer service value in the fast-food restaurant sector. On a similar occasion, Ha and Jang (2010), data collected through an online marketing company on 607 usable responses, revealed that utilitarian value has higher weight of influence to customer satisfaction in comparison to hedonic value. Specifically, Ha and Jang (2010) provide the following key conclusions:	Hanzaee & Rezaeyeh (2013)

Table 2.1 (continued)

Problem, Issue and Context	Theory, Factors and Description	Reference
Restaurant sector	1. Among the five items in the measurement instrument of hedonic value, for the familiar American to the Korean restaurant experiences, key value drivers that drive customer satisfaction are interior design that reflects Korean culture, the traditional aspects of Korean foods, and fun and unique layout and facilities aesthetics. The other two hedonic value items, namely the entertaining effect of Korean music and the exotic mood of the restaurant, do not influence customer satisfaction. 2. For the utilitarian customer value, all the five measurement items (reasonable costs, taste, portion, menu variety, and healthy food options) are shown to have significant role in influencing the state of customer satisfaction.	Hanzaee & Rezaeyeh (2013)

Basically the empirical results and the theoretical conceptions presented in the Table 2.1 above are aimed to better rationalize the key preference, in terms of the types of customer values, of the customers patronizing the ethnics-based restaurants, namely Korean and Japanese restaurants, and to further study how hedonic and utilitarian values are contributing to the level of customer satisfaction, behavioral intention and the state of customer loyalty.

Ha and Jang (2010), based on an on-line marketing company's survey, showed that the American of familiarity to the Korean restaurant experiences tend to perceive highly on utilitarian value over hedonic value. Nevertheless, whether these natures are

being reflected by the customers, in majority the Thai, for the Korean and Japanese restaurants in Chiang Rai, Thailand, are worthy to be examined empirically. In addition, there are apparent limitation of the research method by Ha and Jang (2010), restricted by a web-based survey. (Ha & Jang, 2010)

Differentiation of product and service attributes essentially tries to objectify the subjective selectivity of the consumers from among the choices in the market and also allow consumers to form expectations that are favorable to the service providers. Selectivity and expectation are parts of the driving forces to help the consumers map their perceptions (Blythe, 2008). Perceptions of the services and customer value are considered as process of converting sensory input into an understanding of how the services and products are delivered that match the needs, wants and desires of the consumers in terms of customer value (Blythe, 2008).

Differentiation of the products, service quality and customer value is needed in order to help consumers form perceptions that are favorable to the service providers. Perception, as discussed in Blythe (2008), is a process of analysis in which the consumer choices in the market and the behaviors of the services providers are filtered and thus, only the most important (differentiated in the mind of the consumers) or interesting (i.e. of hedonic value) products or services come through.

Once awareness of the consumers is established and first-purchase of the products and services is a done deal, perceptions of the consumers over the products and services would accumulate to form memory which can be summed up as a subjective term known as past experience. In Blythe (2008), past experience has a root captured by the Law of Primacy originated in the discipline of psychology in that, sights, smells, or sounds from our past, or in other words, past experiences, can lead the consumers to interpret the later experience in the light of what the consumers already know.

To this end, the hypothesis that higher level of service quality, and the higher the perceived customer value (both hedonic and utilitarian values), is raised, matching the literature review result of Section 2.2.2.

Nevertheless, to what extent past experience, operationalized in terms of the frequency of patronage to the restaurants, is influencing the significant comparative differences across the involved constructs and the phenomenon of customer

satisfaction, behavioural intention and loyalty towards the ethnics-based restaurants (Korean and Japanese) in Chiang Rai, Thailand, by the majority Thai and few foreigners, is worthwhile to study empirically. Thus, the following psychographics-based research question is raised:

Does the frequency of patronage of the customers cause any significantly comparative differences across the involved constructs and the phenomenon of customer satisfaction, behavioral intention and loyalty towards the ethnics-based restaurants (Korean and Japanese) in Chiang Rai?

Although both “Service” and “value” share the same measurement characteristics such as being evaluative judgments of the customers that are personal and context-dependent (Zeithaml, 1988), they are nevertheless being considered in the extant literature as distinct constructs (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Overall, services are aimed to deliver efficient dining experiences of customers, such as in the domains of healthy food options, empathy and other aspects of the services.

2.4 Development of Research Questions, Hypotheses and Conceptual Model

To develop conceptual theoretical model for the empirical study of this research, the pioneering works of consumer behaviours proposed by Hensen (1925) and Pavlov (1927), as listed in Table 2.2 and Figure 2.1, are adopted, which parallels to the concept of the Theory of Planned Behavior (Ajzen, 1985).

Table 2.2 Consumer Behavioral Process

Concept	Description	Reference
Belief and Desire	A significant correlate is found between belief (i.e. a mental content) and desire (i.e. emotion). Applicable to consumer behavior: The co-existence of utilitarian and hedonic customer value.	Hensen (1925)

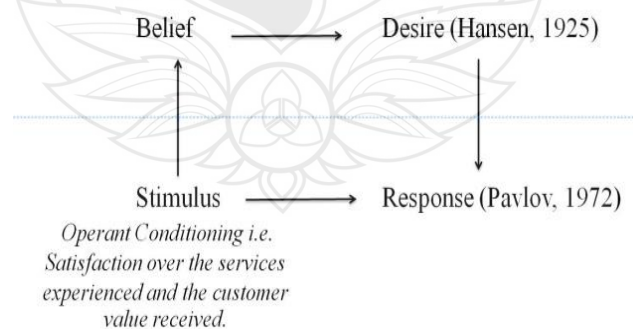
Table 2.2 (continued)

Concept	Description	Reference
Stimulus-Response	The whole discipline of marketing was stimulated by the works of Pavlov (1927) in his classical learning theory of both unconditioned and conditioned stimulus and responses. There are three types of conditioning stimulus, known as forward, backward and simultaneous. The understanding can be found in Blythe (2008): In forward conditioning, the conditioned stimulus (i.e. the products) comes before the unconditioned stimulus (i.e. the music played). In backward conditioning, the unconditioned stimulus comes before the conditioned stimulus, i.e. the music would be played before the product is shown. Simultaneous conditioning requires both to be presented at the same time. Marketing strategies that apply these conditioned stimulus can be seen from the three types of strategic positioning, for instance: Access-based strategic positioning: Carmike Cinemas operate movie theaters exclusively in cities and towns in the USA with populations under 200,000 (Porter, 1985) Other type of conditioning stimulus is, for instance, operant conditioning (Skinner, 1953) in that customers lean toward the choices that satisfy them the most.	Pavlov (1927) Skinner (1953)

Table 2.2 (continued)

Concept	Description	Reference
Stimulus-Response	The satisfaction in restaurants could be due to the hedonic value and the utilitarian value the customer received from the products and services offered by the restaurants.	
Weber-Fechner Law	Weber and Fechner stress on a need to intensify the degree of differentiation in order to be noticeable: Ernst Heinrich Weber (1795-1878) and Gustav Theodor Fechner (1801-1887). Product and service differentiation to the extent the their associated benefits and offerings become noticeable (Britt, 1975)	Cited in Ross & Murray (1996) Britt (1975)

Figure 2.1 provides the conceptual linkage between the concepts and theories of consumer behaviours as advocated by Desire Hensen (1925) and Pavlov (1927), and it gives a direction of theoretical explanation to the empirical research that involves the study of service quality (Zeithaml, 1988) and customer value (Sanchez-Fernandez & Iniesta-Bonillo, 2007).

**Figure 2.1** Stimulus – Belief – Desire – Response Consumer Behavior Model

Specifically, Figure 1 can be interpreted to state that stimulus provided by service quality and customer value (hedonic and utilitarian) received, essentially lead to customer satisfaction and a belief and desire, manifested as the customer intention to revisit the services offered by the restaurants, which then influence the states of customer loyalty as response. The interception of the two important theories and research findings of Hansen (1925) and Pavlov (1972) also can be helped to provide a theoretical explanation to the development of the Theory of Planned Behaviors (Ajzen, 1985; 1991), which has been neglected in the extant literature. The explanation of Figure 1, in view of the Theory of Planned Behavior, states that stimulus such as service operations (perceived as service quality by the customers) can help to develop the beliefs of customers, for instance, in terms of behavioral control (the belief that the service match the quality expectation of the customers), which then leads them to desire more hedonic (affective, emotional) or utilitarian (functional) values of the products and services, which lead the customers to become satisfied, heightening the intention to revisit the restaurants, and become loyal customers, behaviorally.

In addition, Britt (1975) exploits the concept of Weber's Law that the size of the least detectable change depends on the size of the stimulus, to marketing which stresses on the role of heightening the intensity of differentiation in order to create noticeable awareness and thus positive responses. Weber's Law can be implemented by the use of the five Likert measurement scales in the survey instrument to examine the intensity of stimulation and perceptions. To this end, the first hypothesis is posited, as follows:

Hypothesis 1 (H1): There are positive correlations among service quality, hedonic value and utilitarian value.

Hypothesis 2 (H2): The higher the level of service quality and customer value, the higher the level of customer satisfaction.

Thus, hypotheses 2 and 3 are raised:

Hypothesis 3 (H3): Customer satisfaction is a significant factor influencing customer's behavioural intention.

Hypothesis 4 (H4): Both customer satisfaction and behavioral intention are significant factors explaining the variance of customer loyalty.

In sum, the final conceptual model for the empirical validation efforts of this research is shown in Figure 2.2.

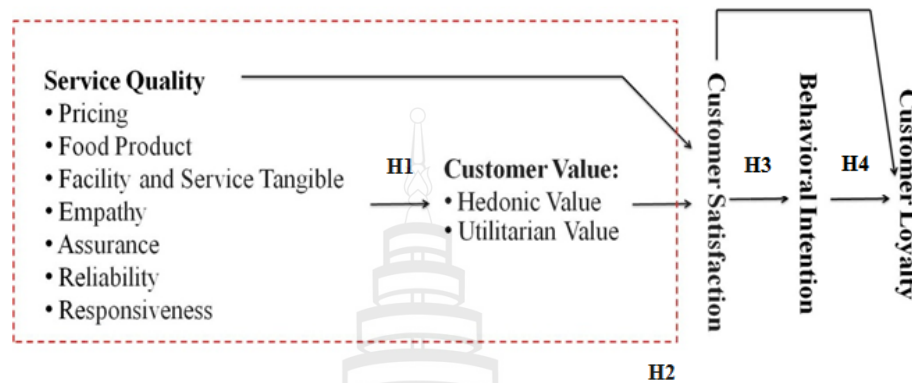


Figure 2.2 Conceptual Model

In addition to the four hypotheses as presented in Figure 2.2, there are also various demographics and psychographics variables that are to be studied, which can be stated in terms of the following questions:

Do there any significant difference across the involved constructs between Japanese and Korean restaurants, and if no, what are there?

Does the frequency of patronage of the customers cause any significantly comparative differences across the involved constructs and the phenomenon of customer satisfaction, behavioral intention, and loyalty towards the ethnics-based restaurants (Korean and Japanese) in Chiang Rai?

Do there any significant differences between restaurants located in downtown and small township on service quality factors, customer value (both hedonic and utilitarian values), as well as post-food consumption state of satisfaction, behavioral intention for re-visit, and customer loyalty?

What are the roles played by the demographics variables on the involved constructs?

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research design and methods and justifies how they were selected. This research underpins on positivist ontological position, and as such, a cross-sectional quantitative-based survey approach that can reliably maintain a distance between the measured and the research is employed. The cross-sectional survey takes a snapshot of the phenomenon of customer satisfaction, behavioral intention and loyalty state as a result of the customer's reaction to perceived hedonic and utilitarian values, as well as the perceived service quality of the restaurants. The sample is convenience-based.

The data in this research are collected from the customers who have been having meal in Korean and Japanese Restaurant and received some expected and unexpected experiences around Chiang Rai area. The experiences of customer show the differentiation according to the frequent time they visit the restaurants; “not very often, not often, often, and very often”.

By the fact that customer's perception of service quality in a restaurant dining setting, from the disconfirmation paradigm perspective, is based on the degree of matches between expectation and experience of customers (Kandampully, 1998).

A total valid sample of 384 is used for data analysis and results interpretation in the next section. For convenience purpose, most data samples are collected from circles of friends , whose ages range around, in majority, 21 to 25 and who have visited numerous times to Japan and many Korean and Japanese restaurants located in Chiang Rai, Thailand and Japan in particular. The sample profile is thus the young adults who usually interest and try some new things around them, and they are also living in the Chiang Rai area which is the place where we chose to collect data.

By carefully choosing the customer who really had have a Korean and Japanese food before, the data used for analyzing definitely show the result which can measure the hedonic, utilitarian value, customer satisfaction, and loyalty according to the experience in the Korean and Japanese restaurants.

Because of the convenience-based sampling, population generalization must be applied carefully. Nevertheless, the relatively high strength of the explanatory power of multivariate regression analysis provides good bases for both analytical generalization and statistical generalization (Yin, 2010).

3.2 Research Paradigm

Research paradigm is a worldview that influences the nature of understanding of any phenomenon in the world (Tan & Kantabutra, 2014), which includes also the range of possible relationships to the world and its parts (Guba & Lincoln, 1994). In a simplistic but organized manner, Morgan (1979) articulates that research paradigm has three interrelated levels that influence the choice of research design, namely philosophical, social and technical level.

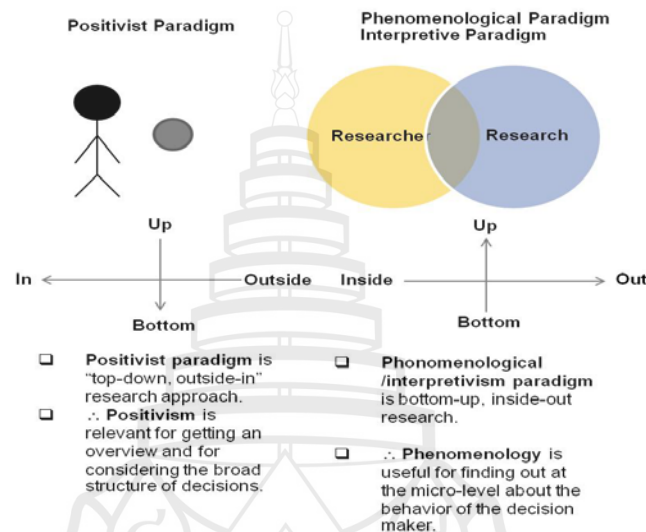
The philosophical level is understood as the ontological assumption that describes the belief system over the nature of reality that spans across positivism (objectively real) to interpretivism (that real is subject to the understanding and interpretation of the participants in the contexts) (Tan, 2013; 2015).

Epistemologically, the paradigm outlines the cautionary steps needed in the study of knowledge to ensure valid knowledge, and thus positivism maintains a distance whereas interpretivism fosters proximity and closeness (cf. Guba & Lincoln, 1994).

Technical level is known as research methodology in which the paradigm aims to specify the research methods and techniques that ideally should be adopted when conducting research (Hussey & Hussey, 1997).

Specifically, research paradigm can be summarized in the Figure 3.1 below, which highlights that the positivistic paradigm approach of this research can be known as an outside-in and top-bottom approach.

What it means is that the empirical evidences are derived by capturing the perceptions of the phenomenon through a distanced questionnaire-items response approach, in which the questionnaires are organized structurally by synthesizing from the literature review, as a top-down approach.



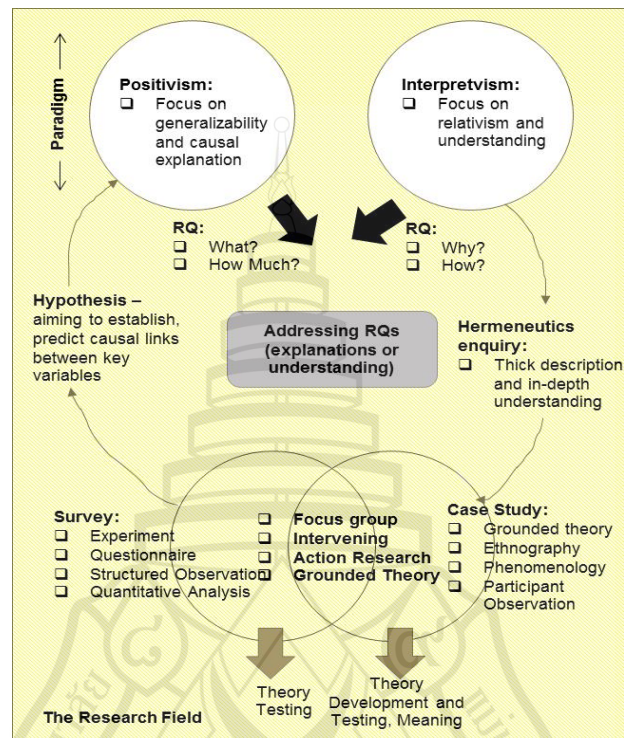
Source Tan (2013)

Figure 3.1 Up-Bottom and In-Outside Directions of Research Paradigm

3.3 Research Design

Research design, as shown in Figure 3.2 (Tan, 2013), illustrates the disciplinary nature of inquiry over the research phenomena, in accordance with the assumed research epistemology. Two epistemological routes are depicted – on the left is the research design which is based on positivism, and on the right describes the research design architecture of the interpretivistic position. In the positivistic nature of research, by the assertion of a law-type nature of reality in existence, questionnaire-based survey approach is a preferred choice as this measurement procedure maintains a distance between the measured and the researcher as well as a value-free axiological assumption (Hussey & Hussey, 1997). For the interpretive research design, a grounded or qualitatively observatory approach is employed as it

allows the researcher to explore how the participants project the understanding and meaning, as well as the perceptions over the dynamics of the research phenomena.



Source Tan (2013)

Figure 3.2 Research Design Architecture

Specifically, in the positivist approach of research design that underpins the research method of this research, the existent literature is critically reviewed and synthesized, through tabular and patterns-of-themes organization, over the empirical evidences and theoretical inferences, which establish an appropriate theoretical framework from which to guide the research journey. The theoretical framework here describes a theory of customer value that aims to explain customer satisfaction, behavioral intention and customer loyalty to the best, of larger percentage of variances in the explanation, possible. A hypothesis shown in Figure 3.2 is in reality a

proposition that describes the characteristics of the research phenomenon as illustrated in the theoretical model or framework.

In this research, the positivistic research design approach is employed. Because a positivistic paradigm focuses on the precision of measurement, questionnaire development, to be discussed in the next section, is established to ensure reliability and validity. Note that it is useless to discuss about reliability when the measurement procedures provide no valid stance point. Thus, validity in terms of content and construct are preserved through comprehensive literature reviews, including with the assistance of inferential analyses such as exploratory factor analysis to demonstrate the dimensions of the constructs. In particular, inter-item Cronbach Alpha is used to measure the reliability of the instruments. In other words, construct validity is a quality of the measurement procedure to provide the evidences that the observations and research findings can be explained by the construct (Hussey & Hussey, 1997).

3.4 Research Ethics

Research ethics implement the ideologies of ontology and utilitarianism, and virtue theory (Tan, 2015) i.e. voluntary participation, which needs clear articulation to the participations about the purpose and concerns of the survey prior to the participation, this research also attempts to focus on post-data ethical issues. For instance, as advised by Hussey and Hussey (1997), if one is doing research, one will want to ensure that the research is not duplicating another study, and to do so, researcher attends conference, as “conferences provide an opportunity to discuss aspects of subjects which may not yet be published” (p. 95).

3.5 Questionnaire Development Reliability Analysis

Value can be defined as consumer perception (Gronroos, 1997), of benefits, often in multi-dimensionality nature (Holbrook, 1994) while taking cost of acquisition into consideration (Payne & Holt, 2001) and thus its measurement

procedure can examine the outcome of the consumer's evaluative judgment (Holbrook, 1999) such as in terms of the forms of values received, i.e. hedonic and utilitarian values of the restaurant food and services (Hanzaee & Rezaeyeh, 2013).

