0052

Behavior and Satisfaction of Customers Who Come to Cheng Cheng Restaurant, Khon Kaen Province.

Manassavee Waingthong
Graduate Student, Master of Business Administration
Graduate College of Management,
Sripatum University, Khon Kaen, Thailand
Tel: +66 98-9781445
E-mail: Manassavee.wea@gmail.com

Nontipan Prayurhong
Graduate College of Management
Sripatum University Khon Kaen, Thailand.
E-mail: nontipan.pr@spu.ac.th

and

Niwat Chantharat
Graduate College of Management,
Sripatum University, Bangkok, Thailand

Behavior and Satisfaction of Customers Who Come to Cheng Cheng Restaurant, Khon Kaen Province.

by

Manassavee Waingthong
Graduate Student, Master of Business Administration
Graduate College of Management,
Sripatum University, Khon Kaen, Thailand
Tel: +66 98-9781445
E-mail: Manassavee.wea@gmail.com

Nontipan Prayurhong
Graduate College of Management
Sripatum University Khon Kaen, Thailand.
E-mail: nontipan.pr@spu.ac.th

and

Niwat Chantharat
Graduate College of Management,
Sripatum University, Bangkok, Thailand

Abstract

This study aims to: Objective (1) To study the personal factors of chengcheng restaurant visitors in Khon Kaen province (2) to study the level of behavioral opinions of customers who visit Cheng Cheng Restaurant in Khon Kaen Province (3) to study the level of customer satisfaction reviews for cheng cheng restaurants in Khon Kaen province (4) to study the relationship between behaviors affecting customer satisfaction at Cheng Cheng Restaurant. Khon Kaen Province 400 persons The tools used in the study were rating scale measurement meters. With a sentiment value of 0.965, the statistics used to analyze the data are percentage, average, standard deviation. It found that 400 respondents, with the majority of respondents, were among the most likely to be surveyed. Females were 224, representing 56%, while 176 males, 44 percent between the ages of 31 and 41, were 167, representing 41.8 percent. Have a career Business Owner/Self-Employed 125% of the 31.3% with a level of education between secondary schools of 286, representing 71.5% with an average income of more than 30,000 baht. 135% of them, representing 33.8 percent. Only different monthly incomes behaved differently, which did not result in a statistically significant level of 0.05, statistically significant at 0.05, behaviors that affected customer satisfaction at ChengCheng restaurants in Khon Kaen province. 0.905 (R = 0.905) at statistical significance level 0.05

Keywords: We're going to save the forest upstream. People have clean consumer water, promoting occupational groups.

1. Introduction

The restaurant business is also likely to grow amid volatile economic conditions, with the EIC expected to grow by 4-5% in 2019-2020, supported by changing population structures from smaller households. Urban expansion and changing consumer lifestyle The expansion of tourists has also helped support the growth of restaurants, but the trend of competition is becoming more intense, especially the expansion of restaurant chains. At the same time, More and more new players are competing, which is to keep an eye on Asian restaurants, especially Japanese food and Café restaurants such as restaurants that tend to compete strongly, trends in the next phase, entrepreneurs have to adapt to the growth trends of various types of restaurants such as the popularity of Fast Casual restaurants, as well as the focus on Foodie influencer and restaurant search platforms, as well as increased popular delivery channels. Although the restaurant business continues to grow, there are still a few unsuccessful entrepreneurs and dissolutions, so to come into this business, be careful to consider choosing the right location. Focus on quality and service Make a difference and, more importantly, manage costs, and build customer engagement at the heart of the business's long-term survival. The restaurant business is also likely to continue to grow, supported by structural changes both from smaller households and consumer lifestyle changes. This is although the last few years have seen a slowdown in consumption from household incomes that have not recovered much. In addition, agricultural income remained low, but according to Euromonitor, Thailand's food service sales continued to grow at 4% per annum in 2013-2018, s higher than the average growth in private consumption of around 2.4% per annum over the same period. As a result, the market value increased to approximately 8.8 billion baht in 2018.For the above reasons, the researchers were interested in studying the satisfaction and consumption habits of customers in relation to trends in the use of chengcheng shop services. Khon Kaen Province The restaurant business also has a lot of opportunities to grow, resulting in a steady stream of new players in the business. however, the intensifying state of competition has resulted in a small number of entrepreneurs quitting business as well, according to the Department of Business Development in 2018, which showed that restaurant/restaurant businesses were the third highest established group at 2,058, or about 3% of the total number of newly established businesses. Behavioral variables are at the heart of driving business to achieve success as one of the strategies of service organizations to stand out and be different, also to gain an advantage over competitors and build confidence in customers in all crises. Therefore, the quality of service affects the satisfaction of those. Using the service, if the customer is satisfied, it will be told that it will create a positive image for the organization and to build loyalty to the organization. The satisfaction variable after visiting the service is the recognition of the service provider that the service provider can provide the service which can be used as expected, which will cause the customer satisfaction and if the service is not of quality. The image as expected, the customer may be dissatisfied. In 2018, but at the same time, Restaurants are also the third highest-performing business in 2018 with 566 cases or about 2% of all business dissolutions, so entrepreneurs who come into this business need to be careful to consider choosing the right location. Focus on quality and service at the same time. It is important to manage costs and build customer engagement at the heart of the business's long-term survival.

