

Role of Product Quality, Security and English Communication Skills to Use Chinese Restaurants in Thailand

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ABSTRACT

The research investigated the role of facility location, product quality, security and English communication skills to use Chinese restaurants in Thailand. The conceptual framework was developed from the literature review, survey, and other contemporary research in management and marketing. Accordingly, the researchers consider the importance of facility location, product quality, security and English communication skills. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 385 people who are Chinese tourists who come to use Chinese restaurant in Bangkok. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual tourist satisfaction of the organizations studied through all operational links in management. Findings are applications of facility location, product quality, security and English communication skills are high-level.

Keywords: facility location, product quality, security and English communication skills

INTRODUCTION

This paper will study the factors affecting Influencing factors of Chinese Tourists' Willingness to use Chinese Restaurants in Thailand under the tourism management model. The investigators hope to explore its core concepts, relevant theoretical bases, and related research before conducting formal research. A research conceptual framework is then developed and Theory to empirical research based on relevant concepts, theories and research and related research.

Customer satisfaction theory

Anderson, Fornell, Lehmann (1994) believes that customer satisfaction is an attitude generated by customers based on a specific transaction process, and that it is the result of customers' uncertain expectations compared with the actual consumption experience. According to the Oliver's expectation inconsistency model, the main factors affecting customer satisfaction are customer expectations and perceived performance. When expectations are greater than perceived performance, negative inconsistency and customer dissatisfaction tendency; when expectations are less than perceived performance, positive inconsistency and customer satisfaction tendency; and customers are neutral towards product or service when expectations are consistent with perceived performance. (Baker, Crompton, 2000; Czepiel, Rosenberg & Akerele, 1974; Fornell, 1992).

The more classical theory is proposed by Kotler (2016), which believes that customer satisfaction is the degree of difference between the customer's perceived product or service quality and the personal expectation of the product or service, which can be expressed

mathematically as: customer satisfaction =f (perceived quality, expected quality). For customers, before purchasing the corresponding products or services, they will have certain psychological expectations. After truly experiencing the actual product or service, they will evaluate the actual perception differences of the products according to the previous expectations, which is the root cause of customer satisfaction. It can be seen that scholars mainly define customer satisfaction from two different perspectives: one is based on the evaluation of specific consumption scenarios, which is the satisfaction of specific consumption scenarios; the other is the overall evaluation of consumption experience, which is the cumulative satisfaction of consumption. The cumulative satisfaction is a generally accepted way of defining customer satisfaction. According to the relevant standards of ISO9000:2000, customer satisfaction is defined as a subjective perception and feeling of the product or service generated after using the product or service, which depends on the satisfaction of the customer in the process of using the product or service. (Cronin & Taylor, 1992; Fornell, Johnson & Anderson, 1996).

Customer willingness

Customer satisfaction plays an important role in the actual combat marketing, and more and more enterprises evaluate the quality of the product or service with the customer satisfaction index. The concept of customer satisfaction was first proposed by Cardozo in 1965, proving experimentally that both the customer efforts to obtain the product and the expectations of the product directly affect customer satisfaction. Later, the scholars conducted in-depth research on customer satisfaction, and put forward different definitions and theoretical models. (Johnson & Fornell, 1991).

Service Quality theory

One of the key contents of modern service marketing theory is the service quality theory, and scholars have expounded the connotation of service quality from different perspectives. Among them, Gronroos pioneered the concept of "perceived service quality", which believed that service quality is a kind of psychological perception, comparing the actual service quality with the customer and the expected service quality of the overall service quality. Once this view was put forward, it was widely recognized by the scholars, but the scholars on the division of the service quality dimension is different, the main views are: two-dimensional theory, three-dimensional theory and five-dimensional theory. (Malthouse, Oakley & Calder, 2004).

Among many views, the most widely used model is the SERVQUAL model (Service Quality), the core of this model is the "service quality gap", that is, the level of service quality is determined by the difference between customer perceived service level and customer's expected service level. The SERVQUAL model is widely accepted by managers and scholars as an important tool to measure service quality. Originally, it was made by the American market scientist PZB in 1988 to simplify the original 10 evaluation dimensions according to the comprehensive quality management theory. The simplified evaluation dimensions had five dimensions, namely tangible, responsiveness, reliability, guarantee and empathy. In view of these five dimensions, the PZB conducted a statistical data analysis through the questionnaire survey, and finally obtained 22 indicators, which constitutes the classic SERVQUAL scale.