To develop the questionnaires, this research incorporates some of the instrument procedures and concepts employed by Ha and Jang (2010), and Hanzaee and Raeyeh (2013), while develop many others especially on service quality and post-consumption measures so that they can better reflect the restaurant service situations in Chiang Rai, Thailand. Both of these research articles provide empirical evidences on the same theoretical framework in that both hedonic and utilitarian values do play significant roles in satisfying customers patronizing restaurants. While Hanzaee and Rezaeyeh (2010) obtained empirical evidences from the student samples at university towards fast-food restaurant context, based on self-administered questionnaire-based survey, Ha and Jang (2010) relied on a web-based survey conducted by an online marketing research company in the U.S. for Korean restaurants.

The Overall questionnaire items are shown in Tables 3.1 to 3.11, all validated to be uni-dimensional through exploratory factor analysis.

Table 3.1 Food

Questionnaire Items	Reference	Cronbach's Alpha
Foods are served fast and hot.	Ryu & Han (2010) and Researcher	0.892
Foods menu are innovative.		
Availability of healthy food menu.		
Foods are fresh.		
Foods are tasty, and good.		
Variety of menu choices.		
The menu is readable.		
Nutritional contents of the foods are showing in the menu.		
The tastes of foods are good like I expect.		
Tastes of the meals are authentic (Korean, Japanese)		

Table 3.1 (continued)

Questionnaire Items	Reference	Cronbach's Alpha
Get the feeling of Korean/Japanese foods.	Ryu & Han (2010) and Researcher	0.892

Table 3.2 Facility and Service Tangible

Questionnaire Items	Reference	Cronbach's Alpha
Dining room environment is attractive and pleasing.	Warde & Martens (2000) and Researcher	0.917
The restaurant is clean		
The color of light-bulb is eye-pleasing.		
The restaurant's seats are comfortable.		
The decoration is in keeping with its image and price range.		
The restaurant's atmosphere is good for dining.		
Clean dishes, glasses, plates, and utensils for uses		
The equipment used in the restaurant are modern.		
The equipment used in the restaurant are in good quality.		
The background music played in the restaurant is joyful.		
The restaurant's temperature is set just right and comfortable.		
The restaurant layout here allows me to move around easily.		
The seating arrangements in the restaurant are neat.		
The scent of this restaurant is pleasant.		
This restaurant's design and atmosphere let me feel the Korean/Japanese culture.		
The staff's appearance is neat and professional.		
The special service and shows of the restaurant are amazing.		

Table 3.3 Empathy

Questionnaire Items	Reference	Cronbach's Alpha
Staffs have a caring attitude	Slovic, et al. (2002) and Researcher	0.879
Staffs are always willing to help.		
Staffs pay particular individual attention		
Staffs are friendly		
Staffs always serve the meals carefully		
Staffs are helpful in choosing meals		
Staffs really have customer satisfaction in heart.		
Operating hours are convenient to all customers.		
Staffs give prompt service.		

Table 3.4 Assurance

Questionnaire Items	Reference	Cronbach's Alpha
Staffs know the entire menu and can easily explain.	Berry, Parasuraman, & Zeithmal (1988) and Researcher	0.854
Staffs always recommend the suitable meals according to the customers' needs.		
The behaviors of staffs instill confidence in me.		
The Staffs are consistently courteous with us.		
Services are consistent every time I go.		
The restaurant's service staffs are well-trained.		
The restaurant's service staffs are professionally presentable.		
The restaurant gives extra care to handle my special requests.		
The restaurant serves the foods exactly as ordered.		

Table 3.5 Pricing

Questionnaire Items	Reference	Cronbach's Alpha
The price at the restaurant is reasonable.	Zeithaml (1988);	0.782
Foods and services meet the price value.	Tellis & Gaeth	
The menu at this restaurant is value for money.	(1990) and	
The promotion at this restaurant attracted me to visit.	Researcher	

Table 3.6 Reliability

Questionnaire Items	Reference	Cronbach's Alpha
Food is served at just exactly the desired quality taste.	Hussey & Hussey	0.813
The payment record is accurate with the foods ordered.	(1997) and	
Food is served at the right condition (i.e. temperature, quality) the first time.	Researcher	
Food is served at reasonable time, without delay.		
The service in general is delivered without mistake.		
All requests are attended to with good attitude.		

Table 3.7 Responsiveness

Questionnaire Items	Reference	Cronbach's Alpha
Staffs come quickly when I need.	Chen (2014) and Researcher	0.857
Staffs are ready to address any special needs customers have.		
Any services are fulfilled quickly, without delay		
Easy to call staff's attention for services request		
Staffs always try to fix mistake quickly. (i.e. when they drop the glass)		
Staffs clear the dishes as soon as it is finished.		
Staffs apologize quickly when they do a mistake.		
The waiting time for meals in this restaurant is short.		

Table 3.8 Hedonic Value

Questionnaire Items	Reference	Cronbach's Alpha
Korean/Japanese culture design of the restaurant made me felt blissful.	Warde & Martens (2000) and Researcher	0.613
Korean/Japanese music played in the restaurant entertained me, and I enjoyed it.		
I was obsessed with the food's taste of this restaurant.		
Mood of the Korean/Japanese restaurant made me feel exotic.		

Table 3.9 Utilitarian Value

Questionnaire Items	Reference	Cronbach's Alpha
The food and portion in this restaurant were enough, and it satisfied my hungry.	Chen (2014); Sheth,	0.740
The promotion of this restaurant saved a lot of cost when we went as a group.	Newman, & Gross (1997)	
I liked the variety of menu choice in this restaurant.	and Researcher	
The food in this restaurant was tasty, so I liked it.		
Korean/Japanese foods are mostly good for people's health.		

Table 3.10 Customer Satisfaction

Questionnaire Items	Reference	Cronbach's Alpha
Comparing with the other restaurants, this restaurant's foods are more tasty	Ryu & Han (2010); Oliver (1997) and Researcher	0.871
I truly enjoy the food in this restaurant		
I like this restaurant since the first time I tried its foods		
The restaurant satisfied my overall expectation.		
I had an unforgettable, pleasant dining experience with this restaurant.		
I have no complaint with this restaurant in general.		
I have an excellent experience for visiting this restaurant.		
Traditional aspects of Korean/Japanese foods made me feel like an escape from ordinary life.		
Food portion in the Korean/Japanese restaurant was enough, satisfying my hunger		

Table 3.11 Behavioral Intention

Questionnaire Items	Reference	Cronbach's Alpha
I will return to this restaurant for another meal.	Blythe (2008);	0.851
I won't hesitate to recommend my friends to have meals at this restaurant.	Engel, Blackwell, &	
I will spread positive words about this restaurant to other people.	Kollat (1978); Solomon (2004)	
I will invite my family and friends to have a dinner at this restaurant.	and Researcher	
I can spend my money without doubt for the foods at this restaurant.		
I will increase my spending at this restaurant in the future.		

Table 3.12 Customer Loyalty

Questionnaire Items	Reference	Cronbach's Alpha
When I think of eating out in this restaurant, I feel joy and excited.	Oliver (1997) and Researcher	0.798
I will still stick with this restaurant even its price increased.		
This restaurant is the first choice when I want to have a Korean/Japanese meals		
If There is any new menu by this restaurant, I'll definitely try it.		
I will no doubt revisit this restaurant again in the future.		

In particular, the Table above shows the two dimensions of the nature of the service quality factors of “Assurance” and “Food Product”. While “Assurance”

indicates two dimensions, namely “dependability” and “knowledge assurance of the service employees”, in order to provide the necessary construct validity, food product construct has both functional characteristics and authenticity characteristics. Content validity is ensured by the contents of the items that match the construct’s dimension, also being supported by high reliability of the inter-item reliability coefficients, as shown in the Table above.

Customer satisfaction also has two dimensions, namely satisfaction over food matter, and about the overall experiences of the customers. Other constructs are unidimensional in nature.

3.6 Pilot Testing and Sampling

The determination of final sample size can be determined by $Z^2 pq/e^2$, where Z is the abscissa of the normal curve that cuts off an area α at the tails ($1-\alpha$ equals the desired confidence level, e.g. with 95%, Z is 1.96), e is the desired level of precision, i.e. $\pm 5\%$ precision, p is the estimated proportion of female population using, for instance, the face cosmetics, and $q = 1-p$. By assuming equal ratio of male and female consumers who patron either the Japanese and Korean restaurants in Chiang Rai, then $p=q=0.5$, and thus, $n = 384$ sample size. Nevertheless, when the ratios of male and female students are not at 50% to 50%, the sample size required would be reduced according to the equation, $Z^2 pq/e^2$. For this research study, a total of 384 students are approached conveniently, and thus the research is not able to control for the equaled proportion of the consumers sampling population actually surveyed. Nevertheless, a very high R-squared strength at 0.670 is determined at the multivariate regression analysis, which, according to Cohen (1992), with five predictors, multivariate regression analysis that can demonstrate medium strength of R-squared would need sample size of 126, compared to small R-squared strength which would need a sample size of 901. The sample size requirement would further be dropped if R-squared strength is beyond the medium strength. R-squared at 0.670 is considered higher end, beyond the medium. Thus, the sample size of this research at 384 is beyond the sufficient requirement as discussed in Cohen (1992).

The pilot testing stage involves 40 sample sizes, which is targeted to ensure confusing wordings in the questionnaire survey are corrected, and that inappropriate contents that do not match with the operational definitions are also adjusted. Thus the pilot testing effort is assisted by the subject expert (both research method and consumer behaviors), the advisor of this research who has had more than 100 plus refereed journal, international conferences and symposium, as well as numerous keynote speakers at international conferences in Vietnam and Thailand.



RESULTS AND DISCUSSION

The literature review in Chapter Two raised numerous hypotheses and demographics and psychographics oriented questions to be addressed. This chapter discusses the results of data analysis. Data analysis is executed through the data-information-knowledge progression steps recommended in Tan (2013). The model for data analysis can be abstractly depicted in Figure 4.1 below (source: Tan, 2013) in that data represents the data collected from within the structure of the questionnaires, and information is extracted by the use of statistical analysis of the data, which is subsequently turned into knowledge, being known as a structured understanding of the phenomena of service quality-, hedonic and utilitarian-values and their interrelationships to customer satisfaction, behavioral intention and customer loyalty. The ability to examine the structure of the research phenomenon is known as the effort of disciplined scientific inquiry (Tan, 2013).

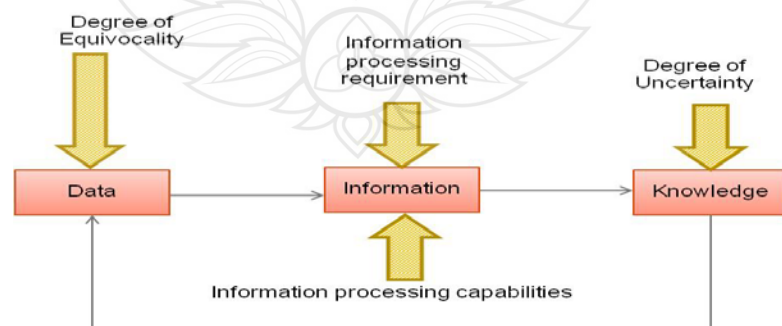


Figure 4.1 Data Analysis Step – From Data to Information to Knowledge

There are different scopes of uncertainties along each of the data-information-knowledge process of the data analysis. At the stage of data, there are uncertainties that deal with reliability over the clarity of the messages of the data, which can be remedied through pilot testing over the questionnaires development with the assistance of subject experts and careful reviews by the supervisors, including the steps taken to pilot test with the initial samples of participants. The latter is attempted to address that flows of the questionnaires, i.e. the instructions are adequate, the wording of the items and format are clear, the participants are clear about the items addressed without any possibility of misunderstanding, as well as the survey takes a reasonable time to complete the questionnaire items (cf. Nardi, 2003). During the pilot testing process, the researcher observes carefully in terms of the participants' behaviors on clues about their confusion, and if so, the researcher would encourage the participants to voice out their concerns and possible areas of strains in the survey process.

While information processing capability is an obvious uncertainty in qualitative-based research which requires the expertise of the researchers (Tan, Kantabutra, Nakeeree & Pongsata, 2015), quantitative-based survey approach as in this research is minimized or eliminated by the use of robust statistical analysis software, the SPSS (version 20, for this research). The uncertainty at the knowledge stage, being the key objectives of Chapter Five in particular, is minimized by the critical synthesis of the literature review towards increasing the power of explanation for the phenomena of customer satisfaction, behavioral intention and customer loyalty in ethnic restaurants dining context.

There are two structures and scopes of knowledge as a result of the data analysis. While the first deals with confirming or validating the hypothetical patterns of relationships of the involving constructs or variables, the second knowledge deals with the implications of the results to practical, methodological, policy and theoretical purposes. In other words, provided the knowledge gained from the research is reliable, service providers like restaurants could install an effective control system to deliver business performance, i.e. customer satisfaction and customer loyalty. In other words, first a reliable valid knowledge is established, following by a reliable committed actions and strategies that correspond to the knowledge.

4.2 Demographic and Psychographic Profiles

The descriptive profiles of the demographic and some of the psychographics (i.e. behavioral) variables, represented by age range, nationality, educational levels, income level, amount spent in the restaurant visit, last visits indicated by months ago, and members accompanying are shown in Figures 4.2 to 4.10. Male participants to the survey are 42.4 percent while the female participants are 57.6 percent, as shown in Figure 4.2.

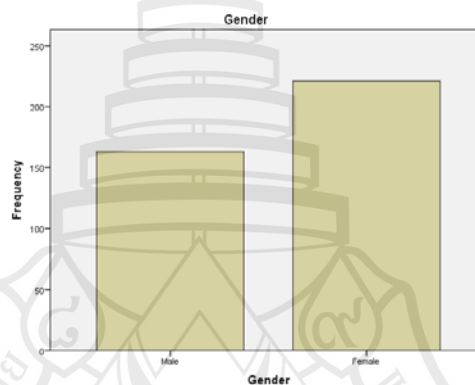


Figure 4.2 Genders of the Participants

As shown in Figure 4.3, there are 17.2 percent of the age group less than 20 years of age, and the majority of the participants in between 20-25 at 54.2 percent, and 23.7 in between 26-35, and 3.4 percent in between 36-45, and 1.6 percent on age group more than 45 years of age.

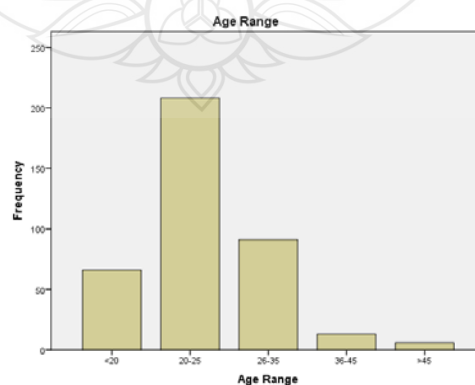


Figure 4.3 Age Range of the Participants

The majority of the survey participants are Thai, at 84.1 percent, followed by 7.3 percent of those from Myanmar and 7.6 percent are Chinese, as shown in Figure 4.4.

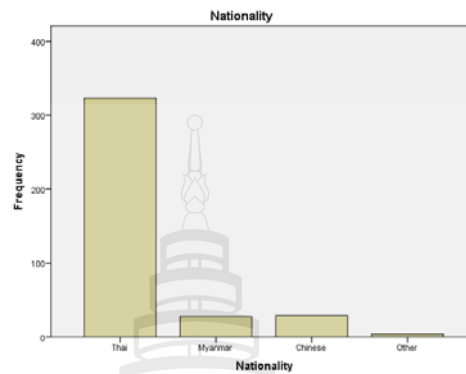


Figure 4.4 Nationalities of the Participants

Most of the survey participants are currently pursuing or holding the Bachelor Degree, at 66.9 percent, while 31.3 percent has higher than Bachelor and 1.8 percent at high-school level, as shown in Figure 4.5.

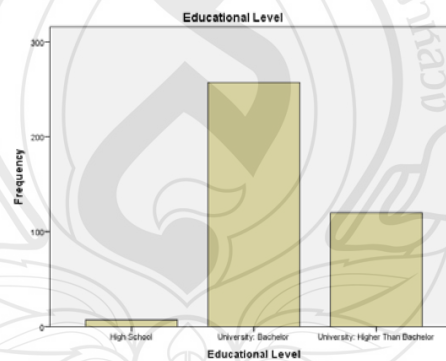


Figure 4.5 Educational Level of the Participants

Occupations of the respondents are students at 67.7 percent, the government-sector employees at 25.8 percent, the self-employed at 3.4 percent and the private-sector employees at 3.1 percent, as shown in Figure 4.6.

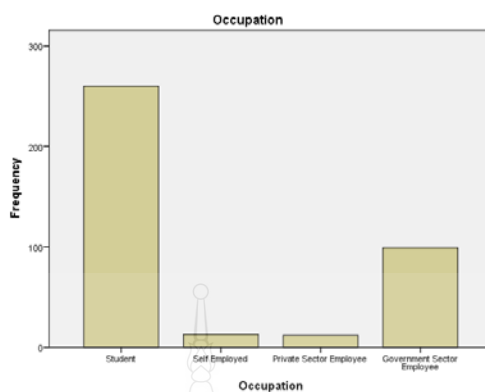


Figure 4.6 Occupations of the Participants

Income Level of the participants are less than \$ 300 at 53.6 percent, \$ 300-to-less than \$1000 at 39.8 percent, \$1000-to-less than \$2000 at 3.1 percent, and over \$ 2000 at 3.4 percent, as shown in Figure 4.7.

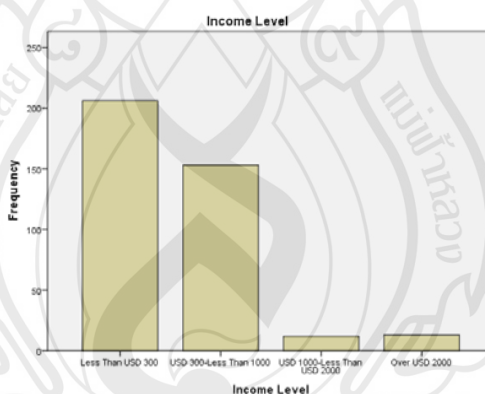


Figure 4.7 Income Level of Participants

The amount of money spent in each dining are less than \$ 30 at 71.9 percent, and between \$ 30-50, at 26.8 percent, and over \$ 50 at 1.3 percent of the participants, as shown in Figure 4.8.

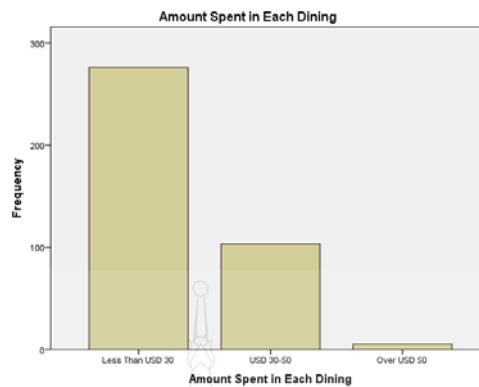


Figure 4.8 Amount Spent For the Visit

The majority of the survey participants indicated that they have been to the restaurant less than one-month ago for which the questionnaire items are addressed to, are 54.2 percent, between one and three months at 30.5 percent, between three and six months at 6 percent, and more than six months at 9.4 percent, as show in Figure 4.9.

