



MARKETING STRATEGIES TO ENHANCE CUSTOMER SATISFACTION FOR CHINESE
TOURISTS AT THAI RESTAURANTS.



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MARKETING STRATEGIES TO ENHANCE CUSTOMER SATISFACTION FOR CHINESE
TOURISTS AT THAI RESTAURANTS.



A Master's Project Submitted in Partial Fulfillment of the Requirements

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THE MASTER'S PROJECT TITLED
MARKETING STRATEGIES TO ENHANCE CUSTOMER SATISFACTION FOR CHINESE
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BY
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This study investigated the marketing strategies influencing customer satisfaction among Chinese tourists dining at Thai high-end restaurants. By applying the 7P Marketing Mix framework (Product, Price, Place, Promotion, People, Physical Evidence, Process) and incorporating demographic factors, the research identified actionable insights for restaurant operators. Data collected from 400 Chinese tourists were analyzed through regression and variance methods. Key findings revealed that Price had the most significant positive impact on satisfaction, with gender differences observed as female customers reported higher satisfaction. These results provide practical guidance for enhancing customer satisfaction in the context of post-pandemic tourism recovery.

Keyword : Customer Satisfaction, 7P Marketing Mix, Thai High-End Restaurants,
Chinese Tourists, Post-Pandemic Marketing

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CHAPTER 1

INTRODUCTION

Background

Over the past few decades, with the rapid economic development of China and the expansion of the middle class, international tourism has become a significant consumption activity for Chinese residents. Since the early 21st century, Chinese tourists have become the largest outbound travel group globally, with Thailand being one of their preferred destinations, attracting a large number of Chinese tourists. Notably, in 2019, the number of Chinese tourists visiting Thailand reached approximately 11 million, highlighting China 's significant contribution to Thailand 's tourism industry (Fu H. & Sutunyararak 2023).

The global outbreak of the COVID-19 pandemic in 2020 severely affected international tourism and many of the popular tourist destinations have suffered losses due to this pandemic. Because of travel restrictions and a lack of confidence among Chinese tourists, the number of Chinese tourists visiting Thailand fell by over 88% to 1.25 million in 2020, compared to the previous year (Weng S. & Phakdeephirot). The effects of this serious decline especially on Thailand's tourism industry and economy were very sharp as tourism industries and organizations related to tourism needed to readjust their strategies in order to respond to the new market environment established (Mungkornhong N. & Chen C. 2019).

Thailand's tourism industry then responded to this challenge by changing the direction of the strategy on how to rejuvenate the lost Chinese tourists back to the country covering the efforts on health and safety measures, and good and friendly policies for the Chinese tourists while using digital marketing tools to attract them (Weng S., & Phakdeephirot). Besides, the Thai tourism sector has been providing more tourism infrastructure along with service quality improvement to fulfill the need of post-pandemic travelers (Wang L. 2021), looking ahead, as the pandemic is subsided, and travel restrictions are lifted, the Chinese tourist market to Thailand is going to recover bit by bit. In response to the new normal of the post-pandemic period, Thailand's tourism industry

has been taking various measures including safe travel promotion, sustainable tourism project development, and attractiveness to Chinese and global tourists (Jeerasantikul Y. & Liao C. 2018).

Thai cuisine emphasizes strong aromas and flavors, with each dish combining at least three of the five basic tastes: sweet, sour, salty, bitter, and spicy. Common seasonings in Thai cuisine include garlic, galangal, coriander, scallions, pepper, lime leaves, chilies, palm sugar, tamarind, and coconut milk. These ingredients not only provide health benefits but also give the dishes their unique flavors. A typical feature of Thai cuisine is the integration of various tastes and textures, aiming for perfect harmony both within each dish and throughout the entire dining experience (Kururatchaikul P. 2014).

In summary, his research aims to analyze the factors influencing customer satisfaction among Chinese tourists at high-end Thai restaurants (The local, khao, paste, chim by siam ,wisdom, nahm). Given the significant impact of Chinese tourism on Thailand 's economy and the challenges posed by the COVID-19 pandemic, understanding these factors is crucial for developing effective strategies to attract and satisfy this important tourist group. The study will focus on the 7P marketing mix (Product, Price, place, Promotion, People, Physica Evidence, process), cultural experience, and demographic factors. This comprehensive approach aims to provide actionable insights for Thailand 's tourism industry to enhance service quality and customer satisfaction, ultimately promoting post-pandemic recovery and growth.

Objectives of the Study Research Objective

- 1 To study the impact of 7p marketing mix on customer satisfaction:
2. To study the impact of demographic factors on customer satisfaction

Research Questions

1. How does the 7P Marketing Mix influence Chinese tourists' customer satisfaction with high-end Thai restaurants?
2. How do demographic factors (such as age, gender, and education level) affect Chinese tourists' customer satisfaction with high-end Thai restaurants?

Research Significance

Post-pandemic, Thailand's tourism industry is gradually recovering, especially after China relaxed travel restrictions. Before the pandemic in 2019, approximately 11 million Chinese tourists visited Thailand annually. The actual number of visitors in 2022 reached 11.8 million, exceeding the original forecast of 10 million. Although the actual number of flights in early 2023 was relatively low, the number of tourists is expected to reach or exceed pre-pandemic levels by 2025, potentially reaching 40 million (The Diplomat). This growth trend indicates that Thailand's dependence on the Chinese tourist market remains high, and its economic recovery largely depends on the return of this group.

During the Chinese New Year, overseas spending by Chinese tourists increased significantly, with overseas spending through Alipay in Southeast Asia (including Thailand, Malaysia, and Singapore) growing by 580% compared to 2023. Particularly in dining, Chinese tourists' spending increased by 70% compared to 2019, covering a range of expenditures from casual meals to high-end restaurants (Jing Daily). These data indicate the increased spending of Chinese tourists on dining in Thailand, reflecting their emphasis on high-quality dining experiences. Overall, Chinese tourists make a significant contribution to Thailand's tourism economy, with an estimated tourism revenue of \$1.28 billion expected from Chinese tourists in 2023 (South China Morning Post). This figure underscores the importance of Chinese tourists to Thailand's tourism and dining industries, especially as the tourism industry gradually recovers post-pandemic.

This research analyzes the consumption behavior of Chinese tourists in Thailand and its impact on the Thai dining industry, holding significant practical and theoretical implications. Practically, it can help Thai restaurant operators understand the latest needs and preferences of Chinese tourists, enabling them to adjust their services and marketing strategies to better attract and satisfy this important customer group. Theoretically, this research will expand knowledge on consumer behavior and the international tourism market, particularly in the context of post-pandemic global tourism

recovery. By analyzing the dining consumption patterns and preferences of Chinese tourists, this research will enrich cross-cultural consumer behavior theory and provide strategic guidance for the global dining and tourism industries.

Research Scope:

Population in this research:

The research population consists of Chinese tourists who have traveled to Thailand and dined at high-end Thai restaurants (The local, khao, paste, chim by siam, wisdom, nahm) Thai restaurants, with a specific focus on their behavior and attitudes towards consuming Thai cuisine in Thailand. These tourists may include groups from different regions, age groups, and consumption capabilities.

Population sample used in this research:

The research population consists of Chinese tourists who dined at high-end Thai restaurants during their trip to Thailand. The researchers aim to survey 400 Chinese tourists in Bangkok based on Yamane's (1967) formula, setting a 95% confidence level and estimating an error of no more than 5% from the calculation (Krejcie & Morgan, 1970), yielding 385 samples with an additional 15 to reduce data inaccuracy. These data will be used to analyze and understand their dining experiences and satisfaction in Thailand. The sample will be randomly selected from major tourist locations in Thailand, such as Bangkok, Chiang Mai, Phuket, and Pattaya, by collecting data from restaurants and tourist attractions. The survey will aim to gather information, including tourists' basic demographic information, dining preferences, service evaluations, price sensitivity, and overall satisfaction.

Research Variables Independent

Variables:

1. 7P marketing mix:

1.1 Product :

- Food Quality
- Unique dishes, incorporating Thai cultural elements

1.2 People :

- Providing high-quality and authentic Thai-style service

1.3 Price: -Pricing based on the uniqueness and value of the experience

1.4 Physical Evidence :

- Environment Atmosphere
- Creating an immersive Thai experience through decor, music, and

attire

1.5 Promotion :

- Social Media Evaluation
- Not just food, but also a unique cultural experience

1.6 place

- Choose a location that creates an authentic Thai atmosphere

1.7 process

- Design an interactive dining process, such as a live cooking show

2. Demographic Factors:

2.1 Age

2.2 Gender

2.3 Education Level

Dependent Variable:

1. Chinese customer 's satisfaction towards Thai restaurant

Definition of Terms Used in This Research:

1. 7P:

1.1 Product :

Food Quality: Refers to the standard and excellence of the food offered by the restaurant, including attributes such as taste, freshness, and presentation. High food quality is crucial for enhancing customer satisfaction and is closely linked to the perceived value of the dining experience (Zeithaml, 1988). Unique Dishes, Incorporating Thai Cultural Elements: Dishes that are not only distinctive but also integrate elements of Thai culture, such as traditional ingredients and cooking methods.

This approach helps in delivering an authentic cultural experience and can significantly influence customer perceptions and satisfaction (Schmitt, 1999).

1.2 People:

Providing High-Quality and Authentic Thai-Style Service: The level of service provided by the restaurant staff, characterized by authenticity and attentiveness in line with traditional Thai hospitality. This aspect is critical for creating a positive dining experience and fostering customer loyalty (Parasuraman, Zeithaml, & Berry, 1988).

1.3 Price:

Pricing Based on the Uniqueness and Value of the Experience: Setting prices that reflect the distinctive nature of the dining experience, considering both the uniqueness of the food and the overall cultural experience. This aligns with the experience economy theory, where customers are willing to pay a premium for exceptional and memorable experiences (Pine & Gilmore, 1998).

1.4 Physical Evidence:

Environment Atmosphere: The physical setting of the restaurant, including the interior design and overall ambiance, which contributes to the customer's sensory experience. A well-designed environment supports the delivery of a cohesive and immersive dining experience (Bitner, 1992). Creating an Immersive Thai Experience Through Decor, Music, and Attire: Utilizing thematic decor, traditional Thai music, and culturally appropriate attire to enhance the restaurant's ambiance. This immersive approach helps in reinforcing the cultural theme and elevating the overall customer experience (Gentile, Spiller, & Noci, 2007).

1.5 Promotion:

Social Media Evaluation: The use of social media platforms to promote the restaurant, focusing on both the food and the unique cultural experience. Effective social media strategies can increase visibility and attract customers by highlighting the restaurant's distinctive features and creating engagement through reviews and influencer endorsements (Kaplan & Haenlein, 2010).

1.6 Place:

Choose a Location That Creates an Authentic Thai Atmosphere:

Selecting a location that enhances the authentic Thai ambiance of the restaurant. The right location can contribute to the overall cultural experience and improve customer satisfaction (Govers & Go, 2009).

1.7 Process

Design an Interactive Dining Process, Such as a Live Cooking Show:

Creating engaging and interactive elements within the dining experience, such as live cooking demonstrations, which enhance customer participation and enjoyment. Interactive processes can make the dining experience more memorable and satisfying (Leung & Loo, 2022).

2. Demographic :

In demographics, "population" usually refers to the number and distribution characteristics of all residents in a specific geographic area. It covers a range of basic characteristics and variables that influence people's behavior and social dynamics, such as age, gender, education level, marital status, and occupation.

3. Consumer Satisfaction

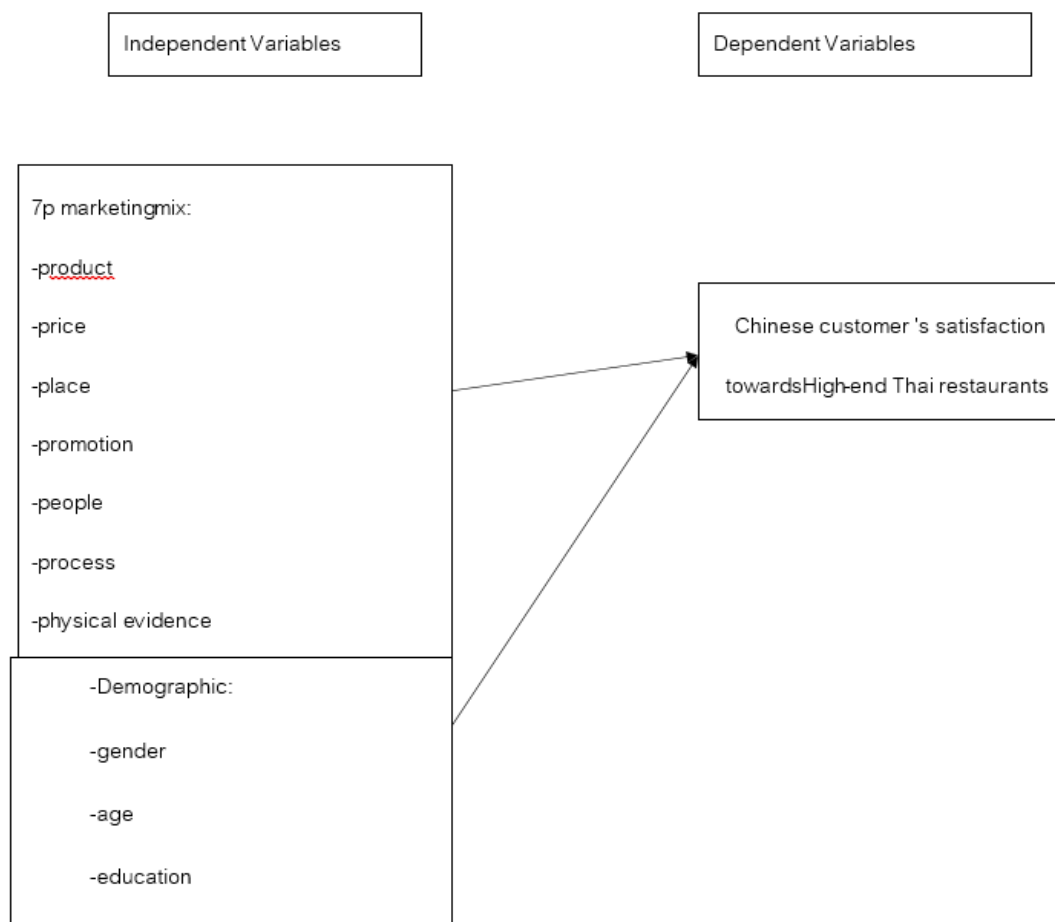
Consumer satisfaction refers to the overall evaluation of the food, service, environment, and overall dining experience provided by the restaurant. It not only reflects customers' immediate reactions but also relates to their willingness to repurchase and word-of-mouth promotion. Consumer satisfaction is defined as the overall evaluation of a product or service experience by the customer, reflecting the gap between expectations and actual experience.

