

ABSTRACT

The main objective of this study is to measure the level of foreign customer satisfaction toward 'Tip-Top' restaurant at Patpong in terms of appearance, staff, and service. Apart from that, foreign customer problems and recommendations for a solution would be also discussed.

The subjects who were 100 foreign customers were asked to complete questionnaires during the period November - December 2007. The result was analyzed by descriptive statistics of percentage, frequency, mean, and standard deviation. The result showed that the foreign customers were mostly moderately satisfied with all the aspects under investigation: appearance of the restaurant and food. Additionally, the customers were most satisfied with the staff. However, cleanliness of the toilet and the quantity of food were a major concern of the customers since it did not serve their needs. The restaurant should improve this and clean the toilets more often and the foreign customers also needed a wider variety of food in each menu.

This study can be used as a guideline to improve Tip-Top restaurant at Patpong and other restaurants around the Patpong area to make their customers more satisfied and it might be useful for further study.