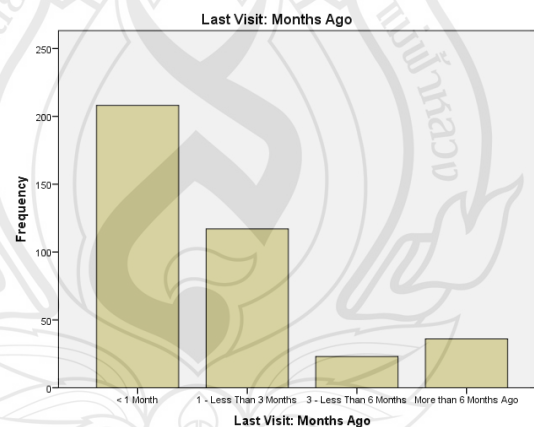


Figure 4.9 Last Visit Indicated by Months-Ago

Majority of the survey participants indicated that they went with friends, at 90.6percent, and with colleagues at 7.8 percent and alone at 1.6 percent, as shown in Figure 4.10.

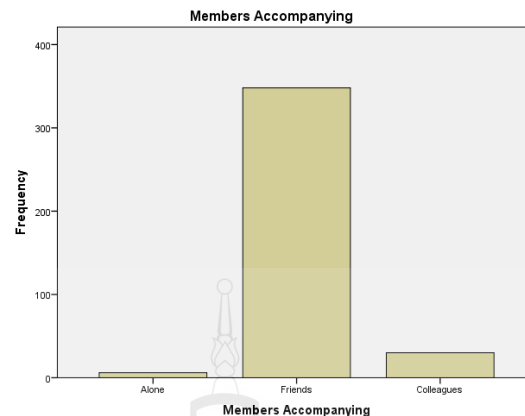


Figure 4.10 Members Accompanying to the Restaurant

4.3 Concluding the Hypotheses

4.3.1 Hypothesis 1 (H1)

Hypothesis 1 (H1) states that the higher the level of service quality and customer value, the higher the level of customer satisfaction. Customer satisfaction is a key goal of marketing strategy that aims to generate repeat sales (Ryu & Han, 2010). The multivariate regression analysis results shown in Table 4.1 indicate a very high R-squared strength, at 0.670, and thus, the variance of customer satisfaction can be significantly explained by the predictors of service quality and customer value. Specifically, the weights of explanation are given in BETA, with the highest belong to utilitarian value at BETA of 0.423, followed by the facility and service tangible domain at BETA of 0.420, then hedonic value at BETA of 0.293, reliability at 0.179, pricing and food product at both -0.186 and -0.183, respectively. According to Cohen (1992), with five predictors, multivariate regression analysis that can demonstrate medium strength of R-squared would need sample size of 126, compared to small R-squared strength which would need a sample size of 901. The sample size requirement would further be dropped if R-squared strength is beyond the medium strength. R-squared at 0.670 is considered higher end, beyond the medium. Thus, the sample size of this research at 384 is beyond the sufficient requirement as discussed in Cohen (1992).

Table 4.1 Multivariate Regression Analysis on Customer Satisfaction

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.818 ^a	.670	.662	.29790		
a. Predictors: (Constant), Utilitarian Value, Empathy Perception, Hedonic Value, Pricing Perception, Food Product Perception, Facility and Service Tangible Perception, Reliability Perception, Assurance Perception, Responsiveness Perception						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.262	9	7.474	84.212	.000 ^b
	Residual	33.191	374	.089		
	Total	100.453	383			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Utilitarian Value, Empathy Perception, Hedonic Value, Pricing Perception, Food Product Perception, Facility and Service Tangible Perception, Reliability Perception, Assurance Perception, Responsiveness Perception						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.011	.151		.072	.942
	Food Product Perception	-.164	.045	-.183	-3.621	.000
	Facility and Service Tangible Perception	.414	.058	.420	7.168	.000
	Empathy Perception	-.003	.054	-.003	-.047	.963
	Assurance Perception	-.041	.055	-.043	-.745	.457
	Pricing Perception	-.155	.037	-.186	-4.214	.000
	Reliability Perception	.160	.055	.179	2.904	.004
	Responsiveness Perception	-.007	.056	-.008	-.127	.899
	Hedonic Value	.339	.044	.293	7.765	.000
	Utilitarian Value	.448	.051	.423	8.858	.000
a. Dependent Variable: Customer Satisfaction						

A more visually appealing look of the multivariate regression analysis result of Table 4.1 is shown in Figure 4.11, which clearly stresses the important roles played by hedonic and utilitarian values, as representing the emotional benefit based on the food and service attributes that provide emotional utility (cf. Kotler et al. 2008) and

functional benefit based on the predominantly food product that provides functional utility to the customers (cf. Kolter et al. 2008). In addition to the roles played by values customers received, customer satisfaction is also shown to be stimulated by the appropriate service operations qualities, such as attractive and pleasing dining environment and various other aspects of the restaurant service tangibles i.e. cleanliness, design and atmosphere that illustrate Korean/Japanese culture, and the seating arrangements, the reliability of the food served, i.e., food is served at just exactly the desired quality taste, and that the service in general is delivered without mistakes. On the other hand, the research indicates that restaurants would need to improve on both pricing and food product strategies, such as in aspects of value for money, the prices offered in the menu, the promotion campaigns, the innovativeness of the food items offered, as well as other food attributes in terms of freshness, tastiness and varieties of choices.

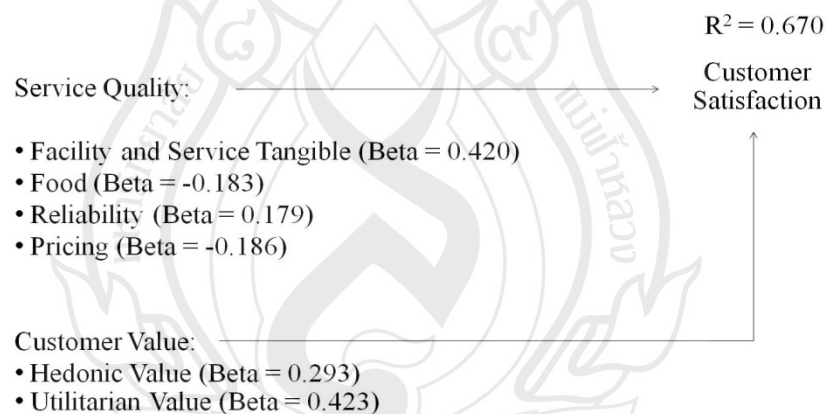


Figure 4.11 Predicting Customer Satisfaction

4.3.2 Hypothesis 2 (H2)

Hypothesis 2 (H2) states that customer satisfaction is a significant factor influencing customer's behavioral intention. H2 is supported as shown by the result of the multivariate regression analysis in Table 4.2, in which customer satisfaction (with BETA at 0.880) can explain the variance of behavioral intention at 77.5 per cent, which is considered in higher level of R-squared strength (cf. Cohen, 1991). Behavioral intention has long been considered as an important construct in consumer

research which is important in restaurant markets. Theoretical treatments presented in Engel, Kollat and Backwell (1978) and Howard and Sheth (1969) and elsewhere position behavioral intention as a result of trust or belief over the service operations, which are represented by the states of customer satisfaction, induced by their trusts over the quality of the services, in terms of empathy, responsiveness and reliability, and the hedonic and utilitarian values received, as shown in the previous section.

Table 4.2 Multivariate Regression Analysis Result – Behavioral Intention

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.880 ^a	.775	.774	.26538		
a. Predictors: (Constant), Customer Satisfaction						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.567	1	92.567	1314.367	.000 ^b
	Residual	26.903	382	.070		
	Total	119.470	383			
a. Dependent Variable: Behavioral Intention						
b. Predictors: (Constant), Customer Satisfaction						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.187	.103		1.819	.070
	Customer Satisfaction	.960	.026	.880	36.254	.000
a. Dependent Variable: Behavioral Intention						

4.3.3 Hypothesis 3 (H3)

Hypothesis 3 (H3) states that both customer satisfaction and behavioral intention are significant factors explaining the variance of customer loyalty. The results of the multivariate regression shown in Table 4.3 identify that both customer

Table 4.3 Multivariate Regression Analysis Result – Customer Loyalty

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.814 ^a	.663	.662	.30691		
a. Predictors: (Constant), Behavioral Intention, Customer Satisfaction						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.711	2	35.355	375.352	.000 ^b
	Residual	35.887	381	.094		
	Total	106.598	383			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Behavioral Intention, Customer Satisfaction						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.732	.119		6.127	.000
	Customer Satisfaction	.353	.065	.343	5.476	.000
	Behavioral Intention	.469	.059	.496	7.919	.000
a. Dependent Variable: Customer Loyalty						

4.3.4 Hypothesis 4 (H4)

Hypothesis 4 (H4) states that there are positive correlations among service quality, hedonic value and utilitarian value.

Table 4.4 Multivariate Regression Analysis to Predict Hedonic Value

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.618 ^a	.381	.368	.35267		
a. Predictors: (Constant), Utilitarian Value, Empathy Perception, Pricing Perception, Food Product Perception, Facility and Service Tangible Perception, Reliability Perception, Assurance Perception, Responsiveness Perception						
ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	28.766	8	3.596	28.911	.000 ^b
	Residual	46.640	375	.124		
	Total	75.406	383			
a. Dependent Variable: Hedonic Value						
b. Predictors: (Constant), Utilitarian Value, Empathy Perception, Pricing Perception, Food Product Perception, Facility and Service Tangible Perception, Reliability Perception, Assurance Perception, Responsiveness Perception						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.597	.159		10.065	.000
	Food Product Perception	-.021	.054	-.027	-.385	.700
	Facility and Service Tangible Perception	.053	.068	.062	.769	.442

Table 4.4 (continued)

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
Empathy Perception	.235	.063	.304	3.745	.000
Assurance Perception	-.055	.066	-.067	-.837	.403
Pricing Perception	.051	.043	.071	1.184	.237
Reliability Perception	.009	.065	.011	.132	.895
Utilitarian Value	.555	.053	.606	10.578	.000
a. Dependent Variable: Hedonic Value					

Table 4.5 Multivariate Regression to Predict Utilitarian Value

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.783 ^a	.613	.604	.30438	
a. Predictors: (Constant), Hedonic Value, Responsiveness Perception, Pricing Perception, Assurance Perception, Food Product Perception, Facility and Service Tangible Perception, Empathy Perception, Reliability Perception					
ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	54.928	8	6.866	74.110	.000 ^b
1 Residual	34.742	375	.093		
Total	89.670	383			
a. Dependent Variable: Utilitarian Value					
b. Predictors: (Constant), Hedonic Value, Responsiveness Perception, Pricing Perception, Assurance Perception, Food Product Perception, Facility and Service Tangible Perception, Empathy Perception, Reliability Perception					

Table 4.5 (continued)

Coefficients ^a						
	Model	Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.416	.153		2.724	.007
	Food Product Perception	.050	.046	.059	1.074	.283
	Facility and Service	.065	.059	.070	1.103	.271
	Tangible Perception					
	Assurance Perception	.312	.054	.347	5.748	.000
	Pricing Perception	.035	.037	.044	.929	.354
	Reliability Perception	.012	.056	.015	.219	.827
	Responsiveness					
	Perception	.254	.056	.306	4.570	.000
	Hedonic Value	.414	.039	.379	10.578	.000
a. Dependent Variable: Utilitarian Value						

The tabular form of the result of multivariate regression analysis can be shown in Figure 4.12 which facilitates visual clarity in the understanding. Clearly Figure 4.12 states that there are cross interaction between the two facets of the customer values, namely the hedonic and utilitarian values, as well as the stimulating effects from the services offered. Empathy attribute of service quality, in particular, has strong effect on the perceived emotional or hedonic value, whereas the ability of the services to fulfill quickly and the assured capability of the service staffs and the services in general (including the food served) i.e. staffs know the entire menu and can easily explain, staffs always can recommend the suitable meals according to the needs of the customers, staffs are consistently courteous, or consistency of services, or the restaurant serves the food exactly as ordered, have strong predicting power on utilitarian value. In sum, Figure 4.12 shows that the perceptions of the customers are influenced by the cues from the stimulus of the service operations and environment,

i.e. in terms of assurance, responsiveness, and empathy, as well as the values perceived to benefit the customers.

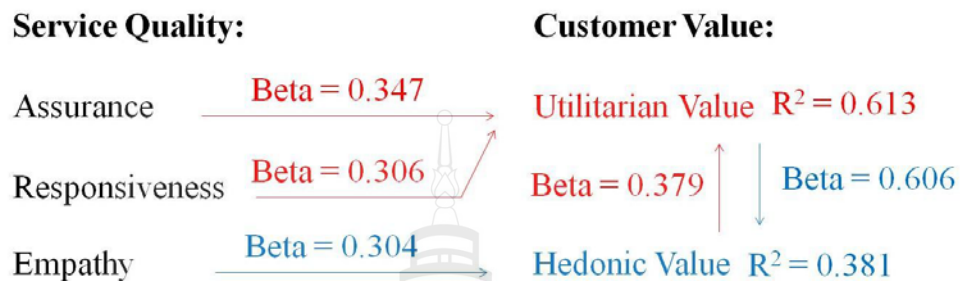


Figure 4.12 Predicting Hedonic and Utilitarian Value

4.4 Concluding the Demographics and Psychographics Variables

In addition to the four hypotheses as discussed above, in Section 4.3, there are also various demographics and psychographics variables that are to be studied, which can be stated in terms of the following questions:

Do there any significant difference across the involved constructs between Japanese and Korean restaurants, and if no, what are there?

Does the frequency of patronage of the customers cause any significantly comparative differences across the involved constructs and the phenomenon of customer satisfaction, behavioral intention, and loyalty towards the ethnics-based restaurants (Korean and Japanese) in Chiang Rai?

Do there any significant differences between restaurants located in downtown and small township on service quality factors, customer value (both hedonic and utilitarian values), as well as post-food consumption state of satisfaction, behavioral intention for re-visit, and customer loyalty?

What are the roles played by the demographics variables on the involved constructs?

The t-test results presented in Table 4.6 and Table 4.7 show that customers perceive significantly differences on the hedonic and utilitarian values received, as well as post-service consumption variables in terms of customer satisfaction,

behavioral intention and customer loyalty, between Japanese and Korean restaurants. Customers perceive higher level of performance in these variables, with mean 3.9193 versus 3.7397 for hedonic value respectively towards the Japanese restaurants and Korean restaurants; mean of 4.709 versus 3.8154 for utilitarian value; mean of 4.0282 versus 3.6746 for customer satisfaction; mean of 4.0644 versus 3.7043 for behavioral intention; and mean of 4.0011 versus 3.8226 for customer loyalty. Although Japanese restaurants perform better, from the views of the customers, across values and post-service consumption state of satisfaction and loyalty, their performances on the various aspects of service quality do not have any advantages over the Korean counterparts.

Table 4.6 Descriptive Profiles of the Variables Influenced by Types of Restaurants

Group Statistics					
	Type of Restaurant	N	Mean	Std. Deviation	Std. Error
	Surveyed				Mean
Food Product Perception	korean	195	3.7781	.50355	.03606
	japanese	189	3.7874	.63961	.04653
Facility and Service Tangible Perception	korean	195	3.7330	.45503	.03259
	japanese	189	3.7940	.57898	.04211
Empathy Perception	korean	195	3.7630	.49010	.03510
	japanese	189	3.7343	.65137	.04738
Assurance Perception	korean	195	3.7014	.48208	.03452
	japanese	189	3.7666	.59023	.04293
Pricing Perception	korean	195	3.6615	.54518	.03904
	japanese	189	3.6958	.68176	.04959
Reliability Perception	korean	195	3.7410	.49888	.03573
	japanese	189	3.7275	.64180	.04668
Responsiveness Perception	korean	195	3.7192	.52100	.03731
	japanese	189	3.7163	.64162	.04667
Hedonic Value	korean	195	3.7397	.41309	.02958
	japanese	189	3.9193	.45667	.03322
Utilitarian Value	korean	195	3.8154	.39004	.02793
	japanese	189	4.0709	.53540	.03894
Customer Satisfaction	korean	195	3.6746	.40669	.02912

Table 4.6 (continued)

Group Statistics					
	Type of Restaurant		Std. Error		
	Surveyed	N	Mean	Std. Deviation	Mean
Behavioral Intention	korean	195	3.7043	.46959	.03363
	japanese	189	4.0644	.58457	.04252
Customer Loyalty	korean	195	3.8226	.49441	.03541
	japanese	189	4.0011	.54636	.03974

Table 4.7 T-Test Results of the Variables Influenced by Types of Restaurants

Independent Samples Test						
		F	Sig	t	df	Sig (2tailed)
Food Product Perception	Equal variances assumed	14.109	.000	-.159	382	.874
	Equal variances not assumed			-.158	356.903	.874
Facility and Service Tangible Perception	Equal variances assumed	19.545	.000	-1.148	382	.251
	Equal variances not assumed			-1.144	356.616	.253
Empathy Perception	Equal variances assumed	17.063	.000	.489	382	.625
	Equal variances not assumed			.487	349.070	.627

Table 4.7 (continued)

		Independent Samples Test				
		F	Sig	t	df	Sig (2tailed)
Assurance Perception	Equal variances assumed	14.920	.000	-1.187	382	.236
	Equal variances not assumed			-1.183	362.746	.238
Pricing Perception	Equal variances assumed	18.883	.000	-.544	382	.587
	Equal variances not assumed			-.542	359.451	.588
Reliability Perception	Equal variances assumed	26.710	.000	.231	382	.818
	Equal variances not assumed			.230	354.764	.818
Responsivene ss Perception	Equal variances assumed	11.270	.001	.050	382	.960
	Equal variances not assumed			.050	361.856	.961

Table 4.7 (continued)

		Independent Samples Test				
		F	Sig	T	df	Sig (2tailed)
Hedonic Value	Equal variances assumed	4.948	.027	-4.043	382	.000
	Equal variances not assumed			-4.037	375.542	.000
Utilitarian Value	Equal variances assumed	34.236	.000	-5.357	382	.000
	Equal variances not assumed			-5.332	343.165	.000
Customer Satisfaction	Equal variances assumed	38.387	.000	-7.198	382	.000
	Equal variances not assumed			-7.166	346.723	.000
Behavioral Intention	Equal variances assumed	29.824	.000	-6.665	382	.000
	Equal variances not assumed			-6.642	360.173	.000
Customer Loyalty	Equal variances assumed	3.139	.077	-3.359	382	.001
	Equal variances not assumed			-3.354	375.578	.001

An examination into the expected importance of the service quality factors, as perceived importance by the customers, service qualities in all the dimensions are considered important, as shown in Table 4.8, in scale over 4 out of five Likert Scale (“1” strongly disagree, to “2” disagree, to “3” neither disagree to agree, to “4” agree, and “5” strongly agree). Thus, customers agree to strongly agree that meeting the expectations of service quality are important to them, as indicated in Table 4.8. But the actual perceived levels of performance, shown in Table 4.8, show wide performance gaps, in between -0.8066 (for pricing factor) to -0.5663 (on food product). Responsiveness attribute of service quality also shows the weakest performance, with service gap (defined as perceived performance minus the expected importance) at -0.7433, shown in Table 4.10. Thus, it implies to the restaurants to need to significantly improve across all the domains of the service quality.