4. High-end Thai restaurants

In this research, Thai restaurants refer to high-end establishments located within Thailand that offer authentic Thai cuisine. Examples include The Local , Khao , Paste , Chim by Siam Wisdom, Nahm. This does not include street food stalls.

Conceptual Framework

This research sets up a conceptual framework with independent variables, dependent variables, and moderating variables, exploring the direct impact of 7p, and demographics on consumer satisfaction in the context of serving Chinese tourists at Thai restaurants.



Research Hypotheses:

H1: The elements of the 7P marketing mix have a significant impact on Chinese customer's satisfaction towards Thai restaurant.

H2: Chinese customer's satisfaction towards high-end Thai restaurant varies significantly among individuals of different genders, ages, educational levels.

CHAPTER 2

REVIEW OF THE LITERATURE

In the restaurant industry, customer satisfaction is a key indicator of business success. Understanding and analyzing the factors that influence customer satisfaction is crucial for developing effective marketing strategies and improving service quality. This chapter reviews relevant literature and systematically analyzes the impact of food quality, service quality, price, environmental atmosphere, social media evaluation, cultural experience, and demographic factors on customer satisfaction. Through an in-depth discussion of these factors, we can better understand customer behavior and needs, providing theoretical support for practical Application.

2.1 Factors affecting the satisfaction of Chinese people with Thai food

2.2 The impact of 7P on Chinese customer 's satisfaction towards high-end Thai restaurant

2.3 Importance of Chinese customer 's satisfaction towards high-end Thai restaurant

2.4 Impact of Demographic Factors on Chinese customer 's satisfaction towards Thai restaurant

2.5 Consumer Satisfaction Theory

2.6 Characteristics of Thai Cuisine in Different Regions

2.7 Related Research

2.1 Factors Influencing Chinese Tourists' Satisfaction with Thai Restaurants

Studies recently have demonstrated that the most important factors influencing Chinese tourists ' satisfaction with Thai restaurants are food quality, service quality, price, environmental atmosphere, promotion and social media evaluation, cultural experience, and demographic characteristics. Tourists ' satisfaction (Zhang, 2018) is associated with the freshness, authenticity, taste, and health attributes of the food. Customer experience (Bharwana, Bashir, & Mohsin, 2013). is greatly shaped by the staff's professionalism attitude, responsiveness, and reliability. Price transparency, reasonable pricing, and promotional activities resulted in perceived value and satisfied

experience (Sepehrian, Mirzazadeh, & Aghaei Shahri, 2023). The restaurant environment has an impact on customers' sensory experience and psychological feelings, for example, a room decoration style, music, lighting, and scent (Rašan, Višković, & Prevošek, 2022). Perceived quality and satisfaction are dramatically improved by positive evaluations and exchanges on social media (Nilowardono, Susanti, & Rahayu, 2020). Therefore, Thai restaurants can offer pleasant cultural experiences by providing unique décor styles, authentic food, and traditional music that improves the tourists' satisfaction and the return rate (Sukalakamala & Boyce, 2007). Besides, demographic characteristics like age, gender, and education are important to customers' needs and preferences, and different demographics have different preferences in terms of food quality, service quality, price sensitivity, and cultural experience (Leivang & Sharma, 2023). All of these factors exert an influence on the overall satisfaction of Chinese tourists towards Thai restaurants.

2.2 The Impact of the 7Ps on Consumer Satisfaction

2.2.1 Product: The Impact of Food Quality on Consumer Satisfaction

Food quality has always been one of the key factors rewarding customer satisfaction in the catering industry. What is involved in food quality is actually a lot more than freshness, taste, appearance, health attributes, or safety. These factors together determine the overall evaluation of the food by customers. Food quality directly impacts customers' sensory experience and psychological feelings, making it a crucial factor in enhancing customer satisfaction.

Specific Factors Influencing Food Quality:

- Freshness:** Freshness is a key factor in customer satisfaction. Fresh food not only tastes better but is also healthier.
- Taste:** Taste is an important indicator of food quality. Good taste can significantly enhance customers' dining experience and satisfaction.
- Appearance:** The appearance of the food also affects customers' first impressions and overall satisfaction. Attractive food can increase customers' dining pleasure.
- Health Attributes:** Modern customers are increasingly concerned about the health attributes of food. Healthy food choices can improve customer satisfaction, especially among health-conscious customer groups.
- Safety:** Food safety is a basic requirement for customers.

Ensuring food safety can avoid negative reviews and customer loss. In summary, food quality plays a vital role in enhancing customer satisfaction. Catering enterprises should focus on improving the freshness, taste, and health attributes of food to meet customer needs and enhance their satisfaction (Namkung and Jang ,2007)

Kim (Kim & Lee, 2022) found in his study that customer satisfaction significantly increases when they taste dishes with distinct cultural elements. The study pointed out that cultural elements can enhance the overall dining experience through visual, taste, and olfactory dimensions, thereby increase.

Moreover, the research by Lee et al. (2022) supports this view. Their study showed that when dining in Thai restaurants, customer satisfaction significantly increases if the dishes incorporate Thai cultural elements, such as traditional spices and cooking methods. The study also indicated that the use of cultural elements not only enhances the uniqueness of the dishes but also increases customers ' recognition.

Many high-end Thai restaurants have successfully improved customer satisfaction through innovation and the adaptation of traditional dishes. For instance, the renowned restaurant Nahm in Bangkok, by incorporating modern cooking techniques and creative plating into traditional dishes, not only preserves the unique flavors of Thai cuisine but also enhances the overall dining experience. According to Namkung and Jang (Namkung & Jang, 2007), this innovation not only increases the appeal of the dishes but also allows customers to deeply experience the unique charm of Thai culture while enjoying their meal, thereby enhancing their satisfaction. The experience economy theory also provides theoretical support for the integration of cultural elements.

The experience economy theory proposed by Pine and Gilmore(1998) states that modern consumers not only seek the functionality of products and services but also value the experience during consumption. For the restaurant industry, by incorporating cultural elements, restaurants can offer customers a unique and memorable dining experience, thereby improving their satisfaction. In recent years, many scholars have further verified the applicability of this theory in the restaurant industry(Hemmington, 2020; Tynan & McKechnie, 2021).

2.2.2 People: The Impact of Providing high-quality and authentic Thai-style service on Consumer Satisfaction.

High-quality and authentic Thai-style service has a significant positive impact on customer satisfaction. One study found that customer satisfaction markedly increases when they experience high-quality service. The study indicated that the impact of service quality on customer satisfaction is more significant than food quality because the service process directly affects the overall dining experience. Authentic Thai-style service not only enhances customer satisfaction but also increases their loyalty to the restaurant. Specifically, Thai restaurants can significantly

Many high-end Thai restaurants have successfully enhanced customer satisfaction by implementing authentic Thai service standards. For example, the renowned restaurant Siam Wisdom in Bangkok has improved customers' cultural experiences by training staff to provide traditional Thai service. According to Kim and Lee (Kim & Lee, 2022), this service not only improved customer satisfaction but also strengthened their brand affinity.

According to service quality theory, high-quality service can significantly improve customer satisfaction because the focus on details and the service experience influence the overall evaluation. The experience economy theory also suggests that by providing authentic cultural experiences, restaurants can create unique and memorable

2.2.3 The Impact of Price on Consumer Satisfaction

When customers perceive that the price of a restaurant matches the unique dining experience they receive, their satisfaction significantly increases. Research indicates that pricing strategies should not only reflect the quality of the food but also consider the unique experiences customers enjoy during their meal. If customers believe that the price they pay corresponds to the value of the experience they receive, their overall satisfaction will increase. Customers who are willing to pay a higher price for a unique experience often exhibit higher loyalty and a greater intention to return. Specifically, when the experience offered by a restaurant—such as innovative dishes, an elegant environment, or high-level service—matches the price, customers are

more likely to feel satisfied and develop a stronger loyalty to the restaurant. In the high-end dining market, many restaurants have successfully implemented experience-based pricing strategies. For example, some upscale restaurants offer unique dining experiences, such as chef's special menus or live cooking shows, and set high prices based on these unique experiences, thereby significantly enhancing customer satisfaction. According to Kaewmahaphinyo, Nuangjamnong, and Dowpiset (Kaewmahaphinyo, Nuangjamnong, & Dowpiset, 2020), this pricing strategy not only meets customers' expectations for unique experiences but also improves their overall evaluation of the restaurant.

2.2.4 Physical Evidence: The Impact of Environment Atmosphere on Consumer

Satisfaction. However, the atmosphere of the restaurant is one of the reasons customers select to go to one versus the other. In their studies, they say that when a customer decides to choose a restaurant apart from food quality and service quality, a customer would also judge the restaurant's environment and atmosphere. Moreover, specific design styles, music, lighting, and scent affect customers' dining satisfaction and willingness to return. A study of the role played by the environment atmosphere in the restaurant experience. Studies have shown that atmosphere factors not only affect customers' immediate emotional response but also indirectly influence customers' behavioral intentions and loyalty through emotional experiences. Customers are more likely to feel pleasant and satisfied in a comfortable atmosphere, thereby enhancing their willingness to return and recommend the restaurant. Specific Factors Influencing Environment Atmosphere: Decor Style: The overall design and decor style of the restaurant are important factors influencing customers' first impressions. Elegant and distinctive decor styles can enhance customers' visual experience and increase dining satisfaction. Music: The choice and volume of background music significantly impact customers' emotional and psychological states. Appropriate music can create a pleasant dining atmosphere and enhance customer satisfaction. Lighting: The lighting design in the restaurant, including the brightness and tone of the light, directly affects

the dining atmosphere. Soft lighting can create a warm atmosphere, increasing customers' comfort.

Scent: Scent management in the restaurant is crucial for customers' sensory experience. Fresh air and enticing food aromas can enhance customers' dining pleasure. The environment atmosphere is an important factor influencing customer satisfaction. By optimizing decor style, music, lighting, and scent elements, catering enterprises can significantly enhance customer satisfaction and loyalty. (Bitner, M.J., 1992)

When a restaurant effectively incorporates cultural elements into its ambiance, such as traditional Thai décor and music, customers experience a higher level of immersion, significantly increasing their satisfaction. Research indicates that when the restaurant environment closely aligns with customers' expectations of Thai culture, they feel more engaged and connected to the dining experience.

Additionally, Lee et al. have demonstrated that immersive experiences, including authentic Thai music and culturally relevant décor, contribute significantly to overall customer satisfaction. Their study shows that customers who encounter a well-designed cultural environment report higher satisfaction and are more likely to recommend the restaurant to others. The use of immersive elements not only enhances the dining experience but also helps in creating lasting positive impressions of the restaurant.

A key finding from Mehmetoglu and Engen (Mehmetoglu & Engen, 2011) suggests that immersive experiences positively influence customers' perceptions of value. Their research found that restaurants that successfully create a culturally immersive environment through elements such as traditional Thai attire and décor can justify higher pricing. Customers perceive the added value from the immersive experience as enhancing their overall satisfaction, which in turn validates the higher pricing of the dining experience.

The theory of experience economy further supports the importance of immersive experiences in enhancing customer satisfaction. According to Pine and Gilmore (1998), modern consumers seek not only functional benefits from their

purchases but also memorable and engaging experiences. Applying this theory to the restaurant industry, providing an immersive cultural experience aligns with consumers' desires for unique and engaging dining encounters. Recent studies have confirmed this theory, emphasizing that immersive experiences improve customer satisfaction by making the dining experience more memorable and enjoyable (Hemmington, 2020; Tynan & McKechnie, 2021).

2.2.5 Promotion: The Impact of Social Media Evaluation on Consumer Satisfaction

Customers highly value social media reviews when choosing a restaurant. Online overall dining experience. These reviews directly influence customer expectations and significantly affect their satisfaction. Social media evaluations not only influence customer choices but also have a long-term impact on their satisfaction. Studies show that positive social media reviews enhance customer expectations and actual experience satisfaction, thereby increasing customer loyalty and willingness to return. Post-pandemic, the impact of social media evaluations on customer satisfaction has become even more pronounced. Due to social distancing and safety considerations, customers are more inclined to rely on online reviews for restaurant information. High-quality online reviews and positive customer feedback help improve customer satisfaction and trust.

Specific Factors Influencing Social Media Evaluation:

Authenticity and Transparency: Authentic user reviews and transparent information enable customers to better understand the actual situation of the restaurant, thereby enhancing their satisfaction.

Emotional and Word-of-Mouth Spread: Positive social media reviews can not only enhance customers' emotional connection but also attract more potential customers through word-of-mouth spread.

Interactivity: Restaurants actively interacting with customers on social media, responding to reviews, and addressing issues can significantly enhance customer satisfaction. (Hemmington, 2020)

Practical Applications

Restaurants can optimize the impact of social media evaluations through the following methods:

Encourage Customer Reviews: Encourage customers to leave reviews on social media by offering incentives.

Actively Respond to Reviews: Timely respond to customer feed back, especially negative reviews, to show the restaurant 's commitment and willingness to improve.

Utilize Data Analysis: Analyze social media review data to understand customer needs and preferences, and continuously improve service and product quality. Social media evaluations play a crucial role in enhancing customer satisfaction in the catering industry. By valuing and managing online reviews, catering enterprises can improve customer expectations and actual experience satisfaction, increase customer loyalty, and attract more new customers.

2.2.6 Place: The Impact of Choose a location that creates an authentic Thai atmosphere on Consumer Satisfaction

When a restaurant is located in an area that reflects Thai cultural elements, customers experience a stronger sense of immersion, which positively impacts their satisfaction . Research indicates that restaurants incorporating authentic Thai design and cultural elements can enhance the overall dining experience, making it more memorable and satisfying for customers. An important finding by Chen and Huang (2023) shows that an authentic Thai atmosphere influences customers ' perceived value of the dining experience. Their study discovered that customers are willing to pay a premium for a dining experience that genuinely represents Thai culture. This premium is justified by the increased satisfaction and perceived value brought about by the cultural authenticity of the restaurant 's location.

