

CUSTOMERS' OPINIONS ON THE FOODSERVICE OF  
MK GOLD RESTAURANTS AT SIAM PARAGON BRANCH

A MASTER'S PROJECT

BY

AROONSRI AKSAWETANUNT

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University

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AN ABSTRACT

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This study aimed to explore customers' opinions on the foodservice of MK Gold Restaurants at Siam Paragon branch. The foodservice based on Fifield's Seven Ps Marketing Mix (1998) was employed to study the customers' satisfaction level and the customers' opinions on the importance of the restaurant's foodservice. The data of this study were collected from 80 Thai customers in June 2008 and were analyzed and presented through the descriptive statistics: frequency, percentage, and mean.

The results showed that the customers' satisfaction was at "satisfied" and "very satisfied" levels. 68.8% of the customers were very satisfied with "convenience for traveling." Furthermore, the customers revealed that the foodservice employed at MK Gold Restaurants at Siam Paragon branch was important to them. 65% of the customers indicated that "billing" was very important.

การศึกษาคำคิดเห็นของลูกค้าต่อการให้บริการด้านอาหาร  
ของภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

บทคัดย่อ

ของ

อรุณศรี เอกเสวตอนันต์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

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สารนิพนธ์ฉบับนี้มีจุดประสงค์เพื่อศึกษาระดับความพึงพอใจของลูกค้าที่มีต่อการบริการด้าน

อาหารตามหลักส่วนประสมทางการตลาด 7 ด้าน ของภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

โดยศึกษาระดับความพึงพอใจของลูกค้าที่มีต่อการให้บริการของภัตตาคาร และศึกษาระดับ

ความสำคัญตามความคิดเห็นของลูกค้าที่มีต่อการบริการด้านอาหารของภัตตาคาร การวิจัยครั้งนี้ใช้

การสุ่มตัวอย่างจากลูกค้าของภัตตาคาร จำนวน 80 คน ในเดือนมิถุนายน 2551 โดยกลุ่มตัวอย่าง

ตอบแบบสอบถาม และผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าความถี่ ค่าร้อยละ และค่าเฉลี่ย

ผลการศึกษาพบว่า ความพึงพอใจของลูกค้าที่มีต่อการบริการด้านอาหารของภัตตาคารอยู่ที่

ระดับ “พอใจ” ถึง “พอใจมาก” 68.8% ของลูกค้ามีความพึงพอใจมากที่สุดในด้าน “ความสะดวกในการ

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ความสำคัญมากที่สุด

The master's project advisor, chair of Business English for International Communication, and oral defense committee have approved this master's project *Customers' Opinions on the Foodservice of MK Gold Restaurants at Siam Paragon Branch* by Ms. Aroonsri Aksawetanunt as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

Master's Project Advisor

.....

(Ms. Sopin Chantakloi)

Chair of Business English for International Communication Program

.....

(Associate Professor Dr. Tipa Thep-Ackrapong)

Oral Defense Committee

..... Chair

(Ms. Sopin Chantakloi)

..... Committee

(Dr. Prapaipan Aimchoo)

..... Committee

(Mr. Dominic Bree)

This master's project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

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# CHAPTER 1

## INTRODUCTION

### Background of the Study

Nowadays, foodservice business is highly competitive. In terms of food and beverage control, foodservice operation managers should realize that management which survives and goes on to real success is one that makes every possible effort to really control the overall operation of its foodservice establishment (Keister, 1977).

According to Euromonitor International's Consumer Foodservice in Thailand Report (2007), restaurant business in Thailand tends to apply a comprehensive guide to size and shape the market at a national level. The market trends are set to change sector coverage includes: cafes/bars, full-service restaurants, fast food, home delivery, and street stalls. In addition, the report refers to the healthy eating trend that manufacturers of around 7,000 sweet and savoury snack brands would be required to provide more detailed health warnings concerning their sugar and salt contents. This stronger consumer awareness is expected to shift the focus toward healthier consumer foodservice. The eating establishments become important in which the consumer can freely choose to eat. Moreover, there has been a shift in Thai attitudes toward using fresh food. As Thai people are becoming more knowledgeable and more attentive to their health, they are choosing

healthy menus with fresh and natural ingredients when eating out (Consumer Foodservice in Thailand, 2007).

Since 1962, MK Restaurants has launched more than 200 branches in Thailand and also intended to share the high-target segmentations. Hanjatkaseam (2006), Deputy Managing Director of MK Restaurants Co., Ltd., revealed that MK Restaurants launched a new branch of MK Gold Restaurants that focuses on the market segmentation of high-end or premium customers. The first branch is located on the first floor of Siam Paragon. MK Gold Restaurants differently presents three luxurious styles: gold decoration, variety of menus, and staff's luxurious uniform (MK Multi-Segment Strategy, 2008).

With its particular target customers that differ from those of general MK Restaurants, MK Gold Restaurants seems to successfully establish a new restaurant image. As a result, more of MK Gold Restaurants branches are located at Espanade, Sala-Daeng, and Ekamai ("MK Suki," n.d.). Interestingly, service strategies employed at MK Gold Restaurants can be of interest to other chain restaurants that wish to establish effective business so that they will be able to compete in the continual aggressive restaurant market.

In foodservice industry, the strategy of marketing mix is considered important to respond to the customers' satisfaction. According to Borden (1964), "The marketing mix is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the four Ps, the marketing mix elements are price,

place, product, and promotion. Some commentators increase the marketing mix to seven Ps including presentation, people, and process (p. 24).”

In restaurant business, Fifield (1998) suggested that modifying the marketing mix (seven Ps) consisted of product, price, place, promotion, presentation, people, and process to mirror trends in customers' eating habit may ensure the restaurant owners of a prosperous future. He pointed out that, “the foodservice operators should be aware that the marketing mix is about much more than simply selling (p. 248).” Therefore, the modern marketing mix focuses very clearly on the customers and always looks at the business from their point of view. It asks what customers really need and if the business is meeting that need. Market-driven business will change products or services to suit the customer (Fifield, 1998, pp. 248-249). Consequently, modern foodservice operators have been applying the marketing mix (seven Ps) to enhance an effective restaurant business.

## Statement of the Problem

According to a new research from the National Restaurant Association's (NRA) (2007), restaurants are ready to deliver their foodservice by monitoring the latest consumers and food trends to satisfy increasingly adventurous diners who also place a high premium on convenience and value. The NRA also reveals in terms of food and beverage trends that it comes to quickservice restaurants; many restaurants are following the long-term trend of health and wellness, offering and promoting healthful options and diversifying their menus. Concerning consumer trends that relate to comfort, convenience, and value; restaurants are demonstrating increasing use of technology to make operations more efficient and allow diners more control over their dining experience (Restaurant Industry Forecast, 2007).

Among the foodservice trends mentioned above, restaurant operators are encountering problems regarding higher customers' expectations. Accordingly, it is necessary to improve and develop the foodservice in order to respond to the higher customers' expectations.

## Significance of the Study

This study is proposed to explore customers' opinions on the foodservice of MK Gold Restaurants at Siam Paragon branch as measured by Fifield's Seven Ps Marketing Mix (1998). The findings of the study will reveal what customers consider important when dining out as well as what foodservice satisfies the customers. The results can be used as a guideline for restaurant operators who are employing the seven Ps as their marketing mix strategy to enhance the restaurant business to meet the customers' satisfaction.

## Objectives of the Study

The objectives of the study are:

- (1) To measure the customers' satisfaction level when dining at MK Gold Restaurants at Siam Paragon branch
- (2) To explore what foodservice employed by MK Gold Restaurants at Siam Paragon branch the customers consider important.

## Research Questions

The specific research questions are:

(1) What is the customers' satisfaction level toward MK Gold Restaurants at Siam Paragon branch?

(2) What foodservice do the customers consider important when dining at MK Gold Restaurants at Siam Paragon branch?

## Scope of the Study

As observed in November 2007, MK Gold Restaurants at Siam Paragon branch was always crowded with high-end or premium customers who were apparently the potential customers of Siam Paragon. This study attempts to study customers' opinions on the foodservice employed by MK Gold Restaurants at Siam Paragon branch. The study focuses on the customers' satisfaction level based on Fifield's Seven Ps Marketing Mix (1998) and the foodservice that they consider important when dining out.

In June 2008, a questionnaire specially designed to measure the customers' opinions on the foodservice was randomly distributed to 80 Thai customers of the restaurant.

