

# Chinese Tourists' Willingness to Use Chinese Restaurants in Thailand

Shuai Jin, Panyada Chantakit

*Suan Sunandha Rajabhat University, Thailand*

Email: [s64567810019@ssru.ac.th](mailto:s64567810019@ssru.ac.th); [panyada.ch@ssru.ac.th](mailto:panyada.ch@ssru.ac.th)

## ABSTRACT

The research was to investigate actual Influencing factors of Chinese Tourists' Willingness to Use Chinese Restaurants in Thailand. The conceptual framework was developed from the literature review and survey in the area and other contemporary research in marketing management. 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 steps of a questionnaire. Data were collected from 385 people who are Chinese tourists to use Chinese restaurant in Bangkok, Thailand. The data collected were analyzed using the path modeling and on the basis of observing the actual tourist' willingness of the organizations studied through all operational links in the marketing management.

Findings are as follows: Applications of facility location, product quality, security, and English communication skills were explanatory of the variance in tourist' willingness at 56.5 percent ( $R^2 = 0.565$ ). Each factor involves significant aspects with the total being 20. All aspects should be addressed if problems are to be successfully solved over the long haul.

**Keywords:** Tourist' willingness, Chinese restaurant, path modeling

## INTRODUCTION

Tourism and restaurant businesses are struggling after the COVID-19 pandemic. The initial effort focused on improving brand image and regaining consumer confidence. Restaurant businesses adhere to strict safety standards. The area has been improved to be convenient and safe and build a business network English communication has been restored to welcome customers from abroad, especially Chinese people who love Thai food and service in the past few years The level of economic development of our country is constantly improving. People's longing and desire for high-quality life is becoming more and more common, Chinese business travel and travel. Travelers who are wealthy about getting on time convenience Privacy is a higher and higher demand for restaurant businesses that are facing increasing competition in the food market and demanding services to improve their customer base. How to improve the quality of service is an important matter in front of you.

At the same time, we face challenges in the development of the restaurant industry. Nowadays, the food industry faces human resource management problems in the development process, such as language proficiency development security and a lack of personnel with service backgrounds. As well as experts in cooking after the outbreak of COVID-19 under the impact of the epidemic Employee losses in the aviation service industry are becoming more serious. Many practitioners are confused about their development and decreased employee

satisfaction improving the level of service in terms of food quality, taste, cleanliness and safety is urgent. Under the current severe development situation the quality of restaurant business management can determine the future of the organization.

### **Research on customer willingness**

The concept of customer willingness 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. On customer satisfaction, foreign research focuses more on the evaluation methods. Anderson, Fornell, Lehmann (1994) defines customer satisfaction as the customer experience evaluation after online shopping, and gives the factors affecting customer online shopping satisfaction. Baker & Crompton (2000). studies how to achieve high customer satisfaction with manufacturing enterprises, and finally establishes evaluation indicators from the four dimensions of finance, customer, internal process and learning and growth ability.

Domestic scholars mainly explore the influencing factors of customer satisfaction in the Internet environment through verification and empirical research. Czepiel, Rosenberg, Akerele (1974) factors combined with the development status of B2C e-commerce in China, through analysis and research, the main factors affecting the customer satisfaction of B2C e-commerce are: website transaction ability, logistics and distribution service quality, payment method and customer service level. Cronin & Taylor (1992) used quantitative research and analysis from the perspective of sellers to find that the factors affecting customers' online shopping of agricultural products mainly include five aspects: product, platform, logistics, enterprise reputation and service level. Based on customer needs, Fornell (1992); Fornell et al. (1996) factors summarized the factors affecting customers' online shopping satisfaction, including product quality and logistics distribution, through questionnaire survey. Johnson & Fornell (1991). Malthouse et al. (2004). from the perspective of customer satisfaction, combined with the characteristics of the third-party logistics enterprises, he modified the existing customer satisfaction model of logistics enterprises, put forward a new customer satisfaction model and index system, and conducted a case analysis. Oliver (1980) mainly studies the impact of brand image on fresh electricity customer satisfaction, and introduces the trust variable as the intermediary variable. Parasuraman, Zeithaml & Berry (1985) analyzed the factors influencing the satisfaction of fresh electricity suppliers through the customer satisfaction index model, and obtained the influence relationship between the various factors. Wang Xia, Gu Chaolin, Mei Hu. (2005) believe that the important factors affecting consumer experience are quality traceability, logistics distribution, product presentation and after-sales service, and fresh electricity business needs to enrich consumer shopping experience around these factors in the future.

