

Marketing Factors Affecting Customer Satisfaction At Pirate Chambre Restaurant, Bangkok

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Abstract: *This study's primary objective is to look into marketing factors that affect the satisfaction of customers at Pirate Chambre Restaurant by studying the marketing mix factors affecting how satisfied are people with Pirate Chambre's cuisine. This research is conducted by using questionnaires as a tool to collect information. A sample number of 400 people have been selected for the questionnaire where the statistical data analysis collected is descriptive statistics (Descriptive Statistics), use of statistics, percentage (Percentage) average (Mean) and standard deviation (Standard Deviation) is used to describe the demographic characteristics of respondents. The various variables and linear statistical inference (Inferential Statistics) is used for hypothesis testing using Simple Independent Test (t-test) ANOVA analysis using F-test (One way ANOVA), Regression Analysis, and Correlation Coefficient.*

The study found that the respondents of 400 people are mostly male, 36 years of age upwards which Bachelor's degree or equivalent and are employees of private companies. This demographic has an average monthly income of higher than 30,000 baht; seniority is less than or equal to 5 years of domicile/residence in Bangkok, and is not a member of the Treasure Card, a membership card for Pirate Chambre customers. Restaurant Pirate Chambre found that the overall Marketing mix factors that influence satisfaction Priority is on many levels, with food and beverage distribution channel modeling, physical characteristics and processes, and the staff sides on the market, respectively.

Hypothesis test results found that personal factors, age, level of education, occupation, income and membership cards affect the satisfaction of the customer's use of the restaurant. Pirate Chambre's rating varies from a statistical significance level of 0.05 where marketing mix factors influences also the satisfaction of service each side.

The study suggested that the practitioner should give priority to the preparation of a variety of food and drinks menu including seasonal menu on special occasions as well as different Food and beverage pricing levels. Maps and information on travel, PR services in various channels to facilitate customers as well as organizing promotional activities in a creative format should be done to attract customers, especially in the service and special events aspect. Privileges of membership cards are also important where the restaurant's staff should be trained more in skills development services to impress customers and give them intangible services and then in-return, repeat the visit of these customers.

Keyword: *Marketing, Satisfaction, Restaurant*

1. Introduction

From the current economic conditions, the economy has been increased which created higher competition in social environment. Most of people in society spend most of their time for work which every second is valuable, because of rushing situation and living in condominium that are not convenient to cook their own meals. The consequences, they turned to restaurant for eating out in general. Therefore, the restaurant business plays a vital role of customers behavior in the service. There are several researches reported that people want free time more than anything, so if there are places that can be used as relaxing and dining which will be the first choice for

those who have little time to choose. If the restaurant offered good value of foods for the money that they spend will become important factors that people will consider. Consequently, the restaurant will promote membership discount promotion deal to attract their customers which may result in the customer will wait to come in during promotion period only. To prevent this situation, restaurant owners should offer different options to offer added value which emphasis on other factors, such as taste of food, variety of different foods, attractive decoration, customer service, encourage customers to pay more for their meals, build loyal consumer, and offer banquets meeting service for organizations.

2. The Significance of the study

- The purpose of this study was to determine the marketing mix factors influencing customers service satisfaction at Pirate Chambre restaurant.
- To determine service satisfaction of customers who came to Pirate Chambre restaurant.

2.1. The Method of Data Collection

In order to collect flawless data, the method of collecting data was as follows:

- Collected data from text books, documents, and researches studied.
- The questionnaires were sent to a random sample of 400 Pirate Chambre restaurant customers. A total of 400 usable questionnaires were completed and returned back to the researcher, yielding a 100 percent response rate.

2.2. The results from the study

The results from the study the overall pictures of the opinions of marketing mix factors which influenced customer's satisfaction at Pirate Chambre restaurant was in high level.

