CUSTOMER SATISFACTION WITH THE SERVICE QUALITY OF STREET FOOD RESTAURANT FOR SUAN SUNANDHA RAJABHAT UNIVERSITY STUDENTS, CASE STUDY IN YAOWARAT STREET, BANGKOK, THAILAND

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ABSTRACT

Customer satisfaction with services quality with the objectives 1) Study the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand 2) Compare the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand in each aspect, Thailand the sample group consisted of 200 users of Suan Sunandha Rajabhat University students using Convenience Sampling. The tools used to collect data were questionnaires. (Questionnaire) 2 parts. The statistics used are percentage, average ($\bar{x}$) and standard deviation (SD.) And hypothesis test statistics are t-test and One-Way ANOVA. The results of customer satisfaction levels towards the service provided by street food restaurant in Yaowarat Street, Bangkok, Thailand The overall level is at a high level with an average of (3.46) and the standard deviation is equal to (SD. = 1.06) when considering each aspect. It was found that most of the sample groups were most satisfied with Assurance. The mean was $\bar{x}$ = 3.53, SD.= 1.10, followed by Responsiveness. The mean was $\bar{x}$ = 3.52, SD.= 1.09 in reliability. The mean was $\bar{x}$ = 3.45, SD.= 1.03. The response to service users had an average of $\bar{x}$ = 3.42, SD.= 1.02 and the aspect that the sample group gave the least importance was Tangibles The mean was $\bar{x}$ = 3.40, SD = 1.06. The comparison of customer satisfaction with the service provided by street food restaurant in Yaowarat Street, Bangkok, Thailand With personal characteristics such as gender, age, education level that there were statistically significant differences at 0.01 level.

Keywords: Service Quality, Customer Satisfaction, Street Food Restaurant

INTRODUCTION

Nowadays, customer decision making process to purchase products and services are becoming more complex. A various need with the difference special style become a

variety of customer needs. It can be seen that consumers are quick spending, but their become a smart customer who collected a information and experience for creating a alternative choice for the best purchase decision making. In order to achieve maximum benefits for street food restaurant business and gain satisfaction with highest profit margin, which has caused a lot of competition in street food restaurant business. Whether it is a business related to the product or not related to any product, business operators therefore turn to pay more attention to competition in terms of customer service quality. Therefore, services need to use strategies that focus and try to make the customers satisfied with the services received as much as possible. Paying attention to customers service recipients is considered the most important thing in the street food restaurant business. The quality of service will affect the experience, attitude, and the purchasing. Services Quality arising from the satisfaction of customers that affect the customer experience that will receive the best products and services which are valuable and appropriate to meet the needs of service users arising from comparison between expectation and perception of service/product. If the customer receive quality services, it can be said that service quality is a comparison between customer satisfaction in using. service users will receive the real perception that they have. If customers or service users see that products or services Those are the best and exactly as expected. It can be considered that such products or services have quality and make the service recipient feel satisfied with the service itself.

Yaowarat Road in Samphanthawong District is the main artery of Bangkok's Chinatown. Modern Chinatown now covers a large area around Yaowarat and Charoen Krung Road. It has been the main centre for trading by the Chinese community since they moved from their old site some 200 years ago to make way for the construction of Wat Phra Kaew, the Grand Palace. Nearby is the Phahurat or Little India. The area is bordered by the Chao Phraya River to the south. Yaowarat Road is well known for its variety of foodstuffs, and at night turns into a large "food street" that draws tourists and locals from all over the city. Street food at a destination is seen as an image that depicts the tangible local food varieties and the intangible cultural value of the local people out of the various gastronomic experiences. Street food in Asia has played a favorite role of the tourism industry, and it is governed in countries, such as India, Vietnam, Taiwan, Hong Kong, South Korea, Malaysia, Singapore, and Thailand. The local food and cuisine in Thailand are well-recognized as a pull factor that attracts tourists across the world to visit the country. Statistics showed that international tourists' food expenditure was approximately 326 billion Thai baht of the total tourism revenue, which suggests that food tourism has a significant role in regards to Thailand's total economic revenue.

The research has empirically investigated the role of service quality and street food restaurant and the tourists' local food experience. Numerous studies have paid attention to food service businesses that function in the segments of hotels, restaurants, and coffee shops. In the context of street food restaurant, some academic studies were conducted about street food restaurant and service quality. However, only a few studies focused on street food and its' associated qualities that make up the customer satisfactions as a whole as well as limited studies on its effect on the customer cognitive and behavioral responses. By comprehending how the Suan Sunandha University students respond to Thai street food service quality.

RESEARCH OBJECTIVE

1. Study the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand
2. Compare the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand in each aspect.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction refers to the level of fulfillment expressed by the customer after the service delivery process. This is a subjective assessment of the service based on the five dimensions of service quality. Customer satisfaction is important due to its direct impact on customer retention (Zhou et al., 2019), level of spending (Fornell et al., 2010), and long-term competitiveness of the organization (Suchánek and Králová, 2019). Susskind et al. (2003) describes that service quality has a direct impact on customer satisfaction. For this reason, this research considers that five dimensions of service quality are the important antecedents of customer satisfaction. Service quality refers to the ability of the service to address the needs of the customers (Atef, 2011). Customers have their own perception of quality before interacting with the organization. The expectancy-confirmation paradigm holds that customers compare their perception with the actual experience to determine their level of satisfaction from the interaction (Teas, 1993). These assessments are based on the five independent factors that influence quality. Consequently.

