

Exploring Tourist Behavior and Satisfaction at Restaurants and Beverage Outlets in Banthat Thong Area

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Abstract.

This research aims to study the behavior and satisfaction of tourists using restaurant and beverage services in the Bantadthong area. The study investigates various aspects such as service usage behavior, travel habits, preferred types of restaurants and beverages, and factors influencing the choice to use services in this area. It also compares satisfaction levels in terms of product, price, promotion, personnel, process, distribution channels, and amenities.

The sample group consisted of 400 respondents, calculated using the Taro Yamane formula with a 0.05 confidence level and less than 5% margin of error. Data was collected using Google Forms for analysis.

The findings revealed that most tourists were female, aged 15-24, with a bachelor's degree, and had an income range of 10,001-20,000 THB. The main reasons for choosing to visit Bantadthong were the variety of restaurants and socializing with friends. Tourists typically traveled by public transport or privately, preferred cafes and bakeries offering beverages, and spent 3-4 hours in the restaurant, usually between 5:01 PM and 8:00 PM. Information about restaurants was mainly sourced from TikTok, and promotions significantly influenced decision-making. The average spending per visit was between 301-500 THB.

In terms of satisfaction, tourists were particularly pleased with the restaurant's reputation, effective social media advertising, staff problem-solving skills, and convenient payment methods. The restaurant decor was attractive, and the food menu was visually appealing. The most popular restaurant among tourists was "Nu Nao Milk."

These findings provide valuable insights for developing marketing strategies that effectively meet tourist demands and enhance business operations in the Bantadthong area.

Keywords: Tourist behavior, Tourist satisfaction, Restaurants and beverages, Bantadthong

1.Introduction

This section discusses the significance of the tourism industry and the restaurant business, with a focus on the growth of the restaurant market post-COVID-19. It is observed that while many new restaurants have opened, a considerable number of them closed within the first and third years, particularly those offering limited services and located in tourist areas with better recovery prospects. The Banthat Thong

area has evolved from a traditional business hub to a popular street food destination, with numerous new restaurants opening and space being developed to accommodate customers. The area has adapted to meet the future needs of consumers. This study aims to explore the factors influencing the decision-making process of consumers in this area, which will help in developing and sustaining the restaurant businesses in Banthat Thong.

1.2 Objective

1. To study the behavior of tourists who visit restaurants and beverage services in the Banthat Thong area.
2. To study the satisfaction of tourists who visit restaurants and beverage services in the Banthat Thong area.

2. Literature Review

2.1 Concepts and Theories Related to Behavior

Consumer behavior refers to the process or actions involved in purchasing decisions and evaluating the use of goods or services. This is crucial in understanding present and future consumer purchasing trends (Natticha Chotipithayanon, 2023). Consumer behavior can be divided into observable external behaviors, which can be perceived through senses or tools, and internal behaviors that occur within the mind and cannot be observed directly (Chalermopol Tansakul, 1998). Furthermore, behavior is defined as the actions or responses of individuals to internal and external stimuli.

2.2 Concepts and Theories Related to Satisfaction

Satisfaction refers to the feeling that arises when needs or goals are met (Niparat Ruensuk, 2003), and it depends on an individual's experiences and expectations (Weerasophon, W., Srikos, B. & Choovanichchanon, C., 2024). The development of tourism activities and routes that focus on the relationship with the local area will lead to greater satisfaction. (Urai Sriphuwong & Waranya Kosila, 2008). Customer satisfaction plays a significant role in purchasing decisions, and presenting products with value higher than their cost is essential (Kotler, 1999). Customer satisfaction is key to building long-term relationships between customers and businesses, where entrepreneurs must develop products and services that meet customer needs.

2.3 Concepts and Theories Related to Purchase Decision

The purchase decision is the process through which consumers choose to buy a product or service after considering different options and information (Sasicha Kanthapong, 2018). The decision-making process consists of five steps: recognizing the need, searching for information, evaluating alternatives, making the purchase decision, and post-purchase behavior (Schiffman and Kanuk, 1994). Information from various sources, such as personal sources, commercial sources, and community sources, influences consumer purchase decisions. Service marketing uses tools to meet the needs of target customers, including SWOT analysis and the 4P and 7P marketing strategies. These are important:

SWOT Analysis: This is used to assess the business situation by analyzing strengths, weaknesses, opportunities, and threats to help in strategic planning.

