

CHAPTER FOUR

RESULTS

This chapter reports the results of foreign customer satisfaction toward Tip-Top restaurant, Patpong. It is divided into 3 parts based on the questionnaires: the demographic information of respondents, foreign customer satisfaction and suggestions.

4.1 DEMOGRAPHIC INFORMATION OF RESPONDENTS

The first part of the questionnaire sought the demographic data concerning gender, age, and nationality. All information was displayed in the form of frequency and percentage of the respondents as follows:

4.1.1 Gender

62% of the subjects were male respondents, while 38% were female respondents as illustrated in *Table 1*.

Table 1. Frequency and Percentage of Gender of the Subjects

Gender	Frequency	Percentage
Male	62	62
Female	38	38
Total	100	100

4.1.2 Age

The minimum age was 30-39 years old (30%) and the maximum was over 50 years old (19%).

Table 2. Frequency and Percentage of Age of the Subjects

Age	Frequency	Percentage
20-29	28	28.0
30-39	30	30.0
40-49	23	23.0
Over 50yrs	19	19.0
Total	100	100

4.1.3 Nationality

Most of the subjects were British, accounting for 15%.

Table 3. Frequency and Percentage of Nationality of the Subjects

Nationality	Frequency	Percentage
British	15	15.0
German	9	9.0
Belgian	8	8.0
Italy	8	8.0
Dutch	7	7.0
Australian	6	6.0
Canadian	6	6.0
Swedish	6	6.0
Finnish	4	4.0
New Zealander	4	4.0
American	4	4.0
Spanish	4	4.0
French	4	4.0
Singaporean	3	3.0
Hungarian	3	3.0
Malaysia	2	2.0

(table continues)

Table 3. (continued)

Nationalities	Frequency	Percentage
Norwegian	1	1.0
South African	1	1.0
Slovenian	1	1.0
Russian	1	1.0
Polish	1	1.0
Filipino	1	1.0
Jordanian	1	1.0
Total	100	100.0

The next part is about the customer satisfaction toward Tip-Top restaurant. All information was measured in terms of appearance, staff, and food. Closed-ended questions with the Likert 5-point scale were used to measure the degree of customer satisfaction. The findings are shown in the form of frequency distribution, mean and standard deviation.

4.2 FOREIGN CUSTOMER' SATISFACTION WITH THE RESTAURANT

Most of the customers gave an excellent overall satisfaction rating to the restaurant ($\bar{x} = 4.22$), the customer satisfaction with staff was excellent ($\bar{x} = 4.43$), followed by food ($\bar{x} = 4.20$) and appearance of restaurant ($\bar{x} = 4.06$).

Table 4. Foreign Customer Satisfaction with Tip-Top Restaurant

Items	\bar{x}	S.D.	Degree of Satisfaction
Appearance of Restaurant	4.06	0.48	Good
Staff	4.43	0.60	Good
Food	4.20	0.63	Excellent
Overall Satisfaction with Restaurant	4.22	0.46	Excellent

4.2.1 The Appearance of the Restaurant

The customers' overall satisfaction with the appearance of the restaurant was good ($\bar{x} = 4.06$). The cleanliness of the restaurant was good ($\bar{x} = 4.19$), front of the restaurant ($\bar{x} = 4.16$), the tables& chairs ($\bar{x} = 4.14$), atmosphere ($\bar{x} = 4.04$), decor ($\bar{x} = 3.97$), and cleanliness of the toilet ($\bar{x} = 3.86$).

Table 5. Foreign Customer Satisfaction with the Appearance of the Restaurant

Items	Degree of Satisfaction					\bar{x}	S.D.	Degree of Satisfaction
	Excellent	Good	Average	Below Average	Poor			
Front of the Restaurant	27 (27.0)	63 (63.0)	9 (9.0)	1 (1.0)	- -	4.16	.62	Good
The Tables and Chairs	26 (26.0)	62 (62.0)	12 (12.0)	- -	- -	4.14	.60	Good
Decor	18 (18.0)	63 (63.0)	17 (17.0)	2 (2.0)	- -	3.97	.66	Good
Atmosphere	24 (24.0)	58 (58.0)	16 (16.0)	2 (2.0)	- -	4.04	.70	Good
Cleanliness of the Restaurant	32 (32.0)	56 (56.0)	11 (11.0)	1 (1.0)	- -	4.19	.66	Good
Cleanliness of the Toilet	18 (18.0)	52 (52.0)	28 (28.0)	2 (2.0)	- -	3.86	.73	Good
Overall						4.06	0.48	Good

4.2.2 The Staff of the Restaurant

Most of the customer satisfaction with the staff was excellent ($\bar{x} = 4.43$). The politeness of staff was excellent ($\bar{x} = 4.60$), as well as service-minded ($\bar{x} = 4.51$), promptness ($\bar{x} = 4.38$), accuracy ($\bar{x} = 4.35$) and problem solving ($\bar{x} = 4.33$).