Authentic attitude is the added prominence to the theory of place attachment. Altman and Low (1992), defined place attachment as the emotional attachment among individuals and a certain set of places. Positive emotional connection

with customers can be created when a restaurant is in such a place where it can create an authentic Thai atmosphere. However, this emotional bond serves to boost overall satisfaction on a customer level due to the increased level of user contact with the place and what it offers as a cultural experience (Hemmington, 2020; Tynan & McKechnie, 2021). For instance, the Baan Khanitha restaurant in Bangkok has made efficient use of its location to create a total Thai ambiance. According to Li and Wang (2022), the restaurant's positioning of location by incorporating the traditional Thai design and cultural atmosphere influences the customers highly. The local environment tastes authentic making it add value to customers' dining experience and particularly creates cultural immersion in their dining experience.

2.2.7 Process: The Impact of Design an interactive dining process on Consumer

Satisfaction

Interactive dining processes significantly improve the overall dining experience for your customers. It's not far-fetched to discover that if you add interactive elements into your restaurant, such as live cooking demos or interacting directly with a chef, customer satisfaction will really increase. Not only does this make the experience more fun, but it also allows for customer interaction and brings deeper engagement with the overall experience (Kwortnik & Thompson, 2009).

For instance, Kwortnik and Thompson (2009) pointed out that interactive service experiences can substantially improve customer satisfaction. Through interactive menus, guests can interact with chefs to add excitement to every food and wine experience, from live cooking shows to open kitchens. Such an experience makes the dining process more unique and personalized to individuals, increasing overall satisfaction (Kwortnik & Thompson, 2009).

Interactive dining is further confirmed by Lee and Park (2022) to have positive effects. Their thesis also showed that the more customers participate in interactive dining processes, like live cooking demonstrations or creating menus, the higher customer satisfaction is and the stronger their brand loyalty. These interactive

experiences were generally rated high by customers who said they enjoyed the experience and were entertained (Lee & Park, 2022).

Not only did Tynan and McKechnie prove that highly interactive dining experiences can lead to stronger emotional connections with customers, but they also found that these experiences can support both impulse purchases and repeat purchases. As part of its research, they found that during interactive dining experiences, customers perceive higher value and are more satisfied. Overall evaluation and satisfaction are further increased by increased engagement with approximately interactive elements offered by the restaurant, chef interaction, or demonstration (Tynan & McKechnie, 2021).

Overall, designing interactive dining processes can significantly boost customer satisfaction. By offering entertainment and engagement, interactive dining makes the dining experience more memorable and enjoyable, which in turn enhances overall satisfaction and loyalty. Through innovative interactive elements, restaurants can create unique dining experiences that meet customers' desires for personalization and participation (Hemmington, 2020).

2.3 Importance of Customer Satisfaction towards Thai restaurant

Customer satisfaction refers to the degree to which customers' expectations match their actual experience during the consumption process. When customers' actual experience exceeds or meets their expectations, they feel satisfied, thereby enhancing their loyalty and willingness to return. Customer satisfaction not only affects the reputation and market share of the enterprise but also directly relates to the enterprise's profitability and longterm development. So, catering enterprises are dedicated to improving customer satisfaction.

2.4 Impact of Demographic Factors on Customer Satisfaction

The catering industry is being influenced by demographic factors in multiple ways such as age, gender, and education level. In actual fact, recent studies have already demonstrated that these demographic factors exert a tremendous influence on

the customer's expectations and actual experience, which has consequences for his overall satisfaction. Impact of Age on Customer Satisfaction:

Chua et al. (2020) found that age is an important factor in customers' choices and experiences with restaurants. For younger customers, the restaurant's atmosphere is important and innovative food, but the older ones pay more attention to the healthiness of the food and the reliability of the service. Customer satisfaction clearly shows these differences, so restaurants should adjust their services to products according to the age characteristics of their target customer groups.

Relationship Between Age and Social Media Reviews:

According to Suman et al. (2021), younger customers prefer grabbing restaurant information and determining whether to visit a restaurant using social media and online reviews. However, older customers lean on traditional word-of-mouth and personal experiences. For example, as a restaurant, you have to find a balance between your social media and traditional marketing when you are trying to meet the needs of customers of different age groups.

Impact of Gender on Customer Satisfaction:

Different Expectations of Dining Experience by Gender:

As stated in (Rožman, Sternad Zabukovšek, Bobek, & Tominc, 2021), males and females view the dining experience from different points of focus. Generally, the women put more emphasis on the cleanliness, the quality of service, and the atmosphere of the environment in the restaurant while men prioritized the taste and the price. These differences are represented in the level of customer satisfaction, and therefore restaurants should design their services and facilities suitably to their differences in gender.

Impact of Education Level on Customer Satisfaction:

Education Level and Customer Needs:

Rožman, Sternad Zabukovšek, Bobek, & Tominc,. found that customers with higher education levels usually have higher requirements for the healthiness of the food and the professionalism of the service. They prefer restaurants that offer healthy dining

options and professional services. This characteristic requires restaurants to focus on health and professionalism in menu design and staff training to enhance customer satisfaction.

2.5 Consumer Satisfaction Theory

Consumer satisfaction is an emotional response, the intensity of which varies with different situations, including the summary of emotional response, temporality and persistence, and the focus of satisfaction. Consumer satisfaction is often expressed as an emotional response and varies in intensity. Researchers can define the response and intensity of satisfaction according to a specific context to improve the consistency and usefulness of the definition. Consumer satisfaction generally occurs after consumption, but its reaction time and persistence vary depending on the context. The investigator should specify the response time to obtain the best satisfactory response accurately. The satisfaction focus can include different aspects such as products, services, purchase decisions, etc., and the researcher can flexibly choose the focus when measuring satisfaction to ensure the accuracy of the definition and the validity of the measurement (Giese & Cote, 2000) .

2.6 Characteristics of Thai Cuisine in Different Regions.

Central Region: Due to its fertile soil, the central region uses a variety of exotic ingredients, resulting in complex and diverse flavors. The focus is on the taste, preparation, and presentation of food. Famous dishes from this region include Tom Yum Goong, Green Curry, Massaman Curry, and Kanom Jeen Sao Nam, typically served with plain rice.

Northern Region: The food in the northern region is mildly spicy and sweet. Due to the cooler climate, many aromatic spices, animal fats, and oils are used to make the food warming and comforting. Northern Thais usually eat with sticky rice. Notable dishes include Khao Soi, Kaeng Hung Lay, Sai Oua, Khab Moo, and Nam Prik Noom.

Northeastern Region: Northeastern cuisine uses locally available fresh ingredients to create simple but intensely flavored dishes. A notable local seasoning is fermented fish ("Pla Ra "), which is essential in almost all northeastern dishes. Famous

dishes include Som Tum, Laab Moo, Kaeng Oom, and Tom Sab Kai Yang Hed Ruam, typically serve with sticky rice.

Eastern Region: The eastern region, close to the coast and rich in tropical forests, is abundant in various herbs, fresh fruits, and seafood. Famous eastern dishes include Kaeng Moo Chamuang, Sen Chan Phad Poo, and Kai Baan Tom Ra Kam, usually served with plain rice.

Southern Region: Southern cuisine is known for its spicy flavors, rich aroma from curry paste, seasonings, and herbs, with an abundance of seafood. Notable dishes include Kaeng Tai Pla, Pla Kra Bok Tod Khamin, Khao Yum Kaeng Leung, and Pla Tu Tom Khem, usually served with plain rice. The development trends in Thailand 's restaurant industry are rapidly evolving with globalization, technological advancements, and changes in consumer preferences. These trends are prominent not only in Thailand 's domestic restaurant market but also in its medical tourism and international markets.

Globalization 's Impact on the Restaurant Industry: The Thai restaurant industry is rapidly integrating into the global market, reflected in the introduction of international restaurant brands and concepts and the international expansion of local brands (Ceynowa, Przybyłowski, Wojtasik, & Ciskowski, 2024).

Application of Technology in the Restaurant Industry: Digital transformation has become a key trend in the Thai restaurant industry, such as the use of mobile payments, online ordering systems, and social media marketing to improve efficiency and customer satisfaction (Ceynowa, Przybyłowski, Wojtasik, & Ciskowski, 2024).

Healthy and Sustainable Dining: Increasing health awareness and focus on sustainability are prompting the Thai restaurant industry to shift towards providing healthy and eco-friendly dining options. Consumers are increasingly concerned about the source, nutritional content, and production methods of food, driving service providers to develop menus and products that meet these requirements (Ceynowa, Przybyłowski, Wojtasik, & Ciskowski, 2024).

Experiential Dining Services: The experience economy is becoming increasingly important in the Thai restaurant industry. Restaurants are not only providing

food but also creating unique dining experiences, such as themed restaurants, culturally distinctive dining, and interactive dining activities, to attract more customers, especially younger generations and international tourists (Ellis, Park, Kim, & Yeoman, 2018).

These trends collectively shape the modern landscape of Thailand's restaurant industry, making it a dynamic and diverse market. The future development of the restaurant industry will continue to be influenced by the global economic situation, technological innovations, changes in consumer preferences, and international tourism trends.

2.7 Related Research

2.7.1 The Impact of Food Quality on Customer Satisfaction

Food quality is a critical determinant of customer satisfaction in the restaurant industry. The quality of ingredients and preparation methods directly impacts customers' dining experiences. Studies by Namkung and Jang (2007) indicate that, even though health-conscious consumers prefer high-quality food, overall dining satisfaction will also increase. In particular, Thai restaurants have proven to be important in the extent to which ingredients are authentic and results are prepared according to traditional recipes and methods (Namkung & Jang, 2007).

2.7.2 The Role of Service Quality in Enhancing Customer Satisfaction

The other pivotal factor for the satisfaction of customers is the service quality. Padlee confirm that responsiveness, empathy, and reliability are attributes that have a great impact on customer perception. Therefore, providing service corresponding to traditional Thai hospitality — such as being attentive and friendly—can greatly improve the dining experience in Thai restaurants (Padlee, Thaw, & Zulkiffli, 2019). The SERVQUAL model (Parasuraman et al., 1988) provides a complete structure of service quality dimensions and its effects on customer satisfaction.

2.7.3 Pricing Strategies and Their Influence on Customer Satisfaction

The other pivotal factor for the satisfaction of customers is the service quality. Huang and Yu (2022) confirm that responsiveness, empathy, and reliability are attributes that have a great impact on customer perception. Therefore, providing service

corresponding to traditional Thai hospitality, such as being attentive and friendly—can greatly improve the dining experience in Thai restaurants. The SERVQUAL model (Parasuraman et al., 1988) provides a complete structure of service quality dimensions and their effects on customer satisfaction. In premium dining contexts, incorporating unique dining experiences can help justify higher prices and improve customer satisfaction (Johnson & Smith, 2023).

2.7.4 The Impact of Environmental Atmosphere on Customer Satisfaction

The physical environment of a restaurant greatly affects customer satisfaction. Bitner (1992) identifies key atmospheric elements—such as decor, lighting, and music—that influence sensory experiences. Chen and Huang (2023) and Lee et al. (2022) show that a culturally immersive environment, such as traditional Thai décor and ambient music, enhances customer satisfaction by creating a distinctive and memorable dining experience. The experience economy theory (Pine & Gilmore, 1998) supports this by emphasizing the role of environmental ambiance in shaping customer perceptions.

2.7.5 The Influence of Social Media Evaluation on Customer Perceptions

Social media evaluations have a substantial impact on customer perceptions and satisfaction. Cheung and Thadani (2012) reveal that positive online reviews and active social media engagement can elevate customer expectations and satisfaction. Social media platforms facilitate the sharing of experiences and opinions, influencing potential diners' perceptions of a restaurant. Effective social media management and engagement can enhance service quality and customer satisfaction (Kwortnik & Thompson, 2009).

2.7.6 Demographic Factors Affecting Customer Satisfaction

Customer preference and satisfaction are affected by some demographic variables such as age, gender, and education. According to Chua et al. (2020) and Sternad Zabukovsek et al. (2023), demographic groups prefer different types of dining. Customers' education levels factor into how they will expect food; with customers who have finished higher education more likely to expect greater quality and

a more unique dining experience. Younger customers want new and trendy experiences, and older more healthiness and reliable service.

2.7.7 Regional Characteristics of Thai Cuisine

Customer satisfaction is affected by Thai cuisine's regional variations. Complex flavors and too many ingredients are what central Thai cuisine is known for while Northern Thai is full of herbs and spices (Van Esterik, 1992). Spicy and fermented dishes are what Northeastern Thai cuisine is known for, Southern Thai cuisine (seafood and intense flavors) (Thompson, 2002). By understanding these regional differences, Thai restaurants are able to present these same local customers with offerings that satisfy their customer preferences and experience greater satisfaction.

2.7.8 Trends in the Thai Restaurant Industry

Trends in the Thai restaurant industry are globalization, technological integration, and experiential dining. Just this sales growth is propelled by the rise of international brands and the adoption of digital technologies such as online ordering and mobile payments (Muangasame & Park, 2019). At the same time, health, sustainability, and unique dining experience (Chaturvedi, Kulshreshtha, Tripathi, & Agnihotri, 2024). They contribute to the alteration of customers' satisfaction connected to modern preferences and the richness of the dining experience.

CHAPTER 3

METHODOLOGY

The research design used in this study is quantitative to research the marketing strategies of Thai restaurants serving Chinese tourists. It focuses on how practicing food and service quality optimization, food innovation, proper pricing implementation, and environmental and restaurant atmosphere improvement can increase restaurant customer satisfaction. The research methodology is as follows:

1. Population determination and sampling
2. Measurement tool used in this research
3. Method of Data Collection
4. Data Processing and data analysis
5. Statistics used in data analysis

Population determination and sampling Population in this research

The population used in this research is Chinese tourists who have dined at Thai restaurants in Thailand.

Population sample used in this research

The population sample for this study is Chinese tourists who have dined at Thai restaurants in Thailand. Based on this, the researchers plan to survey 400 Chinese tourists who have dined at Thai restaurants using Yamane's (1967) formula. A confidence level of 95% will be set, and the estimated error will be no more than 5% (Satchapappichit, 2020), resulting in 385 samples, with 15 reserved to reduce data inaccuracies. In the context of social distancing, the online questionnaire will be distributed to participants to save cost and time.

Sampling group used in this research

The target population of this study is Chinese tourists who have visited Thailand and dined at Thai restaurants. The estimated population size (N) is derived from data provided by the Tourism Authority of Thailand (TAT), which reports the annual number of Chinese tourists visiting Thailand and their dining behaviors. The sample size for the study is calculated using Yamane's (1967) formula.

$$n = \frac{N}{1 + Ne^2}$$

Where, n = the sample size

N= the size of population e^2 = the error of 5% points

Note: the sample size is with an error of 5% and with the confident level of 95%.

