

The objective of this independent study is to study customers' opinion of services of the Thai Airway's Restaurant in Chiang Mai Province. Accidental sampling method was utilized with 200 Thai customers using services of the Thai Airway's Restaurant, Chiang Mai Province. A questionnaire was used consisting of respondents' general data, their opinion of the services of the Thai Airway's Restaurant and problems they encountered. The statistical means of descriptive distribution used for analysis of data were percentage, frequency and mean.

The findings from this study suggest that the majority of the respondents are male, between 15-34 years of age, who are employees of private sectors, having income of less than 25,001 baht per month, and holding bachelor's degree. The major reason for using the restaurant services was to spend time while waiting for their flights. Most respondents lived in other provinces.

The study of the customers' opinion of services of the Thai Airways Restaurant, Chiang Mai Province was performed by using three marketing mix factors as below:

Pre-Service Factors

The study has revealed that the respondents' express high concern in many aspects such as the reputation of the restaurant in terms of the quality and the service, the prices and the location.

During-Service Factors

The study has revealed that the respondents' opinion are highly comment with many aspects such as the politeness and hospitality of the staff, high accuracy in billing, highly personalised service and guest attention, one stop service, service minded and careful staff.

Post-Service Factors

The aspects which the respondents' give high significant include guest expectation-oriented service , clean and appropriate lay out of the restaurant, quality of food, satisfactory guest response and suitable service for value of money.