Table 6. Foreign Customer Satisfaction with the Staff

Items	Degree of Satisfaction					\bar{x}	S.D.	Degree of Satisfaction
	Excellent	Good	Average	Below Average	Poor			
Politeness	64 (64.0)	32 (32.0)	4 (4.0)	- -	- -	4.60	.57	Excellent
Service-Minded	59 (59.0)	34 (34.0)	6 (6.0)	1 (1.0)	- -	4.51	.66	Excellent
Promptness	53 (53.0)	36 (36.0)	9 (9.0)	- -	2 (2.0)	4.38	.81	Excellent
Accuracy	53 (53.0)	31 (31.0)	14 (14.0)	2 (2.0)	- -	4.35	.80	Excellent
Problem Solving	49 (49.0)	39 (39.0)	9 (9.0)	2 (2.0)	1 (1.0)	4.33	.80	Excellent
Overall						4.43	0.60	Excellent

4.2.3 The Food of the Restaurant

The overall satisfaction with the food was found at a good level ($\bar{x} = 4.20$). The variety of food (Thai, Japanese, Chinese, Italian), flavor/aroma, and eye appeal, all were found at an excellent level ($\bar{x} = 4.38, 4.26, 4.24$, respectively). Nevertheless, the customers' satisfaction with deliciousness was good ($\bar{x} = 4.10$), as well as quality ($\bar{x} = 4.20$), and quantity ($\bar{x} = 4.04$).

Table 7. Foreign Customer Satisfaction with the Food

Items	Degree of Satisfaction					\bar{x}	S.D.	Degree of Satisfaction
	Excellent	Good	Average	Below Average	Poor			
Variety (Thai, Japanese, Chinese, Italian)	45 (45.0)	48 (48.0)	7 (7.0)	- -	- -	4.38	.62	Excellent
Eye Appeal	35 (35.0)	54 (54.0)	11 (11.0)	- -	- -	4.24	.64	Excellent
Flavor/ Aroma	42 (42.0)	44 (44.0)	12 (12.0)	2 (2.0)	- -	4.26	.75	Excellent
Quality	39 (39.0)	45 (45.0)	13 (13.0)	3 (3.0)	- -	4.20	.78	Good
Quantity	31 (31.0)	46 (46.0)	19 (19.0)	4 (4.0)	- -	4.04	.82	Good
Deliciousness	37 (37.0)	42 (42.0)	16 (16.0)	4 (4.0)	1 (1.0)	4.10	.88	Good
Overall						4.20	0.63	Good

To present the overall results more clearly in a graph form.

Figure 2. Foreign customer satisfaction with Tip-Top restaurant

4.2.3.1 The Food Price

The foreign customers mostly thought that the food price was reasonable (76.0%), but 14.0% gave expensive, 8.0% cheap, and 2.0% too expensive.

Table 8. What do You Think about the Price?

The Food Price	Frequency	Percentage
Too Expensive	2	2.0
Expensive	14	14.0
Reasonable	76	76.0
Cheap	8	8.0
Total	100	100.0

4.2.3.2 Type of Food

Most foreign customers ordered Thai food (75.0%), followed by Italian food (26.0%), Japanese food (20.0%) and Chinese food (6.0%) respectively.

Table 9. Which Type of Food did You Order?

Type of Food	Count	Percentage
Thai	75	75.0
Japanese	20	20.0
Chinese	6	6.0
Italian	26	26.0

Note. Chosen more than one (n=100)

4.3 FOREIGN CUSTOMER SUGGESTIONS AND OTHERS

This part consisted of foreign customer suggestions about promotion, return and recommendations.

4.3.1 The Promotion

Most of the customers would like them to offer food set at special prices (76.0%), followed by membership cards (12.0%) and special hours (12.0%).

Table 10. Which Type of Promotions would You Like us to Offer?

Type of Promotion	Frequency	Percentage
Food Set at Special prices	76	76.0
Membership Card*	12	12.0
Special Hours**	12	12.0
Total	100	100.0

Note.

Membership Card* = Paid up to 1,000bht, Get 5% Discount Membership Card
 Special Hours** = 4pm-8pm, Get Appetizers in a half price

4.3.2 Return of the Subjects

Most customers want to come to the restaurant again (98.0%) and the rest didn't want to come to the restaurant again (2.0%).

Table 11. Do You Want to Come to the Restaurant Again?

Come again	Frequency	Percentage
Yes	98	98.0
No	2	2.0
Total	100	100.0

4.3.3 The Reason for the Subjects' Return

If yes, the customers will return to restaurant because of tasty food (60.2%), pleasant atmosphere (54.1%) , service mind of staff (54.1%) convenience of location (37.8%) and cleanliness (37.8%), respectively.

Table 12. (If 'yes') What are the Reasons for Your Return?

(If 'yes') What are the reasons for their return?	Count	Percentage
Tasty Foods	59	60.2
Pleasant Atmosphere	53	54.1
Service Mind of Staff	53	54.1
Convenience of Location	37	37.8
Cleanliness	29	29.6

Note. Choose more than one (n=98)

4.3.4 The Recommendation of the Subjects to Others

Most of the customers would recommend others to come to this restaurant (96.0%) and the rest (4.0%) wouldn't recommend others to come to this restaurant.

Table 13. Would you Recommend Others to Come to the Restaurant?

Recommendation to the other	Frequency	Percentage
Yes	96	96.0
No	4	4.0
Total	100	100.0

The findings of the study will be summarized and discussed in the next chapter.