

# Factors of Service Quality of Tum Moor Restaurant at Lad Krabang Industrial Estate Branch

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**Abstract**---The primary purpose of this study is to determine factors of service quality and consumer satisfaction of Tum moor restaurant at Lad Krabang Industrial Estate branch. The samplings were 110 customers who came to Tum moor restaurant at Lad Krabang industrial estate for the services by using quantitative analysis for the study, rating scale, check list as a questionnaire. Statistic applications for data analysis was percentage, mean, standard deviation, one-way Anova, and regression analysis.

Findings from the study indicated that most of respondents were females, age 20-30 years old, graduated with associate degree or vocational certificate, working for private corporations, and monthly income 20,000-30,000 baht. The overall picture of the opinions on factors influencing service quality of Tum moor restaurant at Lad Krabang industrial estate branch were in high level consisting of trust aspect, hygiene, standard food quality, reliability, reputation, satisfy with foods tasted and beverages, service response, enthusiastic, dress uniform, courtesy from servers, fast service, suggest menu items, available parking spaces, good location, and noticeable sign, etc. The results from hypothesis testing revealed that factors of personal different, such as gender, age, level of education, and average income were not affected the factors of consumer satisfaction and factors of services quality, such as communication, prices appropriate to food quality, hygiene, attractive dining area, competent servers, foods taste, and fast services correlated to consumer services satisfaction at significant level 0.05.

Recommendations from the study were that restaurant entrepreneur should emphasize on trust, Tum moor restaurant reputation, maintain food taste quality and beverages, service personnel should dress properly and courtesy, be able to suggest menu items, fast service, good location, available parking spaces, well written prices on menu, hygiene foods, and all utensils that appropriate and attractive for the serving.

**Keyword**--- Service Quality

## 1. Introduction

Currently, culture of food dining of Thai people have changed from eating food at home to buy take out foods or restaurant dining instead. The image of Thai people bring back raw food materials home to cook their own meals at home has been an outdated image. This new images caused by the change of economy and new society in the modern age and the culture of eating out for pleasure, convenient, social meeting with family or friends, and a change of scenery have been alternative choice of Thai family. Result in the restaurant business has been increased and consumer will have the opportunity to select restaurant of their choices. Therefore, Tam moor restaurant in Lad Krabang industrial estate branch is one of the selections which is cater to Northeastern foods as main dining menu. The expansion of the cities, the trend of dining out, result in the restaurant business has been grown. All restaurant entrepreneurs need to prepare to be ready for consumer and their behavior, leading to better services quality, excellent foods taste, and complete satisfaction to meet customer requirement when it occurred. The customer service is a job that has never ended as long as the environment and constantly

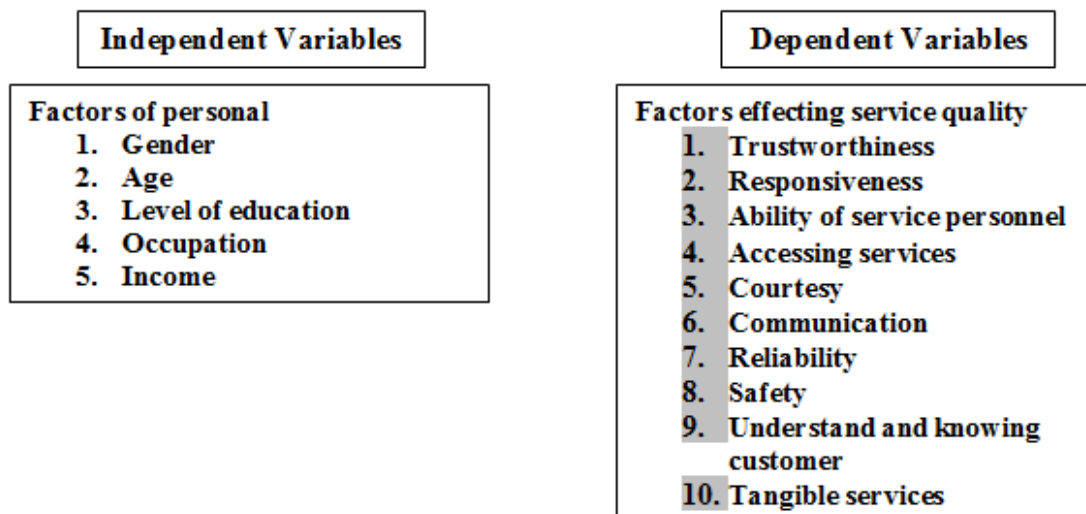
changing of customers. The quality of customer service is very important, it is not something that happens by chance, but is the result of ambition and serious effort. Tam moor restaurant, Lad Krabang industrial estate branch is offering Isan (Northeastern part) foods, cleanliness, fresh raw material, best ingredient, and friendly prices. Currently, there are more than 120 restaurant franchises in Thailand and expanding to International market, such as Laos, Myanmar, and Vietnam, etc.

