

Nilobon Laowkasamsukwong 2012: Service Quality of Sahaphot Restaurant at Kasetsart University. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Ravipim Chaveesuk, Ph.D. 187 pages.

The objective of this research was to study the effects of 5 service quality categories called institutional DINESERV, i.e., food, service, facility, convenience and price, and value for 30 attributes on customer satisfaction, returns intention and word-of-mouth of Sahaphot restaurant, Kasetsart University. The survey of 400 customers serviced at Sahaphot restaurant showed that most consumers were female, 20 - 30 years old, bachelor degree holder, with monthly income no greater than 20,000 bahts. Most respondents visited restaurant during 11a.m.–1p.m. with friends and spent 15 - 30 minutes inside. Major reasons to visit here were good food taste and food safety which were consistent with their lifestyle that always focused on food safety and health care. Five most important service quality attributes concerned by customers were food safety, food freshness, clean and adequate equipments, accurate bill and good hygiene of staffs. Comparing the service quality expectations with corresponding performance perceptions using t-test indicated that 29 attributes did not meet customer's expectations. Importance-Performance Analysis (IPA) indicated that service quality attributes at Sahaphot restaurant that should be improved immediately were fair price setup, consistency of food taste, clarity of price on menu, restroom and staff attention. The regression analysis revealed that the attributes with highly positive effects on customer's satisfactions were consistency of food taste, fair price, staff politeness, good food taste, convenient parking and food safety. The service quality attributes with positive effects on return intention were good food taste, staff attention, accurate service, fair price, easy travel and prompt service. The service quality attributes that had highly positive effects on word-of-mouth were good food taste, clean and adequate equipments, fair price and staff politeness. In addition, customers had a positive attitude towards Sahaphot restaurant slogan of "Clean food, good taste, reasonable price, and fine service".

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Thesis Advisor's signature