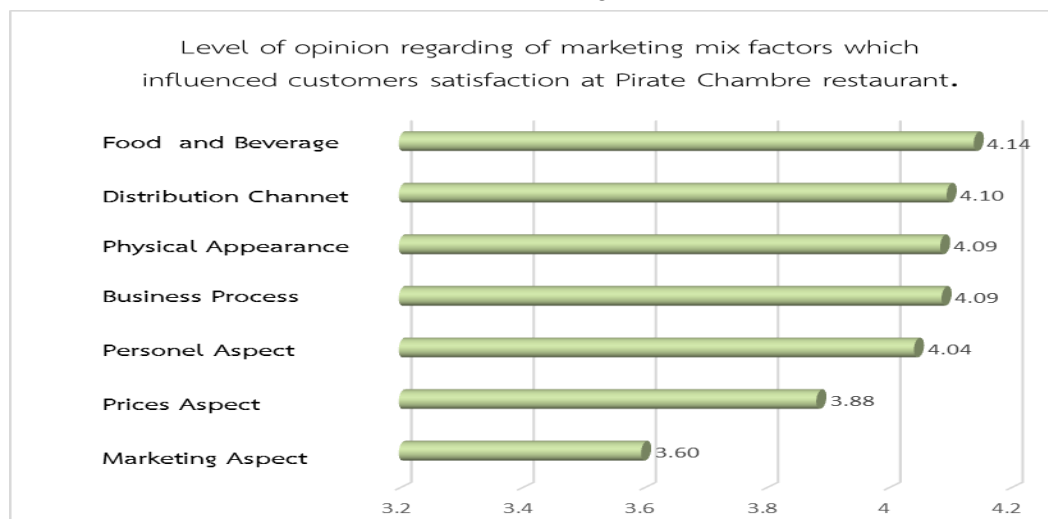


Fig: 1 shows the level of opinion regarding of marketing mix factors which influenced customers satisfaction at **Pirate Chambre restaurant.**

The overall picture of the opinion of marketing mix factors influencing consumer on service satisfaction at Pirate Chambre restaurant was at high level consisted of foods and beverages aspect with average value of 4.14, distribution channel aspect with average value of 4.10, physical appearance and business process aspect with average value of 4.09, personnel aspect with average value of 4.04, prices aspect with average value of 3.88, and marketing promotion aspect with average value of 3.60, respectively.

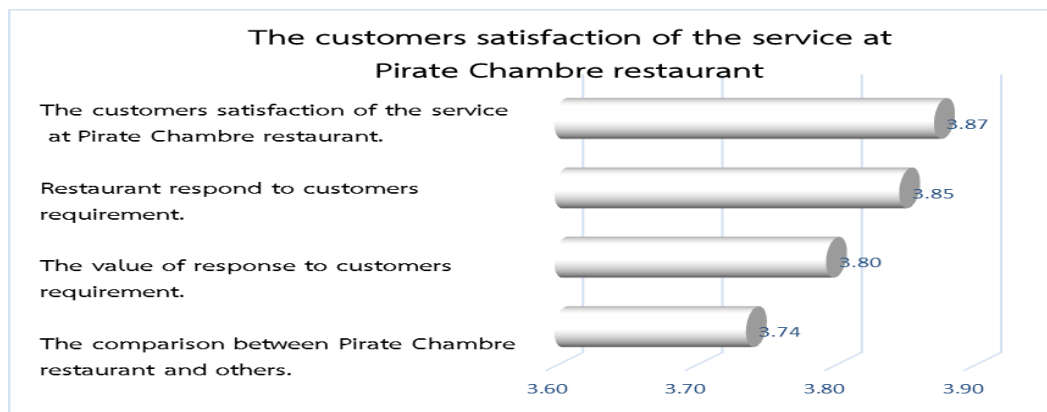


Figure 2: The customers satisfaction of the service at Pirate Chambre restaurant

From figure 2: the overall picture of the opinions of customers satisfaction of the service at Pirate Chambre restaurant was at high level with average value at 3.81. The customers satisfaction of the service at Pirate Chambre restaurant was at the average of 3.87. The Pirate Chambre restaurant respond to customers requirement was at the average of 3.85. The value of response to customers requirement was at the average of 3.80. The comparison between Pirate Chambre restaurant and others was at the average of 3.74.