According to the formula, the sample size of this study is:

$$n = \frac{12,210,000}{1 + 12,210,000(0.05)^2}$$

In this case, the researcher aims to collect primary data via questionnaire with approximately 400 respondents.

Sampling group collection

Using the convenience sampling method, 400 Chinese tourists who have visited Thailand and dined at Thai restaurants were selected as the sample group, filling out the questionnaire both online and offline. This study is conducted in Thailand, targeting Chinese tourists who have dined at Thai restaurants. The research aims to explore the impact of the 7P marketing mix, and demographic characteristics on the satisfaction of Chinese tourists in Thai restaurants.

In this research, the researchers used a survey tool, namely a questionnaire, designed to align with the research objectives. The questionnaire was distributed exclusively through the online platform WenJuanXing. The questionnaire is based on literature reviews, concepts, and theories influencing customer satisfaction. These factors include the 7P marketing mix, and demographic characteristics. The questionnaire consists of three parts: the first part is demographic information, the second part contains specific questions regarding the 7P marketing mix and cultural experience, and the third part assesses customer satisfaction. The design of the questionnaire references existing literature and validated scales to ensure its scientific validity and effectiveness.

Measurement tool used in this research

Part 1 Personal information of the respondent

As the questionnaire regarding the respondents' personal information, consist of 6 items as follows: gender, age, salary, occupation, education level.

1. Gender, using the Nominal Scale. Questions with multichotomies answer are as follows:

- 1. Male
- 2. Female

2. Age, using the Ordinal Scale. Questions with multichotomies answers are as follows:

- 2.1 18-27
- 2.2 28-37
- 2.3 38-47
- 2.4 48-57
- 2.5 Above 57

3. Salary, using the Ordinal Scale. Questions with multichotomies answers are as follows:

- 3.1 Below 3000 RMB
- 3.2 3000-5000 RMB
- 3.3 5000-8000 RMB
- 3.4 8000-12000 RMB
- 3.6 Above 12000 RMB

4. Educational level, using the Nominal Scale. Questions with multichotomous answers are as follows:

- 4.1 Below Bachelor degree
- 4.2 Bachelor degree
- 4.3 Above Bachelor degree

This is a questionnaire about the factors influencing the satisfaction of Chinese tourists in Thai restaurants. The questionnaire is based on a literature review from the past two years, covering factors such as the 7P marketing mix, cultural experience, and demographic characteristics. The questionnaire uses a Likert scale, employing a rating

scale method for data measurement. The interval scale is divided into 5 levels, with the following scoring criteria:

Level 5 means Strongly agree.

Level 4 means agree.

Level 3 means neutral.

Level 2 means disagree.

Level 1 means strongly disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan Sereerat,2007) by using Interval Scale.

$$\begin{aligned} \text{class Interval} &= \frac{\text{Upper Class Limit} - \text{Lower Class Limit}}{\text{Class Number}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

The researcher uses the mean value to interpret the results, with the average rating levels for each step as follows:

An average score of 4.51-5.00 indicates the highest level of customer satisfaction with Thai restaurants.

An average score of 3.51-4.50 indicates a high level of customer satisfaction with Thai restaurants.

An average score of 2.51-3.50 indicates a moderate level of customer satisfaction with Thai restaurants.

An average score of 1.51-2.50 indicates a low level of customer satisfaction with Thai restaurants.

An average score of 1.00-1.50 indicates the lowest level of customer satisfaction with Thai restaurants.

Different factor levels can significantly affect the satisfaction
of Chinese tourists with Thai restaurants. Rating

Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

To ensure the accuracy of the questionnaire and seek improvement suggestions to make it consistent with the research objectives and hypotheses, the researcher reviewed and adjusted the corrected and revised questionnaire before actual use. Then, the checked and revised questionnaire was piloted with a group of 30 participants who are close to the actual sample to determine the reliability of the questionnaire. The reliability was assessed using Cronbach's alpha coefficient method (Kalaya Wanichbancha, 2015), where the resulting alpha value indicates the level of stability of the questions, with values ranging from 0 to 1. A value very close to 1 indicates high reliability. In this study, an alpha value of 0.7 or higher is required for the questionnaire to be considered reliable and of high quality. The questionnaire achieved the following alpha values in different aspects.

Method of Data Collection

A pilot survey will be conducted before the primary research to allow the researcher to estimate the cost and time of the main study. Additionally, a pilot survey helps to identify the difficulties and deficiencies in the questionnaire, allowing the researcher to address these issues and make necessary improvements.

The researcher will conduct an online survey. The structure of the questionnaire includes demographic questions (covering basic personal information such as gender, age, salary, occupation, and education), rating questions (to assess

the respondents' level of satisfaction or willingness), and open-ended questions to gather more insightful ideas for the research.

Data Processing and Data Analysis Data Processing

Reviewing the Data (Editing): The researcher will check the completeness of the answers and questionnaires. All collected questionnaires will be preliminarily reviewed to ensure each response is complete, and incomplete or invalid questionnaires will be excluded to ensure data quality and reliability (Sekaran & Bougie, 2016).

Coding: The valid questionnaires will be coded. The filtered valid questionnaires will be coded, numbering and recording each answer according to the preset code scheme. For example, responses on a Likert scale will be numbered from 1 to 5 (Babbie, 2016). **Data Input and Processing:** The coded data will be entered into statistical software. The coded data will be inputted and saved using statistical software (such as SPSS). Ensuring accurate data entry is crucial for subsequent analysis (Pallant, 2016). **Data Cleaning and Checking:** After data entry, the data will be cleaned to ensure no input errors or missing values. Descriptive statistics methods can be used to check the data distribution and identify any outliers can be identified (Field, 2018).

Data Analysis:

Descriptive Statistics Analysis:

Processing Demographic Data: They should be used to analyze the basic characteristics of the sample such as age, education level, gender, etc by using mean and percentage values (Fink, 2017).

Analyzing the Impact of the 7P Marketing Mix and Cultural Experience: Based on the mean values and deviations, we evaluate the impact of the 7P marketing mix (by food quality, service quality, price, environment atmosphere, promotion, process, and physical evidence) and cultural experience on customer satisfaction (Hair et al., 2019).

Inferential Statistics Analysis:

Multiple Regression Analysis: This paper evaluates the impact of the 7P marketing mix, cultural experience, and demographic characteristics on customer satisfaction. We undertake this by building regression models. Regression models are

used to see how much of an independent variable makes a difference in the dependent variable (Cohen et al., 2003). Interaction Effect Analysis: Learn how different independent variables interact with each other on the dependent variable (customer satisfaction). The use of this helps us to understand the complex relationship between variables (Aiken & West, 1991).

Method for Interaction Effect Analysis

Select Interaction Effect Variables: In this study, the following independent variables are selected for interaction effect analysis:

7P Marketing Mix (food quality, service quality, price, environment atmosphere, promotion, process, and physical evidence)

Statistics Used in Data Analysis

Basic Statistics: Conduct data analysis using basic statistical techniques and SPSS software as follows:

This approach ensures a thorough and systematic analysis of the data, addressing all research objectives and hypotheses effectively. Descriptive Statistics

1.1 Percentage:

Percentage is calculated using the formula (Chusri Wongratana, 1998).

$$P = \frac{f * 100}{n}$$

Where:

P =Percentage value

F = Frequency to be converted to a percentage

N = Total number of frequencies

1.2 Mean formula (Chusri Wongratana, 1998)

$$\bar{x} = \frac{\sum x}{n}$$

Where: \bar{x} =Mean

$\sum x$ =Sum of the values n =Number of samples

1.3 Standard Deviation using the formula (Chusri Wongratana 1998)

$$s = \sqrt{\frac{n \sum x^2 - (\sum x)^2}{n(n-1)}}$$

Where:

S = Standard deviation of the sample score X = Each score in the sample n =

Size of the sample

$\sum x^2$ =Sum of each squared of points

$(\sum x)^2$ =Sum of all points squared. 2. Inferential Statistics

$$\alpha = \frac{k \overline{\text{covariance}} / \overline{\text{variance}}}{1 + (k - 1) \overline{\text{covariance}} / \overline{\text{variance}}}$$

Where:

α = Coefficient of confidence

k = Number of questions

$\overline{\text{covariance}}$ = Mean of covariance between question

$\overline{\text{variance}}$ = Mean of the question's variance

3. Statistics used in hypothesis testing

3.1 hypothesis testing: To test the difference between the means of two samples, by using the independent t-test .Independent t-test

3.1.1 In the case of the variances of the two groups are equal

$$s_1^2 = s_2^2$$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

Where:

t =Statistical values used in consideration of t-distribution

\bar{x}_1 = Mean of sample 1

\bar{x}_2 = Mean of sample 2

S_1^2 = Variance of sample group 1

S_2^2 = Variance of sample group 2

n_1 = Size of sample 1

n_2 = Size of sample 2

3.1.2 In the case of the variances of the two groups are not equal $s_1^2 \neq s_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}\right)}}$$

So that:

$$df = \frac{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}\right)^2}{\frac{\left(\frac{S_1^2}{n_1}\right)^2}{n_1 - 1} + \frac{\left(\frac{S_2^2}{n_2}\right)^2}{n_2 - 1}}$$

Where:

t =Statistical values used in consideration of t-distribution

X_1 =Mean of sample 1

X_2 =Mean of sample 2

S_1^2 =The variance value of the sample group 1 S_2^2 =The variance value of the sample group 2 n_1 =scale of sample 1 n_2 =scale of sample 2 df =Degree of Freedom

3.2 The hypothesis test on the difference between the mean of samples with more than 2 groups by using One-Way ANOVA (One Way Analysis of Variance)with a confidence interval of 95 percent by following formula

3.2.1 Use the value of F-test if the variance of each group is equal,formula is as follows:

$$F = \frac{MS_B}{MS_w}$$

Where:

Distribution

F =Statistical values used in consideration F- Distribution

MS_b =Mean Square between groups

MS_w =Mean Square within groups

3.3 Multiple Regression Analysis:

First, construct the basic regression model by incorporating all primary independent variables (7P marketing mix and cultural experience) and control variables (demographic characteristics). The formula for the basic regression model is as follows:

$$\text{Customer Satisfaction} = \beta_0 + \beta_1(\text{Food Quality}) + \beta_2(\text{Service Quality}) + \beta_3(\text{Price}) + \beta_4(\text{Environment Atmosphere}) + \beta_5(\text{Promotion}) + \beta_6(\text{Process and Physical Evidence}) + \beta_7(\text{Demographic Characteristics}) + \epsilon$$

Interpretation of Regression Analysis Results

Using SPSS or other statistical software, run the regression analysis to obtain regression coefficients, standard errors, and significance levels. When interpreting regression coefficients, focus on the significance of the interaction terms. If the coefficients of the interaction terms are significant, it indicates the presence of

interaction effects between independent variables. Example Interpretation: Suppose the regression analysis results show that the interaction term between food quality and cultural experience is significant. This indicates that the impact of food quality on customer satisfaction varies at different levels of cultural experience. When cultural experience is high, the positive impact of food quality on customer satisfaction is greater; and vice versa.

Model Diagnostics

To ensure the applicability and robustness of the regression model, conduct model diagnostics. This includes checking for normality, homoscedasticity, and multicollinearity of the residuals. Use residual analysis, variance inflation factor (VIF), and other indicators for evaluation.

Through these methods and formulas, researchers can comprehensively assess the impact of various factors on the satisfaction of Chinese tourists in Thai restaurants. Additionally, interaction effect analysis helps to deeply understand the complex relationships between different variables. This will provide important theoretical and practical guidance for developing effective marketing strategies.

CHAPTER 4

FINDINGS AND DISCUSSION

This study aims to explore the impact of the 7P marketing mix, cultural experience, and demographic characteristics on Chinese tourists' satisfaction with Thai restaurants. The data collection period is 2024, and the sample is from Chinese tourists who have visited Thai restaurants. The analytical definitions used in this study are as follows:

n: number of samples \bar{x} : sample mean SD: Standard deviation t: t distribution
F: F distribution df: degrees of freedom

R²adj: adjusted coefficient of determination

SE: Standard error

Beta (β): Standardized regression coefficient B: Unstandardized regression coefficients r: Pearson correlation coefficient

Sig.: Two-tailed significance level

*: Significance level is 0.05

Presentation of data analysis results

In the presenting and explaining the data analysis results of this study, the researchers divided the analysis results into two sections as follows:

Section 1 Results of Descriptive Data Analysis

Part 1 Demographic factors , includes five aspects: age, gender, education level, and salary.

Part 2 7P marketing mix factors , which include seven aspects: Product, Price, Place, Promotion, People, Process and Physical Evidence.

Part 3: Customer Satisfaction

Section 2 Results of Inferential Data Analysis

Hypothesis 1: The elements of the 7P marketing mix have a significant positive impact on Chinese customer 's satisfaction forwards Thai restaurant.

Hypothesis 2: Chinese customer 's satisfaction towards Thai restaurant varies significantly among individuals of different genders, ages, educational levels.

Results of data analysis

Section 1 Results of Descriptive Data Analysis

Part 1 Result of demographic information of interviewees attend in this study

Table 1 Quantity and percentage of interviewees

name	Options	Frequency percentage%	
gender	male	199	49.8
	female	201	50.2
	Summary	400	100
Age Group	18~27	74	18.5
	28~37	80	20
	38~47	81	20.3
	48~57	88	22
	57 and above	77	19.2
	Summary	400	100
educate	High school education or below	81	20.3
	Bachelor's degree	121	30.3
	Master's degree	119	29.8
	Master degree or above	79	19.8
	Summary	400	100
Have you ever been to no a Thai restaurant?	yes	251	62.7
		149	37.3
	Summary	400	100

From the result of Table 1, the interviewees of this research consist of 400 respondents in Bangkok who used to purchase products on TikTok Shop. The frequency and percentage for demographic variables are as follows:

1. Gender:

Male respondents total 199 persons, accounting for 49.8% of the sample.

Female respondents total 201 persons, accounting for 50.2% of the sample.

2. Age Group:

Respondents aged 18-27 years total 74 persons, accounting for 18.5% of the sample.

Respondents aged 28-37 years total 80 persons, accounting for 20.0% of the sample.

Respondents aged 38-47 years total 81 persons, accounting for 20.3% of the sample.

Respondents aged 48-57 years total 88 persons, accounting for 22.0% of the sample.

Respondents aged 57 years and above total 77 persons, accounting for 19.2% of the sample.

3. Education Level:

Respondents with high school education or below total 81 persons, accounting for 20.3%.