## Definition of Terms

The following are terminologies with their definitions used in this research:

**Foodservice**                      The practice or business of making, transporting, and serving or dispensing prepared foods, as in a restaurant.

**Customers' Satisfaction**      A business term refers to a measure of how products and services supplied by a company meet or surpass customers' expectations.

**Marketing Mix**                      Combination of marketing elements used in the sale of a particular product.

**Seven Ps**                              The modern marketing elements center around seven distinct functions, sometimes called the seven Ps: product, price, place (of distribution), promotion, presentation, people, and process. All these functions are considered in planning a marketing strategy, and any one may be enhanced, deducted, or changed in some degrees in order to create a strategy necessary to efficiently and effectively sell a product.

In short, in this chapter is composed of the introduction of the study: background, statement of the problem, significance, objectives, research questions, scope, and definition of terms.

## CHAPTER 2

### RELATED LITERATURE REVIEW

This chapter focuses on five areas: restaurant industry, customers' satisfaction, definition of marketing, significance of marketing, and marketing mix.

#### **Restaurant Industry**

According to Biswas and Cassell (1996), a restaurant business "is a very complex and unique industry dealing with multiple facets of typical business operations. It is one of a few businesses that must coordinate the complex tasks within the confines of the same facility." Manufacturing component has to do with kitchen operations. To effectively operate this business, restaurant operators must coordinate proper human resource management practices in hiring, developing, and executing the service practices to ensure the positive dining experiences as well as develop strategic processes to execute production and expediting of all food and beverage items (as cited in Koutroumanis, 2005, p. 20).

According to Zeithaml et al. (1996), a critical success factor of any business is "the ability to generate repeat business." Regarding Crook, Ketchen, and Snow (2003), "This is even more critical in the restaurant industry. Because of extremely low switching costs, customers have a wide array of choices of where they can dine. If they are not satisfied with

their dining experience at one restaurant, it is very easy for them to choose another (as cited in Koutroumanis, 2005, p. 22).”

In short, restaurant operators must be concerned with the product quality, and the level of service quality results in the customers’ satisfaction, which is the core of the restaurant service industry’s achievement.

## **Customers’ Satisfaction**

### **Definition of Customers’ Satisfaction**

According to Schiffman and Kanuk (2007), customers’ satisfaction “is an individual’s perception of the performance of a product or service in relation to expectations.” The concept of customers’ satisfaction is “a function of customers’ expectations.” They explained, “a customer whose experience falls below expectation will be dissatisfied, and customer whose expectations are exceeded will be very satisfied or delighted (p. 7).”

Regarding Yvette and Linsay (2003), satisfaction refers to “the comparison of expectation with experiences in terms of performance.” It could be noted, “When experiences differ negatively from expectations, dissatisfaction occurs (p. 176).”

In brief, the customers’ satisfaction can be referred to a qualitative measure of performance as defined by customers, which meets their basic requirements and standards in terms of both quality and service.

### **Meeting Customer Needs and Expectations**

In an effort to enhance customers' satisfaction is meeting customer needs and expectation. Kotler (2003) stated, "Buyers form their expectations from past buying experience, friends and associated advice, and marketers and competitors information and promises. If marketers raise expectations too high, buyers are likely to be disappointed. However, if companies set expectations too low, it will not attract enough buyers (p. 62)."

According to Walker (1990), "Companies now look at what customers receive or, at least, expect to receive for their money. It is usually a combination of material service and personal service. In each case, customers hope that both material and personal services will be excellent. This is an important consideration when companies develop a strategy for the service to ensure that customers are consistently well served (p. 6)."

Hence, no companies can survive if their customers' needs are ignored or not fully defined when known.

### **Delivering Customer Perceived Value**

Customers' satisfaction is conceptualized as delivering customer perceived value. Schiffman and Kanuk (2007) demonstrated, "Customer value is defined as the ratio between the customers's perceived benefits (economic, functional and psychological) and the resources (monetary, time, effort, psychological) used to obtain those benefits. Perceived value is relative and subjective. For example, diners at an exclusive restaurant may expect unique and delicious food, immaculate services, and beautiful décor. Some diners may

receive even more than they have expected and will leave the restaurant feeling that the experience was worth the money. Other diners may go with expectations so high that they leave their restaurant disappointed (pp. 8-9).”

Kotler (2003) explained, “Basically, companies must develop a value proposition that is the core of successful positioning. The value proposition is a statement about the resulting experience customers will gain from companies’ market offering and from their relationship with suppliers. The brand must represent a promise about the total experience customers can expect. Whether the promise is kept depends on companies’ ability to manage its value-delivery systems. The value-delivery systems include all the experiences customers will have on the way to obtaining and using the offering (p. 63).”

In conclusion, the delivering customer perceived value stated above creates customers’ expectation that companies must continuously fulfill and even exceed as competitors are trying to win over the market.

## Definition of Marketing

According to Investopedia (2000), "The marketing refers to activities of a company associated with buying and selling a product or service. It includes advertising, selling, and delivering products to people. People who work in marketing departments of companies try to get the attention of a target audience by using slogans, packaging design, celebrity endorsements, and general media exposure."

Jain (1942) stated, "Marketing performs a boundary role function between a company and its markets. It guides allocation of resources to a product and service offerings designed to satisfy market needs while achieving corporate objectives (p.103)."

## Significance of Marketing

In order to successfully perform a quality service in the restaurant industry, the service marketing, which is more concerned with the marketing of intangible aspect as opposed to tangible products, is considered significant for responding to the customers' satisfaction.

Concerning Jain (1942), "Marketing plays a vital role in the strategic management process of a firm. The experience of companies well versed in strategic planning indicates that failure in marketing can block the way to goals established by the strategic plan (p. 25)."

Anderson (1991) explained, "The marketing function can be seen as the indemnification of gaps in the market and the provision of the product or service which will satisfy the needs of potential customers. There are several stages and factors which must be examined for accurate knowledge of an ever-changing market to be produced. Marketing involves finding out facts about customers and their needs (p. 7)."

Coopers (1972) pointed out, "Many corporations are beginning to answer a new call to strategic marketing, as many of them shift their business planning priorities more toward strategic marketing and the market planning function (as cited in Jain, 1942, p.25)."

To sum, marketing is an important strategic management process in the service restaurant industry which can create exchanges satisfying target customers, and restaurants' goals.

## **Marketing Mix**

### **Traditional Marketing Mix**

Fifield (1998) indicated, "From a marketing strategy point of view, the marketing mix is the primary means by which we convert strategic marketing planning down to day-to-day marketing tactics, and operations. A review of the marketing mix, on the critical role of marketing strategy in ensuring the consistency and logical linking between the elements of marketing mix receives the full benefit of a perfectly coordinated marketing activity (pp. 248-249)."

With regard to Farese, Kimbrell & Woloszyk (1991), "The marketing mix refers to the four major areas of decision making in the marketing process that are blended to obtain the results desired by the organization. The four elements of the marketing mix are sometimes referred to as the four Ps of marketing. The marketing mix shapes the role of marketing within all types of organizations. Marketing managers make numerous decisions based on the various sub elements of the marketing mix, all in an attempt to satisfy the needs and wants of consumers (p.102)."

Traditionally, the marketing mix consists of just four Ps: product, price, place, and promotion – the selection and development of the product, determination of price, selection and design of distribution channels (place), and all aspects of generating or enhancing demand for the product, including advertising (promotion) (Barlon, 2006, pp. 2-7).

The four Ps marketing mix can be described as follows:

1. Product:

Jain (1942) stated, "Product strategies specify market needs that may be served by different product offerings. It is a company's product strategies, duly related to market strategies, which eventually come to dominate both overall strategy and the spirit of the company. Product strategies deal with such matters as number and diversity of products, product innovations, product quality, product scope, and product design (p. 344)."