Product quality

The literature reveals that the quality consists of two parts: one is customization or applicability, involving whether the product can meet various consumer needs or whether the product has a consumer scale; the other is reliability, which is related to whether the product can avoid defects for a long time. Anderson, Fornell & Lehmann (1994) believes that perceived service quality is a cognitive response to the service product. The definition of service quality of travel agency is mainly divided into two aspects: one is the service provided by travel agency before tourists participate in tour groups. The services include the itinerary and prices. According to the expectation inconsistency theory, satisfaction is achieved by a two-stage process. Before the purchase, the customer forms an "expectation" of the performance of the product (i. e., the various benefits and utilities that the product will provide); after the customer buys, he compares the actual level of performance obtained by the consumer product with the expectation before the purchase, resulting in a gap or "inconsistency" between the two. Therefore, the services provided by travel agencies before the tourists participate in the tour will affect the satisfaction of the tourists in the trip. Second, the services provided by the tour guide to the tourists during the journey, including the arrangement of the real itinerary, the tour guide's full-service attitude, etc. The travel services provided by the travel agency are those that can only be perceived after the tourists participate in the tour group. Even if these services do not meet the expectations of the tourists, the tourists have almost no possibility to change the services during the short trip. The tour guide service and itinerary that dissatisfy tourists will seriously affect the feelings and mood of tourists. (Oliver, 1980; Parasuraman, Zeithaml & Berry, 1985; Wang, Gu & Mei, 2005).

METHODOLOGY

The study of the role of facility location, product quality, security and English communication skills for Chinese restaurant in Thailand, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The survey sample was 385 residents from Chinese tourists who come to use restaurant in Bangkok. The researchers used a convenient sampling method to conduct a random sample size, as determined according to W.G. Cochran (1953). The tool is a questionnaire about facility location, product quality, security and English communication skills the nature of the questionnaire is a rating scale questionnaire with 5 levels. Weights are assigned according to the Likert method by determining each item's weights, scores, and performance levels. There are 5 levels of questions in the questionnaire, separating each variable. The statistics used to analyze the data were descriptive statistics consisting of mean, standard deviation and percentage.

RESULTS

Personal characteristics of Chinese tourist in Thailand

Characteristics of Chinese tourist	number (n=385)	Percentage
1. Gender		
- Male	210	54.54
- Female	175	45.45
2. Age		
- 18 - 25 Year	110	28.57
- 26 – 35 year	51	13.25
- 36 – 45 year	137	35.58
- More than 46 year	87	22.60
3. Marital status		
- single	137	35.59
- married	149	38.70
- divorced	99	25.71
4. Degree of education		
- lower than bachelor's degree		
- Bachelor's degree	92	23.89
- graduate	128	33.25
	165	42.86
5. Working time		
- 1-3 years	133	34.55
- 4-6 years	145	37.66
- More than 7 years	107	27.79
-		
6. Monthly income		
- 1000-3000 Yuan	147	38.18
- 3001-5000 Y uan	120	31.17
- 5001-8000 Yuan	118	30.65
-		

From the table 4.1, the perspective of gender, male are significantly higher than female, accounting for 54.54 percentage, and female 45.45 percentage.

Regarding the age of facility location, the highest proportion was 36-45 years old, accounting for 35.58%, followed by Chinese tourists aged 18-25 years and Chinese tourists aged 26-35 years, accounting for 22.57% and 13.25%, respectively, and Chinese tourists over 46 years old. Representing 22.60% said that Chinese tourist who responded to the survey were generally middle age.

Regarding marital status 38.70% were single, 35.59% were divorced, and 25.71% were related to the age distribution. The company had many marital status.

From the perspective of educational background, Chinese tourists generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 23.89, 33.25 and 42.86% respectively.

From the perspective of working years, the Chinese tourist in Thailand to use Chinese restaurants in Thailand are generally in the range of 1-3 years, 4-6 years of employment, accounting for 34.55 and 37.66 respectively, and the Chinese tourist who have worked for more than 7 years also account for a certain proportion, 27.79%.