Table 4.8 The Expected Importance of the Service Quality Factors

Descriptive Statistics			
	N	Mean	Std. Deviation
Pricing Important	384	4.4850	.38358
Reliability Important	384	4.4683	.36582
Responsiveness Important	384	4.4611	.36967
Empathy Important	384	4.4207	.38500
Assurance Important	384	4.4083	.38138
Facility and Service	384	4.3914	.34943
Tangible Important			
Food Product Important	384	4.3490	.37560
Valid N (listwise)			

Table 4.9 The Perceived Actual Performance in Service Quality Dimensions

Descriptive Statistics			
	N	Mean	Std. Deviation
Food Product Perception	384	3.7827	.57382
Facility and Service Tangible Perception	384	3.7630	.51996
Empathy Perception	384	3.7488	.57458
Reliability Perception	384	3.7344	.57298
Assurance Perception	384	3.7335	.53832
Responsiveness Perception	384	3.7178	.58272
Pricing Perception	384	3.6784	.61563
Valid N (listwise)			

Table 4.10 The Service Quality Gaps

Descriptive Statistics			
	N	Mean	Std. Deviation
Food Product SQ Gap	384	-.5663	.60484
Facility and Service Tangible SQ Gap	384	-.6284	.57301
Empathy SQ Gap	384	-.6719	.63965
Reliability SQ Gap	384	-.6748	.59589
Assurance SQ Gap	384	-.7339	.57157
Responsiveness SQ Gap	384	-.7433	.64450
Pricing SQ Gap	384	-.8066	.67732
Valid N (listwise)			

In the scale of responses using five Likert Scale (“1” strongly disagree, to “2” disagree, to “3” neither disagree to agree, to “4” agree, and “5” strongly agree), as

presented in Table 4.11, customer perceptions over customer value and post-service consumption variables are slightly below the “agreeable” level, ranging between 3.8281 (for hedonic value) to 3.9411 mean for utilitarian value. In this aspect, restaurants would also need to improve their product development, services, and marketing strategies, including the landscapes in order to significantly help to improve the levels of customer satisfaction, behavioral intention to revisit, and customer loyalty.

Table 4.11 The Perceived Performance on Customer Value and Post-Consumption Service Variables

Descriptive Statistics			
	N	Mean	Std. Deviation
Utilitarian Value	384	3.9411	.48386
Customer Loyalty	384	3.9104	.52756
Behavioral Intention	384	3.8815	.55851
Customer Satisfaction	384	3.8487	.51213
Hedonic Value	384	3.8281	.44372
Valid N (listwise)			

The following Table 4.12 and Table 4.13 illustrates a very important proxy indicator to indicating customer loyalty and the reflections of the customers’ perceptions over service quality and the perceived hedonic and utilitarian values of the restaurants. Patronage frequency is measured in this research by “1” denoting “not very often,” “2” as “not often,” “3” as “often,” and “4” standing for “very often.” The correlations analysis clearly shows that positive relationship with all the variables involved in this research. Thus, marketing strategies that aim to establish continuity of the patronage of the customers, such as by the use of creative promotional campaigns and provision of the attractiveness of the services and customer values provided, should be committed.

Table 4.12 Correlations Analysis between Patronage Frequency and Service Quality Domains

Correlations		Patronage Frequency	Food Product Perception	Facility and Service Tangible Perception	Empathy Perception	Assurance Perception	Pricing Perception	Reliability Perception	Responsiveness Perception
Patronage Frequency	Pearson	1	.466**	.465**	.421**	.319**	.384**	.376**	.412**
	Correlation								
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
Food Product Perception	N	384	384	384	384	384	384	384	384
	Pearson	.466**	1	.745**	.732**	.667**	.599**	.691**	.734**
	Correlation								
Facility and Service Tangible Perception	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
	Pearson	.465**	.745**	1	.717**	.774**	.669**	.758**	.758**
Empathy Perception	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Assurance Perception	Pearson	.421**	.732**	.717**	1	.778**	.536**	.767**	.774**
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
Pricing Perception	N	384	384	384	384	384	384	384	384
	Pearson	.319**	.667**	.774**	.778**	1	.600**	.740**	.702**
	Correlation								
Reliability Perception	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
	Pearson	.384**	.599**	.669**	.536**	.600**	1	.672**	.657**
Responsive ness Perception	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Reliability Perception	Pearson	.376**	.691**	.758**	.767**	.740**	.672**	1	.831**
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
Responsive ness Perception	N	384	384	384	384	384	384	384	384
	Pearson	.412**	.734**	.758**	.774**	.702**	.657**	.831**	1
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384

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

Table 4.13 Correlations Analysis between Patronage Frequency and Customer Values, and Post-Service Consumption Variables

	Correlation	Patronage Frequency	Hedonic Value	Utilitaria n Value	Customer Satisfactio n	Behaviora l Intention	Customer Loyalty
Patronage Frequency	Pearson Correlation	1	.176**	.217**	.255**	.304**	.313**
	Sig. (2-tailed)		.001	.000	.000	.000	.000
	N	384	384	384	384	384	384
Hedonic Value	Pearson Correlation	.176**	1	.583**	.620**	.627**	.628**
	Sig. (2-tailed)	.001		.000	.000	.000	.000
	N	384	384	384	384	384	384
Utilitarian Value	Pearson Correlation	.217**	.583**	1	.727**	.721**	.667**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
Customer Satisfaction	Pearson Correlation	.255**	.620**	.727**	1	.880**	.780**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
Behavioral Intention	Pearson Correlation	.304**	.627**	.721**	.880**	1	.798**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384
Customer Loyalty	Pearson Correlation	.313**	.628**	.667**	.780**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

In the domain of restaurants located in either urban area or downtown of Chiang Rai, although the downtown restaurants score higher across all the facets of service quality, they nevertheless do not have significant advantages in gaining higher level of customer satisfaction and behavioral intention. There is only slight advantage in terms of customer loyalty for the urban restaurants. Thus, further research can use interviews based data collection approach to shed light on the finding here that “why customers do not show significant higher level of post-service consumption variables?”

Table 4.14 Descriptive of the Variables in the Context between Restaurants in Urban and Downtown

Group Statistics					
	Location of Restaurant:	N	Mean	Std.	Std. Error Mean
	Small Town or Urban Downtown			Deviation	
Food Product Perception	Small Town/Township	145	3.6132	.62423	.05184
	Capital/Downtown	239	3.8855	.51574	.03336
Facility and Service Tangible Perception	Small Town/Township	145	3.6247	.57452	.04771
	Capital/Downtown	239	3.8469	.46545	.03011
Empathy Perception	Small Town/Township	145	3.6460	.60377	.05014
	Capital/Downtown	239	3.8113	.54805	.03545
Assurance Perception	Small Town/Township	145	3.6651	.63411	.05266
	Capital/Downtown	239	3.7750	.46742	.03023
Pricing Perception	Small Town/Township	145	3.5397	.65396	.05431
	Capital/Downtown	239	3.7626	.57645	.03729
Reliability Perception	Small Town/Township	145	3.5356	.62890	.05223
	Capital/Downtown	239	3.8550	.50035	.03236
Responsiveness Perception	Small Town/Township	145	3.5121	.63231	.05251
	Capital/Downtown	239	3.8426	.51296	.03318
Hedonic Value	Small Town/Township	145	3.7741	.49241	.04089
	Capital/Downtown	239	3.8609	.40899	.02646
Utilitarian Value	Small Town/Township	145	3.8290	.53954	.04481
	Capital/Downtown	239	4.0092	.43396	.02807
Customer Satisfaction	Small Town/Township	145	3.8169	.56300	.04675
	Capital/Downtown	239	3.8680	.47886	.03097
Behavioral Intention	Small Town/Township	145	3.8966	.61773	.05130
	Capital/Downtown	239	3.8724	.52046	.03367
Customer Loyalty	Small Town/Township	145	3.8359	.57041	.04737
	Capital/Downtown	239	3.9556	.49557	.03206

Table 4.15 T-Test Result of the Variables in the Context between Restaurants in Urban and Downtown

Independent Samples Test		F	Sig	t	df	Sig (2- tailed)
Test						
Food Product Perception	Equal variances assumed	6.984	.009	-4.627	382	.000
	Equal variances not assumed			-4.418	260.894	.000
Facility and Service Tangible Perception	Equal variances assumed	12.338	.000	-4.144	382	.000
	Equal variances not assumed			-3.938	256.874	.000
Empathy Perception	Equal variances assumed	5.900	.016	-2.756	382	.006
	Equal variances not assumed			-2.691	281.404	.008
Assurance Perception	Equal variances assumed	31.215	.000	-1.946	382	.052
	Equal variances not assumed			-1.809	238.882	.072
Pricing Perception	Equal variances assumed	4.040	.045	-3.489	382	.001
	Equal variances not assumed			-3.384	274.814	.001

Table 4.15 (continued)

Independent Samples Test		F	Sig	t	df	Sig (2-tailed)
Reliability Perception	Equal variances assumed	11.986	.001	-5.492	382	.000
	Equal variances not assumed			-5.197	253.236	.000
Responsiveness Perception	Equal variances assumed	11.943	.001	-5.597	382	.000
	Equal variances not assumed			-5.321	257.146	.000
Hedonic Value	Equal variances assumed	3.570	.060	-1.863	382	.063
	Equal variances not assumed			-1.781	261.999	.076
Utilitarian Value	Equal variances assumed	23.634	.000	-3.593	382	.000
	Equal variances not assumed			-3.409	255.412	.001
Customer Satisfaction	Equal variances assumed	3.031	.082	-.948	382	.344
	Equal variances not assumed			-.911	267.023	.363
Behavioral Intention	Equal variances assumed	3.859	.050	.411	382	.682
	Equal variances not assumed			.394	265.004	.694
Customer Loyalty	Equal variances assumed	6.122	.014	-2.167	382	.031
	Equal variances not assumed			-2.094	271.618	.037

Research Question: Do any of the following variables cause any significant differences in the perceived levels of the variables involved?

Gender

Age

Nationality

Educational Level

Occupational Level

Income Level

Amount spent for each visit to the restaurant

The duration of last visit

Been there alone, or with friends, or with colleagues.

In the aspect of Gender, the female customers are shown in Tables 4.16 and 4.17 to have higher levels of perceived performance on pricing at mean of 3.7443, as compared to the male customers at mean of 3.5890. In addition, the female customers also show narrower range of standard deviation in the perceived performance on pricing, at 0.61489 when compared to the male customers at 0.60711. In the aspect of assurance perception, the male customers have higher level of perceived performance, at mean of 3.7825, whereas the female customers have mean of 3.6973. In other words, the female customers perceives higher towards food product, facility and service tangible, pricing, responsiveness, customer values (i.e. hedonic and utilitarian values), behavioral intention and customer loyalty.

Table 4.16 Descriptive Profile of Variables When Viewed from Differences in Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Food Product Perception	Male	163	3.7741	.59983	.04698
	Female	221	3.7890	.55515	.03734
Facility and Service Tangible Perception	Male	163	3.7625	.47989	.03759
	Female	221	3.7634	.54871	.03691
Empathy Perception	Male	163	3.7791	.56278	.04408
	Female	221	3.7265	.58339	.03924
Assurance Perception	Male	163	3.7825	.54759	.04289
	Female	221	3.6973	.52971	.03563
Pricing Perception	Male	163	3.5890	.60711	.04755
	Female	221	3.7443	.61489	.04136
Reliability Perception	Male	163	3.7403	.56386	.04416
	Female	221	3.7300	.58085	.03907
Responsiveness Perception	Male	163	3.6856	.56950	.04461
	Female	221	3.7415	.59245	.03985
Hedonic Value	Male	163	3.7362	.50096	.03924
	Female	221	3.8959	.38350	.02580
Utilitarian Value	Male	163	3.8650	.50473	.03953
	Female	221	3.9973	.46102	.03101
Behavioral Intention	Male	163	3.8262	.58571	.04588
	Female	221	3.9223	.53525	.03600
Customer Loyalty	Male	163	3.8282	.60691	.04754
	Female	221	3.9710	.45234	.03043

Table 4.17 T-Test Result of Variables When Viewed from the Differences in Gender

Independent Samples Test		F	Sig.	t	df	Sig. (2-tailed)
Food Product Perception	Equal variances assumed	.140	.708	-.250	382	.802
	Equal variances not assumed			-.248	333.375	.805
Facility and Service Tangible Perception	Equal variances assumed	7.442	.007	-.016	382	.988
	Equal variances not assumed			-.016	371.022	.987
Empathy Perception	Equal variances assumed	1.276	.259	.887	382	.376
	Equal variances not assumed			.892	355.922	.373
Assurance Perception	Equal variances assumed	.003	.954	1.536	382	.125
	Equal variances not assumed			1.528	342.610	.127
Pricing Perception	Equal variances assumed	.064	.801	-2.461	382	.014
	Equal variances not assumed			-2.466	351.645	.014
Reliability Perception	Equal variances assumed	.048	.827	.173	382	.862
	Equal variances not assumed			.174	354.787	.862
Responsiveness Perception	Equal variances assumed	.036	.849	-.930	382	.353
	Equal variances not assumed			-.935	356.550	.350
Hedonic Value	Equal variances assumed	2.126	.146	-3.539	382	.000
	Equal variances not assumed			-3.401	292.122	.001

Table 4.17 (continued)

Independent Samples Test		F	Sig.	t	df	Sig. (2-tailed)
Utilitarian Value	Equal variances assumed	2.126	.146	-3.539	384	.000
	Equal variances not assumed			-2.632	330.545	.009
Behavioral Intention	Equal variances assumed	1.041	.308	-1.671	382	.095
	Equal variances not assumed			-1.649	330.653	.100
Customer Loyalty	Equal variances assumed	7.263	.007	-2.642	382	.009
	Equal variances not assumed			-2.530	286.525	.012

In age range, most of the participants are at the age between 20 and less than 25, at 54.2 percent, 23.7 percent in between 26-35, and 17.2 percent for the age group less than 20 years, and 3.4 percent in between 36-45, and 1.6 percent on age group more than 45 years of age.

According to the results of the ANOVA tests shown in Tables 4.18-4.19 indicate that there are significant differences across the different age groups. Specifically, the trends show that the older the customers, the higher the perceived agreement that they received better services, and they also perceived to have higher level of customer values, customer satisfaction, behavioral intention and customer loyalty towards Korean and Japanese restaurants. The scales of perceived agreement over the various facts of variables are ranged from slightly above 3 to slightly above 4 as the age trends up. This has important implication to the marketers who would need to pay more particular attention towards the younger groups as they may not only perceive lower levels of services and show lower levels of trust and loyalty towards the brands and the services, but also may have missed other important variables that are considered important for the younger groups.

Table 4.18 Descriptive Profile of Variables When Viewed from Differences in Age Range

Descriptives					
		N	Mean	Std. Deviation	Std. Error
Food Product Perception	<20	66	3.9917	.62877	.07740
	20-25	208	3.6167	.58101	.04029
	26-35	91	4.0000	.40948	.04293
	36-45	13	3.8811	.35284	.09786
	>45	6	3.7273	.42251	.17249
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	<20	66	4.0258	.48574	.05979
	20-25	208	3.6355	.53725	.03725
	26-35	91	3.8436	.36717	.03849
	36-45	13	4.0226	.65834	.18259
	>45	6	3.5098	.51640	.21082
	Total	384	3.7630	.51996	.02653
Empathy Perception	<20	66	4.0185	.61559	.07577
	20-25	208	3.5684	.59245	.04108
	26-35	91	3.9560	.34541	.03621
	36-45	13	3.9402	.31951	.08862
	>45	6	3.4815	.40164	.16397
	Total	384	3.7488	.57458	.02932
Assurance Perception	<20	66	4.0657	.59882	.07371
	20-25	208	3.5721	.52506	.03641
	26-35	91	3.8339	.40618	.04258
	36-45	13	3.9915	.17250	.04784
	>45	6	3.5926	.40164	.16397
	Total	384	3.7335	.53832	.02747
Pricing Perception	<20	66	3.8636	.48473	.05967
	20-25	208	3.4760	.62989	.04368
	26-35	91	3.9038	.44374	.04652
	36-45	13	4.0577	.88479	.24540
	>45	6	4.4167	.12910	.05270
	Total	384	3.6784	.61563	.03142
Reliability Perception	<20	66	4.0076	.42611	.05245
	20-25	208	3.5537	.64158	.04449
	26-35	91	3.8901	.34446	.03611
	36-45	13	4.1282	.31294	.08680
	>45	6	3.7778	.43033	.17568
	Total	384	3.7344	.57298	.02924
Responsiveness Perception	<20	66	3.9811	.55350	.06813
	20-25	208	3.5006	.58649	.04067
	26-35	91	3.9615	.37020	.03881
	36-45	13	4.2115	.42813	.11874
	>45	6	3.5833	.51640	.21082
	Total	384	3.7178	.58272	.02974
Hedonic Value	<20	66	3.9053	.36365	.04476
	20-25	208	3.8173	.52960	.03672
	26-35	91	3.8489	.17432	.01827
	36-45	13	3.7692	.46167	.12804
	>45	6	3.1667	.25820	.10541
	Total	384	3.8281	.44372	.02264

Table 4.18 (continued)

Descriptives					
		N	Mean	Std. Deviation	Std. Error
Utilitarian Value	<20	66	4.2364	.51190	.06301
	20-25	208	3.8288	.51371	.03562
	26-35	91	3.9736	.22550	.02364
	36-45	13	4.2308	.45348	.12577
	>45	6	3.4667	.10328	.04216
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	<20	66	4.1919	.52751	.06493
	20-25	208	3.8157	.55264	.03832
	26-35	91	3.7045	.21863	.02292
	36-45	13	3.9829	.26777	.07427
	>45	6	3.1111	.34427	.14055
	Total	384	3.8487	.51213	.02613
Behavioral Intention	<20	66	4.2904	.56788	.06990
	20-25	208	3.8141	.60407	.04188
	26-35	91	3.7216	.19254	.02018
	36-45	13	4.2564	.33758	.09363
	>45	6	3.3333	.25820	.10541
	Total	384	3.8815	.55851	.02850
Customer Loyalty	<20	66	4.3182	.48355	.05952
	20-25	208	3.7519	.57281	.03972
	26-35	91	3.9956	.18130	.01901
	36-45	13	4.0462	.31785	.08815
	>45	6	3.3333	.20656	.08433
	Total	384	3.9104	.52756	.02692

Table 4.19 ANOVA Test Result of Variables When Viewed from the Differences in Age Range

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	13.057	4	3.264	10.943	.000
	Within Groups	113.054	379	.298		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	9.795	4	2.449	9.899	.000
	Within Groups	93.751	379	.247		
	Total	103.546	383			
Empathy Perception	Between Groups	16.386	4	4.096	14.107	.000
	Within Groups	110.058	379	.290		
	Total	126.444	383			
Assurance Perception	Between Groups	14.601	4	3.650	14.353	.000
	Within Groups	96.387	379	.254		
	Total	110.988	383			

Table 4.19 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Pricing Perception	Between Groups	20.554	4	5.139	15.630	.000
	Within Groups	124.601	379	.329		
	Total	145.156	383			
Reliability Perception	Between Groups	15.952	4	3.988	13.767	.000
	Within Groups	109.788	379	.290		
	Total	125.740	383			
Responsiveness Perception	Between Groups	23.070	4	5.768	20.432	.000
	Within Groups	106.984	379	.282		
	Total	130.054	383			
Hedonic Value	Between Groups	3.127	4	.782	4.099	.003
	Within Groups	72.279	379	.191		
	Total	75.406	383			
Utilitarian Value	Between Groups	10.913	4	2.728	13.128	.000
	Within Groups	78.757	379	.208		
	Total	89.670	383			
Customer Satisfaction	Between Groups	13.391	4	3.348	14.574	.000
	Within Groups	87.062	379	.230		
	Total	100.453	383			
Behavioral Intention	Between Groups	17.937	4	4.484	16.738	.000
	Within Groups	101.533	379	.268		
	Total	119.470	383			
Customer Loyalty	Between Groups	19.097	4	4.774	20.679	.000
	Within Groups	87.501	379	.231		
	Total	106.598	383			

Although customer groups of different nationalities show significant differences on some of the variables, but as the majority of the respondents, of 323 are Thai, the reading of the ANOVA results has to be cautionary. The results of the ANOVA test are shown in Table 4.20 and Table 4.21. In general, as shown in Table 4.230, the Thai customers have the lower agreement towards the service qualities, hedonic and utilitarian values, customer satisfaction, behavioral intention, and customer loyalty.

