

CHAPTER FIVE

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions of the findings, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

5.1.1 Objectives of the Study

- 1) To measure the level of the foreign customer satisfaction with Tip-Top restaurant, Patpong, to analyze the issues.
- 2) To find their opinions regarding to appearance of the restaurant, staff, food, and special promotion.

5.1.2 Subjects, Materials, and Procedures

- 1) *Subjects:* The subjects of the study were 100 foreign customers of Tip-Top restaurant, Patpong only and the study design was descriptive cross-sectional.

- 2) *Materials:* The research instrument was an open-ended and closed-ended questionnaire which consisted of three parts as follows:

The first part was demographic information requiring the respondents' general information such as gender, age, and nationality. The second part mainly a scale rating from 1-5 but each statement of this part was provided with space to write the respondents' comments. Additionally, there were close-ended questions to ask what the respondents thought about the price and what national cuisine the respondent chose. The third part was close-ended questions to ask which promotions the respondents would like the restaurant offer. The rest was about return and recommendations of the respondents. At the end of almost each statement of this part, the questionnaire provided space for the respondents to give reasons.

- 3) *Procedure:* The survey began in early December 2007 and finished in January 2008. All data collected were analyzed by using the statistical package for social sciences or SPSS program version 10.0.5. Descriptive statistics of

frequency, percentage, mean, and standard deviation were used to present the findings of the study.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 Personal Information of the Respondents

Although the respondents were both male and female, the proportion between them was different since there were 62% male respondents while there were only 38% female respondents. The age and nationality of respondents varied.

5.2.2 The level of Foreign Customers Satisfaction Towards Tip-Top Restaurant, Patpong. This section will be divided into 3 parts as follows:

- *Appearance of the restaurant*: It was found that most respondents were satisfied with the cleanliness of the restaurant, the front of the restaurant, and the tables and chairs; however, some customer thought that the atmosphere should be improved because of noise and being over crowded. The decor is quite simple, and also the toilet should be cleaned up more often. The customers' overall satisfaction with the appearance of the restaurant was good ($\bar{x} = 4.06$).

- *Staff*: Most respondents were satisfied with the staff at an excellent level ($\bar{x} = 4.43$) in terms of the politeness of staff, service-mindedness, promptness, accuracy and problem solving. Most of respondents were impressed with the staff. They commented that the staff were nice, friendly, and effective.

- *Food*: The variety of food (Thai, Japanese, Chinese, Italian), flavor/aroma, and eye appeal, they all were found at excellent levels. Nevertheless, customer satisfaction toward deliciousness was good as well as quality and quantity. Some customers would like to improve the taste of food and furthermore, they think that the food in each order was not enough. More food should be added. The overall satisfaction with the food was found at a good level ($\bar{x} = 4.20$).

5.3 DISCUSSIONS

In this part, the findings of the study will be discussed. There were several points of discussions from the findings based on the research questions posed in chapter one and results in chapter four.

5.3.1 The research question asks whether the foreign customers are satisfied with Tip-Top restaurant at Patpong or not. It was found that most foreign customer satisfaction level with the restaurant was excellent. According to the book ‘มุ่งสู่ความสำเร็จด้วยธุรกิจร้านอาหาร’, พีระวุธ ฉัตรกุล ณ อยุธยา (2546) reveals that a restaurant will achieve its goal if there is effective management, good quality food and beverages, a good location, good atmosphere, interesting offer, good image, and reasonable prices.

5.3.2 The sub- research question asked about foreign customer opinion toward the appearance of the restaurant, staff, food, and special promotions of Tip-Top restaurant at Patpong. The results show that they mostly prefer staff in terms of politeness and service-minded. The customers commented that the staff were friendly and took good care of them. When staffs were present, service will always come together. Service is an important strategy to attract customers. From the book ‘มุ่งสู่ความสำเร็จด้วยธุรกิจร้านอาหาร,’ it was shown that the staff should understand ‘service’. And ‘service’ could be divided into ‘s’ smile, ‘e’ eye-contact, ‘r’ remember, ‘v’ viewing, ‘i’ information, ‘c’ contact, and ‘e’ Empathy. Next, the customers were moderately satisfied with the appearance of the restaurant and food. They would like the restaurant to improve the atmosphere because it was too crowded and noisy. If the entrepreneur could solve this problem, the restaurant would be successful as “มุ่งสู่ความสำเร็จด้วยธุรกิจร้านอาหาร” informed that a restaurant should have also good atmosphere. In addition, (Maslow, 1970) since food is in a physical need, the first level of the five human need factors, people cannot be deprived of it. Therefore, the customers were dissatisfied and would like the restaurant to improve food quantities because it was not enough to serve their needs. Generally, Thai people eat less than Foreigners, so the restaurant should add food to each dish in the menu and raise prices. The entrepreneur said that the restaurant chose only the best quality ingredients to cook, so it’s the reason why each dish has less food. However, after getting this result, the entrepreneur should find new supplier to get the same quality

but at a lower cost. Last, for the promotion, this restaurant has interesting offers as in "มุ่งสู่ความสำเร็จด้วยธุรกิจร้านอาหาร". From the results, customers prefer food set at a special price the most, so it is reflected in the quantity of food, as the researcher stated above. It means that the customer we increase the quantities of food. Conversely, although some factors still don't meet the foreign customer needs, most of them will return to this restaurant. Only 2 people will be not but they gave the comment that they had to go back their country permanently. This is an important thing that the entrepreneur should keep customer loyalty by maintaining and developing the restaurant.

5.3.3 From chapter four, the result of respondents' gender show that males outnumber females because Patpong is a nightlife attraction for men. Most women coming to Tip-Top restaurant are old women who always come with their families. Although the nationalities of respondents were different, European people come to the restaurant rather than other nationalities. The researcher believed that the EURO currency was stronger than the Thai baht; so European people chose to travel to Thailand. Moreover, Thailand is the land of smiles and there are many tourist attractions. Many people doubt that US\$ was stronger as well but why weren't they a larger group foreign customers in this research? The researcher asked US people and got the answer that they think the USA is so far away from Thailand and their country is huge. Besides, some US people don't know Thailand because it's just a small country in Asia.

From the result of types of food the respondents ordered, they chose Thai food the most (75%) and Chinese food the least (6%). Consequently, the researcher would like the entrepreneur to maintain the standard of Thai food and be more concerned with Chinese food regarding taste. However, only 2 respondents answered 'no' to the question as to whether the respondent want to come back to the restaurant again or not. They gave the reason that they had to go back their country permanently. For the recommendation of respondents to others, there are 4 people refusing to recommend others because they commented that they were dissatisfied with food's taste and atmosphere.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 Based on the results from the study, most respondents were male.

5.4.2 Although the nationalities of customers are varied, they are satisfied with the staff of Tip-Top restaurant at the highest level.

5.4.3 Customers agreed that the degree of satisfaction toward the appearance of the restaurant was good. Still, the atmosphere should be improved.

5.4.4 The first thing that Tip-Top restaurant should improve about the food is the quantity. Yet, the food price is reasonable.

5.4.5 The promotion that customers would like the restaurant to offer most is food sets at a special price.

5.4.6 The most important reason why the customers return are tasty food, a pleasant atmosphere, and the service mind of staff respectively.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for future research.

5.5.1 This research was conducted with 100 foreign customers regarding satisfaction levels and opinions toward Tip-Top restaurant at Patpong; therefore, further studies should be conducted with both foreign and Thai customers.

5.5.2 Future research can be conducted at other restaurants around Patpong in order to make the research more effective.