2. Research Objectives

From the origin and importance of research issues. The objectives for research times consist of 4 The following topics:

1. To study the personal factors of visitors to ChengCheng Restaurant in Khon Kaen Province.
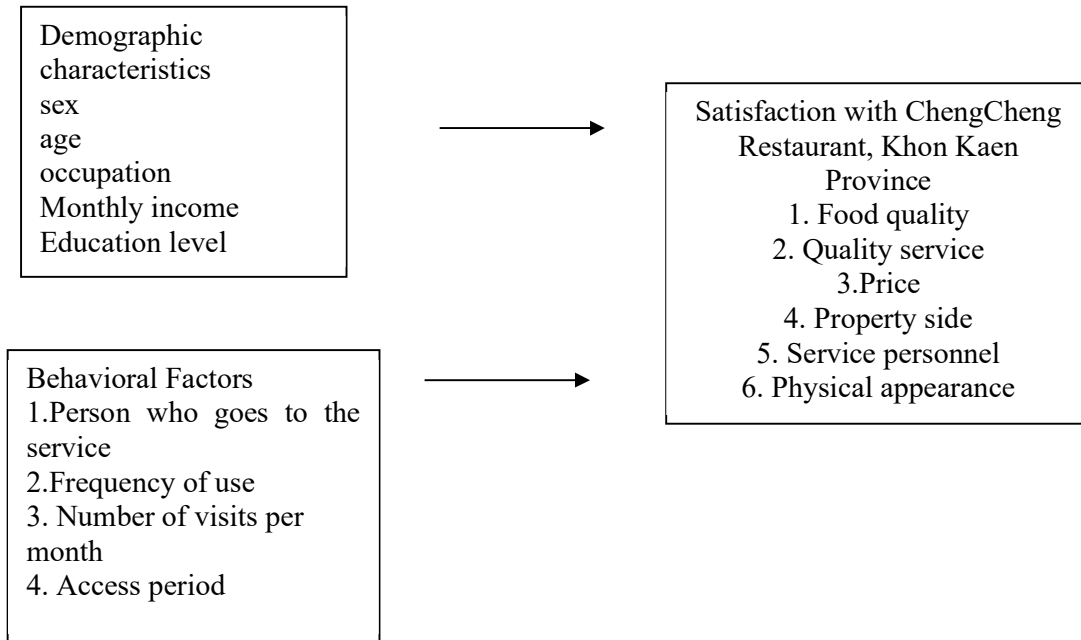
2. To study the level of behavioral opinions of customers who come to ChengCheng restaurant in Khon Kaen province.