Respondents with a bachelor's degree total 121 persons, accounting for 30.3%.

Respondents with a master's degree total 119 persons, accounting for 29.8%.

Respondents with master's degree or above total 79 persons, accounting for 19.8%.

Part 2: Result of 7P Marketing Mix Factors considered in this study. The factors were analyzed using the method of calculating the value of Mean and Standard Deviation to evaluate their overall impact on consumer satisfaction.

Table 2 Mean and Standard Deviation for Overall 7P Marketing Mix

Factor	Mean (\bar{x})	Standard Deviation (S.D.)
7P Marketing Mix	3.315	0.938
Product	3.2875	1.0173
Price	3.3213	1.0501
Place	3.3387	1.0583
Promotion	3.3167	0.9843
People	3.2738	1.0451
Process	3.2925	1.0078
Physical Evidence	3.2775	1.0450

From the result of Table 2, the overall mean score for the 7P Marketing Mix is 3.315, with a standard deviation of 0.938, indicating a high level of rating in terms of consumer satisfaction. Among the individual dimensions, the place dimension has the highest mean score of 3.3387, suggesting that customers highly value the accessibility and convenience of Thai restaurants, including factors such as proximity and the availability of online reservations. Similarly, the price dimension also performs well, with a mean score of 3.3213, reflecting positive perceptions of the value provided relative to the pricing strategies adopted by these restaurants.

However, the product and people dimensions show slightly lower mean scores, at 3.2875 and 3.2738 respectively, indicating potential areas for improvement. Variability in standard deviations across dimensions highlights differences in customer experiences, particularly in terms of service quality and the consistency of Thai cultural elements in the dining experience. These findings emphasize the need for Thai

restaurants to focus on maintaining high food quality and providing consistent, culturally authentic services to further enhance customer satisfaction.

Table 3 Mean and Standard Deviation for Consumer Satisfaction by Gender

Factor	Mean (\bar{x})	Standard Deviation (S.D.)	Result
Male	3.0653	0.71514	Moderate
Female	3.5572	1.16341	High
Overall	3.3125	0.99643	High

From Table 3, demonstrating the result of value of Mean and Standard Deviation for consumer satisfaction by gender, indicates a varied level of satisfaction between male and female respondents, with an overall value of mean of 3.3125.

In terms of gender, female respondents score the highest value of mean satisfaction at 3.5572, which is categorized as High, followed by male respondents with a mean satisfaction value of 3.0653, categorized as Moderate. The overall satisfaction level for all respondents is High, with a standard deviation of 0.99643, indicating consistent responses across the sample.

Table 4 Results of Levene's Test for Equality of Variances for Consumer Satisfaction Across Demographic Factors

Dimensions	F	sig
Overall satisfaction with high-end Thai restaurants by Gender (Male vs Female)	120.381	< 0.001
Overall satisfaction with high-end Thai restaurants by Age (18–27 vs 28–37 vs 38–47 vs 48–57 vs 57+)	0.600	= 0.663
Overall satisfaction with high-end Thai restaurants by Education Level (High School, Bachelor, Master, etc.)	0.421	= 0.936

*** $p < 0.001$ indicates very high statistical significance.

From the table 4, the results of Levene's Test for Equality of Variances were analyzed to evaluate the differences in overall satisfaction with high-end Thai restaurants among different demographic factors. The findings are as follows:

1. Gender (Male vs Female): The Levene's Test yielded an F-value of 120.381 with a p-value < 0.001, indicating a statistically significant difference in variances between male and female groups. This result leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1), suggesting that gender has a statistically significant effect on consumer satisfaction with high-end Thai restaurants.

2. Age (18–27 vs 28–37 vs 38–47 vs 48–57 vs 57+): The F-value of 0.600 with a pvalue of 0.663 indicates no statistically significant difference in variances across

age groups. Consequently, the null hypothesis (H_0) is retained, implying that age does not significantly impact the variance in consumer satisfaction.

3. Education Level (High School, Bachelor, Master, etc.): At the value of 0.05, the F value of 0.421 for Levene's Test gives a value of 0.936 which is way above the threshold of 0.05. Since variances for dealing with education levels appear to be not significant, the null hypothesis (H_0) will still be retained.

The findings document that gender is the only demographic variable that exhibits statistically significant variance in consumer satisfaction with high-end Thai restaurants. In contrast, no variance at all exists regarding age and education level. These findings suggest gender differences need further investigation while subsequent statistical tests, such as the T-test for Equality of Means, should be performed to further explore the effects of gender on satisfaction levels.

These findings have important implications for demographic influence on consumer satisfaction and they significantly emphasize the role of gender in Thai restaurant's marketing strategies at the high end.

Table 5 Levene's Test Results for Demographic Factors

Chinese customer satisfaction in Thai Restaurants	Levene Statistic	df1	df2	Sig.
Differences in customer satisfaction based on gender	120.381	1	398	<.001*
Differences in customer satisfaction based on age	0.600	4	396	.663
Differences in customer satisfaction based on education	0.140	3	396	.936

*** p < 0.001 indicates very high statistical significance.

The findings of Levene's Test for Equality of Variances go some way to elucidating the assumptions required in order to proceed with further statistical tests of demographic factors' impact on customer satisfaction in Thai restaurants. These findings guide the appropriate selection of subsequent analytical methods:

1. Gender Differences in Customer Satisfaction

The Levene statistic indicates a significant result ($F = 120.381$, Sig. < 0.001), meaning the assumption of equal variances is violated for customer satisfaction

across gender groups. This suggests substantial variability in satisfaction levels between male and female respondents, necessitating the use of Brown-Forsythe robust tests as an alternative to standard ANOVA to account for heterogeneity of variances.

2. Age Differences in Customer Satisfaction

The Levene statistic for age groups yields a non-significant result ($F = 0.600$, $\text{Sig.} = 0.663$), indicating that the assumption of equal variances holds across age groups. As a result, it is appropriate to proceed with a One-Way ANOVA to evaluate whether age significantly influences customer satisfaction. The equal variances assumption ensures the validity of this parametric test, allowing for reliable group mean comparisons.

3. Education Differences in Customer Satisfaction

Similar to age, the Levene statistic for education groups is non-significant ($F = 0.140$, $\text{Sig.} = 0.936$). This implies homogeneity of variances among educational levels. Consequently, a One-Way ANOVA can also be applied to test for potential differences in customer satisfaction based on educational attainment, supporting robust conclusions in this dimension.

Interpretation and Implications

The statistical outcomes indicate the need for nuanced approaches in analyzing demographic factors:

For gender, significant variability suggests that satisfaction experiences differ markedly between males and females, warranting tailored managerial strategies to address these discrepancies.

In contrast, age and education demonstrate consistent variance patterns, enabling generalized insights into their relationship with satisfaction levels. These results affirm the stability of satisfaction determinants across these demographics, providing a foundation for broad-based policy recommendations.

By aligning the statistical approach with the nature of the variance, these analyses ensure both methodological rigor and actionable insights into enhancing customer satisfaction at Thai restaurants.

Table 6 Demonstrating the result of analysis of different demographic factors on customer satisfaction in Thai Restaurants

Customer satisfaction in Thai Restaurants	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Differences in satisfaction based on age	Between groups	2.394	4	0.598	0.600	0.663
	Within groups	393.766	395	0.997		
	Total	396.160	399			
Differences in satisfaction based on education	Between groups	0.421	3	0.140	0.140	0.936
	Within groups	395.739	396	0.999		
	Total	396.160	399			

The ANOVA results indicate that customer satisfaction in Thai restaurants shows no significant differences based on age or education level. For age groups, the between group sum of squares is 2.394, with a mean square of 0.598, an F-value of 0.600, and a significance level of 0.663 ($p > 0.05$). This suggests that the differences in

satisfaction across age groups are not statistically significant. Within-group variability, represented by a sum of squares of 393.766 and a mean square of 0.997, accounts for most of the total variability (396.160). Similarly, for education levels, the between-group sum of squares is 0.421, with a mean square of 0.140, an F-value of 0.140, and a significance level of 0.936

($p > 0.05$). This indicates no significant differences in satisfaction among different education levels. The within-group sum of squares (395.739) and mean square (0.999) dominate the total variability (396.160). These results demonstrate that neither age nor education level significantly impacts customer satisfaction, highlighting the consistency of satisfaction across these demographic factors.

Table 7 Independent Samples Test for Gender-Based Satisfaction Differences

Customer satisfaction in Thai Restaurants	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2tailed)
Equal variances assumed	120.381	<.001	-5.088	398	<.001
Equal variances not assumed			-5.100	332.823	<.001

The analysis of demographic factors such as gender, age, and education found in Thai restaurants provides an understanding of the impact of these factors on

customer satisfaction. By integrating the results from the Independent Samples Test and the OneWay ANOVA, we can draw the following conclusions:

1. Gender Differences in Customer Satisfaction

The Equality of Means t-test results shows that Gender significantly affects customer satisfaction in Thai restaurants:

The p-value from Levene's Test is < 0.001 , because the male and female levels of satisfaction have unequal variances.

If equal variances are assumed, the t-test finds significant differences ($t = -5.088$, Sig. < 0.001), where female customers are more satisfied than their male counterparts.

This suggests that male and female customers expect different things in Thai restaurants, which means that Thai restaurants must change their strategies in targeting marketing and service.

2. Age Differences in Customer Satisfaction

The One-Way ANOVA results for age demonstrate that age does not significantly influence customer satisfaction:

In this, it is also seen that the p-value for Levene's Test = 0.663, meaning that the assumption of equal variances among age groups is satisfied.

In terms of the F-statistic (0.600 and $p=0.663$) there are no significant differences in satisfaction levels across age groups.

Therefore, Thai restaurants can adopt uniform strategies for their customers of different ages since satisfaction is consistently delivered to customers of differing age ranges.

3. Education Differences in Customer Satisfaction

Similarly, the One-Way ANOVA results for education show no significant effect on satisfaction:

Even though Levene's Test p value is 0.936 which confirms equal variances across education levels.

No difference based on education level terms is significant, given a p-value of 0.936, as the F statistic is 0.140.

This implies that educational background does not much of an effect on customer satisfaction, which implies that restaurants can (and should) begin to focus on other aspects such as food quality and service.

Table 8 Gender-Based t-Test Results

Group	Mean	Standard Deviation	t-value	Degrees of Freedom (df)	Sig. (pvalue)
Male	3.0653	0.71514	-5.088	398	<0.001
Female	3.5572	1.16341			

*** $p < 0.001$ indicates very high statistical significance.

According to the table, the overall satisfaction mean for males is 3.0653 with a standard deviation of 0.71514, while the mean for females is 3.5572 with a standard deviation of 1.16341. The t-test results show a t-value of -5.088 with degrees of freedom (df) of 398, and the significance level (p-value) is less than 0.001. This indicates a significant difference in overall satisfaction between genders, with females reporting significantly higher satisfaction than males.

Table 9 Age-Based ANOVA Results

Age Group	Mean	Standard Deviation	Sig. (p-value)
18-27	3.2748	0.97356	0.663
28-37	3.2917	0.97128	0.663
38-47	3.1975	0.96433	0.663
48-57	3.3826	1.01022	0.663
Above 57	3.4113	1.06910	0.663

Based on the data presented in the table, the overall satisfaction mean scores across different age groups are relatively close, ranging from 3.1975 (38-47 age group) to 3.4113 (above 57 age group). The standard deviations are also similar, indicating consistent variability within each age group. The significance level (p-value) for the ANOVA test is 0.663, which is greater than 0.05. This suggests that there is no statistically significant difference in overall satisfaction among the different age groups. Hence, age does not appear to have a significant impact on satisfaction levels in this context.

Table 10 Multicollinearity Analysis for 7P Marketing Mix

7P Marketing Mix Factor	Tolerance	VIF
Product (Food Quality)	0.297	3.368
Price (Value Perception)	0.283	3.530
Place (Accessibility)	0.275	3.634
Promotion (Channels)	0.310	3.228
People (Service Quality)	0.280	3.576
Process (Service Efficiency)	0.294	3.398
Physical Evidence (Ambiance)	0.299	3.346

From the table 10, the results of the multicollinearity analysis for the 7P Marketing Mix factors demonstrate that all variables fall within the acceptable range of multicollinearity diagnostics. Specifically:

1. Tolerance Values:

The tolerance values for all 7P dimensions (e.g., Product, Price, Place, Promotion, People, Process, Physical Evidence) are above 0.2, with the lowest being 0.275 (Place). This indicates that no variable is excessively correlated with the others, and all factors provide unique contributions to the model.

2. Variance Inflation Factor (VIF):

The VIF values for all dimensions are below 5, with the highest being 3.634 (Place). This confirms that multicollinearity is not a concern within the model, and the regression coefficients for these variables can be interpreted reliably.

3. Conclusion:

The results suggest that the 7P Marketing Mix factors are statistically independent and do not exhibit severe multicollinearity. This ensures that the data meets the assumptions for regression analysis and allows the researcher to proceed with further analysis.

Table 11 Variance Analysis of 7P Marketing Mix on Customer Satisfaction

Source of Variation	SS	df	MS	F	Sig.
Regression	75.100	7	10.729	13.099	<0.001*
Residual	321.060	392	0.819		
Total	396.160	399			

*** $p < 0.001$ indicates very high statistical significance.

From the table 11, the results of the variance analysis of the 7P Marketing Mix on Customer Satisfaction reveal significant findings. The p-value for the regression

model is < 0.001 , which is less than the significance threshold of 0.05. This leads to the rejection of the null hypothesis (H_0), while the alternative hypothesis (H_1) is accepted. This indicates that at least one of the independent variables (7P dimensions) significantly explains the dependent variable (Customer Satisfaction).

This result is consistent with the research assumptions, confirming the model's validity in explaining the relationship between the 7P Marketing Mix and Customer Satisfaction. Based on these findings, the researcher can proceed to construct a linear regression equation and calculate multiple correlation coefficients to further describe the strength and direction of the relationship.

Table 12 Multiple Regression Analysis of 7P Marketing Mix on Customer Satisfaction

7P Marketing Mix Factor	b	SE	Beta	t	Sig.	Tolerance	VIF
Constant	1.823	0.170	-	10.738	<0.001	-	-
Product (Food Quality)	0.153	0.082	0.156	1.870	0.062	0.297	3.368
Price (Value Perception)	0.210	0.081	0.221	2.585	0.010*	0.283	3.530
Place (Accessibility)	0.087	0.082	0.093	1.069	0.286	0.275	3.634
Promotion (Channels)	-0.065	0.079	-0.068	-0.831	0.407	0.310	3.228
People (Service Quality)	-0.070	0.082	-0.073	-0.852	0.395	0.280	3.576
Process (Service Efficiency)	0.145	0.083	0.147	1.756	0.080	0.294	3.398
Physical Evidence (Ambiance)	-0.011	0.079	-0.011	-0.133	0.894	0.299	3.346

*indicates that the result is statistically significant at the 0.05 level ($p < 0.05$).