Table 4.20 Descriptive Profile of Variables When Viewed from the Differences in Nationality

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	Thai	323	3.7551	.58537	.03257
	Myanmar	28	4.0552	.45979	.08689
	Chinese	29	3.8276	.43486	.08075
	Other	4	3.7727	.89227	.44613
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	Thai	323	3.7356	.51036	.02840
	Myanmar	28	4.0609	.61183	.11563
	Chinese	29	3.8621	.35374	.06569
	Other	4	3.1765	.74716	.37358
	Total	384	3.7630	.51996	.02653
Empathy Perception	Thai	323	3.7276	.59430	.03307
	Myanmar	28	3.9762	.44172	.08348
	Chinese	29	3.8084	.38478	.07145
	Other	4	3.4444	.64150	.32075
	Total	384	3.7488	.57458	.02932
Assurance Perception	Thai	323	3.7262	.56038	.03118
	Myanmar	28	3.9127	.34922	.06600
	Chinese	29	3.6743	.41140	.07640
	Other	4	3.5000	.44905	.22453
	Total	384	3.7335	.53832	.02747
Pricing Perception	Thai	323	3.6254	.60420	.03362
	Myanmar	28	4.0446	.65282	.12337
	Chinese	29	3.8190	.51277	.09522
	Other	4	4.3750	.72169	.36084
	Total	384	3.6784	.61563	.03142
Reliability Perception	Thai	323	3.6961	.57742	.03213
	Myanmar	28	4.2024	.41662	.07873
	Chinese	29	3.6609	.47031	.08734
	Other	4	4.0833	.28868	.14434
	Total	384	3.7344	.57298	.02924

Table 4.20 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Responsiveness Perception	Thai	323	3.6765	.58432	.03251
	Myanmar	28	4.1205	.49824	.09416
	Chinese	29	3.7241	.50154	.09313
	Other	4	4.1875	.36084	.18042
	Total	384	3.7178	.58272	.02974
Hedonic Value	Thai	323	3.8189	.43222	.02405
	Myanmar	28	3.7946	.51394	.09713
	Chinese	29	4.0431	.43849	.08143
	Other	4	3.2500	0.00000	0.00000
	Total	384	3.8281	.44372	.02264
Utilitarian Value	Thai	323	3.9102	.46624	.02594
	Myanmar	28	4.2143	.54414	.10283
	Chinese	29	4.0414	.47623	.08843
	Other	4	3.8000	.92376	.46188
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	Thai	323	3.8338	.49855	.02774
	Myanmar	28	4.0476	.65311	.12343
	Chinese	29	3.8697	.31437	.05838
	Other	4	3.5000	1.21885	.60943
	Total	384	3.8487	.51213	.02613
Behavioral Intention	Thai	323	3.8710	.56850	.03163
	Myanmar	28	4.0000	.44444	.08399
	Chinese	29	3.9483	.29244	.05431
	Other	4	3.4167	1.44338	.72169
	Total	384	3.8815	.55851	.02850
Customer Loyalty	Thai	323	3.9077	.52965	.02947
	Myanmar	28	3.9571	.47253	.08930
	Chinese	29	4.0207	.29926	.05557
	Other	4	3.0000	1.15470	.57735
	Total	384	3.9104	.52756	.02692

Table 4.21 ANOVA Test Result of Variables When Viewed from the Differences in Nationality

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	2.383	3	.794	2.440	.064
	Within Groups	123.727	380	.326		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	4.389	3	1.463	5.607	.001
	Within Groups	99.157	380	.261		
	Total	103.546	383			
Empathy Perception	Between Groups	2.067	3	.689	2.105	.099
	Within Groups	124.377	380	.327		
	Total	126.444	383			
Assurance Perception	Between Groups	1.236	3	.412	1.427	.235
	Within Groups	109.752	380	.289		
	Total	110.988	383			
Pricing Perception	Between Groups	7.178	3	2.393	6.589	.000
	Within Groups	137.978	380	.363		
	Total	145.156	383			
Reliability Perception	Between Groups	7.250	3	2.417	7.750	.000
	Within Groups	118.489	380	.312		
	Total	125.740	383			
Responsiveness Perception	Between Groups	5.977	3	1.992	6.102	.000
	Within Groups	124.077	380	.327		
	Total	130.054	383			
Hedonic Value	Between Groups	2.736	3	.912	4.769	.003
	Within Groups	72.670	380	.191		
	Total	75.406	383			

Table 4.21 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Utilitarian Value	Between Groups	2.769	3	.923	4.036	.008
	Within Groups	86.901	380	.229		
	Total	89.670	383			
Customer Satisfaction	Between Groups	1.678	3	.559	2.152	.093
	Within Groups	98.775	380	.260		
	Total	100.453	383			
Behavioral Intention	Between Groups	1.422	3	.474	1.526	.207
	Within Groups	118.047	380	.311		
	Total	119.470	383			
Customer Loyalty	Between Groups	3.732	3	1.244	4.595	.004
	Within Groups	102.867	380	.271		
	Total	106.598	383			

Education wise, ANOVA test result shown in Table 4.22 with Table 4.23 presents the descriptive profiles of the different variables across the different educational levels, and indicates that the higher the level of education, the higher the levels of customer agreement towards the different aspects of service quality. However, education variable plays no significant role on the perceptions of customers towards the hedonic and utilitarian values offered by the restaurants, including post-service consumption intention to revisit and state of loyalty.

Table 4.22 Descriptive Profile of Variables When Viewed from the Differences in Education Level

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	High School	7	3.8961	.16116	.06091
	University: Bachelor	257	3.6657	.60297	.03761
	University: Higher Than Bachelor	120	4.0265	.43132	.03937
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	High School	7	4.1513	.30727	.11614
	University: Bachelor	257	3.6837	.54484	.03399
	University: Higher Than Bachelor	120	3.9103	.42712	.03899
	Total	384	3.7630	.51996	.02653
Empathy Perception	High School	7	4.0159	.22616	.08548
	University: Bachelor	257	3.6412	.60371	.03766
	University: Higher Than Bachelor	120	3.9639	.44727	.04083
	Total	384	3.7488	.57458	.02932
Assurance Perception	High School	7	3.7937	.33597	.12698
	University: Bachelor	257	3.6779	.58660	.03659
	University: Higher Than Bachelor	120	3.8491	.40788	.03723
	Total	384	3.7335	.53832	.02747
Pricing Perception	High School	7	3.5000	.70711	.26726
	University: Bachelor	257	3.5905	.66500	.04148
	University: Higher Than Bachelor	120	3.8771	.42996	.03925
	Total	384	3.6784	.61563	.03142
Reliability Perception	High School	7	3.7857	.26726	.10102
	University: Bachelor	257	3.6122	.61419	.03831
	University: Higher Than Bachelor	120	3.9931	.37635	.03436
	Total	384	3.7344	.57298	.02924

Table 4.22 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Responsiveness Perception	High School	7	4.1607	.32043	.12111
	University: Bachelor	257	3.5880	.62125	.03875
	University: Higher Than Bachelor	120	3.9698	.38142	.03482
	Total	384	3.7178	.58272	.02974
Hedonic Value	High School	7	4.0357	.26726	.10102
	University: Bachelor	257	3.8307	.46828	.02921
	University: Higher Than Bachelor	120	3.8104	.39428	.03599
	Total	384	3.8281	.44372	.02264
Utilitarian Value	High School	7	4.0571	.32071	.12122
	University: Bachelor	257	3.9035	.54746	.03415
	University: Higher Than Bachelor	120	4.0150	.30696	.02802
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	High School	7	3.9365	.16798	.06349
	University: Bachelor	257	3.8725	.54408	.03394
	University: Higher Than Bachelor	120	3.7926	.44838	.04093
	Total	384	3.8487	.51213	.02613
Behavioral Intention	High School	7	4.0000	.50000	.18898
	University: Bachelor	257	3.9099	.60755	.03790
	University: Higher Than Bachelor	120	3.8139	.43600	.03980
	Total	384	3.8815	.55851	.02850
Customer Loyalty	High School	7	3.9143	.50143	.18952
	University: Bachelor	257	3.9051	.56321	.03513
	University: Higher Than Bachelor	120	3.9217	.44781	.04088
	Total	384	3.9104	.52756	.02692

Table 4.23 ANOVA Test Result of Variables When Viewed from the Differences in Education Level

ANOVA		Sum of		Mean		
		Squares	df	Square	F	Sig.
Food Product Perception	Between Groups	10.740	2	5.370	17.734	.000
	Within Groups	115.371	381	.303		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	5.276	2	2.638	10.227	.000
	Within Groups	98.270	381	.258		
	Total	103.546	383			
Empathy Perception	Between Groups	9.029	2	4.514	14.649	.000
	Within Groups	117.415	381	.308		
	Total	126.444	383			
Assurance Perception	Between Groups	2.422	2	1.211	4.251	.015
	Within Groups	108.566	381	.285		
	Total	110.988	383			
Pricing Perception	Between Groups	6.947	2	3.473	9.575	.000
	Within Groups	138.209	381	.363		
	Total	145.156	383			
Reliability Perception	Between Groups	11.885	2	5.943	19.886	.000
	Within Groups	113.855	381	.299		
	Total	125.740	383			
Responsiveness Perception	Between Groups	13.321	2	6.660	21.739	.000
	Within Groups	116.734	381	.306		
	Total	130.054	383			
Hedonic Value	Between Groups	.341	2	.171	.865	.422
	Within Groups	75.065	381	.197		
	Total	75.406	383			

Table 4.23 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Utilitarian Value	Between Groups	1.113	2	.556	2.394	.093
	Within Groups	88.557	381	.232		
	Total	89.670	383			
Customer Satisfaction	Between Groups	.577	2	.288	1.100	.334
	Within Groups	99.876	381	.262		
	Total	100.453	383			
Behavioral Intention	Between Groups	.854	2	.427	1.371	.255
	Within Groups	118.616	381	.311		
	Total	119.470	383			
Customer Loyalty	Between Groups	.023	2	.011	.041	.960
	Within Groups	106.576	381	.280		
	Total	106.598	383			

In the occupation aspect, ANOVA results presented in Table 4.24 and Table 4.25 show significant differences across all the variables, highlighting particularly that student customers generally have the lowest scores on the different aspects of service quality, and the customers from the private sectors have the highest scores, on their perceived quality, the values received, and be loyal. Nevertheless, the interpretation and assertion have to be taken cautiously as the number of respondents of the private sectors is only 12, and this is a limitation caused by convenience sampling.

Table 4.24 Descriptive Profile of Variables When Viewed from the Differences in Occupation

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	Student	260	3.6846	.62144	.03854
	Self Employed	13	3.9860	.43416	.12041
	Private Sector Employee	12	4.3939	.07077	.02043
	Government Sector Employee	99	3.9394	.37550	.03774
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	Student	260	3.6905	.55510	.03443
	Self Employed	13	3.6018	.37601	.10429
	Private Sector Employee	12	4.2402	.31871	.09200
	Government Sector Employee	99	3.9168	.37992	.03818
	Total	384	3.7630	.51996	.02653
Empathy Perception	Student	260	3.6423	.60742	.03767
	Self Employed	13	3.5128	.78638	.21810
	Private Sector Employee	12	4.2778	.24845	.07172
	Government Sector Employee	99	3.9955	.31504	.03166
	Total	384	3.7488	.57458	.02932
Assurance Perception	Student	260	3.6598	.61276	.03800
	Self Employed	13	3.5812	.36332	.10077
	Private Sector Employee	12	3.8426	.16038	.04630
	Government Sector Employee	99	3.9338	.24841	.02497
	Total	384	3.7335	.53832	.02747
Pricing Perception	Student	260	3.5644	.64942	.04028
	Self Employed	13	4.4038	.19199	.05325
	Private Sector Employee	12	4.0625	.45383	.13101
	Government Sector Employee	99	3.8359	.43764	.04398
	Total	384	3.6784	.61563	.03142
Reliability Perception	Student	260	3.6122	.61103	.03789
	Self Employed	13	3.8205	.23035	.06389
	Private Sector Employee	12	4.3333	.31782	.09175
	Government Sector Employee	99	3.9714	.37042	.03723
	Total	384	3.7344	.57298	.02924
Responsiveness Perception	Student	260	3.5764	.59780	.03707
	Self Employed	13	3.6058	.30553	.08474
	Private Sector Employee	12	4.3958	.24328	.07023
	Government Sector Employee	99	4.0215	.40051	.04025
	Total	384	3.7178	.58272	.02974

Table 4.24 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Hedonic Value	Student				
	Self Employed	13	3.4808	.95993	.26624
	Private Sector Employee	12	3.8750	.37689	.10880
	Government Sector Employee	99	3.7551	.16358	.01644
	Total	384	3.8281	.44372	.02264
Utilitarian Value	Student	260	3.9115	.54992	.03410
	Self Employed	13	3.8923	.37072	.10282
	Private Sector Employee	12	4.3500	.30896	.08919
	Government Sector Employee	99	3.9758	.25278	.02541
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	Student	260	3.9188	.54534	.03382
	Self Employed	13	3.0513	.19571	.05428
	Private Sector Employee	12	4.2315	.50019	.14439
	Government Sector Employee	99	3.7228	.27372	.02751
	Total	384	3.8487	.51213	.02613
Behavioral Intention	Student	260	3.9667	.61457	.03811
	Self Employed	13	3.3846	.33599	.09319
	Private Sector Employee	12	3.9722	.36121	.10427
	Government Sector Employee	99	3.7121	.33233	.03340
	Total	384	3.8815	.55851	.02850
Customer Loyalty	Student	260	3.9246	.57045	.03538
	Self Employed	13	3.4154	.80607	.22356
	Private Sector Employee	12	4.2500	.30896	.08919
	Government Sector Employee	99	3.8970	.30015	.03017
	Total	384	3.9104	.52756	.02692

Table 4.25 ANOVA Test Result of the Variables When Viewed from the Differences in Occupation

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	9.953	3	3.318	10.853	.000
	Within Groups	116.158	380	.306		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	6.779	3	2.260	8.874	.000
	Within Groups	96.766	380	.255		
	Total	103.546	383			
Empathy Perception	Between Groups	13.056	3	4.352	14.585	.000
	Within Groups	113.388	380	.298		
	Total	126.444	383			
Assurance Perception	Between Groups	5.827	3	1.942	7.018	.000
	Within Groups	105.161	380	.277		
	Total	110.988	383			
Pricing Perception	Between Groups	14.444	3	4.815	13.997	.000
	Within Groups	130.712	380	.344		
	Total	145.156	383			
Reliability Perception	Between Groups	13.845	3	4.615	15.672	.000
	Within Groups	111.895	380	.294		
	Total	125.740	383			
Responsiveness Perception	Between Groups	20.004	3	6.668	23.025	.000
	Within Groups	110.050	380	.290		
	Total	130.054	383			
Hedonic Value	Between Groups	2.605	3	.868	4.532	.004
	Within Groups	72.801	380	.192		
	Total	75.406	383			
Utilitarian Value	Between Groups	2.383	3	.794	3.459	.017
	Within Groups	87.286	380	.230		
	Total	89.670	383			

Table 4.25 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction	Between Groups	12.872	3	4.291	18.617	.000
	Within Groups	87.581	380	.230		
	Total	100.453	383			
Behavioral Intention	Between Groups	8.034	3	2.678	9.133	.000
	Within Groups	111.435	380	.293		
	Total	119.470	383			
Customer Loyalty	Between Groups	4.640	3	1.547	5.764	.001
	Within Groups	101.958	380	.268		
	Total	106.598	383			

On the aspect of income, the results of the ANOVA test presented in Table 4.26 and Table 4.27 show the significant role of income level. Specifically, the lowest income has the lowest scores on service quality, values perceived, and their behavioral intention and loyalty. In addition, although not strongly supported, there is a general trend that the higher the income groups, the higher level of agreement towards the different aspects of service quality and values received, both hedonic and utility, and also are more loyal. Nevertheless, due to lower number of respondents in the survey, the interpretation as such has to be cautioned.

Table 4.26 Descriptive Profile of Variables When Viewed from the Differences in Income Level

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	Less Than USD 300	206	3.6271	.61267	.04269
	USD 300-Less Than 1000	153	3.9881	.45295	.03662
	USD 1000-Less Than USD 2000	12	3.8258	.41471	.11972
	Over USD 2000	13	3.7902	.62034	.17205
	Total	384	3.7827	.57382	.02928

Table 4.26 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Facility and Service Tangible Perception	Less Than USD 300	206	3.6191	.56564	.03941
	USD 300-Less Than 1000	153	3.9393	.37644	.03043
	USD 1000-Less Than USD 2000	12	3.9902	.39487	.11399
	Over USD 2000	13	3.7602	.64949	.18014
	Total	384	3.7630	.51996	.02653
Empathy Perception	Less Than USD 300	206	3.5890	.59220	.04126
	USD 300-Less Than 1000	153	3.9463	.46238	.03738
	USD 1000-Less Than USD 2000	12	3.9722	.63763	.18407
	Over USD 2000	13	3.7521	.69263	.19210
	Total	384	3.7488	.57458	.02932
Assurance Perception	Less Than USD 300	206	3.6338	.60873	.04241
	USD 300-Less Than 1000	153	3.8722	.38443	.03108
	USD 1000-Less Than USD 2000	12	3.7593	.59522	.17182
	Over USD 2000	13	3.6581	.54709	.15173
	Total	384	3.7335	.53832	.02747
Pricing Perception	Less Than USD 300				
	USD 300-Less Than 1000	153	3.8889	.48403	.03913
	USD 1000-Less Than USD 2000	12	4.0625	.33920	.09792
	Over USD 2000	13	3.9615	.46599	.12924
	Total	384	3.6784	.61563	.03142
Reliability Perception	Less Than USD 300	206	3.5736	.60874	.04241
	USD 300-Less Than 1000	153	3.9281	.41392	.03346
	USD 1000-Less Than USD 2000	12	3.6250	.73211	.21134
	Over USD 2000	13	4.1026	.63661	.17656
	Total	384	3.7344	.57298	.02924
Responsiveness Perception	Less Than USD 300	206	3.5504	.59235	.04127
	USD 300-Less Than 1000	153	3.9338	.50574	.04089
	USD 1000-Less Than USD 2000	12	3.9063	.64210	.18536
	Over USD 2000	13	3.6538	.33132	.09189
	Total	384	3.7178	.58272	.02974

Table 4.26 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Hedonic Value	Less Than USD 300	206	3.8192	.48991	.03413
	USD 300-Less Than 1000	153	3.8366	.33727	.02727
	USD 1000-Less Than USD 2000	12	4.0625	.38620	.11149
	Over USD 2000	13	3.6538	.71835	.19923
	Total	384	3.8281	.44372	.02264
Utilitarian Value	Less Than USD 300	206	3.8563	.56769	.03955
	USD 300-Less Than 1000	153	4.0850	.31262	.02527
	USD 1000-Less Than USD 2000	12	3.9333	.33394	.09640
	Over USD 2000	13	3.6000	.33665	.09337
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	Less Than USD 300	206	3.8533	.57515	.04007
	USD 300-Less Than 1000	153	3.8046	.35114	.02839
	USD 1000-Less Than USD 2000	12	4.2963	.40015	.11551
	Over USD 2000	13	3.8803	.88595	.24572
	Total	384	3.8487	.51213	.02613
Behavioral Intention	Less Than USD 300	206	3.8794	.65758	.04582
	USD 300-Less Than 1000	153	3.8486	.34696	.02805
	USD 1000-Less Than USD 2000	12	4.2083	.39648	.11445
	Over USD 2000	13	4.0000	.87401	.24241
	Total	384	3.8815	.55851	.02850
Customer Loyalty	Less Than USD 300	206	3.8330	.61022	.04252
	USD 300-Less Than 1000	153	3.9765	.34255	.02769
	USD 1000-Less Than USD 2000	12	4.4000	.29542	.08528
	Over USD 2000	13	3.9077	.74662	.20707
	Total	384	3.9104	.52756	.02692

Table 4.27 ANOVA Test Result of Variables When Viewed from the Difference in Income Level

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	11.467	3	3.822	12.669	.000
	Within Groups	114.644	380	.302		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	9.640	3	3.213	13.003	.000
	Within Groups	93.906	380	.247		
	Total	103.546	383			
Empathy Perception	Between Groups	11.825	3	3.942	13.068	.000
	Within Groups	114.619	380	.302		
	Total	126.444	383			
Assurance Perception	Between Groups	5.074	3	1.691	6.068	.000
	Within Groups	105.914	380	.279		
	Total	110.988	383			
Pricing Perception	Between Groups	17.554	3	5.851	17.425	.000
	Within Groups	127.602	380	.336		
	Total	145.156	383			
Reliability Perception	Between Groups	12.971	3	4.324	14.570	.000
	Within Groups	112.768	380	.297		
	Total	125.740	383			
Responsiveness Perception	Between Groups	13.394	3	4.465	14.543	.000
	Within Groups	116.660	380	.307		
	Total	130.054	383			
Hedonic Value	Between Groups	1.082	3	.361	1.843	.139
	Within Groups	74.325	380	.196		
	Total	75.406	383			
Utilitarian Value	Between Groups	6.161	3	2.054	9.345	.000
	Within Groups	83.509	380	.220		
	Total	89.670	383			

Table 4.27 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction	Between Groups	2.718	3	.906	3.523	.015
	Within Groups	97.735	380	.257		
	Total	100.453	383			
Behavioral Intention	Between Groups	1.631	3	.544	1.753	.156
	Within Groups	117.839	380	.310		
	Total	119.470	383			
Customer Loyalty	Between Groups	4.778	3	1.593	5.944	.001
	Within Groups	101.820	380	.268		
	Total	106.598	383			

From the significance of the differences shown by the perceptions levels of the different customer groups who spent in different amounts for each of the dining, in Table 4.28 and Table 4.29, the “amount spent” can be inferred as useful proxy to indicate the levels of satisfaction towards the various aspects of service quality, the hedonic and utilitarian values received, as well as showing higher levels of behavioral intention and loyalty.