3. To study the level of customer satisfaction to use Cheng Cheng Shop in Khon Kaen Province.

4. To study the relationship between behaviors that affect the satisfaction of customers visiting Cheng Cheng restaurant. Khon Kaen Province

3. Research Conceptual Framework

Research on service quality affecting the satisfaction of provincial electricity service providers in Maha Sarakham Province in Mueang Maha Sarakham District, this time, according to the study of documents and related research.

Demographic characteristics sex age occupation Monthly income Education level	→	Satisfaction with ChengCheng Restaurant, Khon Kaen Province 1. Food quality 2. Quality service 3.Price 4. Property side 5. Service personnel 6. Physical appearance
Behavioral Factors 1.Person who goes to the service 2.Frequency of use 3. Number of visits per month 4. Access period	→	

4. Expected benefits

The results of this research can be utilized as follows:

1. Study the personal factors of visitors to Cheng Cheng Restaurant

2. Learn the level of feedback on the behavior of customers who come to Cheng Cheng Restaurant.

3. Know the level of customer satisfaction to use Cheng Cheng Shop

4. Know the relationship between behaviors that affect the satisfaction of customers who come to ChengCheng restaurant.

5. How to conduct research

This research aims to (1) to study the personal factors of visitors to Chengcheng Restaurant in Khon Kaen Province (2) to study the level of behavioral opinions of customers who visit Chengcheng Restaurant in Khon Kaen Province (3)to study the level of customer satisfaction opinions to use Chengcheng restaurant in Khon Kaen province (4)to study the relationship between behaviors affecting the satisfaction of customers who come to ChengCheng restaurant. Khon Kaen 400 persons, which will present research regulations. Research design to get accurate and reliable information Before performing the next analysis of the data, you must first analyze the data. The instrument used in the study was a rating scale estimation questionnaire with a total reliability of 0.965. Chi-Square Statistics and Multiple Regression Analysis.

6. Summary of findings

The respondents were found to be 400, with the majority of respondents being female, with 224, 56 percent, and males with 176, 44 percent. 167 people aged between 31 and 41, 41.8 percent of whom had careers. Business/Self-employed Of the 125 people, 31.3 percent have a level between secondary schools, 286 of them, 71.5 percent with an average income of more than 30,000 baht. There were 135 people, 33.8 percent.

Part 2: Descriptive analysis of variables based on research framework

2.1 Behavioral variables
Analysis of basic statistical values about who the service was used by the samples used in the research. It found that there were 400 respondents, with the majority of respondents using the service alone, with 130, 32.5 percent. Analysis of basic statistical values about how many visits to the service per month of the samples used in the research. It found that there were 400 respondents, with the majority of respondents using the service 2-4 times a month. There were 244 people, 61 percent. Analysis of the basic statistics on what day of the survey was used found that there were 400 respondents, with the majority of respondents using Monday-Friday days, 47.8 percent.

Analysis of the basic statistics on the period of visit to the samples used found that there were 400 respondents, with the majority of respondents during the 18.01-20.00 range having 177, 44.3 percent.

2.2 Satisfaction variables towards Chengcheng restaurant

Descriptive analysis of customer satisfaction variables to use Cheng Cheng shop 1. Food quality 2. Quality service 3. Price 4. Property side 5. Personnel field providing services 6. Physical characteristics Overall, the samples had a level of opinion about the satisfaction of people visiting ChengCheng restaurant. Khon Kaen is very high ($\bar{x}$ = 4.01, S.D. = 0.61), and considering the composition, the largest opinion level is: Personality of service employees ($\bar{x}$ = 4.27, S.D. = 0.79)

Part 3: Research Hypothetical Analysis Results

The assumption that

1.1 different genders behave differently towards the use of chengcheng shops in Khon Kaen province. It found that samples of different genders behaved towards the use of chengcheng shop

services. Khon Kaen province is different. It is statistically significant at 0.05 because the value Sig.= .151 accepts hypothesis. Hypothesis.

1.2 Different ages behave differently towards the use of services in Khon Kaen province. It found that a sample of different ages behaved towards the use of chengcheng shop services. Khon Kaen Province is different. Statistically significant at 0.05 because the value Sig.= .203 accepts hypothesis. Assuming.