Fifield (1998) explained, "While product policy is obviously central to the development of marketing strategy, and the market-product match critical to the

organization's success, the whole mix needs to be carefully, systematically and creatively designed so that the target market sees only a seamless presentation." (see figure 1)

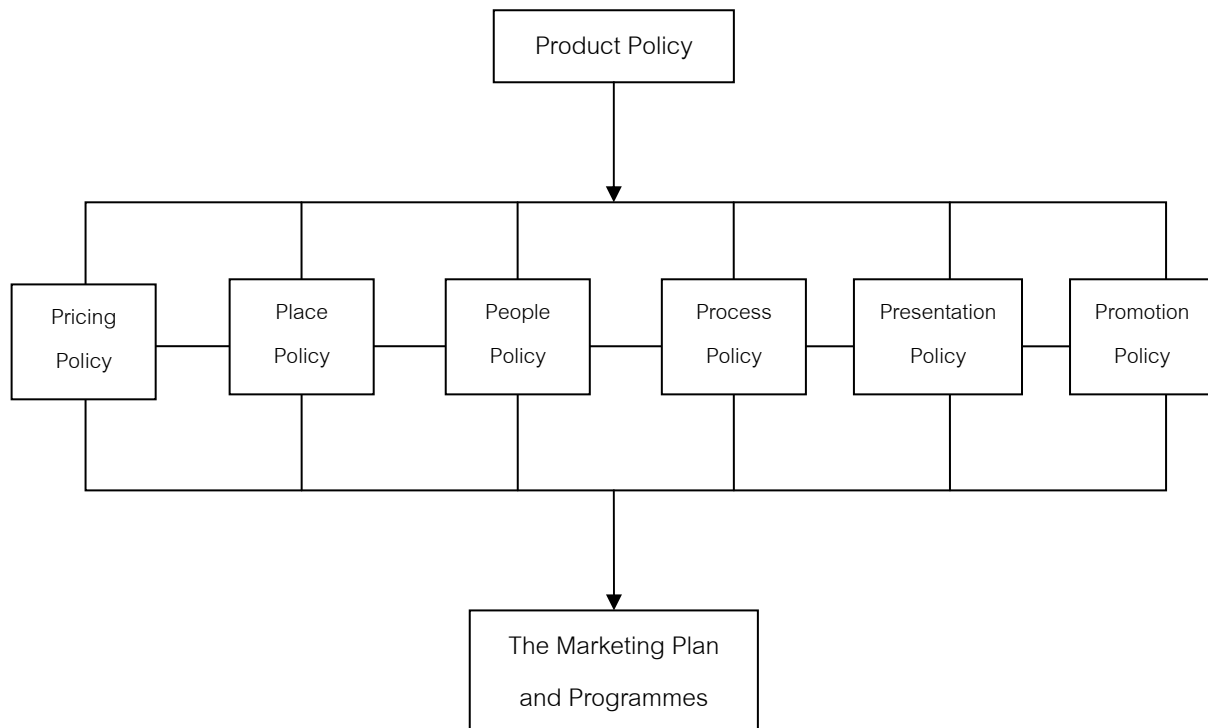


Figure 1 Fildfield's Seven Ps Marketing Mix (1998)

## 2. Price:

Jain (1942) stated, "Pricing has traditionally been considered a variable in marketing strategy. Strategically, the function of pricing has been to provide adequate return-on-investment (p. 393)."

Since the success of the organization in achieving its marketing objectives is measured on a profit basis, pricing policy must be under strict strategic control. The right price levels and the real flexibility open the organization's pricing decisions.

There are a number of factors which will probably influence the organization's pricing policy, factors such as the competitors' price, the position of the product in the

lifecycle, company positioning policy, perceived level of differentiation and perceived value, and so on (Fifield, 1998, p. 234).

According to Jain (1942), "Thinking about value needs to focus on perceived value that is critical to get inside the customers' mind in order to uncover their definition of value. For instance, customers typically perceive greater value if the quality of the product and the service are attractive and the price is reasonable. But the perceived value would tend to decline if prices are thought to be excessive. The perceived value is needed with the elements of quality, service, and price to develop the best possible combination that will exceed customers' expectations (p. 392)."

### 3. Place:

Place refers to having the right product, on the right location, at the right time to be purchased by consumers. This proper placement of products is done through middle people called the channel of distribution. The channel of distribution comprises interdependent manufacturers, wholesalers, and retailers. These groups are involved with making a product or service available for use or consumption. Each participant in the channel of distribution is concerned with three basic utilities: time, place, and possession. Time utility refers to having a product available at the time that will satisfy the needs of consumers. Place utility occurs when a firm locates products where they can be satisfyingly acquired by consumers, such as cleanliness and convenience. The last utility is possession, which means that wholesalers and retailers in the channel of distribution

provide services to consumers with as few obstacles as possible (Semenik & Bamossy, 1995, p. 68).

#### 4. Promotion:

Referring to Fifield (1998), promotion is defined as “the whole array of methods and procedures by which the organization communicates with its target market (p. 245).”

According to Jain (1942), “Promotion strategies are concerned with planning, implementation, and control of persuasive communication with customers. These strategies may be designed around advertising, personal selling, sales promotion, discount or any combination of these (p. 461).”

Balon (2006) stated, “Promotion is the business of communicating with customers. It provides information that will assist them to make a decision to purchase a product or service. Promotion needs to be carefully planned, and it is usual to decide on a new promotional plan each year. There should be one main objective to the promotion campaign and that particular emphasis should be projected during a certain time to a certain market segment (p. 9).”

#### **Extended Marketing Mix**

Fifield (1998) suggested that the traditional four Ps can be more effective when three extra Ps are added to give the seven Ps. He explained that the extended marketing mix (seven Ps) is the combination of marketing activities that an organization employs in

order to best meet the needs of its targeted market. The three extra Ps are presentation, people, and process. Fifield described the three extra Ps as follows:

1. Presentation:

Nowadays, consumers typically come into contact with products or services in modern shops expecting a good standard of the shops' decoration or presentation. The importance of quality presentation is to provide a range of services such as attractive environments, pleasant waiting areas, and layout.

2. People (Provision of Customer Service):

People are particularly important because they are a part of supporting service or involved in a total service. Provision of customer service including personality, attentiveness, and friendliness lies at the heart of modern service industries. Customers are likely to be loyal to organizations that serve them well; therefore, any person coming into contact with customers can have an impact on their overall satisfaction.

3. Process:

Process is an essential element of the marketing strategy involved in providing a service. Additionally, it can be referred to a flow of activities by which services are consumed (p. 230).

Accordingly, the extended marketing mix or seven Ps is a strategy tool that expands the number of controllable variables from the four in the original marketing mix

model to seven. The seven Ps are considered necessary to develop a mix for services to respond to the customers' satisfaction that is continuously changing.

### **Related Previous Research**

There have been several studies conducted to explore customers' opinions on foodservice. Some of the studies are presented as follows:

Sibuanoi (2005) surveyed the level of customers' satisfaction towards TOT food center service and compare the satisfaction by sex, age, marital status, educational level, occupation and income. The data obtained from responses of 400 customers were analyzed. The findings revealed that the customers' satisfaction was at high level in every foodservice.

Tussanapirom (2004) found that the customers were satisfied with almost all of foodservice of Chester's Grill, Lotus Rama 4 at a high level, except the price was at a moderate level. There was no statistically significant difference in overall foodservice, in terms of sex, marital status, income, and occupation. However, there was a statistically significant difference regarding age and education.

Thaweethammawut (2006) revealed five factors affecting customers' satisfaction with the services of MK Restaurants. The customers were satisfied with approaching, physical characteristics, staff services, crockery cleanliness, and payment services. Overall customers' satisfaction with the qualities of service of the five factors at MK Restaurants was

statistically significant (0.01). Gender, education, occupation, and income had no statistically significant difference (0.05) to overall customers' satisfaction with the services of MK restaurants whereas age and marital status did.

The brief selection of related research demonstrates that the customers' satisfaction is a significant factor concerning the foodservice. However, it differs from the previous research as it employs Fifield's Seven Ps Marketing Mix (1998) consisting of product, price, place, promotion, presentation, people, and process to measure customers' opinions on foodservice of a certain restaurant. The findings of this study may be beneficial for the foodservice operators who attempt to enhance their business to meet the customers' satisfaction.

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter presents the methodology of the study, which covers four sections: participants, instrument, data collection and, data analysis. The details are as follows:

#### **Participants**

The participants of the study were recruited as follows:

Firstly, the researcher observed MK Gold Restaurants at Siam Paragon branch in November 2007. From the researcher's observation, the restaurant was always crowded particularly in the evening with high-end or premium customers. By interviewing the MK Gold staff, it was revealed that the approximate number of daily MK Gold Restaurants customers at Siam Paragon branch was 100 people in the evening. To determine a proper sample size for the study, the researcher used the table for determining sample size from a given population, developed by Krejcie and Morgan (1970), as a reference. Therefore, for a population size of 100, the recommended sample size is 80 (see Appendix C).

In addition, from the interview with MK Gold staff, it was found that the majority of MK Gold Restaurants' customers were Thai. Hence, the researcher did not recruit any foreigners to participate in this study.

