

Guidelines for Improving the Quality of Service of Grilled-grilled Buffet Restaurants in Udon Thani Province, Thailand

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Abstract—Study subject Guidelines for improving service quality of buffet-grilled restaurants in Udon Thani Province aimed at Study of service quality factors Study the level of service satisfaction Study the relationship between service quality and user satisfaction. and to study the factors of service quality that influence the satisfaction of service users of grilled-grill buffet restaurants in Udon Thani province. A sample of 400 was selected by using a questionnaire as a study tool. The collected data were analyzed using statistical values, percentage, mean, hypothesis t- test, F-test (One-Way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. The results of the study found that most of the respondents were female. Age between 21-30 years old with a bachelor's degree Occupation of a private company employee and have average monthly income 10,001–20,000 baht, service quality factor The overall picture is at a high level. The overall satisfaction of users of the service is at a high level. Factors for the quality of personal data services, age, and educational level affect service satisfaction The service quality factor was related to service satisfaction at a high level in the same direction. Service quality factor influences service satisfaction of buffet restaurant in Udon Thani province. statistically significant at the .05 leve Recommendations from the study Executives or restaurant owners should focus on the matter. tool supply suitable equipment Provide a hygienic place suitable for grilling-grill shops, for example, there is a place to absorb odors and smoke. Train employees to be agile, enthusiastic, and attentive to customers. interpersonal honesty and provide equal customer service to make customers satisfied.

Keywords— Improving, Quality, Service.

I. INTRODUCTION

Marketing trends of restaurant business in Thailand (PAWA, 2017) has been growing in popularity is an important factor that makes new entrepreneurs. gradually enter this business which resulted in a rate Moreover, (Thai, & Turkina, 2013) the performance report the rising restaurant business in Thailand has made the market value. with a value of one hundred billion baht, when considering the impact of tourism revenues (Phonsuwan, & Kachitvichyanukul, 2011) This is an important factor causing competition in the restaurant business market tends to expand more intensely. (Hanaysha, 2016) One of the restaurant businesses is a buffet restaurant.

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by the nature of the buffet restaurant It is a restaurant that prepares many types of food. so that consumers can scoop food in a manner of self-service or serving without limiting the amount of eating But in some stores, there may be a marketing strategy by setting the time to eat to stimulate consumption. The buffet restaurant business can be operated in many forms such as grilling, shabu, suki, or Japanese food. There is also a buffet option. (POOTHONG, 2018)

Buffet food is becoming more and more popular in urban and suburban society. until more people turned their attention Especially restaurants type - grill, buffet style, or set up, thus causing this type of restaurant to open and open a lot of competition. For this reason, the behavior of most consumers when choosing a buffet restaurant does not take into account the risk of causing serious illnesses. or nutritional status in food but will focus on deliciousness, value for money, ease of access to the store And there are still other factors such as travel time. service from the shop environment in the shop and around the shop, etc. (McBride, Persky, Wagner, Faith, & Ward, 2013)

The quality of service is also considered important. Because service is a concept and practice in the assessment of service recipients. It compares the expected service and the actual service perceived by the service provider. If the service provider can provide the corresponding service and meet the needs of service recipients or create a higher level of service than the recipient expected will result in such service becoming the quality of service, This will make the service recipient very satisfied from the service received. (Ferguson, & Huston, 1998)

From the foregoing, the students were interested in studying the guidelines for improving the service quality of the buffet restaurant in Udon Thani province. in order to use the results from the study to improve and develop the service quality to meet the needs of service users more.

II. OBJECTIVES OF THE STUDY

To study the service quality factors of buffet restaurant in Udon Thani province.

To study the level of service satisfaction of a buffet restaurant in Udon Thani province.

A. Study Hypothesis

Different personal factors affect service satisfaction of buffet restaurant in Udon Thani province. Different service quality factor was related to service satisfaction of buffet restaurant in Udon Thani province.

Service quality factor influences service satisfaction of buffet restaurant in Udon Thani province.