1.3, different occupations behave differently towards the use of services in Khon Kaen province. It found that a sample of different professions behaved towards the use of Cheng Cheng shop services. Khon Kaen Province is different. It is statistically significant at 0.05 because the value Sig.= .297 accepts hypothesis.

Hypothesis 1.4 Different levels of education behave differently towards the use of services in Khon Kaen province. It found that a sample with different levels of education behaved towards the use of chengcheng shop services. Khon Kaen province is no different. There is no statistical significance at 0.05 because the value Sig.= .029 accepts the hypothesis.

Assuming 1.5, different monthly incomes behave differently towards the use of Khon Kaen services. It found that a sample with different monthly incomes behaved towards the use of Cheng Cheng shop services. Khon Kaen province is no different. There is no statistical significance at 0.05 because the value Sig.= .001 accepts hypothesis.

The second assumption of different behaviors affects the different satisfaction of customers visiting Chengcheng restaurant in Khon Kaen Province. It found that a sample of different behaviors would be satisfied with the use of chengcheng shop services. Khon Kaen province is different. It is statistically significant at 0.05 because the value Sig.= .252 accepts hypothesis.

7. Discuss results

1. Gender analysis results showed different genders Affects consumers' service habits Conforms to the preset assumptions. The results of the analysis are quite consistent with this research, satisfaction is everything that can reduce a person's stress. Tensions are much to cause resentment.

2. Age side Analysis of the data showed different ages. Affects consumers' service habits Conforms to the preset assumptions. The results of the analysis are quite consistent with this research.

3. Career Data analysis showed different occupations. Affects consumers' service habits Conforms to the preset assumptions. The results of the analysis are quite consistent with this research, satisfaction is everything that can reduce a person's stress. Tensions are much to cause resentment. This tension is due to human needs. When humans are very demanding, there is a demanding reaction. If the demand is fulfilled, it will cause satisfaction, as well as the behavior of food consumers.

4. Monthly income Data analysis showed different monthly income. Affects consumers' service habits Conforms to the preset assumptions. The results of the analysis are quite consistent with this research.

5. Study level, data analysis showed different levels of study. Affects consumers' service habits Conforms to the preset assumptions. The results of the analysis are quite consistent with this research.

8. Suggestion

1. Educational feedback

- Feedback on the implementation of the findings

Food Quality Consumers should pay attention to the details of the food they eat. Acknowledging the energy of food consumed helps with nutrient control and knowing which nutrients the body needs most. As for price, it affects the purchasing decisions of customers, should be priced in many options that are suitable for the quantity in order to have access to low-income consumers in order to have the strength to buy healthy foods, and consumers themselves should look at the quality of supplements, not just discounts or sales at special prices. When buying large quantities See the necessity of consumption as a priority.

2. Feedback for the next research

Having enough parking space to access the right service area. As for research satisfaction, In this regard, there are also parking problems for customers who come to the restaurant, and this section will be updated further.

References

Chatyaporn Samerjai. (2007). Consumer Behavior. Bangkok: Expernet.

Chuchai Smithikrai. (2010). Consumer Behavior. Bangkok: Chulalongkorn University.

Dara Teepratan. (1999). Consumer Behavior.Bangkok:Rungruengsarn Printing Limited Partnership.

Naphawan Kananurak. (2013). Consumer Behavior. Bangkok: CVL Printing Master's degree, Nakhon Ratchasima Rajabhat University.

Pamorn Pongsak. (2011:4). Behavior determines and controls human behavior in a society Values in culture determine the nature of society and determine the differences in social factors. independent research Master's Thesis, Thammasat University.

Siriwan Sereerat. (2007). Organizational management and behavior. Bangkok: Thira Film and sitex.

Somyot Navikarn. (1990: 228) Satisfaction behavior. University of the Thai Chamber of Commerce

Sunita Sriphonnok (2016: 34) Satisfaction Behavior, Bangkok."Bangkok University.