Accordingly, the participants of this study are 80 Thai customers dining at MK Gold Restaurants at Siam Paragon branch in June 2008. The participants were randomly selected to participate in this study regardless gender, age or occupation.

### **Instrument**

For this study, a questionnaire was employed. The questionnaire was designed and developed as follows:

The researcher designed the first draft of the questionnaire based on MK Gold Restaurants' service questionnaire. The first draft was designed in accordance with the objectives of the study emphasizing Fifield's Seven Ps Marketing Mix (1998). Seeing that Likert scale is most widely used in survey research and commonly used in questionnaires because its survey questions allow participants to choose the response that best represents his or her opinions relative to a series of statements, the researcher employed Likert scale to measure the level of the customers' opinions based on a five-point scale ranking from one to five.

To validate the questionnaire, the researcher had the project advisor and a research expert examine the questionnaires. Accordingly, the feedbacks and suggestions were used to develop a reliable questionnaire.

The researcher conducted a trial by randomly distributing the second draft of the questionnaire to fifteen Thai customers of MK Gold Restaurants at Siam Paragon branch in

June 2008. Accordingly, any awkward questions and ambiguous wording were revised and clarified. Finally, the final revised draft was developed to effectively answer the research questions concerning customers' opinions on the foodservice of MK Gold Restaurants at Siam Paragon branch.

The questionnaire used in the study was in Thai because the participants of the study were Thai customers. However, an English version was included in the appendices to assist the readers who can not read Thai (see Appendix A).

The questionnaire consisted of three parts as follows:

#### Part 1: Personal Data of the Participants

The first part contains questions regarding the personal profile of the participants: gender, frequency of dining out at any high-end restaurants, frequency of dining at MK Gold Restaurants at Siam Paragon branch, and preference of continual dining at MK Gold Restaurants at Siam Paragon branch.

#### Part 2: Customers' Satisfaction toward the Foodservice

The second part is designed to answer the first research question: "What is the customers' satisfaction level toward MK Gold Restaurants at Siam Paragon branch?"

The participants were asked to rate their level of satisfaction with MK Gold Restaurants service on a scale ranking from very dissatisfied to very satisfied using the method of Likert Scale based on a five-point scale.

### Part 3: Customers' Opinions on the Importance of Foodservice

The third part is designed to answer the second research question: "What foodservice do the customers consider important when dining at MK Gold Restaurants at Siam Paragon branch?"

The participants were asked to rate the importance of each of foodservice using the method of Likert Scale based on a five-point scale ranking from very unimportant to very important.

The second and the third parts are designed based on Fifield's Seven Ps Marketing Mix (1998): product, price, place, promotion, presentation, people, and process. The foodservice explored is as follows:

1. Product (Food)
  - 1.1 Nutrition
  - 1.2 Variety of menu
2. Price
  - 2.1. Reasonable price when comparing to the food quality
3. Place
  - 3.1. Cleanliness
  - 3.2. Convenience for traveling
4. Promotion
  - 4.1. Discount

## 5. Presentation of restaurant

### 5.1. Interior design

### 5.2. Exterior design

## 6. People (Staff)

### 6.1. Personality and manner

### 6.2. Attentiveness

### 6.3. Friendliness and cheerfulness

## 7. Process of service

### 7.1. Food order taking

### 7.2. Food serving

### 7.3. Billing

## **Data Collection Procedure**

The convenience sampling method was used to select the participants of this study. The participants of this study were randomly selected from the customers of MK Gold Restaurants at Siam Paragon branch in June 2008, between the hours of 6:00 p.m. to 9:00 p.m. Eleven or twelve participants were daily selected to complete the questionnaires regardless gender, age or occupation. Therefore, the researcher was able to recruit 80 participants to participate in the study. A cover letter, which was printed on a separate page, stated the purposes of the study, asked the customers to voluntarily participate in the study, and assured the customers of their individual confidentiality.

## Data Analysis

The data of this study were analyzed by the use of SPSS (Statistical Package for the Social Sciences) and presented through descriptive statistics: frequency, percentage, and mean. Percentage was used to calculate and analyze the data. Mean was used to determine the average scores of the data.

In addition, based on Pisarnbut (2007), the average scores of questionnaires were determined as follows:

Score 4.21 – 5.00	means	very satisfied/very important
Score 3.41 – 4.20	means	satisfied/important
Score 2.61 – 3.40	means	neutral
Score 1.81 – 2.60	means	dissatisfied/unimportant
Score 1.00 – 1.80	means	very dissatisfied/very unimportant

## CHAPTER 4

### FINDINGS

This study sought to explore the customers' opinions on the foodservice of MK Gold Restaurants at Siam Paragon branch with an aim to answer two research questions. The first looked at the customers' satisfaction level toward the foodservice of the restaurant. The second examined what the foodservice of the restaurant that the customers consider important. Using a questionnaire developed for this research, data were derived from 80 Thai customers of MK Gold Restaurants at Siam Paragon branch in June 2008, between the hours of 6:00 p.m. to 9:00 p.m. The data were analyzed by using Statistic Package for the Social Science (SPSS) and presented in frequency, percentage, and mean with a descriptive analysis.

Based on the questionnaires, the findings are divided into three parts:

1. Personal Data of the Participants
2. Customers' Satisfaction toward the Foodservice
3. Customers' Opinions on the Importance of Foodservice

The findings are shown in Tables 1-6, followed by descriptive explanations in the following sections.

## Part 1: Personal Data of the Participants

Details of the personal data of the participants concerning gender, frequency of dining out at any high-end restaurants, frequency of dining at MK Gold Restaurants at Siam Paragon branch, and preference of continual dining at MK Gold Restaurants at Siam Paragon branch are demonstrated in Tables 1 to 4.

TABLE 1 GENDER

Gender	Frequency	Percent (%)
Male	31	38.7
Female	49	61.3
Total	80	100.0

According to Table 1, it was found that 61.3% of the participants were female and 38.3% of them were male.

TABLE 2 FREQUENCY OF DINING OUT AT ANY HIGH-END RESTAURANTS

Frequency of dining out	Frequency	Percent (%)
2-3 times a week	22	27.5
Once a week	13	16.2
2-3 times a month	18	22.5
Once a month	10	12.5
Special Occasions	17	21.3
Total	80	100.0

According to Table 2, this study explored how often the participants went out dining and the findings indicated that 27.5% of the participants dined out 2-3 times a week,

followed by 22.5% (2-3 times a month), 21.3% (occasionally), 16.2% (once a week), and 12.5% (once a month) respectively.

TABLE 3 FREQUENCY OF DINING AT MK GOLD RESTAURANTS  
AT SIAM PARAGON BRANCH

Frequency of dining at	Frequency	Percent (%)
MK Gold Restaurants at Siam Paragon Branch		
2-3 times a week	1	1.3
Once a week	3	3.7
2-3 times a month	4	5.0
Once a month	21	26.3
Special Occasions	51	63.7
Total	80	100.0

This study also investigated how often the participants dined at MK Gold Restaurants at Siam Paragon branch. Table 3 presents that 63.7% of the participants dined at the restaurant occasionally, followed by 26.3% (once a month), 5.0% (2-3 times a month), 3.7% (once a week), and 1.3% (2-3 times a week) respectively.

TABLE 4 PREFERENCE OF CONTINUAL DINING AT MK GOLD RESTAURANTS  
AT SIAM PARAGON BRANCH

Preference of Continual Dining	Frequency	Percent (%)
Yes	73	91.3
No	7	8.7
Total	80	100.0

When the participants were asked if they preferred to continue dining at MK Gold Restaurants at Siam Paragon branch, 91.3% of the participants indicated that they would continuously visit the restaurant. Only 7 or 8.7% of the total participants stated that they would not visit this restaurant in the future.

To sum up, the findings show that 38.7% of the participants were male and 61.3% of them were female. 27.5% of the participants went out dining 2-3 times a week, and most of the participants (63.7%) dined at MK Gold Restaurants at Siam Paragon branch on special occasions. Besides, the majority of the participants (91.3%) indicated that they would like to continue dining at this restaurant.

## Part 2: Customers' Satisfaction toward the Foodservice

This part presents the customers' satisfaction toward the foodservice of MK Gold Restaurants at Siam Paragon branch emphasizing Fifield's Seven Ps Marketing Mix (1998), comprised of price, place, product, promotion, presentation, people, and process. The participants who were the customers of MK Gold Restaurants at Siam Paragon branch were asked to indicate their satisfaction toward the foodservice based on a five-point Likert scale ranking from "very dissatisfied" to "very satisfied."