Service Quality

Service quality has been described with the help of five quality dimensions, namely, tangibles, reliability, responsiveness, assurance, and empathy. Definitions relating to these variables have been modified by different authors. The relationship between various dimensions of service quality differs based on particular services.

1. Tangibles : The tangible aspects of a service have a significant influence on perception of service quality. These comprise the external aspects of a service that influence external customer satisfaction. The key aspects of tangibility include price, ranking relative to competitors, marketing communication and actualization, and word-of-mouth effects (Ismagilova et al., 2019), which enhance the perception of service quality of customers.
2. Reliability : Reliability is attributed to accountability and quality. There are a bunch of precursors that likewise aid basic methodology for shaping clients' perspectives toward administration quality and reliability The components of administration. Thus, we argued that reliability is important to enhance the perception of service quality of customers.
3. Responsiveness : Responsiveness refers to the institution's ability to provide fast and good quality service in the period. It requires minimizing the waiting duration for all interactions between the customer and the service provider. The responsiveness is crucial for enhancing the customers' perception of service quality. Rather, the institution should provide a fast and professional response as to the failure and recommend alternative actions to address the customer's needs (Lee et al., 2000).

4. Assurance : Assurance refers to the skills and competencies used in delivering services to the customers. Wu et al. (2015) explains that employee skills and competencies help to inspire trust and confidence in the customer, which in turn stirs feelings of safety and comfort in the process of service delivery. Customers are more likely to make return visits if they feel confident of the employees' ability to discharge their tasks. Thus, the assurance has significant contribution in the perception of service quality.

5. Empathy : Empathy refers to the quality of individualized attention given to the customers. The service providers go an extra mile to make the customer feel special and valued during the interaction (Bahadur et al., 2018). The empathy requires visualizing the needs of the customer by assuming their position

RESEARCH METHODOLOGY

The study of This study has proceeded with a systematic review on the works related to tourist satisfaction to understand what items have been considered. This study uses Quantitative research which analyzes and summarize data from target population. This research has led to identification of methodology.

Population and sample

The population used in this research were students from Suan Sunandha Rajabhat University. There were a total of 5992 students by using a volunteer-based sample method (Miles and Huberman, 1994). They were students enrolled in the current semester. And study in the Bangkok campus of 200 people (Nastasi and Schensul, 2005). In this research study, the researcher used the questionnaire was measured, customer satisfaction with the service quality of street food restaurant. The nature of the questionnaire is a rating scale type questionnaire with 5 levels. Weights are assigned according to the Likert method by assigning weights to scores and performance levels for each question: highly satisfied, satisfied, fair, unsatisfied, highly unsatisfied. It is a rating scale of 5 ranks ranging from the most (5 points) to the least (1 point) used to measure the level of various activities. How much This will affect consumer satisfaction. Then the questionnaire was used to try out (Try out), totaling 40 samples, from general people who are not students to find confidence (Reliability) obtained the confidence value for the entire questionnaire (Alpha = 0.979).

Data analysis

After obtaining the desired data, it was analyzed by grouping/category method and presented in a descriptive manner. Using the concept of satisfaction in the development of tourist attractions and sustainability principles Bangkok was the framework for analyzing to obtain answers according to the objectives of the study. It will analyze the informants obtained from the questionnaire and evaluate the overall picture according to the conceptual framework. Descriptive Statistics Frequency and percentage distribution, mean and standard deviation.Inferential statistics, data analysis by t-test and one-way ANOVA or F-test using LSD (Lest Significant Difference) method at statistical significance level 0.05.

RESULT

The results of the study in terms of the demographic characteristics of the sample. Examination of the data according to the requirements of the statistics used to analyze the

model test results Analyze the general characteristics of the sample. Checking background information conducting analysis of study results, analysis and data analysis results The researcher presented details by explaining the statistics used to test the hypothesis and the model.

Table 4.1 Descriptive Analysis

Characteristics of the sample	Quantity	Percentage
Gender		
Female	120	60
Male	80	40
Academic year		
1	64	32
2	48	24
3	49	24.5
4	39	19.5
Job		
Unemployed	143	71.5
Working	57	28.5

From Table 4.1, it was found that all 200 samples were mostly female, 120 people, representing 60.0, followed by 80 males, representing 40.0%, studying in the first year of 64 people, representing 32%. Studying in the second year of 48 people, representing 24 percent. Studying in the third year of 49 people, representing 24.5 percent. Studying in the fourth year of 39 people, representing 19.5 percent. They are students who do not work during their studies. 143 people, representing 71.5 percent, students who work while studying, 57 people, representing 28.5 percent, respectively. The details of satisfaction toward Yaowarat Road Bangkok This will display the parsed results of the minimum, maximum, mean (X) and standard deviation (SD) of all aspects of the original factor. The scoring was used by the researcher to explain the variables for easy explanation and consistency with the data analysis results.