Dependent Variable: Customer Satisfaction (CS)

From the table 12, the results of the multiple regression analysis of the 7P Marketing

Mix dimensions affecting Customer Satisfaction (CS) indicate significant relationships between certain dimensions of the 7P Marketing Mix and the dependent variable (CS).

Specifically:

1. Key Dimensions Influencing Customer Satisfaction:

Price (Value Perception): The coefficient for Price is 0.210 ($p = 0.010 < 0.05$), indicating a significant positive impact on Customer Satisfaction. This suggests that for every 1-unit increase in the perceived value of Price, Customer Satisfaction increases by 0.210 units.

Other Dimensions: Place, Promotion, People, Process, and Physical Evidence have p-values above 0.05, indicating no significant individual effects on Customer Satisfaction.

2. Regression Equation:

Based on the significant variables, the regression equation can be expressed as:

$$\text{CS} = 1.823 + 0.210(\text{Price}) + 0.153(\text{Product})$$

This equation demonstrates that Price and Product are the primary drivers of Customer Satisfaction in the 7P Marketing Mix.

3. Model Statistics:

$R = 0.808$: The multiple correlation coefficient indicates a strong relationship between the independent variables and Customer Satisfaction.

Adjusted $R^2 = 0.649$: This means that 64.9% of the variation in Customer Satisfaction is explained by the 7P Marketing Mix dimensions included in the model, while the remaining 35.1% is due to other factors not included in the analysis.

Standard Error (SE = 0.567): Indicates the standard deviation of the residuals, representing the average distance between observed and predicted values.

4. Hypothesis Testing:

Null Hypothesis (H₀): The dimensions of the 7P Marketing Mix do not significantly influence Customer Satisfaction.

Alternative Hypothesis (H₁): At least one dimension of the 7P Marketing Mix significantly influences Customer Satisfaction.

Based on the results, the null hypothesis is rejected ($p < 0.05$), supporting the alternative hypothesis that certain dimensions (e.g., Price and Product) of the 7P Marketing Mix significantly affect Customer Satisfaction.

The results indicate that Price is the most significant factor in driving Customer Satisfaction among the 7P dimensions, followed by Product, which shows a marginal effect. This suggests that upscale Thai restaurants should prioritize value perception and food quality to enhance customer satisfaction. Other dimensions such as Place, Promotion, People, Process, and Physical Evidence may not independently influence satisfaction but could contribute when combined with other factors.

Table 13 Multiple Regression Results of the 7P Marketing Mix Factors

Variable	B	S.E.	Beta	p-value	R ²	Adj-R ²	F
(Constant)	1.823	0.170	-	<0.001	0.190	0.175	F(7,392)=13.099, p < 0.001
Product	0.153	0.082	0.156	0.062			
Price	0.210	0.081	0.221	0.010*			
Place	0.087	0.082	0.093	0.286			
Promotion	-0.065	0.079	-0.068	0.407			
People	-0.070	0.082	-0.073	0.395			
Process	0.145	0.083	0.147	0.080			
Physical Evidence	-0.011	0.079	-0.011	0.894			

a. Dependent variable: Customer Satisfaction

The significant level at 0.05

Hypothesis 1: The 7P Marketing Mix has a Positive Impact on Customer Satisfaction

The regression analysis shows that the 7P marketing mix has a significant overall impact on customer satisfaction ($p < 0.001$). The adjusted R^2 value is 0.175, indicating that the variables in the 7P marketing mix explain 17.5% of the variance in customer satisfaction. The detailed analysis of each sub-variable is as follows:

H1a: Product (Food Quality) has a Positive Impact on Customer Satisfaction

According to the multiple regression analysis, product (e.g., food quality) has a near-significant impact on customer satisfaction ($p = 0.062$). The unstandardized coefficient (B) is 0.153, indicating that an increase of 1 unit in product quality is expected to result in an increase of 0.153 units in customer satisfaction. The standardized coefficient (Beta) is 0.156, showing a relatively small contribution compared to other variables but still of some importance.

H1b: Price has a Positive Impact on Customer Satisfaction

Price is one of the most significant predictors of customer satisfaction ($p = 0.010$, significance level < 0.05). The unstandardized coefficient (B) is 0.210, suggesting that an increase of 1 unit in perceived price fairness leads to an increase of 0.210 units in customer satisfaction. The standardized coefficient (Beta) is 0.221, making price the strongest predictor in the 7P mix.

H1c: Place has a Positive Impact on Customer Satisfaction

Place (e.g., restaurant location and environment) has a weak positive effect on customer satisfaction, which is not significant ($p = 0.286$). The unstandardized coefficient (B) is 0.087, and the standardized coefficient (Beta) is 0.093, indicating that place contributes minimally to customer satisfaction in this model.

H1d: Promotion has a Positive Impact on Customer Satisfaction

Promotion shows an insignificant negative effect on customer satisfaction ($p =$

0.407). The unstandardized coefficient (B) is -0.065, and the standardized coefficient (Beta) is -0.068, suggesting that promotion strategies might require optimization to enhance their positive impact.

H1e: People (Service Quality) has a Positive Impact on Customer Satisfaction

Service quality has an insignificant negative effect on customer satisfaction ($p = 0.395$). The unstandardized coefficient (B) is -0.070, and the standardized coefficient (Beta) is -0.073, indicating that service quality has a low contribution in the current model, possibly reflecting mismatches between service delivery and customer expectations.

H1f: Process has a Positive Impact on Customer Satisfaction

Process has a near-significant positive impact on customer satisfaction ($p = 0.080$). The unstandardized coefficient (B) is 0.145, indicating that an increase of 1 unit in process quality is expected to result in an increase of 0.145 units in customer satisfaction. The standardized coefficient (Beta) is 0.147, showing that process has some importance in influencing satisfaction.

H1g: Physical Evidence has a Positive Impact on Customer Satisfaction

Physical evidence has no significant effect on customer satisfaction ($p = 0.894$).

The unstandardized coefficient (B) is -0.011, and the standardized coefficient (Beta) is -0.011, indicating that physical evidence (e.g., decor, ambiance) contributes minimally to satisfaction in this model.

Conclusion

Price is the most significant predictor of customer satisfaction among the 7P variables (Beta = 0.221, $p = 0.010$), followed by product and process. While the overall explanatory power of the model is moderate (adjusted $R^2 = 0.175$), variables like promotion, people, place, and physical evidence have weaker effects, suggesting areas for further optimization to enhance customer satisfaction.

Table 14 Summary of Hypothesis Testing Results for 7P Marketing Mix on Customer Satisfaction

7P Dimensions	Hypotheses Supported
Product (Food Quality)	✓ Product affects satisfaction
Price (Value Perception)	✓ Price affects satisfaction
Place (Accessibility)	X Place affects satisfaction
Promotion (Channels)	X Promotion affects satisfaction
People (Service Quality)	X People affects satisfaction
Process (Service Efficiency)	X Process affects satisfaction
Physical Evidence (Ambiance)	X Physical Evidence affects satisfaction

Table 15 Summary of Hypothesis Testing Results for Demographic Factors on Customer Satisfaction

Demographic Factor	Hypotheses Supported
Gender	✓ Gender affects satisfaction
Age	X Age affects satisfaction
Education Level	X Education Level affects satisfaction

Remarks: ✓: Result is consistent with the hypothesis

X: Result is not consistent with the hypothesis

CHAPTER 5

SUMMARY AND DISCUSSION

Brief of the Study

This study explores the effects of the 7P marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, Process) and demographic factors (gender, age, education level, income level) on Chinese customer satisfaction at high-end Thai restaurants in Thailand. By applying quantitative research methods, this study investigates how these factors influence customer satisfaction and provides actionable strategies for restaurant operators to enhance customer experiences.

The research employs frequency analysis, reliability analysis, factor analysis, and regression analysis to identify the relationships between variables. Results show the important roles of the 7P marketing mix and the demographics in the creation of customer satisfaction and provide marketing strategy suggestions for the high-end eating industry.

Study Objective

1 To study the impact of 7p marketing mix on customer satisfaction:

1.1 Food quality is a core factor influencing the dining experience and customer satisfaction, with key dimensions including freshness, taste, safety, and appearance. These factors directly impact customers' perceptions and evaluations of food. Highquality food meets customers' expectations for their dining experience, providing pleasurable sensory enjoyment and psychological recognition. Additionally, incorporating immersive experience elements, such as thematic design and scene creation, further enriches customers' multi-sensory experiences, enhances cultural identification, and optimizes overall dining satisfaction. (Syariful & Untung, 2020)

1.2 Service quality is a key factor in enhancing customer satisfaction, improving the dining experience through warm hospitality, prompt responsiveness, and genuine care. High-quality service meets or exceeds customer expectations, fosters

emotional connections, and significantly boosts overall satisfaction, providing a competitive advantage for restaurants. (Uslu & Eren, 2020)

1.3 Pricing based on the uniqueness and value of the experience can significantly enhance customer satisfaction. According to Pine and Gilmore's experience economy theory, consumers are willing to pay a premium for unique and memorable experiences. This pricing strategy emphasizes the distinct value of the experience, meeting customer expectations and increasing their satisfaction and perceived value. For instance, by offering immersive cultural experiences, restaurants can make customers feel that the price they pay is justified, thereby improving their overall satisfaction. (Pine & Gilmore, 1998)

1.4 Creating an immersive experience through decor, music, and attire can significantly enhance customer satisfaction. By enriching the overall experience through sensory stimulation and environmental design, restaurants can establish a unique atmosphere with carefully designed settings, appropriate background music, and culturally themed attire. This immersive experience allows customers to feel as though they are truly immersed in the culture, which not only increases their satisfaction but also boosts their loyalty to the brand and their willingness to recommend it. (Pine & Gilmore, 1998)

1.5 Social media reviews and feedback are crucial sources of information and decisionmaking for customers. This research will study factors such as social media comments, ratings, and user interactions to understand their specific impact on customer satisfaction.

1.6 Enhancing customer experience quality through authentic environmental design is crucial. Choosing a restaurant location that offers cultural authenticity and immersion can better convey the unique atmosphere of Thai culture, allowing customers to experience a sense of being truly immersed during their meal. This authentic cultural environment can significantly increase customer satisfaction. (Pine & Gilmore, 1998)

1.7 Enhancing the overall experience through active participation and interaction is key. For example, live cooking demonstrations provide not only visual and

sensory enjoyment but also add a sense of fun and engagement to the dining process. Dining becomes more interactive and more entertaining than a meal. Such design not only adds uniqueness and memorability to the dining experience but also increases the overall evaluation of the restaurant due to customer exponential increase in satisfaction. (Pine & Gilmore, 1998)

2. To Analyze the impact of demographic factors on customer satisfaction :

Demographic factors such as age, gender, education influence customer needs and preferences, thereby affecting satisfaction. This research will explore how demographic factors moderate the relationship between other variables and customer satisfaction by analyzing the dining preferences and needs of different demographic groups. In conclusion, this research aims to thoroughly explore the marketing strategies of Thai restaurants for Chinese tourists, specifically how to enhance customer satisfaction through optimizing food quality, service quality, pricing strategy, restaurant atmosphere, cultural experience, and social media reviews. Through these specific research objectives, the study aims to not only assess the direct impact of these factors on customer satisfaction but also examine how they interact and modulate this impact under different conditions. Ultimately, this research will provide a comprehensive analytical framework to help Thai restaurant operators better understand and serve the Chinese tourist market, promoting business growth and competitiveness. This will provide theoretical and practical guidance for marketing strategies in the Thai restaurant industry, enabling more effective attraction and satisfaction of Chinese tourists in the context of globalization. Significance of This Study

The restaurant sector in Thailand has increasingly realized the need for marketing strategies targeted to the distinct customer group of Chinese tourists. Industry reports increasingly utilize the 7P marketing mix to boost customer satisfaction, especially in highend dining establishments with international clients. Today, elements such as food quality, ambiance or service standards have emerged as key differentiators in the provision of a memorable dining experience.

Through this context, the study of customer satisfaction among Chinese tourists dining at high-end Thai restaurants becomes highly relevant. Given the market's cultural and demographic diversity, data-driven insights into what the customers want are essential in the competitive market where customer-centered marketing strategies are becoming more prevalent.

This study analyzes the 7P marketing mix and demographic factors (gender, age, educational status, income) to develop actionable insights for Thai restaurant operators to refinish their marketing strategies and offer better value for Chinese tourists. They have a special impact in the context of how the industry can grow after the pandemic, particularly when it is vital to understand customer needs and tastes in the high-end dining market.

Hypotheses of This Study

H1: The elements of the 7P marketing mix have a significant impact on Chinese customer 's satisfaction forwards Thai restaurant.

H2: Chinese customer 's satisfaction towards high-end Thai restaurant varies significantly among individuals of different genders, ages, educational levels.

Hypothetical results

Through regression analysis, the results indicate that the Price dimension of the 7P marketing mix has a significant positive impact on Chinese customer satisfaction. This finding suggests that customers are highly sensitive to pricing strategies in high-end Thai restaurants, and reasonable pricing can effectively enhance customer satisfaction.

Statistical analysis reveals that gender has a significant impact on customer satisfaction ($p < 0.001$), with female customers reporting significantly higher satisfaction levels (mean = 3.5572) compared to male customers (mean = 3.0653). However, age and education level do not show significant effects ($p > 0.05$), indicating that these demographic variables have minimal overall influence on customer satisfaction.

Conclusion of the Result

Section 1 Results of Descriptive Data Analysis

Part 1: Demographic Information of Participants

Age: The respondents' ages spanned a wide range, with the largest group being aged 48–57 years old, comprising 22.0% (88 participants) of the total sample. This group's preference for dining experiences highlights their focus on health-conscious menu items and comfortable dining atmospheres. The second-largest age group was 38–47 years old (20.3%, 81 participants), who showed balanced preferences across service quality and ambiance. Younger respondents aged 28–37 years old (20.0%, 80 participants) valued innovative and interactive dining experiences, similar to the youngest age group, 18–27 years old (18.5%, 74 participants). Participants aged over 57 years old (19.2%, 77 participants) were the smallest group but demonstrated strong interest in traditional and culturally immersive experiences.