Table 4.28 Descriptive Profile of Variables When Viewed from the Differences in Amount Spent in Each Dining

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	Less Than USD 30	276	3.7151	.60526	.03643
	USD 30-50	103	3.9373	.44281	.04363
	Over USD 50	5	4.3273	.19917	.08907
	Total	384	3.7827	.57382	.02928

Table 4.28 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Facility and Service Tangible Perception	Less Than USD 30	276	3.6355	.49472	.02978
	USD 30-50	103	4.0674	.43472	.04283
	Over USD 50	5	4.5294	0.00000	0.00000
	Total	384	3.7630	.51996	.02653
Empathy Perception	Less Than USD 30	276	3.6598	.58334	.03511
	USD 30-50	103	3.9590	.48557	.04784
	Over USD 50	5	4.3333	.30429	.13608
	Total	384	3.7488	.57458	.02932
Assurance Perception	Less Than USD 30	276	3.6610	.53991	.03250
	USD 30-50	103	3.9040	.49692	.04896
	Over USD 50	5	4.2222	0.00000	0.00000
	Total	384	3.7335	.53832	.02747
Pricing Perception	Less Than USD 30	276	3.5842	.63848	.03843
	USD 30-50	103	3.9150	.48829	.04811
	Over USD 50	5	4.0000	0.00000	0.00000
	Total	384	3.6784	.61563	.03142
Reliability Perception	Less Than USD 30	276	3.6159	.55217	.03324
	USD 30-50	103	4.0065	.50538	.04980
	Over USD 50	5	4.6667	0.00000	0.00000
	Total	384	3.7344	.57298	.02924
Responsiveness Perception	Less Than USD 30	276	3.6259	.58708	.03534
	USD 30-50	103	3.9502	.51430	.05068
	Over USD 50	5	4.0000	0.00000	0.00000
	Total	384	3.7178	.58272	.02974
Hedonic Value	Less Than USD 30	276	3.6259	.58708	.03534
	USD 30-50	103	3.9502	.51430	.05068
	Over USD 50	5	4.0000	0.00000	0.00000
	Total	384	3.7178	.58272	.02974
Utilitarian Value	Less Than USD 30	276	3.6259	.58708	.03534
	USD 30-50	103	3.9502	.51430	.05068
	Over USD 50	5	4.0000	0.00000	0.00000
	Total	384	3.7178	.58272	.02974

Table 4.28 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Customer Satisfaction	Less Than USD 30	276	3.7307	.44874	.02701
	USD 30-50	103	4.1143	.52910	.05213
	Over USD 50	5	4.8889	0.00000	0.00000
	Total	384	3.8487	.51213	.02613
Behavioral Intention	Less Than USD 30	276	3.7506	.52175	.03141
	USD 30-50	103	4.1780	.49080	.04836
	Over USD 50	5	5.0000	0.00000	0.00000
	Total	384	3.8815	.55851	.02850
Customer Loyalty	Less Than USD 30	276	3.8138	.51135	.03078
	USD 30-50	103	4.1262	.47855	.04715
	Over USD 50	5	4.8000	0.00000	0.00000
	Total	384	3.9104	.52756	.02692

Table 4.29 ANOVA Test Result of Variables When Viewed from the Difference in Amount Spent in Each Dining

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	5.208	2	2.604	8.205	.000
	Within Groups	120.903	381	.317		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	16.963	2	8.482	37.323	.000
	Within Groups	86.582	381	.227		
	Total	103.546	383			
Empathy Perception	Between Groups	8.445	2	4.222	13.633	.000
	Within Groups	117.999	381	.310		
	Total	126.444	383			
Assurance Perception	Between Groups	5.638	2	2.819	10.194	.000
	Within Groups	105.350	381	.277		
	Total	110.988	383			
Pricing Perception	Between Groups	8.732	2	4.366	12.194	.000
	Within Groups	136.423	381	.358		
	Total	145.156	383			
Reliability Perception	Between Groups	15.843	2	7.921	27.463	.000
	Within Groups	109.897	381	.288		
	Total	125.740	383			

Table 4.29 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Responsiveness Perception	Between Groups	8.294	2	4.147	12.976	.000
	Within Groups	121.760	381	.320		
	Total	130.054	383			
Hedonic Value	Between Groups	4.494	2	2.247	12.072	.000
	Within Groups	70.912	381	.186		
	Total	75.406	383			
Utilitarian Value	Between Groups	12.130	2	6.065	29.801	.000
	Within Groups	77.540	381	.204		
	Total	89.670	383			
Customer Satisfaction	Between Groups	16.523	2	8.262	37.503	.000
	Within Groups	83.930	381	.220		
	Total	100.453	383			
Behavioral Intention	Between Groups	20.039	2	10.019	38.392	.000
	Within Groups	99.431	381	.261		
	Total	119.470	383			
Customer Loyalty	Between Groups	11.331	2	5.666	22.659	.000
	Within Groups	95.267	381	.250		
	Total	106.598	383			

The variable “last visit,” as shown in Table 4.30 and Table 4.31, the outcomes of ANOVA test, can also be used effectively as a proxy to measure the levels of satisfaction towards the different aspects of service quality and the customer value offered by the restaurants, and customer loyalty. Nevertheless, the rationales behind the proxy effect of “last visit” are not exactly known, which could be further researched, but some of the reasons could be fresher memory, or higher patronage frequency, as indicated in Table 4.13.

Table 4.30 Descriptive Profile of Variables When Viewed from the Differences of Last Visit

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	< 1 Month	208	3.8855	.54311	.03766
	1 - Less Than 3 Months	117	3.6542	.58029	.05365
	3 - Less Than 6 Months	23	4.0791	.59946	.12500
	More than 6 Months Ago	36	3.4167	.45083	.07514
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	< 1 Month	208	3.8320	.49728	.03448
	1 - Less Than 3 Months	117	3.6732	.52769	.04878
	3 - Less Than 6 Months	23	3.8747	.57123	.11911
	More than 6 Months Ago	36	3.5850	.52140	.08690
	Total	384	3.7630	.51996	.02653
Empathy Perception	< 1 Month	208	3.8755	.52956	.03672
	1 - Less Than 3 Months	117	3.6372	.59611	.05511
	3 - Less Than 6 Months	23	3.6860	.62823	.13099
	More than 6 Months Ago	36	3.4198	.52662	.08777
	Total	384	3.7488	.57458	.02932
Assurance Perception	< 1 Month	208	3.8483	.49355	.03422
	1 - Less Than 3 Months	117	3.6600	.55981	.05175
	3 - Less Than 6 Months	23	3.5990	.62472	.13026
	More than 6 Months Ago	36	3.3951	.46949	.07825
	Total	384	3.7335	.53832	.02747
Pricing Perception	< 1 Month	208	3.7704	.60881	.04221
	1 - Less Than 3 Months	117	3.5962	.62357	.05765
	3 - Less Than 6 Months	23	3.5761	.46731	.09744
	More than 6 Months Ago	36	3.4792	.63913	.10652
	Total	384	3.6784	.61563	.03142
Reliability Perception	< 1 Month	208	3.8365	.54011	.03745
	1 - Less Than 3 Months	117	3.6781	.63152	.05838
	3 - Less Than 6 Months	23	3.6159	.46448	.09685
	More than 6 Months Ago	36	3.4028	.46355	.07726
	Total	384	3.7344	.57298	.02924

Table 4.30 (continued)

	Descriptives	N	Mean	Std. Deviation	Std. Error
Responsiveness Perception	< 1 Month				
	1 - Less Than 3 Months	117	3.6068	.54764	.05063
	3 - Less Than 6 Months	23	3.7446	.58324	.12161
	More than 6 Months Ago	36	3.4236	.62126	.10354
	Total	384	3.7178	.58272	.02974
Hedonic Value	< 1 Month	208	3.8498	.36937	.02561
	1 - Less Than 3 Months	117	3.8397	.52774	.04879
	3 - Less Than 6 Months	23	3.7609	.49128	.10244
	More than 6 Months Ago	36	3.7083	.50178	.08363
	Total	384	3.8281	.44372	.02264
Utilitarian Value	< 1 Month	208	3.9827	.48043	.03331
	1 - Less Than 3 Months	117	3.9419	.46835	.04330
	3 - Less Than 6 Months	23	3.8957	.55225	.11515
	More than 6 Months Ago	36	3.7278	.46880	.07813
	Total	384	3.9411	.48386	.02469
Customer Satisfaction	< 1 Month	208	3.8830	.49198	.03411
	1 - Less Than 3 Months	117	3.8395	.52145	.04821
	3 - Less Than 6 Months	23	3.8841	.58265	.12149
	More than 6 Months Ago	36	3.6574	.52746	.08791
	Total	384	3.8487	.51213	.02613
Behavioral Intention	< 1 Month	208	3.9223	.54307	.03765
	1 - Less Than 3 Months	117	3.8533	.54323	.05022
	3 - Less Than 6 Months	23	3.9058	.66063	.13775
	More than 6 Months Ago	36	3.7222	.61464	.10244
	Total	384	3.8815	.55851	.02850
Customer Loyalty	< 1 Month	208	4.0115	.46673	.03236
	1 - Less Than 3 Months	117	3.8393	.53642	.04959
	3 - Less Than 6 Months	23	3.7391	.74696	.15575
	More than 6 Months Ago	36	3.6667	.54301	.09050
	Total	384	3.9104	.52756	.02692

Table 4.31 ANOVA Test Result of Variables When Viewed from the Differences in Last Visit

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	10.972	3	3.657	12.070	.000
	Within Groups	115.139	380	.303		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	3.362	3	1.121	4.251	.006
	Within Groups	100.184	380	.264		
	Total	103.546	383			
Empathy Perception	Between Groups	8.786	3	2.929	9.458	.000
	Within Groups	117.658	380	.310		
	Total	126.444	383			
Assurance Perception	Between Groups	7.912	3	2.637	9.723	.000
	Within Groups	103.076	380	.271		
	Total	110.988	383			
Pricing Perception	Between Groups	4.223	3	1.408	3.795	.011
	Within Groups	140.933	380	.371		
	Total	145.156	383			
Reliability Perception	Between Groups	6.823	3	2.274	7.268	.000
	Within Groups	118.917	380	.313		
	Total	125.740	383			
Responsiveness Perception	Between Groups	7.104	3	2.368	7.319	.000
	Within Groups	122.950	380	.324		
	Total	130.054	383			
Hedonic Value	Between Groups	.734	3	.245	1.245	.293
	Within Groups	74.672	380	.197		
	Total	75.406	383			
Utilitarian Value	Between Groups	2.046	3	.682	2.957	.032
	Within Groups	87.624	380	.231		
	Total	89.670	383			
Customer Satisfaction	Between Groups	1.601	3	.534	2.051	.106
	Within Groups	98.852	380	.260		
	Total	100.453	383			
Behavioral Intention	Between Groups	1.366	3	.455	1.465	.224
	Within Groups	118.104	380	.311		
	Total	119.470	383			
Customer Loyalty	Between Groups	5.532	3	1.844	6.933	.000
	Within Groups	101.066	380	.266		
	Total	106.598	383			

On the aspect of “accompaniment” in the dining, as shown in Table 4.32 and Table 4.33, it shows the ANOVA test has to be cautioned, as there are in-equal number of the respondents in each of the category. Nevertheless, the customers with friends do seem to

perceive higher than being alone, across most of the antecedent service quality and values perception, including being loyal.

Table 4.32 Descriptive Profile of Variables When Viewed from the Differences in Member Accompanying

Descriptives		N	Mean	Std. Deviation	Std. Error
Food Product Perception	Alone	6	3.2727	.00000	.00000
	Friends	348	3.7819	.57408	.03077
	Colleagues	30	3.8939	.58190	.10624
	Total	384	3.7827	.57382	.02928
Facility and Service Tangible Perception	Alone	6	3.1176	.25775	.10523
	Friends	348	3.7733	.51849	.02779
	Colleagues	30	3.7725	.50478	.09216
	Total	384	3.7630	.51996	.02653
Empathy Perception	Alone	6	3.1111	0.00000	0.00000
	Friends	348	3.7653	.56545	.03031
	Colleagues	30	3.6852	.66544	.12149
	Total	384	3.7488	.57458	.02932
Assurance Perception	Alone	6	2.9444	.06086	.02485
	Friends	348	3.7516	.52648	.02822
	Colleagues	30	3.6815	.61188	.11171
	Total	384	3.7335	.53832	.02747
Pricing Perception	Alone	6	2.8750	.13693	.05590
	Friends	348	3.6889	.56943	.03052
	Colleagues	30	3.7167	.99293	.18128
	Total	384	3.6784	.61563	.03142
Reliability Perception	Alone	6	3.1667	.36515	.14907
	Friends	348	3.7342	.56896	.03050
	Colleagues	30	3.8500	.59909	.10938
	Total	384	3.7344	.57298	.02924
Responsiveness Perception	Alone	6	2.9375	.20540	.08385
	Friends	348	3.7324	.57247	.03069
	Colleagues	30	3.7042	.65364	.11934
	Total	384	3.7178	.58272	.02974
Hedonic Value	Alone	6	3.5000	0.00000	0.00000
	Friends	348	3.8542	.41028	.02199
	Colleagues	30	3.5917	.70553	.12881
	Total	384	3.8281	.44372	.02264
Utilitarian Value	Alone	6	3.3000	.10954	.04472
	Friends	348	3.9592	.46757	.02506
	Colleagues	30	3.8600	.61510	.11230
	Total	384	3.9411	.48386	.02469

Table 4.32 (continued)

Descriptives		N	Mean	Std. Deviation	Std. Error
Customer Satisfaction	Alone	6	4.0556	.30429	.12423
	Friends	348	3.8624	.50094	.02685
	Colleagues	30	3.6481	.62656	.11439
	Total	384	3.8487	.51213	.02613
Behavioral Intention	Alone	6	3.7500	.09129	.03727
	Friends	348	3.8975	.53820	.02885
	Colleagues	30	3.7222	.78703	.14369
	Total	384	3.8815	.55851	.02850
Customer Loyalty	Alone	6	3.6000	.21909	.08944
	Friends	348	3.9414	.49923	.02676
	Colleagues	30	3.6133	.75005	.13694
	Total	384	3.9104	.52756	.02692

Table 4.33 ANOVA Test Result of Variables When Viewed from the Difference of Member Accompanying

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Food Product Perception	Between Groups	1.932	2	.966	2.964	.053
	Within Groups	124.179	381	.326		
	Total	126.111	383			
Facility and Service Tangible Perception	Between Groups	2.539	2	1.269	4.788	.009
	Within Groups	101.007	381	.265		
	Total	103.546	383			
Empathy Perception	Between Groups	2.656	2	1.328	4.088	.018
	Within Groups	123.788	381	.325		
	Total	126.444	383			
Assurance Perception	Between Groups	3.931	2	1.965	6.995	.001
	Within Groups	107.057	381	.281		
	Total	110.988	383			
Pricing Perception	Between Groups	3.955	2	1.978	5.336	.005
	Within Groups	141.200	381	.371		
	Total	145.156	383			

Table 4.33 (continued)

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Reliability Perception	Between Groups	2.335	2	1.167	3.604	.028
	Within Groups	123.405	381	.324		
	Total	125.740	383			
Responsiveness Perception	Between Groups	3.733	2	1.866	5.630	.004
	Within Groups	126.321	381	.332		
	Total	130.054	383			
Hedonic Value	Between Groups	2.559	2	1.280	6.693	.001
	Within Groups	72.847	381	.191		
	Total	75.406	383			
Utilitarian Value	Between Groups	2.777	2	1.389	6.089	.002
	Within Groups	86.893	381	.228		
	Total	89.670	383			
Customer Satisfaction	Between Groups	1.529	2	.764	2.944	.054
	Within Groups	98.924	381	.260		
	Total	100.453	383			
Behavioral Intention	Between Groups	.954	2	.477	1.533	.217
	Within Groups	118.516	381	.311		
	Total	119.470	383			
Customer Loyalty	Between Groups	3.560	2	1.780	6.581	.002
	Within Groups	103.039	381	.270		
	Total	106.598	383			

CHAPTER 5

CONCLUSION AND IMPLICATION

5.1 Introduction

As further discussed in Creswell (2013), a good quantitative research objective should also suggest the theoretical base of the research. Based on the exchange school of marketing theory, pioneered by Kotler, Kartajaya, Huan & Liu (2008), value customers perceived important could be represented by what the customers perceived (i.e. functional benefit, emotional benefit) they receive relative to what they have paid for, i.e. the price paid and the service received. To implement this, hypotheses that attempt to establish the relationships between service quality, pricing and both hedonic and utilitarian values were established. Functional benefit is a “benefit based on a product attribute that provides functional utility to customers” (Kotler et al., 2008, p. 99) whereas emotional benefit, also known as hedonic value, is a “benefit based on a product attribute that provides emotional utility” (p. 103). Pricing is asserted in Kotler et al. (2008) to have a significant role for the customers in the decision making process.

Nevertheless, what is missing in Kotler et al.’s (2008) formula in the implementation of the exchange school of marketing theory is customer satisfaction, which according to Oliver (1993), is the core philosophy of marketing strategy for any organization . As theoretical base to the research objective further, customers are satisfied when they perceive they receive the values of the products and services (Spinelli & Canavos, 2000), i.e. through authentic food that make customers enjoying the meals, and the cultural design and environment of the restaurants which are used to increase the satisfaction of customers.