4P Marketing Mix includes:

Product: Developing products that meet customer needs.

Price: Setting a reasonable price.

Place: Convenient distribution channels.

Promotion: Promotional activities to create awareness.

7P Marketing Mix: This expands the 4P by adding new elements for services:

People: Skilled personnel for service delivery.

Process: Efficient processes in service provision.

Physical Evidence: Creating physical evidence that enhances the value of the service.

2.4 Consumer Behavior Theory: This involves studying behaviors and factors affecting customer purchase decisions, such as the decision-making process, factors influencing behavior, and its application in marketing.

All of these elements help businesses meet customer needs effectively and create a competitive advantage.

3. Methodology

In this study, the researcher personally conducted the data collection, starting with gathering preliminary information on tourist behavior and satisfaction from the internet. The researcher then visited Banthat Thong, Pathumwan District, Bangkok, to distribute questionnaires to tourists at restaurants and beverage establishments in the area. The collected data was analyzed using Google Forms for quantitative data and content analysis for opinions and suggestions. Frequency calculations were performed, and the findings were presented in a summary report.

4. Research Results

Objective 1 To study the behavior of tourists who visit restaurants and beverage services in the Banthat Thong area.

Personal Information of the Respondents: The majority of the respondents are female, accounting for 51.7 percent, ages of 15-24 years, accounting for 46.3 percent. The education level shows that the majority hold a bachelor's degree, accounting for 13.8%, because most of them are students, which make up 41.33%. Their monthly income ranges from 10,001-20,000 baht, accounting for 35.8%.

Tourist Behavior of the Reasons for choosing restaurant services: Tourists often choose to dine in the Banthat thong area because of the variety of restaurants available, and they usually come in groups of friends. **Frequency of visits:** Tourists visit restaurants in the Banthat thong area approximately 1-3 times over the past year. Most of them travel by public transportation or independently. **Preferred time of the Tourists** typically spend around 3-4 hours between 5:00

PM and 8:00 PM. And Information sources: TikTok is the main platform used to search for restaurants and beverages, and promotions often influence their decisions.

Objective 2 To study the satisfaction of tourists who visit restaurants and beverage services in the Banthat Thong area.

1. Information on Tourist Satisfaction with Products in the Banthat Thong area. The Overall, the respondents expressed the highest level of satisfaction ($\bar{x} = 4.50$), When considering each item, they can be ranked from highest to lowest as follows, with the first level satisfaction was related to the restaurant's reputation ($\bar{x} = 4.55$), followed closely by the taste of the food ($\bar{x} = 4.53$). Other factors, including the variety of menu options, freshness of the food, and cleanliness and standards of the food, all received a satisfactions core of ($\bar{x} = 4.44$), indicating strong satisfaction in these areas as well. Overall, tourists express a high level of satisfaction, particularly with the reputation of the restaurants, the quality and variety of food, and cleanliness.

2. Information on Tourist Satisfaction with Price in the Banthat Thong area. expressed high satisfaction with the prices, with an overall score of ($\bar{x} = 4.37$), The most satisfaction came from the stability of prices ($\bar{x} = 4.39$) and clear communication of pricing details ($\bar{x} = 4.37$, S.D.), The price relative to food quality and price relative to service also received positive feedback, with scores of ($\bar{x} = 4.32$), and ($\bar{x} = 4.28$), respectively. Overall, tourists appreciate consistent pricing and transparency, as well as good value for money.

3. Information on Tourist Satisfaction with Place in the Banthat Thong area. Overall, respondents showed high satisfaction ($\bar{x} = 4.29$), The highest satisfaction was for advertising through social media ($\bar{x} = 4.50$), and food and beverages matching the advertisements ($\bar{x} = 4.48$), Promotions with seasonal discounts received a lower satisfaction score ($\bar{x} = 3.89$).