### **Research on training English communication skills and development**

Researcher believes that employee training and development is a necessary management link in today's era, the basis for building the core competitiveness of enterprises, and the improvement of employees' employability and the requirements of career planning. In addition, in order to create a lifelong learning environment for staff training, we should start from the corporate culture, training site, training team, training form and other aspects. Raymond A Noy. (2001) takes private enterprises as the research object and analyzes their human resources

training and development. He believed that enterprises value the education and training of employees, and to deepen their understanding of HRM development and their status and role, to strengthen their comprehensive ability to receive systematic training by sending employees out and bringing in experts, and to train new employees to quickly adapt to and become familiar with the new environment. Li (2017) pointed out that experiential training has exposed many problems in the process of the application of civil servant training in China. For the improvement of training courses, experiential courses should be classified, with targeted courses for civil servants in leadership positions, civil servants and newly recruited civil servants; customize experiential courses according to demand, to evaluate employee training needs according to "ASK" training model; strengthen the development of training courses, innovate the original training courses, and keep pace with The Times and develop new courses. Li Chuantao. (2017); Carpenter, Sanders, Gregersen (2017) compared the government's public sector and enterprise training systems, pointing out that there are both differences and commonalities between them. Differences exist in the training objectives, training content and training effect, which are common in that the two have similar management content and are restricted by the same factors. This study shows that the training of the government, public departments and enterprises have their strengths, and they should learn from each other. Li Chuantao. (2017); Carpenter, Sanders, Gregersen (2017) took Suning Y business department as an example, focusing on the idea of enterprise training general model and training system construction, and provided many valuable experience and enlightenment. For the sales business division and such enterprises, the training system and the operation system are gradually improved and constructed under the premise of clarifying the enterprise performance indicators.

## METHODOLOGY

The study of Chinese Tourists' Willingness to Use Chinese Restaurants 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 population is Chinese tourists in Thailand who come to use Chinese restaurants in Thailand which the researcher did not know the exact number during the research. The researcher chooses the top restaurants in serving foreigners 5 restaurants in Bangkok, Somboon Seafood Pochana Rachada, Thaveechai Pochana Suanmali, HoHo Kitchen, Fook Yuan Chinese Restaurants JinLong House from 1 May -30 May 2023. The sampling is 385 people by the formula W.G. Cochran (1953). The selected sample used in this study was for Chinese tourist who come to 5 restaurants on Mondays, Wednesdays, and Fridays for 4 weeks in May 2023, but the exact population was unknown. Therefore, a calculation method was used using the formula W.G. Cochran (1953) at a confidence level of 95% with a tolerance of  $\pm 5\%$ . The tool was the Questionnaire, created by the researcher from the literature review combined with the study of the actual area and from the sample interviews. The researcher used a path analysis technique to analyze the data by statistical analysis with descriptive statistics include, Percentage, Average score (Mean), Standard Deviation, and Multiple Regression Analysis to test the influence of variables between salary, training, management policy, motivation, welfare and operational efficiency.

## RESULTS

### Determination of instrument confidence

Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with Entrepreneurs of SME business in Henan 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach' Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. And at values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

Validity checking after collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70

The reliability and validity test results are shown in the following table.

**Table 4.1** Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
<b>Facility Location</b>		0.929
1. The restaurant has a location that is convenient to travel both outbound and back.	0.775	
2. The location of the restaurant has many public transportation, convenient for traveling both outbound and back.	0.882	
3. The location of the restaurant has many shops as a source of shopping.	0.814	
4. The location of the restaurant has a department store to buy products after the meal is finished.	0.878	
5. The location of the restaurant is clearly visible.	0.829	

<b>Product quality</b> 1. The restaurant always selects fresh, high-quality ingredients. 2. The restaurant has a wide variety of delicious food selections. 3. The restaurant has food taste control to meet the standard and always delicious. 4. The restaurant always controls the condiments to ensure good quality and standards. 5. The restaurant has a selection of quality chefs who can cook a variety of dishes.	0.763 0.867 0.898 0.785 0.857	0.892
<b>Security</b> 1. The restaurant has good food contaminant control. 2. The restaurant has quality control of raw materials to be free from various pathogens. 3. The restaurant always selects high-quality equipment. 4. The restaurant has serious communicable disease control in the restaurant. 5. The restaurant has a security system for paying customers.	0.819 0.769 0.832 0.711 0.798	0.899
<b>English Communication skills</b> 1. The restaurant has recruited staff who are proficient in English who can communicate well. 2. Staff are trained to speak standard English. 3. Employees can use English to communicate with customers very well. 4. Employees can use languages other than English. 5. Restaurants allow employees to practice a third language so they can actually use it.	0.867 0.819 0.816 0.746 0.885	0.878
<b>Tourist' willingness</b> 1. Tourists have planned their meal in Thailand in advance. 2. Tourists organize food programs in the travel program. 3. Tourists have to choose a restaurant in advance of the trip. 4. Tourists have pre-selected food items. 5. Tourists have informed the way of eating in advance in order to prepare for the service.	0.813 0.847 0.822 0.917 0.911	0.878