The results are demonstrated in Table 5.

TABLE 5 CUSTOMERS' SATISFACTION TOWARD THE FOODSERVICE OF  
MK GOLD RESTAURANTS AT SIAM PARAGON BRANCH

Foodservice		Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Means
		F	%	F	%	F	%	F	%	F	%	
		1) Product	- Nutrition	-	-	-	-	14	17.5	26	32.5	
	- Variety of menu	-	-	-	-	17	21.3	38	47.5	25	31.5	4.10
2) Price	- Reasonable price when comparing to the food quality	-	-	9	11.3	19	23.8	38	47.5	14	17.5	3.71
3) Place	- Cleanliness	-	-	2	2.5	16	20	35	43.8	27	33.8	4.09
	- Convenience for traveling	-	-	-	-	5	6.3	20	25	55	68.8	4.63
4) Promotion	- Discount	-	-	10	12.5	19	23.8	37	46.3	14	17.5	3.69
5) Presentation of Restaurant	- Interior design	-	-	5	6.3	22	27.5	34	42.5	19	23.8	3.84
	- Exterior design	-	-	3	3.8	17	21.3	39	48.8	21	26.3	3.97
6) People	- Personality & manner	-	-	-	-	13	16.3	38	47.5	29	36.3	4.20
	- Attentiveness	-	-	-	-	9	11.3	36	45	35	43.8	4.32
	- Friendliness & cheerfulness	-	-	-	-	15	18.8	48	60	17	21.3	4.03
7) Process of Service	- Food order taking	-	-	-	-	7	8.8	40	50	33	41.3	4.32
	- Food serving	-	-	1	1.3	9	11.3	38	47.5	32	40	4.26
	- Billing	-	-	-	-	10	12.5	29	36.3	41	51.3	4.39

Table 5 shows the findings concerning the customers' satisfaction toward the foodservice. The details are described as follows:

In terms of the product or food, nutrition and variety of menu were explored. The findings show that 50% of the participants were very satisfied with “nutrition” and 47.5% of them indicated that they were satisfied with “variety of menu.”

Regarding the price, when the participants were asked to indicate if they were satisfied with the price when comparing to the food quality, the findings reveal that 47.5% of the participants were satisfied with this.

Concerning the place, cleanliness and convenience for traveling were examined. The findings demonstrate that 43.8% of the participants were satisfied with “cleanliness.” In addition, 68.8% of the participants revealed that they were very satisfied with “convenience for traveling.”

In terms of the promotion, the results show that 46.3% of the participants were satisfied with “discount.”

According to the presentation, interior and exterior design were investigated. The findings show that 42.5% of the participants were satisfied with “interior design” while 48.8% of them were satisfied with “exterior design.”

Regarding the people or MK Gold staff, “personality and manner”, “attentiveness”, and “friendliness and cheerfulness” were explored. It was found that 47.5% and 45% of the participants were satisfied with “personality and manner” and “attentiveness” respectively. Besides, 60% of the participants were satisfied with “friendliness and cheerfulness.”

In terms of the process of service, “food order taking”, “food serving”, and “billing” were examined. The findings demonstrate that 50% and 47.5% of the participants were satisfied with “food order taking” and “food serving” respectively. In addition, 51.3% of them indicated that they were very satisfied with “billing.”

According to the mean scores, the results show that they ranked from 3.69 to 4.63. It can be interpreted based on Pisarnbut (2007) that the customers’ satisfaction toward the foodservice employed by MK Gold Restaurants at Siam Paragon branch was rated as “satisfied” and “very satisfied.” Interestingly, one notable observation is that the highest mean score was for the place in terms of the “convenience for traveling” which the customers were most satisfied.

To sum up, the findings in this part show that the overall customers’ satisfaction toward the foodservice of the restaurant focusing on Fifield’s Seven Ps Marketing Mix (1998) was at “satisfied” and “very satisfied” level. Regarding the mean scores, the findings indicate that the participants were most satisfied with “convenience for traveling.”

### Part 3: Customers' Opinions on the Importance of Foodservice

This part presents the customers' opinions on the importance of foodservice of MK Gold Restaurants at Siam Paragon branch focusing on Fifield's Seven Ps Marketing Mix (1998). The participants were asked to rate the importance of each foodservice based on a five-point Likert scale ranking from "very unimportant" to "very important."

The results are demonstrated in Table 6.

TABLE 6 CUSTOMERS' OPINIONS ON THE IMPORTANCE OF FOODSERVICE OF  
MK GOLD RESTAURANTS AT SIAM PARAGON BRANCH

Foodservice		Very Unimportant		Unimportant		Neutral		Important		Very Important		Means
		F	%	F	%	F	%	F	%	F	%	
		1) Product	- Nutrition	-	-	-	-	5	6.3	25	31.3	
	- Variety of menu	-	-	1	1.3	12	15	31	38.8	36	45	4.27
2) Price	- Reasonable price when comparing to the food quality	-	-	-	-	14	17.5	26	32.5	40	50	4.32
3) Place	- Cleanliness	-	-	-	-	3	3.8	29	36.3	48	60	4.56
	- Convenience for traveling	-	-	-	-	5	6.3	30	37.5	45	56.3	4.50
4) Promotion	- Discount	-	-	3	3.8	16	20	29	36.3	32	40	4.13
5) Presentation of Restaurant	- Interior design	-	-	4	5	24	30	27	33.8	25	31.3	3.91
	- Exterior design	-	-	1	1.3	22	27.5	23	28.8	34	42.5	3.94
6) People	- Personality & manner	-	-	-	-	6	7.5	36	45	38	47.5	4.40
	- Attentiveness	-	-	-	-	11	13.8	32	40	37	46.3	4.33
	- Friendliness & cheerfulness	-	-	-	-	5	6.3	31	38.8	44	55	4.49
7) Process of Service	- Food order taking	-	-	-	-	11	13.8	23	28.8	46	57.5	4.44
	- Food serving	-	-	-	-	5	6.3	27	33.8	48	60	4.54
	- Billing	-	-	-	-	4	5	24	30	52	65	4.60

As shown in Table 6, the findings regarding the foodservice of MK Gold

Restaurants that the participants considered important are described as follows:

In terms of the product or food, the findings show that 62.5% and 45% of the participants considered “nutrition” and “variety of menu” to be very important to them respectively.

Regarding the price, it was found that 50% of the participants pointed out that “reasonable price when comparing to the food quality” was very important to them.

Concerning the place, 60% of the participants claimed that “cleanliness” was very important. Also, 56.3% of them indicated that “convenience for traveling” was very important.

In terms of the promotion, the results present that 40% of the participants believed that “discount” was very important to them.

With regard to the presentation, the findings show that 33.8% of the participants revealed that “interior design” was important, and 31.3% of them pointed out that this foodservice was very important. However, 42.5% of the participants thought that “exterior design” was very important to them; also, 28.8% of them said that this was an important foodservice.

Regarding the people or MK Gold staff, the study revealed that 47.5%, 46.3%, and 55% of the participants stated that “personality and manner”, “attentiveness”, and “friendliness and cheerfulness” were very important to them respectively.

In terms of the process of service, it was found that 57.5%, 60%, and 65% of the participants pointed out “order taking”, “food serving”, and “billing” were very important to them respectively.

According to the mean scores, regarding the importance of all the foodservice, they ranked from 3.91 to 4.60. Based on Pisarnbut (2007), it can be interpreted that the customers considered the foodservice employed by MK Gold Restaurants at Siam Paragon branch to be “important” and “very important” to them. In addition, one notable observation is that the highest mean score was for the process concerning “billing.”

To conclude, the findings in this part indicated that the customers considered the overall foodservice of the restaurant to be “important” and “very important” to them. The highest mean score was for “billing”, one of the service process, that most of the participants pointed out as a very important foodservice to them.

In summary, the study found that how often the participants dined out varied slightly, and most of the participants dined at MK Gold Restaurants at Siam Paragon branch on special occasions. The majority of the participants preferred to continue dining at the restaurant. In addition, according to the foodservice focusing on Fifield’s Seven Ps Marketing Mix (1998), the findings reveal that the customers were satisfied with overall foodservice. Furthermore, MK Gold Restaurants’ customers indicated that the overall foodservice employed by the restaurant were important to them.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This chapter contains three main parts: discussion of the major findings, conclusion, and limitations and recommendations for further studies.

#### Discussion of the Major Findings

The following are the major findings addressing the research questions in this study.