To address the research objective, four hypotheses were raised, and numerous psychographics and demographics oriented questions were also raised, as follows:

Hypothesis 1 (H1): The higher the level of service quality and customer value, the higher the level of customer satisfaction. Customer satisfaction is a key goal of marketing strategy that aims to generate repeat sales (Ryu & Han, 2010).

Hypothesis 2 (H2): Customer satisfaction is a significant factor influencing customer's behavioral intention.

Hypothesis 3 (H3): Customer satisfaction and behavioral intention are significant factors influencing customer loyalty.

Hypothesis 4 (H4): The higher level of service quality, the higher the perceived customer value (both hedonic and utilitarian values).

Relevant demographics and relevant psychographics questions are:

Are there any significant differences across the involved constructs (service quality, hedonic value, utilitarian value, customer satisfaction, behavioral intention, and customer loyalty) between Japanese and Korean restaurants?

Does the frequency of patronage of the customers cause any significantly comparative differences across the involved constructs and the phenomenon of customer satisfaction, behavioral intention, and customer loyalty?

Are there any significant differences between restaurants located in downtown and small township on service quality factors, customer value (both hedonic and utilitarian values), as well as post-food consumption state of satisfaction, behavioral intention for re-visit, and customer loyalty?

Do any of the following variables cause any significant differences in the perceived levels of the variables involved?

Gender

Age

Nationality

Educational Level

Occupational Level

Income Level

Amount spent for each visit to the restaurant

The duration of last visit

Been there alone, or with friends, or with colleagues.

The research design and survey-based method to address the research objective was outlined in Chapter Three. Chapter Three also detailed how questionnaire items were developed. Chapter Four reported the results of the investigation in detail. This chapter presents the conclusion and implications of the research. Its explicit purpose is to make a distinct contribution to the body of knowledge in the field of marketing.

5.2 Concluding the Research Objective

The research objective is geared towards the using of the perceptions of customers towards the services offered in Korean and Japanese restaurants in Chiang Rai, to study the interrelationship structure among the variables of service quality, pricing, hedonic and utilitarian values perceived by the customers, and the post-consumption variables known as customer satisfaction, behavioral intention and customer loyalty.

While the details of the interrelationships would be discussed in the next Section, this Section stresses on the overall conclusion that addresses the research objective. Basically this research objective demonstrates a structure of stimulus of services to belief in the hedonic and utilitarian values received, to desire as represented by behavioral intention, and finally to response in terms of loyalty commitment. This structure provides empirical evidences that bridge between the two theoretical arguments of Pavlov (1972) and Hansen (1925), which gives a direction of theoretical explanation to the existent SERVQUAL dominated literature (cf. Zeithmal, 1988) and customer value (Sanchez-Fernandez & Iniesta-Bonillo, 2007).

Specifically, the stimulus provided by service quality (represented, for instance, by facility and service tangible, food, pricing, reliability, responsiveness, and assurance) and customer value (hedonic and utilitarian values) received, essentially leads to customer satisfaction, and a desire and belief, manifested as the customer intention to revisit the services offered by the restaurants, which then influence the

states of customer loyalty as a response. This research finding also helps to provide empirical evidences to the working of the Theory of Planned Behaviors (Ajzen, 1985; 1991), while the theoretical explanation of the Theory of Planned Behavior can be established by the interception of the two important theories of Hansen (1925) and Pavlov (1972). Basically, the research finding, when presented in the context of the Theory of Planned Behavior, states that stimulus such as service operations (perceived as service quality by the customers) can help to develop the beliefs of customers, for instance, in terms of behavioral control (the belief that the service match the quality expectation of the customers), which then leads them to desire more hedonic (affective, emotional) or utilitarian (function) values of the food products and services, which then lead the customers to become satisfied, therefore heightening the attention to revisit the restaurants, and become loyal customers.

5.3 Concluding the Hypotheses:

The four hypotheses are supported.

Hypothesis 1 (H1) states that the higher the level of service quality and customer value, the higher the level of customer satisfaction. Customer satisfaction is a key goal of marketing strategy that aims to generate repeat sales (Ryu & Han, 2010). The multivariate regression analysis results indicate a very high R-squared strength, at 0.670, and thus, the variance of customer satisfaction can be significantly explained by the predictors of service quality and customer value. Specifically, the weights of explanation are given in BETA, with the highest belong to utilitarian value at BETA of 0.423, followed by the facility and service tangible domain at BETA of 0.420, then hedonic value at BETA of 0.293, reliability at 0.179, pricing and food product at both -0.186 and -0.183, respectively. According to Cohen (1992), with five predictors, multivariate regression analysis that can demonstrate medium strength of R-squared would need sample size of 126, compared to small R-squared strength which would need a sample size of 901. The sample size requirement would further be dropped if R-squared strength is beyond the medium strength. R-squared at 0.670

is considered higher end, beyond the medium. Thus, the sample size of this research at 384 is beyond the sufficient requirement as discussed in Cohen (1992).

The supported H1 stresses the important roles played by hedonic and utilitarian values, as representing the emotional benefit based on the food and service attributes that provide emotional utility (cf. Kotler et al., 2008) and functional benefit based on the predominantly food product that provides functional utility to the customers cf. Kotler et al. 2008). In addition to the roles played by values customers received, customer satisfaction is also shown to be stimulated by the appropriate service operations qualities, such as attractive and pleasing dining environment and various other aspects of the restaurant service tangibles i.e. cleanliness, design and atmosphere that illustrate Korean/Japanese culture, and the seating arrangements, the reliability of the food served, i.e., food is served at just exactly the desired quality taste, and that the service in general is delivered without mistakes. On the other hand, the research indicates that restaurants would need to improve on both pricing and food product strategies, such as in aspects of value for money, the prices offered in the menu, the promotion campaigns, the innovativeness of the food items offered, as well as other food attributes in terms of freshness, tastiness and varieties of choices, in order to gain satisfaction.

Hypothesis 2 (H2) states that customer satisfaction is a significant factor influencing customer's behavioral intention. H2 is supported as shown by the result of the multivariate regression analysis, in which customer satisfaction (with BETA at 0.880) can explain the variance of behavioral intention at 77.5 per cent, which is considered in higher level of R-squared strength (cf. Cohen, 1991). Behavioral intention has long been considered as an important construct in consumer research which is important in restaurant markets. Theoretical treatments presented in Engel, Kollat and Backwell (1978) and Howard and Sheth (1969) and elsewhere position behavioral intention as a result of trust or belief over the service operations, which are represented by the states of customer satisfaction, induced by their trusts over the quality of the services, in terms of empathy, responsiveness and reliability, and the hedonic and utilitarian values received, as shown in the previous section. Behavioral intention, in sum, implies a desire (i.e. an emotion to react) based on the belief that the restaurants can offer authentic food, of value for money in pricing, and the restaurants

have ethnics oriented landscapes to stimulate the environment of positive dining. Towards this end, it implies to bridge the theory and discipline of environmental psychology (cf. Baker, 1968) that attempts to study the patterns of behavior-environment relationships observed over time. An important aspect of behavior setting is that certain kinds of environment are realistically capable of supporting only certain kinds of behavioral repertoires, i.e. intention and loyalty.

Hypothesis 3 (H3) states that both customer satisfaction and behavioral intention are significant factors explaining the variance of customer loyalty. The results of the multivariate regression identify that both customer satisfaction (Beta weight at 0.343) and behavioral intention (Beta weight at 0.496) can explain the variance of customer loyalty, for 66.3 percent, which is considered higher level of R-squared strength as discussed in Cohen (1991). Specifically, customer satisfaction is a predominantly cognitive determinant of customer loyalty, and as the research results found in Yuksel, Yuksen, and Bilim (2010), loyalty has also cognitive characteristics as a result of evaluative nature of the customers towards the services. Loyal customers, shown by the attitude formed (i.e. I will stick with this restaurant even its price increased; this restaurant is the first choice when I want to have a Korean/Japanese restaurant meals; if there is any new menu by this restaurant, I will definitely try it; and I will no doubt revisit this restaurant again in the future), clearly shows their commitment to repeat patronage as discovered in Oliver (1997), which is molded by the belief or an attitude towards the quality of the restaurant services and the food offered. Loyal customers heighten the switching costs of the customers and prevent them from switching, even prices are increased.

Hypothesis 4 (H4) states that there are positive correlations among service quality, hedonic value and utilitarian value. The multivariate regression analysis shows that there are cross interaction between the two facets of the customer values, namely the hedonic and utilitarian values, as well as the stimulating effects from the services offered. Empathy attribute of service quality, in particular, has strong effect on the perceived emotional or hedonic value, whereas the ability of the services to fulfil quickly and the assured capability of the service staffs and the services in general (including the food served) i.e. staffs know the entire menu and can easily explain, staffs always can recommend the suitable meals according to the needs of the

customers, staffs are consistently courteous, or consistency of services, or the restaurant serves the food exactly as ordered, have strong predicting power on utilitarian value.

In sum, the interrelationship structure of H1 to H4 can be presented in Figure 5.1. To the restaurant owners, both service quality and customer value should be reinforced as important operant conditioning stimulus, and when the customers are pleased with the outcomes of the services and the value, i.e. hedonic and utilitarian values received, the customers form satisfaction and would return to the restaurants repetitively. In this case, the reward as the operant conditioning stimulus is the intrinsic reward that satisfies the hedonic and functional needs of the customers. Perceptions of services and customer values are considered as process of converting sensory input into an understanding of how the services and products are delivered in order to match with the needs, wants and desires of the customers, in terms of both hedonic and utilitarian values. Differentiation of the products, service quality and customer value is thus needed to help the customers form perceptions favorable to the restaurants.

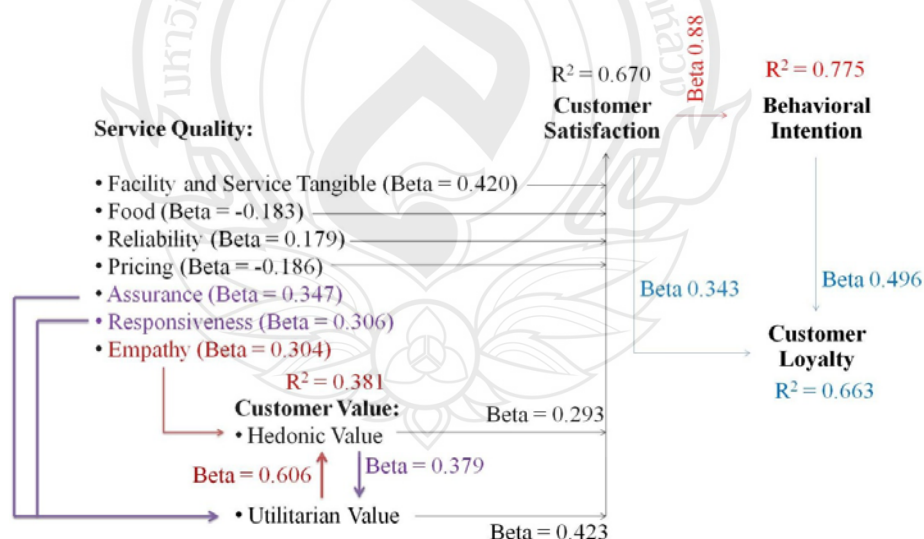


Figure 5.1 The Final Model Validated

5.4 Concluding the Demographics and Psychographics Questions

The t-test results show that customers perceive significantly differences on the hedonic and utilitarian values received, as well as post-service consumption variables in terms of customer satisfaction, behavioral intention and customer loyalty, between Japanese and Korean restaurants. Customers perceive higher level of performance in these variables, with mean 3.9193 versus 3.7397 for hedonic value respectively towards the Japanese restaurants and Korean restaurants; mean of 4.709 versus 3.8154 for utilitarian value; mean of 4.0282 versus 3.6746 for customer satisfaction; mean of 4.0644 versus 3.7043 for behavioral intention; and mean of 4.0011 versus 3.8226 for customer loyalty. Although Japanese restaurants perform better, from the views of the customers, across values and post-service consumption state of satisfaction and loyalty, their performances on the various aspects of service quality do not have any advantages over the Korean counterparts.

An examination into the expected importance of the service quality factors, as perceived importance by the customers, service qualities in all the dimensions are considered important, as shown in Table 4.8, in scale over 4 out of five Likert Scale (“1” strongly disagree, to “2” disagree, to “3” neither disagree to agree, to “4” agree, and “5” strongly agree). Thus, customers agree to strongly agree that meeting the expectations of service quality are important to them. But the actual perceived levels of performance, shown in Table 4.8, show wide performance gaps, in between -0.8066 (for pricing factor) to -0.5663 (on food product). Responsiveness attribute of service quality also shows the weakest performance, with service gap (defined as perceived performance minus the expected importance) at -0.7433. Thus, it implies to the restaurants to need to significantly improve across all the domains of the service quality.

In the scale of responses using five Likert Scale (“1” strongly disagree, to “2” disagree, to “3” neither disagree to agree, to “4” agree, and “5” strongly agree), customer perceptions over customer value and post-service consumption variables are slightly below the “agreeable” level, ranging between 3.8281 (for hedonic value) to 3.9411 mean for utilitarian value. In this aspect, restaurants would also need to

improve their product development, services, and marketing strategies, including the landscapes in order to significantly help to improve the levels of customer satisfaction, behavioral intention to revisit, and customer loyalty.

The correlations analysis performed shows that patronage frequency is a very important proxy indicator which indicates the level of customer loyalty and the reflections of the customers' perceptions over service quality and the perceived hedonic and utilitarian values of the restaurants. Patronage frequency is measured in this research by "1" denoting "not very often," "2" as "not often," "3" as "often," and "4" standing for "very often." The correlations analysis clearly shows that positive relationship with all the variables involved in this research. Thus, marketing strategies that aim to establish continuity of the patronage of the customers, such as by the use of creative promotional campaigns and provision of the attractiveness of the services and customer values provided, should be committed.

In the domain of restaurants located in either urban area or downtown of Chiang Rai, although the downtown restaurants score higher across all the facets of service quality, they nevertheless do not have significant advantages in gaining higher level of customer satisfaction and behavioral intention. There is only slight advantage in terms of customer loyalty for the urban restaurants. Thus, further research can use interviews based data collection approach to shed light on the finding here that "why customers do not show significant higher level of post-service consumption variables?"

In addition, there are numerous domains of information which this research has discovered from either t-test or ANOVA test, as follows:

1. The lowest income of the customer group has the lowest scores on perceived service quality, customer values offered by the restaurants, and their behavioral intention and loyalty. In addition, although not strongly supported, there is a general trend that the higher the income groups, the higher level of agreement towards the different aspects of service quality and values received, both hedonic and utility, and also are more loyal.

2. From the significance of the differences shown by the perception levels of the different customer groups who spent in different amounts for each of the dining, the amount "spent" can be inferred as useful proxy to indicate the levels of

satisfaction towards the various aspects of service quality, the hedonic and utilitarian values received, as well as showing higher levels of behavioral intention and loyalty.

3. From the analysis of ANOVA, the variable “last visit” can be used effectively as a proxy to measure the levels of satisfaction towards the different aspects of service quality and the customer value offered by the restaurants, and customer loyalty, which partly could be due to fresher memory, but may have a lot to do with higher patronage frequency, as has also been identified in this research.

4. On the aspect of “accompaniment,” in the dining, ANOVA test results show that customers being accompanied with friends do seem to perceive higher than being alone across most of the antecedent service quality and values perceptions, including being loyal.

5. Education variable plays no significant role on the perceptions of customers towards the hedonic and utilitarian values offered by the restaurants, including post-service consumption intention to revisit and state of loyalty.

6. In general, the Thai customers have the lower agreement towards the service qualities, hedonic and utilitarian values, customer satisfaction, behavioral intention and customer loyalty.

5.5 Implication to the Theory

The research finding provides two important contributions to the bodies of knowledge in the field of marketing.

First, a critical synthesis and review of the extant literature helps to push the theoretical base of the Theory of Planned Behavior (Ajzen, 1985; 1991) further back to 1920s in a widely acknowledged article in marketing discipline by Hansen (1925) as well in 1972 by Pavlov (1972). The interception of the two important theories and research findings of Hansen (1925) and Pavlov (1972) also can be helped to provide a theoretical explanation to the development of the Theory of Planned Behaviors (Ajzen, 1985; 1991), which has been neglected in the extant literature. The explanation of Figure 1, in view of the Theory of Planned Behavior, states that stimulus such as service operations (perceived as service quality by the customers)

can help to develop the beliefs of customers, for instance, in terms of behavioral control (the belief that the service match the quality expectation of the customers), which then leads them to desire more hedonic (affective, emotional) or utilitarian (functional) values of the products and services, which lead the customers to become satisfied, heightening the intention to revisit the restaurants, and become loyal customers, behaviorally.

Secondly, this research establishes the consumer behavioral study, which thus includes the implication for Theory of Planned Behavior and service quality-customer value relationship, to intellectually rich schools of thoughts of marketing in the aspects of consumer behaviors and exchange theories. Both schools of thought of marketing theories are already covered in the literature review section. As note passing, by “schools” it means the philosophy of the insights and key underlying thoughts and knowledge structure, for the phenomena studied such as marketing and consumer behaviors.

Thirdly, this research shows that behavioral intention can significantly be predicted by the state of customer satisfaction over the services offered and the values (both hedonic and utilitarian values) receive, which implies a desire (i.e. an emotion to react) based on the belief that the restaurants can offer authentic food, of value for money in pricing, and the restaurants have ethnics oriented landscapes to stimulate the environment of positive dining. Towards this end, it implies to bridge the theory and discipline of environmental psychology (cf. Baker, 1968) that attempts to study the patterns of behavior-environment relationships observed over time. An important aspect of behavior setting is that certain kinds of environment are realistically capable of supporting only certain kinds of behavioral repertoires, i.e. intention and loyalty.

5.6 Implication for Restaurant Business

The validated framework that links the aspects of “total give” (i.e. price, service quality received) and “total get” (hedonic value, utilitarian value), to customer satisfaction, behavioral intention, and customer loyalty, provides a pragmatic and practical approach to implement many of the key conceptual concepts advocated by

the exchange school and the consumer behavioral school of marketing theory. Thus, strategically and operationally, this research provides a structure to guide the design and implementation of a restaurant service business model that captures important drivers for, for instance, competitive advantage.

The study for key drivers can be approached from either the business perspective or the customer perspective. In business, key drivers could be identified through resource-based advantage (Barney, Wright, & Ketchen, 2001), whereas from the viewpoint of the customers, service providers could exploit concept of differentiation within the market context or positioning (Porter, 1980) or institutional context (Khanna, 2015), i.e. reflected in the service quality delivered, and the hedonic and utilitarian values offered.

As Slater (1997) asserts in his research, the creation of customer values must be “the reason for the firm’s existence and certainly for its success” (p. 166). While there are a multitude of customer values, this research focuses on hedonic and utilitarian values as well as services-driven quality. Service quality has been acknowledged in the discipline of services marketing as key differentiator and thus Berry, Parasuraman, and Zeithaml (1998) recognize service quality is the most powerful competitive weapon for many leading organizations. Nevertheless, the interrelationship between service quality (offered by the company) and the hedonic and utilitarian values (desired by the customers) are not in particular focused in the existent literature. To this end, Chen (2014) exploited the business model approach (Tan, 2015) as a theoretical base in a survey-based research to provide empirical evidences. This research further validates the interrelationship between service quality and customer values, but has shown further contribution by the ability to establish theoretical bridgest to both exchange and customer behavioral schools of thoughts in the marketing disciplines.

As an example of the implication to the restaurant service provider, a business model sample is developed, which serves a purpose of illustration, in Figure 5.2, which exploits the service quality concept to help deliver hedonic and functional values to the customers.