Table 4.2 Mean, Standard Deviation Satisfaction of service users on Yaowarat Road

Aspect of satisfaction	Mean	Standard Deviation
Assurance	3.53	1.10
Empathy	3.52	1.09
Reliability	3.45	1.00
Responsiveness	3.52	1.09
Tangibles	3.40	1.06
Total	**3.46**	**1.06**

From Table 4.2, the level of customer satisfaction toward Yaowarat Road. Overall, it was at a high level with the mean $\bar{x} = 3.46$, SD.= 1.06 when considering each aspect. It was found that most of the sample groups were most satisfied with Assurance. The mean was $\bar{x} = 3.53$, SD.= 1.10, followed by Responsiveness. The mean was $\bar{x} = 3.52$, SD.= 1.09 in reliability. The mean was $\bar{x} = 3.45$, SD.= 1.03. The response to service users had an average of $\bar{x} = 3.42$, SD.= 1.02 and the aspect that the sample group gave the least importance was Tangibles The mean was $\bar{x} = 3.40$, SD = 1.06.

Table 4.3 Comparative Results of Customer Satisfaction towards Yaowarat Road Bangkok Classified by personal characteristics factor (p-value)

Customer Satisfaction on Yaowarat road, Bangkok	Gender	Academic Year	Job
1. **Tangibles**	0.36	0.62	0.65
2. **Reliability**	0.69	0.36	0.96
3. **Responsiveness**	0.65	0.56	0.45
4. **Assurance**	0.41	0.91	0.11
5. **Empathy**	0.29	0.63	0.45

From Table 4.3, the comparison results of customer satisfaction toward Yaowarat Road, Thailand, classified by gender, level of study. Working overtime, it was found that overall customer satisfaction toward Yaowarat Road in Thailand was not different. The statistical significance was at the 0.05 level.

CONCLUSION

The Study of "Customer satisfaction with the service quality of street food restaurant for Suan Sunandha Rajabhat University students, Case study in Yaowarat Street, Bangkok, Thailand" with the objectives of the research. 1) Study the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand 2) Compare the level of customer satisfaction towards the service quality in street food restaurant in Yaowarat Street, Bangkok, Thailand. This research contributed to the body of knowledge by identifying how the service quality of street food restaurant could lead customer satisfaction from a Suan Sunandha Rajabhat University students perspective. The elements of service quality, which consisted of the Assurance, Empathy, Reliability, Responsiveness and Tangibles were identified in this study. This study tested the effect of service quality of street food restaurant on customer satisfaction by using the quantitative research method, the researcher has researched the documents. review of relevant literature after obtaining a conceptual framework, theory, and then applying quantitative research methodologies (Quantitative Research) to gain knowledge. The truth and findings to be able to answer the objectives of the research quantitative research. The population used in this study was 5992 students from Suan Sunandha Rajabhat University who received the full number of questionnaires. The overall level is at a high level with an average of (3.46) and the standard deviation is equal to (SD. = 1.06) when considering each aspect. It was found that most of the sample groups were most satisfied with Assurance. The mean was $\bar{x} = 3.53$, SD.= 1.10, followed by Responsiveness. The mean was $\bar{x} = 3.52$, SD.= 1.09 in reliability. The mean was $\bar{x} = 3.45$, SD.= 1.03. The response to service users had an average of $\bar{x} = 3.42$, SD.= 1.02 and the aspect that the sample group gave the least importance was Tangibles The mean was $\bar{x} = 3.40$, SD = 1.06. The comparison of customer satisfaction with the service provided by street food restaurant in Yaowarat Street, Bangkok, Thailand With personal characteristics such as gender, age, education level that there were statistically significant differences at 0.01 level.

Additionally, the results showed that service quality of street food restaurants positively affected their customer satisfaction of street food restaurants, which was based

on the quantitative analysis. The findings of this study also found the direct impact of the service quality on customer satisfaction for street food restaurants. Moreover, The the relationship between customer satisfaction and service quality was found to be significantly stronger for Suan sunandha Rajabhat University students. The street food restaurants can bring the outcome that providing restaurant strategies was more effective in order to attract consumer. The street food operator's perspective, they should keep improving the business by elevating the level of the service quality. The tourist expectations of the street food quality should be met in order to increase their satisfaction. As more and more customer are increasingly seeking customer experience. Street food is a commercial product as well as seen as an image that portrays the local culture. Thus, the locals should keenly take quality into consideration when planning a street food business. The street food operators in Thailand should strive to excel in order to meet the customer need by taking the point mentioned above.

This study has several limitations that warrant future investigations, which is similar to many previous studies. First, this current study only assessed five service quality elements. The elements are fundamentally sufficient in order to capture the service quality, but the future studies may extend the experience dimensions that have been overlooked in this study. Second, the data was collected from Suan Sunandha Rajabhat University in Bangkok Thailand. The future studies may consider collecting data from other customer dimensions in Thailand. Third, the future studies are suggested to expand the conceptual model of this study in order to increase its robustness and comprehensiveness in order to understand the customer satisfaction in regards to the street food restaurants.

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