B. Scope of study

Concerning the content of the study on the approach to improving the quality of service at admin grilling-grill buffet restaurant in Udon Thani province. The study was based on the Parasuraman (Zeithaml, Parasuraman, & Berry,1985) theory which consisted of physical qualities. Quality of Service Reliability Quality in responding to the needs of service recipients Trust quality and the quality of access to the mind and satisfaction theory.

C. Population aspects used in the study were 400 users of admin restaurant, grill-grill buffet in province

A Study on the Approach for Quality Improvement of Buffet Restaurant Service in Udon Thani Province The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows: Concepts and theories about service quality from images obtained from a survey of consumer opinions on service quality and consumer expectations about service are influenced by four key sources:

The personal needs of consumers will vary. Depending on the individual characteristics and environment of each consumer, consumers may expect the same type of service to vary according to their individual needs. (MacArthur, &

Levins, 1964)

1. Word of Mouth Communication is information that consumers receive from other consumers who have previously received services from a service provider, possibly providing advice. Use the Service for any complaints or statements about the Service. (Vettas, 1997)

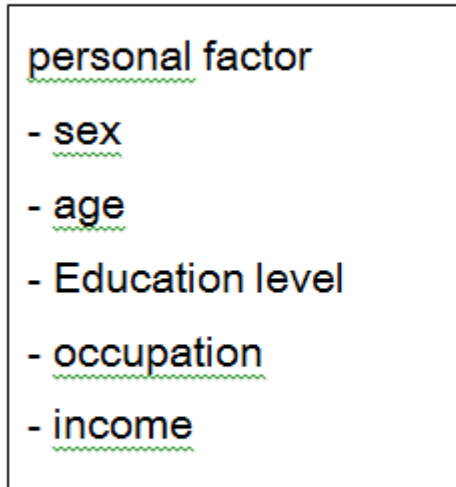
2. Past Experience: Consumers who have had direct experiences about the service also influence the level of consumer expectations. Because the same experience leads to learning and remembering these experiences. (Howard, H. & Borry,2013)

3. Advertising and public relations to consumers (External Communications to Customers) Advertising and public relations from organizations that provide services to consumers in various forms, whether it is an announcement through various mass media to create a good image or to promote sales, all play an important role. to create consumer expectations about the services received (Wright, & Hinson, 2009).

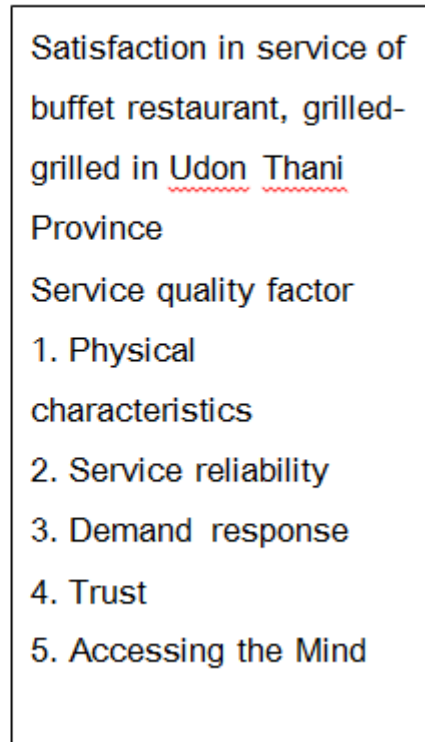
D. Conceptual framework in education

From the above study The study was based on Parasuraman's service quality (Parasuraman, Berry, & Zeithaml,1993) theory Theory of Satisfaction, summarized and coordinated into a conceptual framework. To study the guidelines for improving the service quality of buffet-grilled restaurants in Udon Province as follows:

Independent variable



Dependent variable



III. METHODS OF CONDUCTING THE STUDY

Study subject Guidelines for improving service quality of buffet-grilled restaurants in Udon Thani Province (Wongaree, 2019) The objectives of this study were to study the quality of service and satisfaction of service at a buffet restaurant in Udon Thani province. The data from the study were used as a guideline to improve and develop the quality of service quality of buffet restaurant service in Udon Thani province. The study was conducted with the following details:

A. Population used in the study

The population in the study The population used in the study was the group of customers who used the service at the buffet restaurant admin in Udon Province. The total number is 400 people. Because the sample population is large, the exact number of this population is unknown. Therefore, the formula for calculating the sample group was used. The model did not know the exact population, so the sample size was determined by using the population sample formula The confidence level was 95%.