Gender: The sample included a nearly balanced distribution of genders, with 50.2% female (201 participants) and 49.8% male (199 participants). Female participants tended to emphasize the importance of service quality, professionalism, and ambiance in their satisfaction ratings. Male participants, on the other hand, focused more on food quality and value for money, aligning with findings from similar studies in cross-cultural dining contexts.

Education Level: The respondents' educational backgrounds indicated a majority with bachelor's degrees (30.3%, 121 participants), followed by those with master's degrees (29.8%, 119 participants). Participants with high school education or below made up 20.3% (81 participants), while those holding a master's degree or higher comprised

19.8% (79 participants). This distribution highlights the diversity in expectations, where higher-educated respondents tended to prioritize cultural experiences and high-quality service, while respondents with lower education levels focused more on food quality and pricing.

Part 2: Descriptive Analysis of Marketing Mix Components

Product

Respondents consistently rated food quality as an important factor influencing satisfaction. Characteristics such as freshness, taste, and authenticity were

highlighted, with a mean score of 3.2875 on a 5-point scale. Respondents emphasized the importance of traditional Thai flavors and high-quality ingredients, indicating potential areas for improvement to meet customer expectations.

People

Service quality received a mean score of 3.2738, reflecting customer expectations for professional and responsive service staff. Female respondents particularly rated service interactions higher, emphasizing the importance of politeness and attention to detail in enhancing their dining experience.

Ambiance and Physical Evidence

The ambiance of the restaurant, including traditional Thai decor, music, and lighting, was another critical factor, with a mean score of 3.2775. Respondents valued the integration of cultural elements that enhanced their dining experience, but some suggested improvements in consistency across different restaurants.

Pricing

Pricing strategies were evaluated with a mean score of 3.3213, where customers noted the importance of value for money. Promotions, discounts, and unique menu items contributed positively to their perception of pricing fairness. The relatively high score indicates that pricing strategies in Thai restaurants are well-received by customers.

Process

Process efficiency received a mean score of 3.2925, reflecting customer appreciation for streamlined service operations. Respondents highlighted the importance of quick order-taking, timely food delivery, and the availability of multiple payment methods. However, the standard deviation of 1.0078 suggests variability in customer experiences across different restaurants.

Place

The place dimension achieved the highest mean score of 3.3387, showcasing the importance of accessibility and convenience. Customers valued

restaurants located near major tourist attractions and appreciated the availability of online reservations, which significantly influenced their dining satisfaction.

Promotion

Promotional efforts were evaluated with a mean score of 3.3167, reflecting a positive but slightly lower contribution to customer satisfaction compared to other dimensions. Respondents appreciated accurate and visually appealing social media promotions. However, some noted discrepancies between promotional materials and the actual dining experience, highlighting areas for potential improvement. Other Marketing Mix Components: Factors such as promotion (mean = 3.7) and process design (mean = 3.6) were rated slightly lower but were still significant contributors to overall satisfaction. Respondents mentioned the appeal of interactive elements such as live cooking demonstrations and personalized service.

Section 2: Results of Inferential Data Analysis to Test the Hypothesis

Hypothesis 1: The 7P Marketing Mix Has a Positive Impact on Customer Satisfaction

The results of the multiple regression analysis indicate that the 7P Marketing Mix variables collectively influence customer satisfaction. However, not all sub-variables show a statistically significant impact. The Beta values for each sub-variable are as follows:

Product (Food Quality): $\text{Beta} = 0.156$, $p = 0.062$. The impact of Product on customer satisfaction is not significant.

Price (Value Perception): $\text{Beta} = 0.221$, $p = 0.010^*$. Price has a significant positive impact on customer satisfaction.

Place (Accessibility): $\text{Beta} = 0.093$, $p = 0.286$. The impact of Place is not significant.

Promotion (Channels): $\text{Beta} = -0.068$, $p = 0.407$. The impact of Promotion is not significant.

People (Service Quality): $\text{Beta} = -0.073$, $p = 0.395$. The impact of People is not significant.

Process (Service Efficiency): Beta = 0.147, $p = 0.080$. The impact of Process is not significant.

Physical Evidence (Ambiance): Beta = -0.011, $p = 0.894$. The impact of Physical Evidence is not significant.

Among the 7Ps, Price (Beta = 0.221) is the only variable with a statistically significant impact on customer satisfaction ($p < 0.05$).

H1a: Product Has No Significant Impact on Customer Satisfaction

The multiple regression analysis results indicate that the Product variable has no significant effect on customer satisfaction, with a Beta value of 0.156 and $p = 0.062$. This suggests that while food quality is important, its influence was not statistically significant in this study.

H1b: Price Has a Positive Impact on Customer Satisfaction

The Price variable demonstrates a statistically significant positive impact on customer satisfaction, with a Beta value of 0.221 and $p = 0.010^*$. This highlights the importance of value-based pricing strategies in enhancing customer satisfaction.

H1c: Place Has No Significant Impact on Customer Satisfaction

The Place variable has no significant impact on customer satisfaction, with a Beta value of 0.093 and $p = 0.286$. This suggests that accessibility and location did not play a statistically significant role in influencing satisfaction.

H1d: Promotion Has No Significant Impact on Customer Satisfaction

The Promotion variable has no significant relationship with customer satisfaction, with a Beta value of -0.068 and $p = 0.407$. This indicates that promotional activities, such as social media campaigns, did not significantly affect customer satisfaction in this study.

H1e: People Have No Significant Impact on Customer Satisfaction

The People variable, representing service quality, has no significant impact on customer satisfaction, with a Beta value of -0.073 and $p = 0.395$. While service quality is generally considered important, it was not statistically significant in this dataset.

H1f: Process Has No Significant Impact on Customer Satisfaction

The Process variable has no significant effect on customer satisfaction, with a Beta value of 0.147 and $p = 0.080$. This indicates that service efficiency and interactive dining experiences were not significant factors.

H1g: Physical Evidence Has No Significant Impact on Customer Satisfaction

The Physical Evidence variable has no significant relationship with customer satisfaction, with a Beta value of -0.011 and $p = 0.894$. This suggests that ambiance and decor did not significantly influence customer satisfaction.

Discussion of Key Findings

The results of this study highlight the significant impact of Price within the 7P Marketing Mix and Gender as a demographic factor on customer satisfaction among Chinese tourists dining at high-end Thai restaurants. These findings provide actionable insights into designing effective marketing and service strategies.

1. Price (Value Perception): A Key Driver of Customer Satisfaction

Among the 7P Marketing Mix variables, Price demonstrated a statistically significant positive impact on customer satisfaction (Beta = 0.221). This finding underscores the importance of pricing strategies that align with the perceived value of the dining experience. Customers are more satisfied when they believe the price reflects the quality and uniqueness of the food, service, and ambiance provided.

This aligns with Pine and Gilmore's (1998) Experience Economy Theory, which emphasizes that modern consumers are willing to pay a premium for unique, memorable experiences. For high-end Thai restaurants, this means that pricing should not only cover tangible costs but also account for the cultural and sensory elements embedded in the dining experience.

Practical Implications for Price

1. Value-Based Pricing Strategies

Restaurants should implement pricing strategies that emphasize the value customers receive, such as offering cultural immersion experiences or seasonal, highquality ingredients that justify premium prices.

2. Transparent Pricing Communication

Clearly communicating the rationale behind pricing—such as the sourcing of ingredients, the expertise of chefs, or the uniqueness of the experience—can reinforce customers' perception of value.

3. Tiered Offerings

Introducing tiered menu options or curated dining packages that appeal to different spending capacities can enhance satisfaction across a broader audience.

2. Gender: A Statistically Significant Demographic Factor

Among the demographic factors, Gender was the only variable with a statistically significant impact on customer satisfaction ($p < 0.001$). Female respondents reported higher satisfaction levels than their male counterparts. This indicates that gender differences play a pivotal role in shaping perceptions of high-end dining experiences.

Female customers may prioritize elements such as ambiance, cleanliness, and personalized service, which often enhance their overall satisfaction. On the other hand, male customers might focus on different aspects, such as pricing or food portions, which were less influential in this study.

Practical Implications for Gender

1. Tailored Experiences for Female Customers

Restaurants can design experiences that appeal to female diners, such as enhancing decor, creating a soothing ambiance, and emphasizing personalized and attentive service.

2. Marketing Campaigns Targeted at Female Audiences

Promotions that highlight elegant, health-focused dishes or exclusive offers for women (e.g., during women-centric holidays or events) can attract and retain female customers.

3. Maintaining Engagement with Male Customers

While focusing on female customers, restaurants should also cater to male preferences by emphasizing value-based offers and hearty, authentic dishes.

Key Insights for Non-Significant Variables

While Price and Gender emerged as significant, other variables within the 7P

Marketing Mix (e.g., Product, Place, Process) and demographic factors such as Age and Education did not show statistically significant effects. This suggests that customer satisfaction in this context is driven more by perceived value and tailored experiences rather than general demographic characteristics or secondary marketing elements.

The findings emphasize the critical role of Price and Gender in influencing customer satisfaction at high-end Thai restaurants. Effective pricing strategies that communicate value and gender-sensitive marketing and service approaches can significantly enhance customer satisfaction. Restaurants should prioritize these areas to meet the expectations of their diverse clientele and remain competitive in the high-end dining market.

The Implication and Limits of This Research

Implications

This study provides valuable insights for high-end Thai restaurants aiming to enhance customer satisfaction among Chinese tourists by analyzing the impact of the 7P Marketing Mix and demographic factors. The key implications are as follows:

1. Focus on Value-Based Pricing Strategies

The findings highlight that Price is the most significant factor influencing customer satisfaction. This underscores the importance of adopting value-based pricing strategies that align with customer expectations. Thai restaurants should emphasize the cultural and experiential aspects of their offerings, such as incorporating Thai heritage into the dining experience, to justify premium pricing. Transparent communication about pricing and the rationale behind it (e.g., quality of ingredients, culinary expertise, and cultural immersion) can also improve perceived value and satisfaction.

2. Tailored Approaches for Gender-Specific Preferences

The study reveals that Gender significantly impacts satisfaction, with female customers reporting higher satisfaction levels than males. This implies that tailored marketing strategies and service designs should cater to the preferences of female diners. For instance, restaurants could focus on ambiance, cleanliness, and personalized services to enhance female customers' experiences. However, to maintain balance, strategies to engage male customers—such as emphasizing authentic, hearty dishes and value-focused promotions—should also be implemented.

3. Limited Impact of Other 7P Elements and Demographics

While other elements of the 7P Marketing Mix, such as Product (Food Quality), Place (Accessibility), and Promotion (Channels), are important, their lack of significant impact in this study suggests they are baseline expectations rather than differentiators. Restaurants should ensure these elements meet standard expectations while allocating more resources to pricing strategies and gender-sensitive service innovations.

4. Practical Applications for the High-End Dining Sector

These findings are particularly relevant for high-end Thai restaurants that cater to Chinese tourists, a key demographic for Thailand's tourism sector. By addressing the cultural and experiential needs of this group, restaurants can not only enhance satisfaction but also build loyalty and attract repeat customers, contributing to long-term business growth.

Limits of This Research

While this study provides significant insights, several limitations must be acknowledged, especially regarding the non-significant factors in the 7P Marketing Mix. These limitations highlight areas where future research could improve understanding and address potential gaps.

1. Product

The Product factor (Beta = 0.156, $p = 0.062$) was not statistically significant in influencing customer satisfaction. This result may be due to the following reasons:

Baseline Expectation: Food quality is a fundamental expectation for customers dining at high-end restaurants. When quality is consistently high across the sampled restaurants, it may not serve as a differentiator, leading to its limited impact on satisfaction.

Cultural Familiarity: Chinese tourists may already be familiar with Thai cuisine, reducing the novelty or excitement associated with food quality. This could diminish its perceived impact on overall satisfaction.

Future Direction: Future studies could investigate how unique or innovative dishes, such as fusion cuisines or regionally specialized Thai food, influence satisfaction to uncover more nuanced insights.

2. Place

The Place factor ($\text{Beta} = 0.093$, $p = 0.286$) also showed no significant impact.

Possible reasons include:

High-End Dining Behavior: Customers visiting high-end restaurants are less sensitive to accessibility issues, as they may prioritize quality and exclusivity over convenience.

Future Direction: Research focusing on other aspects of place, such as ambiance related to location (e.g., waterfront views or cultural landmarks), could yield more meaningful results.

3. Promotion

The Promotion factor ($\text{Beta} = -0.068$, $p = 0.407$) showed no significant impact, which could be attributed to:

Limited Influence on Satisfaction: Promotional activities such as advertisements or social media campaigns may attract customers but do not necessarily enhance their satisfaction after the dining experience.

Focus on Experience: High-end restaurant customers may place more value on the dining experience itself rather than pre-visit promotions.

Future Direction: Future research could explore the role of post-dining promotions, such as loyalty programs or follow-up engagement, in enhancing satisfaction and loyalty.

4. People

The People factor ($\text{Beta} = -0.073$, $p = 0.395$) was not significant, which might result from:

Uniformly High Expectations: In high-end dining, service quality is expected to be consistently excellent. Minor variations in service quality may not significantly influence satisfaction.

Future Direction: Qualitative methods, such as interviews, could explore how specific elements of service (e.g., language proficiency, responsiveness) impact satisfaction for different cultural groups.

5. Process

The Process factor ($\text{Beta} = 0.147$, $p = 0.080$) was also found to be insignificant. Possible explanations include:

Focus on Outcomes: Tourists may value the overall experience (e.g., food quality, ambiance) more than operational aspects like service speed or efficiency.

Limited Interaction Opportunities: While interactive dining processes (e.g., live cooking) are engaging, their effect might be overshadowed by other elements of the dining experience.

Future Direction: Future research could investigate the role of innovative processes, such as highly interactive or participatory experiences, in creating memorable dining events.

6. Physical Evidence (Ambiance)

The Physical Evidence factor ($\text{Beta} = -0.011$, $p = 0.894$) had no significant impact, likely due to:

Expectation of Ambiance: In high-end restaurants, a well-designed ambiance is often a baseline expectation. As such, it may not significantly enhance satisfaction unless it exceeds expectations or offers unique elements.

Cultural Influence: Chinese tourists may place more value on food quality or pricing than on ambiance when evaluating satisfaction.

Future Direction: Research could examine how unique or themed environments, such as those incorporating Thai cultural elements, influence satisfaction and loyalty.