The results of the study of factors affecting tourists' willingness to use Chinese restaurants in Thailand are as follows:

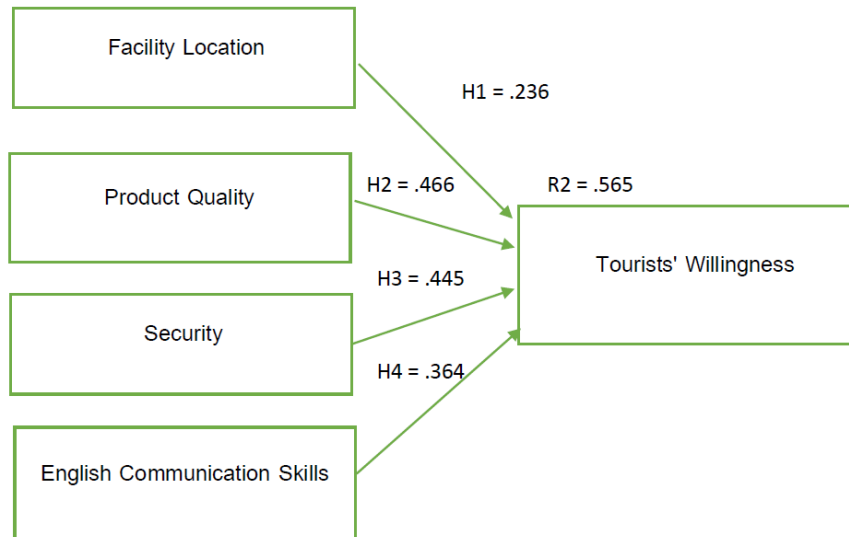


Figure 4 Results of path analysis

### Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$EMS = \beta_0 + \beta_1 FAL + \beta_2 PRQ + \beta_3 SEC + \beta_4 ECK + \zeta_1 \dots \dots \dots (1)$$

**Hypothesis 1** Facility location has a direct influence on Tourist' willingness

**Hypothesis 2** Product quality has a direct influence on Tourist' willingness

**Hypothesis 3** Security has a direct influence on Tourist' willingness

**Hypothesis 4** English communication skills has a direct influence on Tourist' willingness

**Table 4.9** Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Facility location → Tourist' willingness	0.236	2.526***	0.000	support
H2: Product quality → Tourist' willingness	0.466	4.486***	0.000	support
H3: Security → Tourist' willingness	0.445	3.829***	0.000	support

H4: English communication skills → Tourist' willingness	0.364	4.351***	0.000	support
--	-------	----------	-------	---------

## CONCLUSION

The study of the factors affecting the tourist' willingness to use Chinese Restaurants in Thailand was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 4 factors including facility location, product quality, security, English communication skills of Chinese restaurants in Thailand were positively linear, consistent with agreement. It was also found that there were mutually positive influences, facility location, product quality, security, and English communication skill. There is a positive direct influence on tourists' willingness, indicating that the study's results confirm the consistency of the Chinese health tourism, tourist satisfaction variable that is consistent and has a real interplay and can be used in business of Chinese restaurant in Thailand.

## REFERENCES

- Anderson E W, Fornell C, Lehmann D R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of marketing*, 58(3): 53-66.
- Baker D A, Crompton J L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3): 785-804.
- Czepiel J A, Rosenberg L J, Akerele A. (1974). Perspectives on consumer satisfaction [M]. New York University, *Graduate School of Business Administration*.
- Cronin Jr J J, Taylor S A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, 56(3): 55-68.
- Carpenter M A, Sanders G, Gregersen H B. (2017). Bundling Human Capital with Organizational Context: The Impact of International Assignment Experience on Multinational Firm Performance and CEO Pay, *Academy of Management Journal*, (3):493-511.
- Fornell C. (1992). A national customer satisfaction barometer: the Swedish experience. *Journal of marketing*, 56(1):6-21.
- Fornell C, Johnson M D, Anderson E W, (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of marketing*, 60(4): 7-18.
- Johnson M D, Fornell C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of economic psychology*, 12(2): 267-286.
- Li Chuantao. (2017). The Effect of Human capital investment on Social and Economic Growth. *Management literature*, C 21) 141-141.
- Malthouse E C, Oakley J L, Calder B J, (2004). Customer satisfaction across organizational units. *Journal of Service Research*, 6(3): 231-242.
- Oliver R L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4): 460-469.

Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1985). A conceptual model of service quality and its implication for future research. *Journal of Marketing*, 49(4): 41-50.

Raymond A Noy. (2001). *Employee Training and Development [M]*. Translation by Xu Fang. Beijing: China Renmin University Press

Wang Xia, Gu Chaolin, Mei Hu. (2005). The satisfaction index model of customers in tourist attractions. *Journal of Geography*, (05): 807-816.