B. Study results

Study subject Guidelines for improving service quality of buffet-grilled restaurants in Udon Thani Province The study sample consisted of users of admin restaurant, grilled-grill buffet in Udon Thani province. 400 sets of questionnaires were used as data collection tools, and 400 were returned, representing 100% of the questionnaire. Comparing service

quality factors influencing service satisfaction of buffet restaurant in Udon Thani province, it was found that in terms of physical characteristics, the interior of the shop was decorated with modern beauty (Sig=.000). equipment Ready tools (Sig=.000) The shop is clean and tidy (Sig=.001) Responding to the needs in terms of the number of employees is sufficient (Sig=.005) Employees provide quick service (Sig=.000) Confidence in the matter of employees having knowledge of food (Sig=.013), in connection with the mind, in regards to employees who are attentive to customers who start walking into the store, are welcomed (Sig=.013) and are able to recognize customers (Sig=.003) Influence on service satisfaction of buffet restaurant in Udon Thani province. statistically significant at the .05 level

IV. RESULTS, DISCUSSION AND RECOMMENDATIONS

Study subject Guidelines for improving service quality of buffet-grilled restaurants in Udon Thani Province Have a purpose. To study the service quality factors of buffet restaurants in Udon Thani province. To study the level of service satisfaction of a buffet restaurant in Udon Thani province. To study the relationship between service quality and customer satisfaction of restaurant grill-grill buffet in Udon Thani province. To study the factors of service quality that influence the satisfaction of service users of the grilled-grill buffet restaurant in Udon Thani province. The study method was a quantitative study. (Quantitative Research) Independent variables are personal basic factors consisting of gender, age, education level, occupation and average monthly income. Service quality factors consisted of physical

characteristics. Service reliability The response to the needs trust and in terms of access to the mind, the dependent variable was the satisfaction of service users of the grilled-grill buffet restaurant in Udon Thani province. 400 questionnaires were used as a data collection tool. The statistics used were percentage, mean, t-test, F-test (One-Way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

A. Respondents' personal data

A study of 400 respondents found that most of them were female. Age between 21-30 years old, bachelor's degree Occupation of a private company employee and have a monthly income of 10,001 – 20,000 baht

B. Information on the level of importance of service quality factors of buffet restaurants in Udon Thani province

From the study of the importance of factors of service quality of buffet restaurant in Udon Thani province, it was found that the overall level was at a high level consisting of physical characteristics, Service reliability The response to the needs trust and access to the mind At a high level, details are as follows:

Physical appearance The results showed that physical appearance The overall picture is at a high level. The details of the 3 levels of importance are as follows: the inside of the shop is clean and tidy. The shop has equipment. available tools And the inside of the shop is decorated beautifully. at a high level

Service reliability The results showed that Service reliability The overall picture is at a high level. The details of the 3 levels of importance are as follows: Employees perform their duties correctly. Employees can give advice to customers. and quality products in the store at a high level

The response to the needs The results showed that The response to the needs The overall picture is at a high level. There are 3 important levels of detail. Employees are ready to serve. The service staff is quick and the number of employees is sufficient. at a high level trust The results showed that trust Overall, it is at a high level. The details of the 3 levels of importance are as follows: Employees are knowledgeable about food. All staff in the shop have the same standard of service, and the staff are polite, speak sweetly, at a high level.

Access to the mind The results showed that access to the mind The overall picture is at a high level. The details of the 3 levels of importance are as follows: Employees care about customers. Started walking into the store, welcomed by the staff with a smile. and employees can recognize customers at a high level.