4. Information on Tourist Satisfaction with People in the Banthat Thong area. The overall, the respondents expressed the highest level of satisfaction ($\bar{x} = 4.49$), The staff's ability to resolve customer issues effectively received the highest satisfaction score ($\bar{x} = 4.55$), followed by the staff's willingness to provide service ($\bar{x} = 4.53$), and their knowledge and ability to explain products well ($\bar{x} = 4.52$), The sufficiency of staff for service was also highly rated ($\bar{x} = 4.45$), along with the staff's politeness and friendliness ($\bar{x} = 4.44$) and enthusiasm and attentiveness ($\bar{x} = 4.44$), This indicates strong satisfaction with staff performance in providing effective, knowledgeable, and friendly service.

5. Information on Tourist Satisfaction with Process in the Banthat Thong area. The overall, the respondents expressed the highest level of satisfaction ($\bar{x} = 4.39$), The highest satisfaction was with the convenience of payment ($\bar{x} = 4.47$), followed by the accuracy and precision of the service ($\bar{x} = 4.42$), Satisfaction with the appropriate timing of food serving ranked next ($\bar{x} = 4.34$), and the accuracy of food pricing came last ($\bar{x} = 4.32$)

6. Information on Tourist Satisfaction with place in the Banthat Thong area. The overall, the respondents expressed the highest level of satisfaction ($\bar{x} = 4.54$), The highest satisfaction was with the variety of payment options available ($\bar{x} = 4.57$), followed by the availability of multiple contact channels ($\bar{x} = 4.54$). Satisfaction with media publicity ranked next ($\bar{x} = 4.52$), and the availability of channels for following news and updates was also highly rated. ($\bar{x} = 4.51$).

7. Information on Tourist Satisfaction with Physical evidence in the Banthat Thong area. The overall, the respondents expressed the highest level of satisfaction ($\bar{x} = 4.31$). Satisfaction was highest with the food menu decoration being attractive ($\bar{x} = 4.50$), followed by the restaurant's interior design being interesting ($\bar{x} = 4.47$). The location of the restaurant and its easy accessibility also received high satisfaction ($\bar{x} = 4.41$). The availability of sufficient seating was rated slightly lower ($\bar{x} = 3.87$).

5. Conclusion and Discussion

The study on the behavior and satisfaction of tourists using food and beverage services in the Banthat Thong area reveals the following findings:

1. Tourist Behavior: Tourists primarily travel to taste food, followed by experiencing culture and visiting relatives. They show a strong interest in diverse restaurants, particularly cafes and bakeries offering beverages. This aligns with the research of Nattaphon Ongpetch, Thitima Rattanapong, Piangphit Sriprasert, Kirathakorn Bunrod. (2021). and Amraporn Uttamaphirak (2021), who found that tourists prioritize food and culinary experiences when traveling.

2. Tourist Satisfaction: Tourists in the Banthat Thong area expressed high satisfaction in various aspects, such as:

Products (Food and Beverages): Tourists appreciated the taste and variety of food menus, which is in line with the study by Chayanit Khaikaew (2021), who found that food quality and taste are primary factors consumers value.

Pricing: Tourists were satisfied with the pricing, finding it reasonable for the quality of food. The transparency of prices also matched tourists' budgets, which aligns with the research by Pinicha Kijkasemphongsa (2016), who found that street food vendors offer affordable pricing that appeals to consumers.

Sales Promotion: The use of social media for advertising and promoting discounts was another significant factor that influenced tourists' decisions to choose these restaurants. This is consistent with the findings of Thanapol Amrikijta (2021), which showed that promotions have a significant effect on consumer decision-making.

Service Quality: The staff were polite and capable of resolving issues effectively, leading to higher satisfaction. This corresponds with the study by Nattawut Rungsethirot (2016), who found that good service quality enhances consumer satisfaction. These studies indicate that tourists visiting restaurants in the Banthat Thong area seek an enjoyable experience, with diverse and high-quality food, appropriate pricing, good service, and clear communication. These factors contribute to their overall satisfaction and encourage repeat visits in the future.

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