**Research question 1:** What is the customers' satisfaction level toward MK Gold Restaurants at Siam Paragon branch?

According to the findings, it was revealed that the participants were "very satisfied" with the foodservice regarding nutrition, convenience for traveling, attentiveness, food order taking, food serving, and billing.

In terms of the product, the participants were very satisfied with "nutrition." It can be plausibly assumed that most of MK Gold Restaurants' customers are concerned of their health since MK Gold Restaurants offer the menu choices focusing on natural ingredients, and this seemed to highly satisfy its customers. According to Kurtus (2008), the quality of food is defined as "meeting or exceeding satisfaction and expectation of customers as if promised by restaurants." Obviously, MK Gold Restaurants tended to specifically

emphasize the quality of food; consequently, “nutrition” seemed to meet or exceed its customers’ satisfaction.

Regarding the place, the participants were very satisfied with “convenience for traveling.” One possible explanation for this finding is that people can visit MK Gold Restaurants at Siam Paragon branch by different transportations regarding their preferences. For example, Siam Paragon shopping center where MK Gold Restaurants located provides spacious parking lot which is very convenient for those who prefer driving there. In addition, since the restaurant situated in the center of Bangkok and there are alternative transportations available for city people who can conveniently visit the place such as the BTS Sky Train and buses. The findings were well supported by Semenik & Bamossy (1995) as they ascertained that place utility occurs when a firm locates products where they can be satisfyingly acquired by consumers such as convenience. Therefore, the convenience to access to the place that customers intend to visit can be considered to be a crucial foodservice supporting the success of the business.

Concerning the people or MK Gold staff, the participants were very satisfied with “attentiveness.” It can be possibly inferred that the attentiveness of MK Gold staff presents the fundamental traits of the brand personality of the restaurant. In addition, due to the fact that restaurant is one kind of the hospitality service, the food should be properly prepared and the service should be prompt. The benefit of a good service is that customers will come back and will recommend restaurants to others (Kurtus, 2008).

In terms of the process of service, “food order taking”, “food serving”, and “billing” highly satisfied MK Gold Restaurants’ customers. One possible explanation for the findings is that MK Gold Restaurants has been employing the technology of “PDA – Personal Digital Assistant” – a hand-held computer designed for use as a personal organizer with communications capabilities – as one of the service process. The advantage of using PDA is that a typical PDA has no keyboard, relying instead on special hardware and pen-based computer software to enable the recognition of handwritten input (Personal Digital Assistant, 2008). Regarding MK Gold’s foodservice process, while an MK Gold waiter is taking customers’ orders by handwritten features through PDA, the list of orders is instantly shown at the operating system of food operation. Therefore, chefs are able to promptly prepare the food ordered and it can be ready to serve in a short-time fashion. Also, using PDA in the process of billing, the staff can accurately calculate the total meal cost and the bill can instantly presented to the customers. Accordingly, it can be assumed that how MK Gold Restaurants employ PDA system in its foodservice system is likely to effectively enhance its customers’ satisfaction.

In addition, according to the findings, it was found that the participants were “satisfied” with the foodservice in terms of the variety of menu, reasonable price when comparing to the food quality, cleanliness, discount, interior design, exterior design, staff’s personality and manner, and their friendliness and cheerfulness.

Regarding the product, the participants were satisfied with “variety of menu.” This may be due to the fact that MK Gold Restaurants’ menu has variety from seafood such as salmons, lobsters, and sea mussels from New Zealand, to oriental ingredients such as Bhutan mushrooms, Wakame Japanese seaweeds, and red seaweeds. A long list of alternative menu choices offered at MK Gold Restaurants is likely to meet its customers’ satisfaction.

Concerning the price, the participants indicated that it was reasonable when comparing to the food quality and this seemed to satisfy them. Generally, according to MK Gold Restaurants target customers – high-end or premium diners, the food price at MK Gold Restaurants is supported to be higher than the one offered at the regular MK Restaurants. Hence, it is possibly assumed that the participants in this study belonged to the restaurant target customers, and they obviously could afford the higher food price of MK Gold Restaurants menu. They accordingly did not find the food price too high when comparing to the food quality.

Regarding the place, “cleanliness” met the customers’ expectation. The findings can be possibly supported by the fact that MK Gold Restaurants employs QCQS: Quickness, Cleanliness, Quality, and Service. The QCQS is the standard that MK Restaurants group uses to denote as the four fundamental traits of the brand personality (MK Corporate, 2006). Therefore, it can be possibly assumed that this standard can

present the efficiency MK Gold Restaurants' service and also respond to their customers' satisfaction and expectation.

Concerning the promotion, the participants were satisfied with "discount." It is noteworthy that any discount offered by a business can positively affect its customers' decision on purchasing. Likewise, the offer of 10% discount when paying with cash and 5% discount with credit card employed by MK Gold Restaurants may influence the customers' purchasing decision in spite of its high price.

According to the presentation, the participants were satisfied with "MK Gold Restaurants' interior and exterior design." From the researcher's observation, displayed at the entrance of MK Gold Restaurants at Siam Paragon branch, a remarkable MK Gold Restaurants golden logo signified an atmosphere of distinction and luxury. Additionally, the interior decoration emphasizing golden tone was designed to be compatible with the exotic wooden material and cozy lighting; the exclusive interior and exterior design seemed to enhance the customers' emotional benefit than the functional benefit. It can be possibly assumed that the presentation of the restaurant is one notably foodservice that can influence the customers' satisfaction and can probably result in the preference of continual dining at the restaurant.

The study shows that the personality and manner of the staff including their friendliness and cheerfulness satisfactory. According to Hanjatkaseam (2006), Deputy Managing Director of MK Restaurants Co., Ltd., MK Gold Restaurants differently presents

luxurious styles to serve the high-target segmentation of the restaurant such as luxurious uniforms and manners of staff (MK Multi-Segment Strategy, 2008), in accordance with its QCQS standards focusing on quickness, cleanliness, quality, and service (MK Corporate, 2006). In addition, from the researcher's observation, the manner of MK Gold staff were attentively performed while they were on duty serving their customers. Specially, their friendliness and cheerfulness were notable. Accordingly, it can be possibly assumed that the personality, manner, friendliness, and cheerfulness of staff play a significant role in restaurant business.

To sum, the findings show that the overall customers found foodservice focusing on Fifield's Seven Ps Marketing Mix (1998) concerning product, price, place, promotion, presentation, people, and process employed by MK Gold Restaurants at Siam Paragon satisfactory.

**Research question 2:** What foodservice do the customers consider important when dining at MK Gold Restaurants at Siam Paragon branch?

Regarding the findings, it was found that the customers considered nutrition, variety of menu, reasonable price when comparing to the food quality, cleanliness, convenience for traveling, staff's personality and manner, staff's attentiveness, staff's friendliness and cheerfulness, food order taking, food serving, and billing to be "very important" to them.

In terms of the product or food, "nutrition" and "variety of menu" were considered to be very important to the customers. It can be possibly inferred that the customers were highly concerned with their health and they might expect the food of MK Gold Restaurants were rich in nutrition since various healthy menus with fresh and natural ingredients were available. This may be due to the fact that everyone needs to consume proper nutrition promoting their health and reducing the risk of developing certain chronic diseases, certain cancers, heart disease, diabetes, and stroke (The Importance of Nutrition, 2008).

Convincingly, according to the survey of the Siam Commercial Bank Research (1998), it was found that most consumers take quality of product into their major consideration when making a decision to buy any products, particularly the products are food. Likewise, the customers of MK Gold Restaurants seemed to highly value the "nutrition" offered by the restaurant as well as the "variety of menu" available.

In terms of the price, the customers believed that “reasonable price when comparing to the food quality” was very significant to them. According to Kevin, Hartley, and Rudelius (2004) mentioned, “Consumers use price as an indicator of value when it is paired with the perceive quality of a good. When the customers perceive that the purchase offers quality suitable for the costs, they are willing to exchange to receive these benefits.” Therefore, it can be possibly inferred that price of food is commonly considered reasonable when customers are served with the quality products.

With regard to the place, the customers claimed “cleanliness” and “convenience for traveling” were very important to them. The findings were well supported by Anderson (1991), “Customers may not consciously register cleanliness, they will certainly be aware of dirty or untidy environments. The restaurant, reception areas, toilets, and all public rooms must therefore be maintained to the highest standard of cleanliness (p.85).” In addition, how conveniently a customer travels to dine at a certain place was found to be very significant to diners as well. This may be due to the fact that when people choose a restaurant to dine at, they normally alter to visit the restaurant offering convenient channels of transportation to them. According to Walker (1990), “Place certainly plays a large part in customers’ decision whether or not to visit restaurants. Place should provide an ease of accessing products and services that makes customers feel comfortable (pp. 31-32).” Thus, it would be plausibly inferred that “cleanliness” and “convenience for traveling” are

the crucial foodservice influencing the customers' consideration when choosing restaurants to dine at.