C. Information about the level of satisfaction of service users of a buffet restaurant in Udon Thani province

From the study of the satisfaction level of service users of the grilled-grill buffet restaurant in Udon Thani province, it was found that the overall level was at a high level. The details of the importance of 10 areas are as follows: easy product placement. organize The decoration of the shop is modern and

beautiful. On the other hand, you are satisfied with the location of the shop. The products in the shop are of good quality, fresh, clean, delicious, and the staff provide quick service. Employees can give advice about products to customers. The number of employees is sufficient. The staff are ready to serve. The staff are courteous, smiling, and the overall service of the buffet-grilled restaurant in Udon Thani province. The satisfaction level was at a high level, respectively.

D. Comparative data on service quality factors affecting customer satisfaction of grilled-grill buffet restaurant in Udon Thani province. Classified by personal information Hypothesis test results

Hypothesis 1: Different personal factors affect service satisfaction of buffet restaurant in Udon Thani province. different

From the study, the comparative results showed that Age personal information and education level different The effect on service satisfaction of buffet restaurant in Udon Thani province was significantly different at the .05 Relational data between quality factors and service satisfaction of grilled-grill buffet restaurant in Udon Thani province.

Hypothesis test results

Hypothesis 2: Service quality factor was related to service satisfaction of buffet restaurant in Udon Thani province. Service quality factor was related to service satisfaction of buffet restaurant in Udon Thani province. Overall, the relationship was high level in the same direction. Each aspect consists of in terms of trust access to the mind The response to the needs Service reliability high degree of correlation in the same direction The physical aspect The level of relationship is less the same direction. statistically significant at the .05 level Service quality factor influences service satisfaction of buffet restaurant in Udon Thani province.

Hypothesis 3: Service quality factor influences service satisfaction of buffet restaurant in Udon Thani province.

The study found that Service quality factors influencing service satisfaction of buffet restaurant in Udon Thani province consisted of physical aspects, in regards to the interior decoration of the restaurant in modern style. Inside the shop, there are tools and equipment that are readily available. The inside of the shop is clean and tidy. The response to the needs In regard to the number of employees, there is enough The staff provide service quickly. trust In regards to staff knowledgeable about food. and access to the mind In the matter of attentive staff, customers began to walk into the store. Good reception, employees can recognize customers. statistically significant at the .05 level

V. DISCUSSION OF RESULTS

From the study of guidelines for improving service quality of buffet restaurants in Udon Thani province The students had issues to discuss as follows:

A. Recommendations obtained from the study of service quality factors

Physical appearance restaurant-related business operators or other related agencies should provide tools and equipment suitable for the type of food. Should provide a hygienic place inside the shop for grilling-grilling services, such as having a place to absorb odors and smoke from grilling food, etc.

Service reliability restaurant-related business operators or various agencies There should be training for staff in charge of cooking to be able to cook consistently high quality food. or service personnel Food is proficient and fluent in serving.

The response to the needs restaurant-related business operators or other related agencies There should be training for employees to be enthusiastic in service. Be polite and courteous in service. There is equal service to all levels of customers. And employees do not interfere with the privacy of customers. in order to provide customers with satisfaction in using the service and decide to continue using the service in the future

Trust Business operators should instill in their employees' honesty in their service. To make consumers feel that they are always receiving services that meet their needs which will lead to further service selection

Access to the mind Entrepreneurs should supervise employees. service minded take care of customers Starting from entering the store welcome and good service until the customer eats and pays It also helps to monitor Valuable assets of customers if they are forgotten. Should immediately contact to bring the delivery back to the customer immediately.

VI. SUGGESTIONS FOR THE NEXT STUDY

Those interested should study other factors. that affect the choice of restaurant service - grill - grill for using other variables such as customer relationship management brand value creation and brand loyalty which is expected to be an important factor affecting further To get the most complete and useful information in order to use the research results to analyze, compare, as well as plan effective marketing strategies in a highly competitive environment should study finance because at present Invest in a restaurant business in Pong-Yang There is a relatively high investment in finance, therefore, there should be a study in Finance coupled with service education in order to be able to set the appropriate price for the service.

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