In terms of monthly income, 31.17% of Chinese tourists have a monthly income of 3000-5000 Yuan, 30.65% of Chinese tourists have a monthly income of 5000-8000 Yuan, and only 38.18% of Chinese tourists have a monthly income of 1000-3000 Yuan, indicating that the average salary of Chinese tourist in Thailand to use Chinese restaurants in Thailand has basically reached the middle-income level.

To study facility location, product quality, security, English communication skills and tourists' willingness

4.1 Facility Location

Table 4.2 the level of opinion about Facility Location

Facility Location	Mean	S.D.	Level	Rank
1. The restaurant has a location that is convenient to travel both outbound and back.	3.767	.584	most	5
2. The location of the restaurant has many public transportation, convenient for traveling both outbound and back.	4.111	.673	most	2
3. The location of the restaurant has many shops as a source of shopping.	3.988	.565	most	3
4. The location of the restaurant has a department store to buy products after the meal is finished.	3.886	.572	most	4
5. The location of the restaurant is clearly visible.	4.117	.655	most	1
Total	3.974	.610	most	

From Table 4.2, the mean and standard deviation of the opinion level of the facility location variable is at a high level, with the mean value at a higher level being 3.974. Comprehensive from all aspects, the average of the highest side is "The location of the restaurant is clearly visible ", high level average of 4.117, followed by "The location of the restaurant has many public transportation, convenient for traveling both outbound and back",

high level of average of 4.111, the last is "The restaurant has a location that is convenient to travel both outbound and back", the average is 3.767, in the medium level.

4.2 Product quality

Table 4.3 the level of opinion about product quality

Product quality	Mean	S.D.	Level	Rank
1. The restaurant always selects fresh, high-quality ingredients.	3.764	.554	high	5
2. The restaurant has a wide variety of delicious food selections.	4.102	.664	high	2
3. The restaurant has food taste control to meet the standard and always delicious.	3.983	.568	high	3
4. The restaurant always controls the condiments to ensure good quality and standards.	3.888	.619	high	4
5. The restaurant has a selection of quality chefs who can cook a variety of dishes.	4.110	.568	high	1
Total	3.969	.592	high	

From Table 4.3, both the mean value and the standard deviation regarding the opinion level affecting the product quality are at a high overall level, with the mean value at a higher level being 3.969. From the various aspects of the variables involved, we found that the highest average is " The restaurant has a selection of quality chefs who can cook a variety of dishes" (4.110), at a high level, followed by " The restaurant has a wide variety of delicious food selections" (4.102), at a high level, the lowest is " The restaurant always selects fresh, high-quality ingredients" the average of 3.764, in the same high level.

4.3 Security

Table 4.4 the level of opinion about Security

Security	Mean	S.D.	Level	Rank
1. The restaurant has good food contaminant control.	3.722	.644	high	5
2. The restaurant has quality control of raw materials to be free from various pathogens.	4.109	.675	high	2
3. The restaurant always selects high-quality equipment.	4.101	.632	high	3

4. The restaurant has serious communicable disease control in the restaurant.	3.991	.559	high	4
5. The restaurant has a security system for paying customers.	4.117	.658	high	1
Total	4.008	.634	high	

From Table 4.4, the mean and standard deviation of the opinion level of the security variable is at a high level, with the mean value at a high level being 4.008. Comprehensive from all aspects, the average of the highest side is "The restaurant has a security system for paying customers", high level average of 4.117, followed by "The restaurant has quality control of raw materials to be free from various pathogens", high level of average of 4.109, the last is " The restaurant has good food contaminant control" the average is 3.722, in the high level.

4.4 English communication skills

Table 4.5 the level of opinion about English communication skills

English communication skills	Mean	S.D.	Level	Rank
1. The restaurant has recruited staff who are proficient in English who can communicate well.	4.104	.543	high	3
2. Staff are trained to speak standard English.	3.965	.674	high	4
3. Employees can use English to communicate with customers very well.	3.834	.666	high	5
4. Employees can use languages other than English.	4.111	.659	high	2
5. Restaurants allow employees to practice a third language so they can actually use it.	4.118	.614	high	1
Total	4.024	.631	high	

From Table 4.5, the mean and standard deviation of the opinion level of an English communication skills variable is at a high level, with the mean value at a higher level being 4.024. Comprehensive from all aspects, the average of the highest side is " Restaurants allow employees to practice a third language so they can actually use it", high level average of 4.118, followed by " Employees can use languages other than English", high level of average of 4.111,

the last is " Employees can use English to communicate with customers very well" the average is 3.834, in the high level.