Regarding the people or MK Gold staff, "personality and manner", "attentiveness", and "friendliness and cheerfulness" were considered very essential to the customers. The findings were relevant to significant assertions made by experts in the field of hospitality. According to Anderson (1991), "The personal appearance of the food server is very important; customers make a variety of assumptions about the establishment and its standards merely from their first impressions of how staff look (p. 67)." Also, Dube, Renaghan & Miller (1994) explored customer satisfaction for strategic management, and found that five important attributes: tastiness, server attentiveness, food consistency, server helpfulness, and atmosphere reacted significantly to make the repeat-purchase intention. In addition, Walker (1990) explained, "Quality of service depends a lot on those who are providing it feeling good about themselves that is going to form an important part of service (p. 34)." Therefore, it would be possibly assumed that people or staff are important foodservice reflecting a high standard of service that can meet or exceed its customers' satisfaction.

With regard to the process of service, the findings indicate that the customers considered "food order taking", "food serving", and "billing" to be very important when dining at a restaurant. According to Malison (2003), "Food order taking is a significant and skilful process reflecting the efficiency of both the waiter and the establishment. An order

taken down clearly and precisely would ensure that each guest is served exactly what he or she has ordered in the right sequence.” Additionally, Anderson (1991) stated, “Allowing a cashier to produce an accurate bill is one that can achieve the effective control system. Many restaurants now use electronic billing machines (p. 65).” Walker (1990) also pointed out, “Delivery systems are the most important thing particularly in serviced restaurants.” Accordingly, it can be possibly assumed that the effective process of service is likely to increase customers’ satisfaction, and it also denotes the professional service of the restaurant.

In addition, according to the findings, it was found that the participants indicated the foodservice of discount, interior and exterior design were “important” to them.

One assertion supporting the importance of “discount” was that promotion including discount is always employed to attract customers’ attention to try products (Jain, 1942).

It was found that “interior and exterior designs” were considered significant to the customers. It is important for restaurant operators to develop trends that positively impact customers - including an interior and exterior design that appeal to potential customers (Gorodesky & Madigan, 2008). Accordingly, the presentation of a restaurant regarding interior and exterior design is one key factor that is becoming weighty for the customers who are increasingly expect the gratifying atmosphere and decoration.

To conclude, the findings demonstrate that the overall customers dining at the restaurant indicated the importance of foodservice emphasizing Fifield's Seven Ps Marketing Mix (1998) concerning product, price, place, promotion, presentation, people, and process that were important to them. Consequently, restaurant operators should give an equal importance to all of the foodservice because nowadays customers have more choices for the products. According to Schiffman & Kanuk (2007), "Customers are increasingly open to new ideas and they are subjected to new ideas and standards. Accordingly, needs are continuously changing and customers have become more demanding."

## Conclusion

This study sought to examine the customers' satisfaction toward the foodservice of MK Gold Restaurants at Siam Paragon branch by exploring two research questions. The first looked at the customers' satisfaction level toward the foodservice of the restaurant. The second investigated what foodservice of the restaurant the customers consider important.

To determine the answers to the research questions, a survey was conducted with 80 Thai customers of MK Gold Restaurants at Siam Paragon branch who were randomly selected in June 2008, between the hours of 6:00 p.m. to 9:00 p.m.

According to the study, it was found that most of the participants dined at MK Gold Restaurants at Siam Paragon branch on special occasions. The majority of the participants revealed that they preferred to continue dining at the restaurant. Regarding the foodservice focusing on Fifield's Seven Ps Marketing Mix (1998) concerning price, place, product, promotion, presentation, people, and process employed by MK Gold Restaurants at Siam Paragon, the findings indicate that the overall level of the customers' satisfaction toward all foodservice was "satisfied" and "very satisfied." Besides, the findings demonstrate that the customers considered the overall foodservice to be "important" and "very important" to them.

## Limitations and Recommendations for Further Studies

The following are the limitations and recommendations for further studies:

1) One important factor which researchers of further studies should consider when collecting data that is “a subjective nature of participants’ opinions.” In common, an individual opinion is different depending on beliefs, experiences, likeness and others – these plausibly takes effects on the reliability of findings.

2) Further studies should be carried out with other levels of restaurants because this study focused on only the foodservice of the high-end restaurant – MK Gold Restaurants at Siam Paragon branch. These results should not be used for other types of restaurants. Therefore, the results of further studies are necessary to benefit other restaurant operators since they can use it as a guideline to help them enhance their restaurants in the future.

3) This study explored the food service at only one branch of a certain restaurant. Hence, if possible, further studies of all branches of a certain restaurant might effectively reveal different factors concerning the foodservice in-depth.

4) This study was limited to collect the data within the month of June 2008; therefore, the reliability of the findings concerning the customers’ opinions may probably change shortly afterwards. Hence, further research should be conducted for a longer period, three to four months, in order to yield some more reliable findings.

5) The number of participants in this study was limited to 80 customers; therefore, it could not be referred to as the customers of MK Gold Restaurants in general. Further studies should investigate a larger number of participants, and the findings can generally represent the overall customers.

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## APPENDICES

APPENDIX A  
QUESTIONNAIRE IN ENGLISH

Customers' Satisfaction Survey of Foodservice at

MK Gold Restaurants at Siam Paragon branch

By Miss Aroonsri Aksawetanunt

Business English for International Communication, Srinakharinwirot University

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This questionnaire is designed to explore consumers' opinions on the foodservice of MK Gold Restaurants at Siam Paragon branch. Your information will be very useful to achieve the objectives of this study. All the information will be used only for this study and will be strictly kept confidential.

**Part 1: Personal Data**

Directions: Please mark ✓ in the  to the answer that is most applicable to you.

1. Gender

Male

Female

2. Frequency of dining out at any high-end restaurants

2 – 3 times a week

Once a week

2 - 3 times a month

Once a month

Special Occasions

3. Frequency of dining at MK Gold Restaurants at Siam Paragon branch

2 – 3 times a week

Once a week

2 - 3 times a month

Once a month

Special Occasions

4. Will you visit MK Gold Restaurants at Siam Paragon branch again?

Yes

No

**Part 2: Customers' Satisfaction toward the Foodservice of MK Gold Restaurants at Siam Paragon branch**

Directions: Please mark ✓ in the  to rate your satisfaction for your meal at MK Gold Restaurants.

The level ranks from scale 1 = Very dissatisfied to scale 5 = Very satisfied.

Foodservice	Level of Satisfaction				
	1	2	3	4	5
	Very dissatisfied			Very satisfied	
<b>1) Product</b>					
- Nutrition					
- Variety of menu					
<b>2) Price</b>					
- Reasonable price when comparing to the food quality					
<b>3) Place</b>					
- Cleanliness					
- Convenience for traveling					
<b>4) Promotion</b>					
- Discount					
<b>5) Presentation of Restaurant</b>					
- Interior design					
- Exterior design					
<b>6) People</b>					
- Personality & manner					
- Attentiveness					
- Friendliness & cheerfulness					
<b>7) Process of Service</b>					
- Food Order taking					
- Food serving					
- Billing					

**Part 3: Customers' Opinions on the Importance of Foodservice of MK Gold Restaurants at Siam Paragon branch**

Directions: Please mark ✓ in the  to indicate your response to the level of importance of foodservice offered by MK Gold Restaurants.

The level ranks from scale 1 = Very unimportant to scale 5 = Very important.