2.3. The Results from Hypothesis Testing

The marketing factors influencing customers service satisfaction at Pirate Chambre restaurant

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	results
	B	Std. error	Beta			
Foods and beverages taste	-1.691	0.307	-0.311	-5.513	0	correlated
Fresh foods	2.239	0.347	0.423	6.453	0	correlated
Value of foods	-0.924	0.328	-0.156	-2.818	0.005	correlated
Variety of food and beverages menu	1.351	0.243	0.257	5.563	0	correlated
Music entertainment	-0.476	0.211	-0.1	-2.254	0.025	correlated
Service satisfaction comparison	-0.03	0.248	-0.006	-0.121	0.904	Not related
Service value appropriation	-0.31	0.325	-0.07	-0.953	0.341	Not related
Prices comparison to others	1.505	0.236	0.388	6.38	0	correlated
Communication convenient	-0.258	0.362	-0.048	-0.713	0.476	Not related
Easy to contact restaurant	0.079	0.294	0.016	0.27	0.788	Not related
Easy access to the restaurant	-0.854	0.283	-0.183	-3.018	0.003	correlated
Membership with special deal	1.816	0.256	0.484	7.103	0	correlated
Marketing promotion	-1.762	0.282	-0.417	-6.251	0	correlated
Ever received brochure?	0.401	0.121	0.141	3.31	0.001	correlated
Personnel with courtesy	2.177	0.346	0.389	6.284	0	correlated
Rapidly service	-0.015	0.311	-0.003	-0.049	0.961	Not related
Service with courtesy	-0.95	0.314	-0.17	-3.021	0.003	correlated
Pay close attention to customers	1.717	0.305	0.332	5.635	0	correlated
Restaurant interior decoration type	-0.067	0.246	-0.014	-0.273	0.785	Not related
Lighting	0.489	0.222	0.094	2.198	0.029	correlated
Dining room seating	-2.249	0.269	-0.417	-8.375	0	correlated
Safety atmosphere	-0.414	0.228	-0.095	-1.814	0.071	Not related
Clean bathroom	0.228	0.181	0.058	1.258	0.209	Not related
Process of reservation	2.187	0.459	0.335	4.767	0	correlated
Rapidly to get the seating	0.614	0.406	0.126	1.512	0.131	Not related
Process of payment	-0.786	0.452	-0.152	-1.739	0.083	Not related

*sig <0.05

The results from hypothesis testing revealed that the marketing mix factors influencing customers service satisfaction of Pirate Chambre restaurant consisted of foods and beverages, taste, freshly meals, variety of menu items, music entertainment, healthy foods, prices, personnel, distribution channel, marketing promotion, physical appearance, and business management process.

3. Conclusion

The overall picture of the opinions of marketing mix factors that influencing consumer satisfaction of the service at Pirate Chambre restaurant was at high level, such as foods and beverages, distribution channel, physical appearance, management process, personnel, prices, and marketing promotion, respectively.

Foods and beverages aspect: the overall picture of the opinions of foods and beverages was at high level which consisted of variety of food and beverages items of menu, freshly prepare meals, tastes, healthy, and music entertainment.

Prices aspect: the overall picture of the opinions of prices was at high level which emphasized on impressive services, prices compared to the services which was received, prices appropriated to services, and comparable prices to the others.

Distribution channel aspect: the overall picture of the opinions distribution channel was at high level which emphasized on conveniently to reach the restaurant, accessible to get reservation, and easy access to Pirate Chambre restaurant.

Marketing promotion aspect: the overall picture of the opinions marketing promotion was at high level which emphasized on special deal with membership member, distribute brochures,

Service personnel aspect: the overall picture of the opinions service personnel was at high level which emphasized on courtesy of personnel and speedy service.

Physical appearance aspect: the overall picture of the opinions physical appearance was at high level which emphasized on interior decorator, seating planning, lighting, safety, and clean bathrooms.

Process of service aspect: the overall picture of the opinions process of service was at high level which emphasized on reservation procedure, party reservation, bill payments, and conveniently to get service at the restaurant.

Recommendations from the study results, restaurant owner should emphasize on variety of foods and beverages menu, occasional recipe and freshly and safely of raw materials, season menu, comparable prices to other restaurants, adequate number of personnel, service training, maintain cleanliness, offer marketing promotion which consist of birthday discount program, offer cross culture food menu, well decorate plates, and music for entertainment.

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