4.5 Tourist' willingness

Table 4.6 the level of opinion about the Tourist' willingness

Tourist' willingness	Mean	S.D.	Level	Rank
1. Tourists have planned their meal in Thailand in advance.	3.976	.552	high	3
2. Tourists organize food programs in the travel program.	4.122	.561	high	1
3. Tourists have to choose a restaurant in advance of the trip.	4.106	.684	high	2
4. Tourists have pre-selected food items.	3.952	.592	high	4
5. Tourists have informed the way of eating in advance in order to prepare for the service.	3.872	.675	high	5
Total	4.006	.613	high	

From Table 4.6, the mean and standard deviation of the opinion level of the variable tourists' willingness is high, with the mean value at a higher level being 4.006. Comprehensive from all aspects, the average of the highest side is " Tourists organize food programs in the travel program", high level average of 4.122, followed by "Tourists have to choose a restaurant in advance of the trip", high level of average of 4.106, the last is " Tourists have informed the way of eating in advance in order to prepare for the service", the average is 3.872, in the high level.

4.6 The factors affecting the overall

Table 4.8 the level of opinion about the factors affecting the overall

Variable	Mean	S.D.	Level	Rank
1. Facility location	3.974	.610	high	4
2. Product quality	3.969	.592	high	5
3. Security	4.008	.634	high	2
4. English Communication skills	4.024	.631	high	1

5. Tourist' willingness	4.006	.613	high	3
Total	4.039	.616	high	

As can be seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting tourists' willingness are at a high overall level, with a higher-level mean at 4.039. From each variable, we found that the highest average was English communication skills (4.024), at a high level, followed by Security (4.008), and the lowest was product quality, with an average of 3.969.

CONCLUSION

Summary the results of level of opinion about factors influencing operational efficiency

(1) The level of opinion about the factors affecting the overall

The mean and standard deviation of opinion levels regarding factors affecting tourists' willingness are at a high overall level, with a higher-level mean at 4.039. From each variable, we found that the highest average was English communication skills, followed by Security and the lowest was product quality.

(2) Facility Location

The mean and standard deviation of the opinion level of the facility location variable is at a high level, with the mean value at a higher level being 3.974. Comprehensive from all aspects, the average of the highest side is the location of the restaurant is clearly visible, followed by the location of the restaurant has many public transportation, convenient for traveling both outbound and back, the last is the restaurant has a location that is convenient to travel both outbound and back.

(3) Product Quality

The mean value and the standard deviation regarding the opinion level affecting the product quality are at a high overall level, with the mean value at a higher level being 3.969. From the various aspects of the variables involved, we found that the highest average is the restaurant has a selection of quality chefs who can cook a variety of dishes, followed by the restaurant has a wide variety of delicious food selections, the restaurant always selects fresh, high-quality ingredients.

(4) Security

The mean and standard deviation of the opinion level of the security variable is at a high level, with the mean value at a high level being 4.008. Comprehensive from all aspects, the average of the highest side is The restaurant has a security system for paying customers, followed by the restaurant has quality control of raw materials to be free from various pathogens, the last is the restaurant has good food contaminant control.

(5) English Communication skills

The mean and standard deviation of the opinion level of an English communication skills variable is at a high level, with the mean value at a higher level being 4.024. Comprehensive from all aspects, the average of the highest side is restaurants allow employees to practice a third language so they can actually use it, followed by employees can use languages other than English, the last is Employees can use English to communicate with customers very well.

(6) Tourist' willingness

The mean and standard deviation of the opinion level of the variable tourists' willingness is high, with the mean value at a higher level being 4.006. Comprehensive from all aspects, the average of the highest side is tourists organize food programs in the travel program, followed by tourists have to choose a restaurant in advance of the trip, the last is tourists have informed the way of eating in advance in order to prepare for the service.

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