Foodservice	Level of Importance				
	1	2	3	4	5
	Very unimportant			Very important	
<b>1) Product</b>					
- Nutrition					
- Variety of menu					
<b>2) Price</b>					
- Reasonable price when comparing to the food quality					
<b>3) Place</b>					
- Cleanliness					
- Convenience for traveling					
<b>4) Promotion</b>					
- Discount					
<b>5) Presentation of Restaurant</b>					
- Interior design					
- Exterior design					
<b>6) People</b>					
- Personality & manner					
- Attentiveness					
- Friendliness & cheerfulness					
<b>7) Process of Service</b>					
- Food order taking					
- Food serving					
- Billing					

**\*\*Thank you for your cooperation\*\***

APPENDIX B  
QUESTIONNAIRE IN THAI

แบบสำรวจความพึงพอใจของลูกค้าที่มีต่อ

ภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

โดย นางสาวอรุณศรี เอกเศวตอนันต์

สาขาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ, มหาวิทยาลัยศรีนครินทรวิโรฒ

แบบสอบถามชุดนี้จัดทำขึ้นเพื่อสำรวจความคิดเห็นด้านการให้บริการของภัตตาคารเอ็มเค โกลด์ สาขา สยามพารากอน ผู้วิจัยขอความร่วมมือจากท่านในการตอบแบบสอบถามเพื่อเป็นข้อมูลในงานวิจัย ข้อมูลที่ได้รับจะใช้เพื่อการศึกษานี้เท่านั้น ขอขอบคุณทุกท่านอย่างสูงที่ให้ ความร่วมมือเป็นอย่างดี

**ส่วนที่ 1: ข้อมูลส่วนบุคคล**

คำชี้แจง: กรุณาใส่เครื่องหมาย  ลงในช่อง  หน้าข้อความที่ตรงกับความเป็นจริงของท่าน

1. เพศ

ชาย

หญิง

2. ความถี่ในการรับประทานอาหารนอกบ้าน ณ ภัตตาคารใดๆ

2 – 3 ครั้ง / สัปดาห์

1 ครั้ง / สัปดาห์

2 - 3 ครั้ง / เดือน

1 ครั้ง / เดือน

เฉพาะในโอกาสพิเศษ

3. ความถี่ในการมารับประทานอาหารที่ภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

2 – 3 ครั้ง / สัปดาห์

1 ครั้ง / สัปดาห์

2 - 3 ครั้ง / เดือน

1 ครั้ง / เดือน

เฉพาะในโอกาสพิเศษ

4. ท่านจะกลับมาใช้บริการของภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอนอีกหรือไม่

กลับมาอีก

ไม่กลับมา

ส่วนที่ 2: ความพึงพอใจที่ท่านมีต่อการบริการของภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

คำชี้แจง: ใส่เครื่องหมาย  ลงช่อง  ให้ตรงกับความพึงพอใจของท่านที่มีต่อการให้บริการของ  
ภัตตาคารเอ็มเค โกลด์

ระดับวัดความพึงพอใจเริ่มจากระดับที่ 1 = ไม่พอใจอย่างมาก ไปถึง ระดับที่ 5 = พอใจมาก

การให้บริการ	ระดับความพึงพอใจ				
	ไม่พอใจอย่างมาก			พอใจมาก	
	1	2	3	4	5
<b>1) อาหาร</b>					
- คุณค่าทางอาหาร					
- ความหลากหลายของรายการอาหาร					
<b>2) ราคา</b>					
- ความคุ้มค่าของราคาเมื่อเทียบกับอาหาร					
<b>3) สถานที่</b>					
- ความสะอาดบริเวณในร้าน					
- ความสะดวกในการเดินทาง					
<b>4) โปรโมชัน</b>					
- ส่วนลดพิเศษ					
<b>5) การตกแต่งร้าน</b>					
- บริเวณภายนอกร้าน					
- บริเวณภายในร้าน					
<b>6) พนักงาน</b>					
- บุคลิกภาพ					
- ความกระตือรือร้น					
- ความเป็นมิตร, ความเป็นกันเอง					
<b>7) ความรวดเร็วและความถูกต้องของรายการที่สั่ง</b>					
- การสั่งอาหาร					
- การเสิร์ฟอาหาร					
- การเก็บเงิน					

ส่วนที่ 3: ความสำคัญในการบริการของภัตตาคารเอ็มเค โกลด์ สาขาสยามพารากอน

คำชี้แจง: ใส่เครื่องหมาย ✓ ลงช่อง  เพื่อลำดับความสำคัญของการบริการตามความเห็นของท่าน  
ต่อภัตตาคารเอ็มเค โกลด์

ระดับวัดความสำคัญเริ่มจากระดับที่ 1 = ไม่สำคัญมาก ไปถึง ระดับที่ 5 = สำคัญมาก

การให้บริการ	ระดับความสำคัญ				
	1	2	3	4	5
	ไม่สำคัญ			สำคัญมาก	
<b>1) อาหาร</b>					
- คุณค่าทางอาหาร					
- ความหลากหลายของรายการอาหาร					
<b>2) ราคา</b>					
- ความคุ้มค่าของราคาเมื่อเทียบกับอาหาร					
<b>3) สถานที่</b>					
- ความสะอาดบริเวณในร้าน					
- ความสะดวกในการเดินทาง					
<b>4) โปรโมชัน</b>					
- ส่วนลดพิเศษ					
<b>5) การตกแต่งร้าน</b>					
- บริเวณภายนอกร้าน					
- บริเวณภายในร้าน					
<b>6) พนักงาน</b>					
- บุคลิกภาพ					
- ความกระตือรือร้น					
- ความเป็นมิตร, ความเป็นกันเอง					
<b>7) ความรวดเร็วและความถูกต้องของรายการที่สั่ง</b>					
- การสั่งอาหาร					
- การเสิร์ฟอาหาร					
- การเก็บเงิน					

**\*\*ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม\*\***

APPENDIX C  
TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN  
POPULATION

Krejcie, Robert V.; & Morgan, Darlyn M. (1970, Autumn). "Determining Sample Size for Research Activities," **Educational and Psychological Measurement**. 30: 607-610.

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### DETERMINING SAMPLE SIZE FOR RESEARCH ACTIVITIES

ROBERT V. KREJCIE

University of Minnesota, Duluth

DARLYN W. MORGAN

Texas A & M University

The ever increasing demand for research has created a need for an efficiency method of determining the sample size needed to be representative of a given population. In the article "Small Sample Technique." The research division of the National Education Association has published a formula for determining sample size. Regrettably a table has not been available for ready easy reference which could have been constructed using the following formula.

$$S = \frac{X^2NP(1-P)}{d^2(n-1)} + X^2P(1-P)$$

S = required sample size

X<sup>2</sup> = the table value of chi-square for 1 degree of freedom at the desired confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05)

No calculations are needed to use Table 1. For example, one may wish to know the sample size required to be representative of the opinion of 9000 high school teachers relative to merit pay increase. To obtain the required sample size enter Table 1 at N = 9000. The sample size representative of the teachers in this example is 368. Table 1 is applicable to any defined population.

Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	2500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	132	1000	278	75000	382
210	136	1100	285	100000	384

APPENDIX D  
INVITATION LETTER

ที่ ศธ 0519.12/3 ๗๖๘



บัณฑิตวิทยาลัย  
มหาวิทยาลัยศรีนครินทรวิโรฒ  
สุขุมวิท 23 กรุงเทพฯ 10110

16 พฤษภาคม 2551

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน คณะบดีคณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล

เนื่องด้วย นางสาวอรุณศรี เอกเสวตอนันต์ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “การศึกษาความคิดเห็นของลูกค้าต่อการให้บริการด้านอาหาร : กรณีศึกษา ที่ภัตตาคารเอ็มเคโกลด์ สาขาสยามพารากอน” โดยมี อาจารย์โสภณ จันทะคล้อย เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในกรณีนี้ บัณฑิตวิทยาลัยขอเรียนเชิญ อาจารย์กมลพร สอนศรี เป็นผู้เชี่ยวชาญตรวจแบบสอบถามการศึกษาความคิดเห็นของลูกค้าต่อการให้บริการด้านอาหาร : กรณีศึกษา ที่ภัตตาคารเอ็มเคโกลด์ สาขาสยามพารากอน

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาให้ข้าราชการในสังกัดเป็นผู้เชี่ยวชาญให้ นางสาวอรุณศรี เอกเสวตอนันต์ และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ เพ็ญสิริ จีระเชษฐกุล)  
คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2664-1000 ต่อ 5730

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ 089-922-6258

VITAE

## VITAE

**Name:** Aroonsri Aksawetanunt

**Date of Birth:** 30 September 1979

**Place of Birth:** Bangkok

**Address:** 96/3 Moo 3 Poochaosamingprai Road, Somrongklang,  
Phrapradaeng, Samutprakarn 10130

### Educational Background:

1998	Certificate of Secondary School Saint Joseph Bangna School, Samutprakarn
2002	Bachelor of Arts (Language for Careers) Srinakrarinwirot University, Bangkok
2008	Masters of Arts (Business English for International Communication) Srinakrarinwirot University, Bangkok