

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

‘Patpong’ name from the ‘Patpongpanich’ family, who own this land. The family purchased this area in 1946. The old house was removed and the canal was filled in to build rooms and houses. A part of this area had been used as a R&R (Rest & Recuperation) location for U.S. troops serving in the Vietnam war (At-bangkok, 2004).

Patpong is parallel to Silom and Surawong road, which is in the centre of the business area of Bangkok. It is like a ‘foreigners’ area. (Ajarn, n.d.) There are many pubs and bars around Patpong and also night markets and restaurants, which makes Patpong crowded and bustling.

The restaurants in Patpong are businesses which make lots of money for the entrepreneurs. There are few restaurants there (such as Bobby’s Arms, Derby King, French Kiss, La Fiesta, Le Bouchon, Thai Rooms, and Tip-Top), so this business is interesting and should be highly visible. Many people might see many restaurants around there but actually; they are not included in Patpong. They are in soi Thaniya and Surawong road.

Tip-Top restaurant was located at Patpong¹. It was opened more than 40 years ago. In fact, there are 2 branches: Sukhumvit road and Patpong but in this survey, the ‘Patpong’ branch was selected. The ex-owner is Mr. Vichian who died and now the new owner is Mr. Vichai which owns the King & Queen group. In the first period, there was available Thai style food and American Breakfast only. It was opened 24 hours per day. Later, Mr. Vichai came to take over this branch. The new owner changed the appearance, time, and food style of this restaurant in order to get more profits. The restaurant was renovated for a month. And then, when the restaurant was opened, Italian, Japanese, Chinese food were added to the menu. The restaurant was originally open from 4pm to 4am so that the customers could get good quality service and food. However, the profit was not as high as intended and as one of the owner’s relatives aiming for career development and raising customer satisfaction, the researcher was inspired to conduct this study.

1.2 STATEMENT OF THE PROBLEM

1.2.1 Main:

Are foreign customers satisfied with Tip-Top restaurant at Patpong?

1.2.2 Sub-Question:

What are the foreign customer opinions toward the following areas:

- Appearance of the restaurant
- Staff
- Food
- Special Promotion

1.3 OBJECTIVES OF THE STUDY

1.3.1 Main Objective:

To measure the level of foreign customer satisfaction toward 'Tip-Top' restaurant at Patpong.

1.3.2 Sub-Objective:

To identify the foreign customer opinions toward:

- Appearance of the restaurant
- Staff
- Food
- Special Promotion

1.4 DEFINITIONS OF TERMS

Definitions of the terms of this study are the following:

1.4.1 **Satisfaction** refers to the level of customer satisfaction toward Tip-Top restaurant at Patpong.

The components of customer satisfaction in this research are:

1) Satisfaction toward the *appearance of the restaurant* which can be measured by the following indicators:

- Front of the restaurant
- The tables & chairs
- Decor
- Atmosphere

- Cleanliness of the restaurant
- Cleanliness of the toilet
- 2) Satisfaction toward *the staff* which can be measured by the following indicators:
 - Politeness
 - Service-Minded
 - Promptness
 - Accuracy
 - Problem-Solving
- 3) Satisfaction toward *the food* which can be measured by the following indicators:
 - Variety of food
 - Eye Appeal
 - Flavor/ Aroma
 - Quality
 - Quantity
 - Deliciousness

The sample was asked to indicate on a five-point Likert scale adapted from the original seven-point Likert scale, ranging from 1 (Poor) to 5 (Excellent), with the rating criteria as follows:

5. Excellent 4. Good 3. Average 2. Below Average 1. Poor

1.4.2 ***Foreign Customers*** refers to a randomized male or female non Thai customer who comes to have a meal at Tip-Top restaurant, Patpong from when the restaurant opens until it closes.

1.5 SCOPE OF THE STUDY

One hundred foreign customers patronizing Tip-Top restaurant will be selected for this research via the passing out of questionnaires. And the questionnaires comprise both closed-ended and open-ended questions. As the samples are drawn from foreign customers, the prospective result cannot be applied or generalized to Thai customers.

1.6 SIGNIFICANCE OF THE STUDY

This research will provide necessary information to be utilized as a guide for the Entrepreneur to improve the restaurant. It will reveal the factors of foreign customer satisfaction toward Tip-Top restaurant at Patpong. The entrepreneurs who owned the restaurant in Patpong will receive the results of the research findings in order to develop the whole quality of the restaurant so as to satisfy foreign customers. Also, anyone who wants to enter the international restaurant business will be able to assess influential factors before they decide to run such a business in this or other areas. Last, the finding of this research will be beneficial for those who want to conduct further research in the field.

1.7 ORGANIZATION OF THE STUDY

The study of foreign customers' satisfaction toward tip-Top restaurant at Patpong in this paper is divided into 5 chapters.

Chapter1: Introduction: background, statement of the problem, objective, definition of the terms, scope, significance, and organization of the study

Chapter2: Review of related theories, concepts, and literature

Chapter3: Methodology, data collection, procedures, and data analysis method.

Chapter4: Results and tables of the survey

Chapter5: Summary of the study, discussions, conclusions, and recommendations for further research