Figure 5.2 A Business Model Sample

In addition, an examination into the expected importance of the service quality factors, as perceived importance by the customers, service qualities in all the dimensions are considered important, as shown in Table 4.8, in scale over 4 out of five Likert Scale ("1" strongly disagree, to "2" disagree, to "3" neither disagree to agree, to "4" agree, and "5" strongly agree). Thus, customers agree to strongly agree that meeting the expectations of service quality are important to them. But the actual perceived levels of performance, shown in Table 4.8, show wide performance gaps, in between -0.8066 (for pricing factor) to -0.5663 (on food product). Responsiveness attribute of service quality also shows the weakest performance, with service gap (defined as perceived performance minus the expected importance) at -0.7433. Thus, it implies to the restaurants to need to significantly improve across all the domains of the service quality.

Also, in the scale of responses using five Likert Scale ("1" strongly disagree, to "2" disagree, to "3" neither disagree to agree, to "4" agree, and "5" strongly agree), customer perceptions over customer value and post-service consumption variables are slightly below the "agreeable" level, ranging between 3.8281 (for hedonic value) to 3.9411 mean for utilitarian value. In this aspect, restaurants would also need to improve their product development, services, and marketing strategies, including the

landscapes in order to significantly help to improve the levels of customer satisfaction, behavioral intention to revisit, and customer loyalty.

Patronage frequency has been shown in this research as a very important proxy indicator that indicates the state of customer loyalty and the reflections of the customers' perceptions over service quality and the perceived hedonic and utilitarian values of the restaurants. Patronage frequency is measured in this research by "1" denoting "not very often," "2" as "not often," "3" as "often," and "4" standing for "very often." The correlations analysis clearly shows that positive relationship with all the variables involved in this research. Thus, marketing strategies that aim to establish continuity of the patronage of the customers, such as by the use of creative promotional campaigns and provision of the attractiveness of the services and customer values provided, should be committed.

5.7 Recommendation for further research

The current research, although tested the influence by the frequency of patronage, through ANOVA test, does not focus on the relative importance of price relative to other product and service attributes. This would reflect the role played by past experience and familiarity with the restaurant in the influence of consumer behavior. For instance, in Rao and Monroe (1988), it was known that "as consumers become more familiar with the product's intrinsic attributes, price becomes less important as a surrogate for judging quality (Blythe, 2008)."

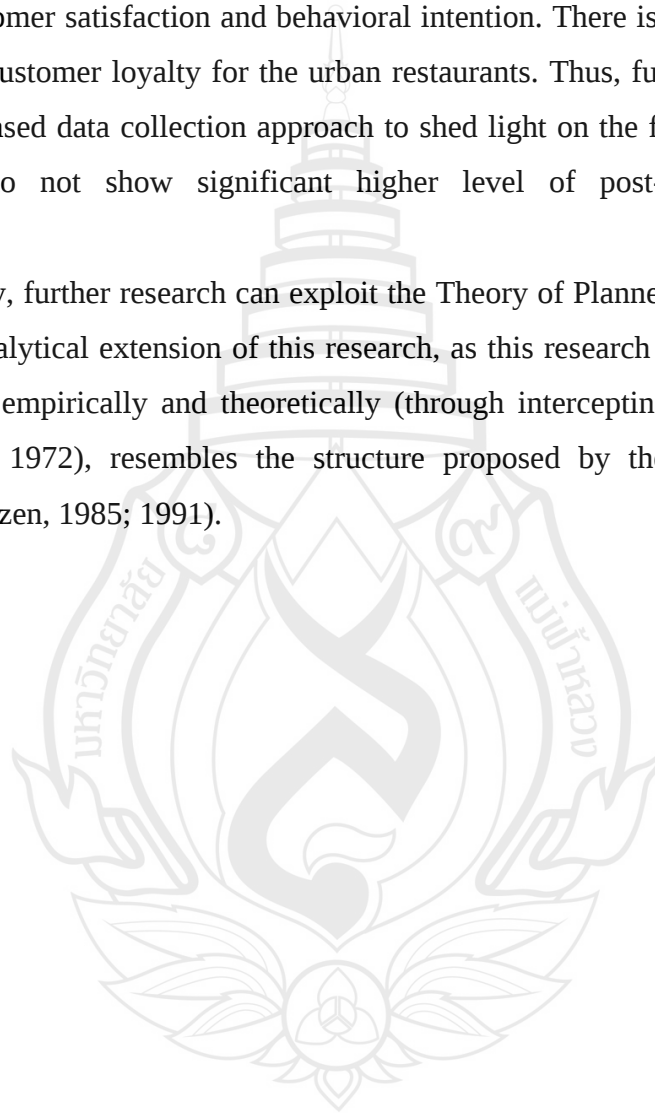
In addition, familiarity can be known as a construct in itself that should be systematically operationalized, for instance, familiarity can include brand recognition of the restaurants. Familiarity clearly has the benefits to motivate patronage as well as in fostering a trusting relationship with the service provider.

Having had a high R-squared in the multivariate regression analysis as shown in the final model, as well as having established a strong theoretical base of this research in the consumer behavior school, exchange school of marketing theory, and theory of planned behavior, further research can expand the sample size to cover the

nationwide sampling population. This would help to further strengthen the validity of the theoretical model and the power of theoretical explanation.

In the domain of restaurants located in either urban area or downtown of Chiang Rai, although the downtown restaurants score higher across all the facets of service quality, they nevertheless do not have significant advantages in gaining higher level of customer satisfaction and behavioral intention. There is only slight advantage in terms of customer loyalty for the urban restaurants. Thus, further research can use interviews based data collection approach to shed light on the finding here that “why customers do not show significant higher level of post-service consumption variables?”

Lastly, further research can exploit the Theory of Planned Behavior as another branch of analytical extension of this research, as this research has identified that the model, both empirically and theoretically (through intercepting both Hansen, 1925, and Pavlov, 1972), resembles the structure proposed by the Theory of Planned Behavior (Ajzen, 1985; 1991).





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APPENDIX

APPENDIX

SURVEY QUESTIONNAIRE

QUESTIONNAIRE

Dear all participant,

I'm Ms. Nang Mya Mya Swe (Fang), a Master student in Business Administration, with major in Entrepreneurial management program in the School of Management at Mae Fah Luang University, Thailand.

I would like to thank you sincerely for your participation in this survey. This survey is a part of the research for my independent study, to attempt to understand **the structured roles played by service quality, hedonic and utilitarian values on customer satisfaction, behavioral intention and customer loyalty in Korean and Japanese restaurants: case in Chiang Rai, Thailand.**

This survey includes **Five Parts**; and it will only take about 20-30 minutes. It is important that no any question is skipped, as your answers are very important to provide insights to help improve restaurant business operation strategies and to better deliver value foods and services. Thank you for your kind participation.

Sincerely,

Nang Mya Mya Swe (Fang)

Contact: Ph: 0918518569 (Fang)

Email: blackmarli13@gmail.com

Supervisor: Dr. Chai Ching Tan

Email: drcctan@yahoo.com

Senior Lecturer, Mae Fah Luang University

PART I:

Tick (✓) the appropriate box and specify the name.

1. For your responses to this survey, we would like you to “Recall” either one of the two types of restaurants given below. **TICK (✓) the appropriate box:**

- 1) Korean Restaurant ☐ 2) Japanese restaurant ☐

2. Now please state the location in the country of the restaurant you choose above: Is the restaurant located in the small town or the capital?

TICK (✓) the appropriate box:

- 1) Small Town/ Township ☐
2) Capital/Downtown ☐

3. How often do you visit this restaurant? **TICK (✓) the appropriate box:**

- 1) Not very often ☐ 2) Not often (Occasional) ☐
3) Often ☐ 4) Very often ☐

PART II:

From now on, your “RESPONSES” will be based on your actual “RECALLED EXPERIENCE” you have with the “CHOSEN RESTAURANT”. There are five levels of actual performance and importance of the responses, by “Ticking”

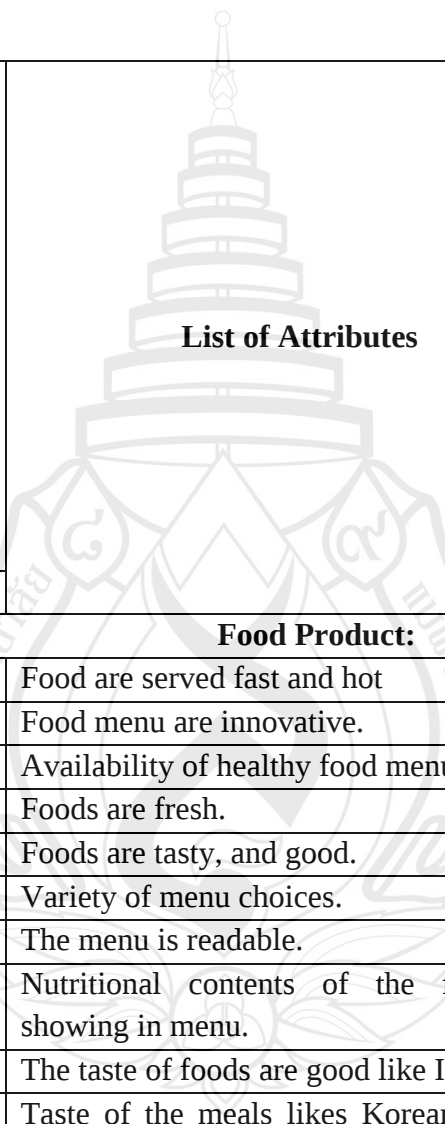
(✓) the appropriate box in the column;

1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree.

• **NOTE:**

The left-column would like you to state your perceived level of importance to the attributes (questions) in the center.

The right-column would like you to state your perceived actual level of performance.

When evaluating the service quality of a restaurant, how important are the attributes in the center column meant to you? *Note: 1. Least Important 2. Less Important 3. Important 4. More Important 5. Most Important							 List of Attributes							When evaluating the restaurant of which you are a customer, how would you rate the restaurant according to the performance in the column?						
No	1	2	3	4	5								1	2	3	4	5			
Food Product:																				
1						Food are served fast and hot														
2						Food menu are innovative.														
3						Availability of healthy food menu.														
4						Foods are fresh.														
5						Foods are tasty, and good.														
6						Variety of menu choices.														
7						The menu is readable.														
8						Nutritional contents of the foods are showing in menu.														
9						The taste of foods are good like I expect														
10						Taste of the meals likes Korean/Japanese authentic foods.														
11						Get the feeling of Korean/Japanese authentic foods.														
Facility and Service Tangible:																				
1						Dining room environment is attractive and pleasing.														
2						The restaurant is clean														
3						The color of light-bulb is eye-pleasing.														

4						The restaurant's seats are comfortable.					
5						The decoration is in keeping with its image and price range.					
6						The restaurant's atmosphere is good for dining.					
7						Clean dishes, glasses, plates, and utensils for uses					
8						The equipment used in the restaurant are modern.					
9						The equipment used in the restaurant are in good quality.					
10						The background music played in the restaurant is joyful.					
11						The restaurant's temperature is set just right and comfortable.					
12						The restaurant layout here allows me to move around easily.					
13						The seating arrangements in the restaurant are neat.					
14						The scent of this restaurant is pleasant.					
15						This restaurant's design and atmosphere let me feel the Korean/Japanese culture.					
16						The staff's appearance is neat and professional.					
17						The special service and shows of the restaurant are amazing. (i.e. Korean/Japanese culture dances)					
Empathy:											
1						Staffs have a caring attitude					
2						Staffs are always willing to help.					
3						Staffs pay particular individual attention					
4						Staffs are friendly					
5						Staffs always serve the meals carefully					
6						Staffs are helpful in choosing meals					
7						Staffs really have customer satisfaction in heart.					
8						Operating hours are convenient to all customers.					
9						Staffs give prompt service.					

Assurance:										
1						Staffs know the entire menu and can easily explain.				
2						Staffs always recommend the suitable meals according to the customers' needs.				
3						The behaviors of staffs instill confidence in me.				
4						The Staffs are consistently courteous with us.				
5						Services are consistent every time I go.				
6						The restaurant's service staffs are well-trained.				
7						The restaurant's service staffs are professionally presentable.				
8						The restaurant gives extra care to handle my special requests.				
9						The restaurant serves the foods exactly as ordered.				
Pricing:										
1						The price at the restaurant is reasonable.				
2						Foods and services meet the price value.				
3						The menu at this restaurant is value for money.				
4						The promotion at this restaurant attracted me to visit.				
Reliability:										
1						Food is served at just exactly the desired quality taste.				
2						The payment record is accurate with the foods ordered.				
3						Food is served at the right condition (i.e. temperature, quality) the first time.				
4						Food is served at reasonable time, without delay.				
5						The service in general is delivered without mistake.				
6						All requests are attended to with good attitude.				
Responsiveness:										
1						Staffs come quickly when I need.				

Utilitarian Value	Strongly Disagree			Strongly Agree	
1. The food and portion in this restaurant were enough, and it satisfied my hungry.	1	2	3	4	5
2. The promotion of this restaurant saved a lot of cost when we went as a group.	1	2	3	4	5
3. I liked the variety of menu choice in this restaurant.	1	2	3	4	5
4. The food in this restaurant was tasty, so I liked it.	1	2	3	4	5
5. Korean/Japanese foods are mostly good for people's health.	1	2	3	4	5

PART IV: Customer Satisfaction, Behavioral Intention and Loyalty

Please "Circle" in the column in which you agree or disagree according to the FIVE LIKERT SCALES as indicated.

1. Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree

4. Agree 5. Strongly Agree

Customer Satisfaction	Strongly Disagree			Strongly Agree	
1. Comparing with the other restaurants, this restaurant's foods are more tasty	1	2	3	4	5
2. I truly enjoy the food in this restaurant	1	2	3	4	5
3. I like this restaurant since the first time I tried its foods	1	2	3	4	5
4. The restaurant satisfied my overall expectation.	1	2	3	4	5

5. I had an unforgettable, pleasant dining experience with this restaurant.	1	2	3	4	5
6. Traditional aspects of Korean/Japanese foods made me feel like an escape from ordinary life.	1	2	3	4	5
7. Food portion in the Korean/Japanese restaurant was enough, satisfying my hunger	1	2	3	4	5

Behavioral Intention	Strongly Disagree					Strongly Agree				
1. I will return to this restaurant for another meal.	1	2	3	4	5					
2. I won't hesitate to recommend my friends to have meals at this restaurant.	1	2	3	4	5					
3. I will spread positive words about this restaurant to other people.	1	2	3	4	5					
4. I will invite my family and friends to have a dinner at this restaurant.	1	2	3	4	5					
5. I can spend my money without doubt for the foods at this restaurant.	1	2	3	4	5					
6. I will increase my spending at this restaurant in the future.	1	2	3	4	5					

Customer Loyalty	Strongly Disagree					Strongly Agree				
1. When I think of eating out in this restaurant, I feel joy and excited.	1	2	3	4	5					
2. I will still stick with this restaurant even its price increased.	1	2	3	4	5					
3. This restaurant is the first choice when I want to have a Korean/Japanese meals	1	2	3	4	5					

4. If there is any new menu by this restaurant, I'll definitely try it.	1	2	3	4	5
5. I will no doubt revisit this restaurant again in the future.	1	2	3	4	5

PART V:

General Questions

Please Tick (☒) the most suitable answers about yourself.

- Gender: (1) Male ☐ (2) Female ☐
- Age Range:
 (1) < 20 ☐ (2) 20-25 ☐ (3) 26-35 ☐ (4) 36-45 ☐
 (5) > 45 ☐
- Nationality:
 (1) Thai ☐ (2) Myanmar ☐ (3) Chinese ☐
 (4) Indonesian ☐ (6) Others ☐ **(Please specify)**
- Educational Level:
 (1) High School ☐ (2) University Level: Bachelor ☐
 (3) > Bachelor ☐ (4) Other ☐ **(Please specify)**
- Occupation at this moment:
 (1) Student ☐ (2) Self-Employed ☐ (3) Private sector Employees ☐
 (4) Government-sector Employees ☐ (5) Other..... ☐
- Income level:
 (1) Less than \$300 ☐ (2) \$300-<\$1000 ☐
 (3) \$1,000-<\$2,000 ☐ (4) Over \$2,000 ☐

7. Each time you dine in this type of restaurant, how much in the price range you would spend?

- (1) Less than or equal to \$30 ☐ (2) \$30-\$50 ☐ (3) Over \$50 ☐

NOTE: \$1 ≈ 33 Baht (Thai)

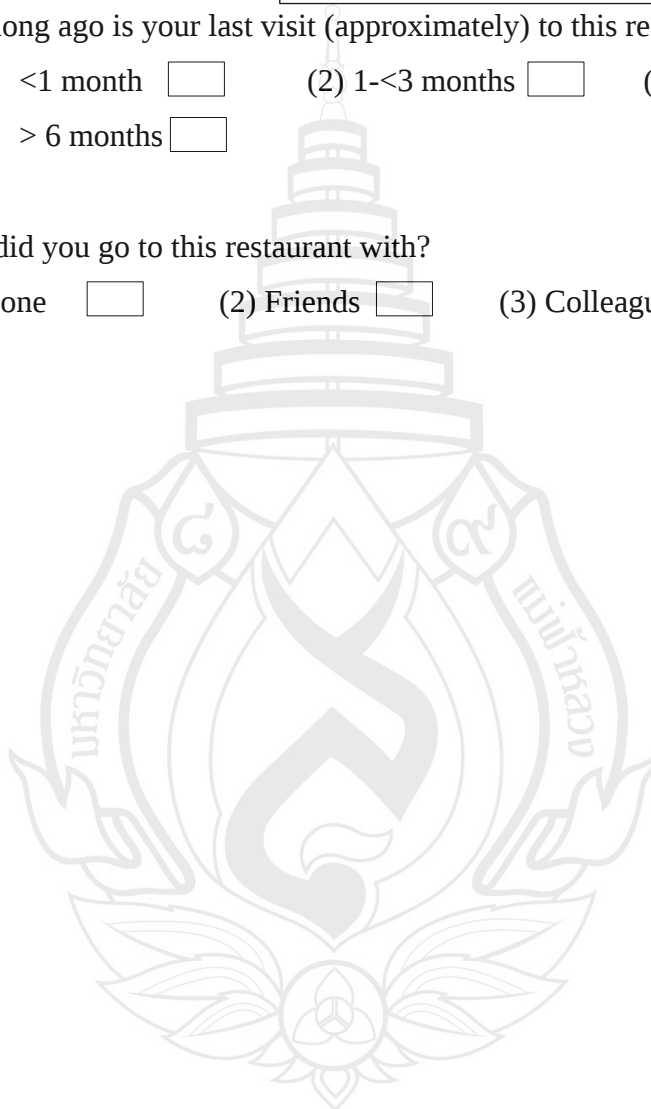
\$1 ≈ 1100 Kyat (Myanmar)

8. How long ago is your last visit (approximately) to this restaurant?

- (1) <1 month ☐ (2) 1-<3 months ☐ (3) 3-<6 months ☐
(4) > 6 months ☐

9. Who did you go to this restaurant with?

- (1) Alone ☐ (2) Friends ☐ (3) Colleagues ☐





CURRICULUM VITAE

CURRICULUM VITAE

NAME Ms. Nang Mya Mya Swe

DATE OF BIRTH 12th May 1994

ADDRESS 212, River Side Road, Tarlot Quarter,
Tachileik Township, Shan State,
The Republic of the Union of Myanmar

EDUCATIONAL BACKGROUND

2012 Bachelor of Arts, majoring in English at
Taunggyi University, Taunggyi Township,
Shan State, Myanmar

WORK EXPERIENCE

2012-2013 Home tutoring for grammar, specking,
school lessons, and Basic English,
Tachileik Township, Shan State, Myanmar

2011-2014 Shopkeeper at family's toy Shop, Tachileik
Township, Shan State, Myanmar