Therefore, researchers are interested in studying the service quality of Tam moor restaurant, Lad Krabang industrial estate branch, to be useful in the analysis of the business and results from the findings to be a guideline for the restaurant to consider in improving services in order to meet customer's satisfaction of services, the taste of foods, and appropriate prices, etc. If the restaurant operators understand the need of customer service which will be advantaged over competitors in the same business.

## 2. The Purpose of the Study

The purpose of this study is to determine factors of service quality and consumer satisfaction of Tam moor restaurant at Lad Krabang Industrial Estate branch.

From the above study, researchers using the theory of Parasuraman to find the result and conceptual framework of the study of service quality and employee satisfaction of Tam moor restaurant at Lad Krabang Industrial Estate branch.



## 3. The Results of the Hypothesis Testing

Hypothesis 1.1: Factors of personal different, such as gender affected customer service satisfaction of Tum Moor restaurant at Lad Krabang industrial estates branch.

The statistical application for the test of hypothesis were independent t-test at level of significant 95 percent. Therefore, the acceptance of H0 when significant level is greater than 0.05 and the acceptance of H1 when significant level is less than 0.05.

TABLE I shows the results of services comparison at Tum moor restaurant, Lad Krabang industrial estate branch.

Gender	N	Mean	t	df	Sig.	results
Male	97	4.21	.508	147	.684	No different
Female	13	4.03				

\*Significant level 0.05

From table 1: the test of hypothesis with t-test at significant level 0.05 revealed that Factors of personal different with significant level 0.684 which is greater than significant level 0.05 which accepted hypothesis H0 means personal different, such as gender of customer of Tum moor restaurant at Lad Krabang branch were not affected customer service satisfaction of Tum Moor restaurant at Lad Krabang industrial estates branch.

Hypothesis 1.2: Factors of personal different, such as age affected customer service satisfaction of Tum Moor restaurant at Lad Krabang industrial estates branch.

TABLE II shows the results of services comparison at Tum moor restaurant, Lad Krabang industrial estate branch.

Factor of age	SS	df	MS	F	Sig.	results
Between group	1.957	2	.295	.437	.647	No different
Within group	73.483	107	.676			
Total	75.440	109				

\*Significant level 0.05

From table 2: the test of hypothesis with t-test at significant level 0.05 revealed that Factors of personal different, such as age with significant level 0.647 which is greater than significant level 0.05 which accepted hypothesis H0 means personal different, such as age of customer of Tum moor restaurant at Lad Krabang branch were not affected customer service satisfaction of Tum Moor restaurant at Lad Krabang industrial estates branch.

#### 4. The Results of the Study

1. The overall picture of the opinions on factors of personal different, such as gender, age, level of education, occupation, and average income of Tum moor restaurant at Lad Krabang industrial estate branch’s customers with the test of hypothesis using Anova analysis were not affected customer service satisfaction of Tum Moor restaurant at Lad Krabang industrial estates branch.
2. Factors of service quality correlated to customer services satisfaction of Tum moor restaurant at Lad Krabang industrial estate branch by using regression analysis, from the study of services quality of Tum moor restaurant at Lad Krabang industrial estate branch revealed that communication aspect, appropriate prices with quality of foods, healthy foods, surrounding atmosphere, restaurant decoration, competent servers, reasonable service duration correlated to customer service satisfaction at significant level 0.05.

#### 5. Recommendations from the Study

Recommendations from the results of the study were that restaurant owner should emphasize on service quality, competent servers, honesty, and enthusiastic with quality and meet customer expectation.

#### 6. Suggestions for Future Research

1. The study of service quality of Tum moor restaurant at Lad Krabang industrial estate branch by using quantitative study with questionnaire and data analysis without in-depth information. Therefore, future research should go into in-depth interview to provide more comprehensive results.
2. For this study, researcher selected a specific respondents group, therefore, the future study should change the demographic for the study and result will benefit for Tum moor restaurant owner.

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