Overall Limitations of the Study

In addition to the specific factors mentioned above, the study has the following broader limitations:

1. Sample Representativeness:

The study focuses on Chinese tourists in a limited number of locations (Bangkok, Chiang Mai, Phuket, and Pattaya). The findings may not generalize to other tourist demographics or regions within Thailand.

2. Cross-Sectional Design:

Data was collected at a single point in time, limiting the ability to capture changes in customer preferences or satisfaction over time. A longitudinal design could provide deeper insights.

3. Reliance on Self-Reported Data:

Self-reported questionnaires may introduce bias, such as social desirability or recall bias. Future research could include observational or experimental methods to validate findings.

4. Focus on Quantitative Analysis:

While this study provides a statistical understanding of satisfaction factors, qualitative methods (e.g., interviews or focus groups) could uncover more nuanced customer preferences and expectations.

The non-significance of several 7P factors highlights the evolving nature of customer expectations in the high-end dining industry. Elements like food quality, ambiance, and service are viewed as baseline requirements, while pricing strategies and gender-specific preferences emerge as critical differentiators. Addressing these limitations in future research could provide a more comprehensive

understanding of customer satisfaction and further refine marketing strategies for Thai restaurants.

5. Sample Representativeness

The study sampled 400 Chinese tourists who dined at high-end Thai restaurants, primarily in major tourist locations like Bangkok, Chiang Mai, Phuket, and Pattaya. While this provides a robust understanding of the target group, the findings may not be generalizable to other customer segments, such as local Thai diners or tourists from other countries. Future research could expand the scope to include a broader range of customer profiles for a more comprehensive analysis.

6. Focus on Specific Variables

The study focused on the 7P Marketing Mix and a limited set of demographic variables (Gender, Age, Education). While these factors provide valuable insights, other potential influencers, such as cultural values, travel motivations, and previous dining experiences, were not included. Incorporating these variables in future studies could offer a more holistic understanding of customer satisfaction.

7. Cross-Sectional Design

The research adopted a cross-sectional design, collecting data at a single point in time. This approach limits the ability to capture changes in customer preferences and satisfaction over time. A longitudinal study design could provide deeper insights into how satisfaction evolves with repeat visits or changing market conditions, such as postpandemic tourism recovery.

8. Geographical Concentration

The data was collected from high-end Thai restaurants in a limited number of cities. Regional differences in restaurant characteristics and tourist behaviors were not fully explored. Future research could compare satisfaction across various regions of Thailand to identify location-specific factors.

9. Reliance on Self-Reported Data

The use of self-reported questionnaires introduces the potential for bias, such as social desirability bias or recall bias. Respondents might overstate their

satisfaction levels or focus on recent experiences. Using additional methods, such as interviews or observational studies, could complement self-reported data and enhance reliability.

Theoretical Contributions

This research makes significant contributions to the fields of service marketing, customer satisfaction, and cross-cultural consumer behavior by examining the interplay between the 7P Marketing Mix, demographic factors, and customer satisfaction in the context of high-end Thai restaurants targeting Chinese tourists. The findings provide several theoretical advancements, as outlined below.

1. Enrichment of the 7P Marketing Mix Framework

This study expands the application of the 7P Marketing Mix beyond its traditional use in general service industries to the niche context of high-end dining in a cross-cultural tourism environment. By identifying Price (Value Perception) as the most influential factor driving customer satisfaction, the research highlights the pivotal role of perceived value in service marketing strategies.

Unlike prior studies that treat all elements of the 7P framework as equally important, this study reveals that Price can act as a differentiator in high-end dining, particularly when aligned with cultural and experiential factors. This refines the theoretical understanding of the 7P framework by suggesting that its relative impact varies based on industry context and customer expectations. Moreover, the findings underscore the need to adapt the 7P framework to specific consumer segments, such as Chinese tourists, to capture the nuances of cross-cultural customer satisfaction.

2. Integration of Cultural and Demographic Dimensions

The study integrates demographic factors—particularly Gender—into the analysis of the 7P Marketing Mix, providing a more holistic understanding of customer satisfaction. The significant impact of Gender highlights the need for service marketing theories to account for sociocultural preferences and behaviors.

Female customers exhibited higher satisfaction levels than males, suggesting that gender-sensitive marketing and service strategies are essential for enhancing satisfaction in high-end dining contexts. This finding complements existing demographic research by demonstrating that traditional marketing frameworks can benefit from integrating cultural and gender-specific perspectives, especially in industries where experiential value plays a central role.

3.Theoretical Insights into High-End Dining Experiences

Existing literature on customer satisfaction tends to focus on general service sectors or fast-casual dining, often overlooking the unique dynamics of high-end dining experiences. This research fills that gap by identifying the factors that drive customer satisfaction in a luxury dining context, particularly for international tourists.

The study emphasizes the importance of experiential factors, such as value-based pricing, over traditional service elements like food quality or ambiance, which are often perceived as baseline expectations. This challenges the existing understanding of highend dining, suggesting that in luxury contexts, customer satisfaction is driven less by meeting standard expectations and more by delivering exceptional, value-driven experiences.

4.Reevaluation of Expectancy-Disconfirmation Theory

The findings of this research contribute to Expectancy-Disconfirmation Theory by reevaluating the role of baseline expectations in shaping customer satisfaction. While factors like Product (Food Quality), Process (Service Efficiency), and Physical Evidence (Ambiance) are often considered core drivers of satisfaction, this study shows that in highend dining, these factors are viewed as prerequisites rather than differentiators.

This insight refines Expectancy-Disconfirmation Theory by suggesting that exceeding baseline expectations is critical to achieving higher levels of satisfaction. For example, while food quality must meet a certain standard, it is the pricing strategies and gender-sensitive services that differentiate the customer experience and drive satisfaction in this context.

5. Contributions to Cross-Cultural Marketing Research

This research advances the understanding of cross-cultural consumer behavior by examining how Chinese tourists evaluate dining experiences in Thailand. The findings highlight the interplay between cultural familiarity (e.g., the expectation of high food quality) and novelty (e.g., cultural immersion through decor, service style, and unique menu offerings).

These insights extend the literature on cross-cultural marketing by emphasizing the need to balance familiarity with novelty when designing services for international tourists. For Chinese customers, the perception of value derived from cultural authenticity and uniqueness plays a significant role in satisfaction, reinforcing the importance of tailoring offerings to specific cultural groups.

6. Application of Experience Economy Theory

This study supports and extends Experience Economy Theory (Pine & Gilmore, 1998) by demonstrating that customers in high-end dining contexts are willing to pay a premium for unique, memorable, and culturally immersive experiences.

The significant impact of Price on satisfaction indicates that perceived value goes beyond tangible factors like food and service quality to encompass the overall cultural and sensory experience. This finding reinforces the theoretical premise that businesses must focus on creating transformative experiences that resonate with customers' emotional and cultural expectations.

7. New Perspectives on Non-Significant Factors

The study provides theoretical clarity on why certain factors, such as Product (Food Quality), Place (Accessibility), and Physical Evidence (Ambiance), were not significant in influencing customer satisfaction. These findings challenge the traditional understanding of customer satisfaction drivers by suggesting that in high-end dining, these elements are perceived as standard expectations rather than key differentiators.

This nuanced perspective encourages future research to explore the indirect effects or interaction effects of these factors, as well as the role of customer segmentation in moderating their impact.

Practical Implications

The findings of this research provide actionable insights for high-end Thai restaurants aiming to enhance customer satisfaction among Chinese tourists. These implications are particularly relevant for restaurants seeking to refine their marketing strategies and align their services with customer expectations.

1. Prioritize Value-Based Pricing Strategies

The study identifies Price (Value Perception) as the most significant factor influencing customer satisfaction. This highlights the critical need for Thai restaurants to adopt pricing strategies that align with customers' perceptions of value.

Practical Steps:

Communicate Value: Clearly explain the rationale behind pricing, emphasizing the quality of ingredients, culinary expertise, and the uniqueness of the dining experience.

Offer Tiered Options: Create menu tiers or bundled dining packages catering to varying budgets while maintaining a sense of exclusivity.

Leverage Cultural Experiences: Highlight cultural immersion elements, such as traditional Thai decor or live performances, to justify premium pricing.

By aligning price with perceived value, restaurants can not only meet but exceed customer expectations, leading to higher satisfaction and loyalty.

2. Design Gender-Sensitive Services and Marketing Campaigns

The research shows that Gender significantly affects customer satisfaction, with female customers reporting higher levels of satisfaction than males. This suggests a need for gender-specific service enhancements and marketing strategies.

For Female Customers:

Focus on aesthetic elements such as decor, ambiance, and elegant presentation.

Provide personalized services, such as attentive staff and special arrangements for groups or celebrations.

Develop promotions that appeal to female preferences, such as wellness-focused dishes or exclusive offers for women's groups.

For Male Customers:

Highlight value-oriented aspects, such as portion sizes, hearty dishes, or discounts for larger group bookings.

Emphasize authentic experiences, such as signature dishes or unique cooking techniques, to engage male diners.

By tailoring services and campaigns to address gender-specific preferences, restaurants can create a more inclusive and satisfying dining experience.

3. Enhance the Perceived Value of Food and Services

Although Product (Food Quality) was not a significant factor in this study, it remains a baseline expectation for high-end dining. Restaurants must ensure consistent food quality while exploring innovative ways to enhance perceived value.

Practical Steps:

Incorporate cultural storytelling into dishes, such as using ingredients with historical or regional significance.

Offer seasonal menus that showcase fresh, high-quality ingredients.

Train staff to communicate the uniqueness of menu items, adding depth to the dining experience.

Focusing on these areas can reinforce customers' perception of value, even for factors that might not directly influence satisfaction.

4. Optimize Physical and Process-Related Features

Although Physical Evidence (Ambiance) and Process (Service Efficiency) were not significant factors, they remain essential components of the overall dining experience.

Ambiance:

Create an immersive environment reflecting Thai culture through traditional decor, lighting, and music.

Ensure cleanliness and attention to detail in table settings and overall restaurant presentation.

Process:

Streamline service processes to maintain efficiency while prioritizing customer interaction.

Introduce interactive elements, such as live cooking or chef interactions, to elevate the dining experience.

These efforts can enhance the overall experience, ensuring that customers perceive the restaurant as meeting or exceeding high-end expectations.

5. Leverage Promotion Strategically

While Promotion (Channels) was not a significant factor, it remains critical for attracting customers. Restaurants should use promotions to complement rather than replace experiential elements.

Practical Steps:

Focus on post-dining promotions, such as loyalty programs or discounts for repeat visits.

Collaborate with influencers and key opinion leaders (KOLs) to share authentic dining experiences on social media.

Use targeted ads to highlight unique selling points, such as cultural authenticity or premium service, to attract new customers.

By integrating promotion into a holistic marketing strategy, restaurants can strengthen their brand presence while maintaining focus on value-driven experiences.

6. Understand and Address Cross-Cultural Expectations

The findings highlight the need to balance familiarity and novelty for Chinese tourists, a key demographic in Thailand's tourism sector.

Practical Steps:

Provide culturally familiar menu options alongside authentic Thai specialties to cater to diverse palates.

Train staff to understand Chinese dining preferences, such as portion sizes or dietary restrictions.

Offer multilingual menus and customer service to enhance convenience and accessibility.

Tailoring services to align with cultural expectations can create a seamless and enjoyable dining experience for international tourists.

7. Invest in Data-Driven Decision-Making

The use of statistical analyses in this research underscores the importance of data in refining marketing strategies. High-end Thai restaurants should adopt data-driven approaches to evaluate customer feedback and preferences.

Practical Steps:

Conduct regular surveys to understand changing customer expectations and satisfaction drivers.

Use customer data to identify trends and tailor services to different demographic segments.

Evaluate the effectiveness of marketing campaigns and adjust strategies based on measurable outcomes.

Data-driven insights can help restaurants stay competitive and responsive in a dynamic market.

The practical implications of this research emphasize the importance of valuedriven pricing, gender-sensitive services, and cultural alignment in enhancing customer satisfaction. By addressing these areas, high-end Thai restaurants can better cater to the expectations of Chinese tourists, strengthen customer loyalty, and achieve sustainable growth in a competitive market.

This research contributes to the theoretical understanding of customer satisfaction by offering a nuanced analysis of the 7P Marketing Mix and demographic factors in a high-end dining context. By emphasizing the importance of Price and Gender, the study provides actionable insights for refining service marketing

frameworks. Additionally, it bridges gaps in the literature by integrating cross-cultural perspectives and reevaluating the role of baseline expectations in customer satisfaction.

Future research can build on these findings to further explore the dynamics of highend dining and cross-cultural marketing, offering deeper insights into how businesses can cater to the evolving preferences of international customers.

Future Research Directions

This research provides a foundational understanding of the factors influencing customer satisfaction among Chinese tourists dining at high-end Thai restaurants. However, several areas remain unexplored or require further investigation. The following directions are proposed for future research:

1.Expanding the Scope to Include Other Tourist Groups

While this study focuses on Chinese tourists, future research could investigate the preferences and behaviors of tourists from other cultural backgrounds. Comparative studies between different nationalities can provide a deeper understanding of cultural variations in customer satisfaction.

Potential Research Questions:

How do satisfaction drivers differ among Western, Southeast Asian, and Chinese tourists?

What role does cultural familiarity or novelty play in shaping dining experiences for diverse customer groups?

2.Exploring Additional Factors Influencing Customer Satisfaction

This study primarily examined the 7P Marketing Mix and demographic factors. Future research could incorporate additional variables to provide a more comprehensive understanding of customer satisfaction.

Potential Factors to Investigate:

Cultural Values: How do deep-seated cultural norms and values influence satisfaction in cross-cultural dining contexts?

Emotional Responses: How do emotions, such as delight or disappointment, mediate the relationship between the 7P factors and satisfaction?

Travel Motivations: How do the reasons for visiting Thailand (e.g., leisure, business, cultural exploration) impact dining preferences and satisfaction?

3. Investigating Interaction and Moderating Effects

This study focused on the direct effects of the 7P factors and demographics on satisfaction. Future research could explore interaction effects and moderating variables to uncover more nuanced relationships.

Potential Directions:

Examine whether demographic variables, such as age or income, moderate the influence of the 7P factors on satisfaction.

Investigate the interaction effects between 7P elements (e.g., how Price interacts with Promotion or Product to influence satisfaction).

4. Longitudinal Studies on Satisfaction and Loyalty

The current research adopts a cross-sectional design, providing a snapshot of customer satisfaction at a single point in time. Future studies could use longitudinal designs to track changes in customer satisfaction and loyalty over time.

Potential Research Questions:

How does satisfaction evolve with repeat visits to high-end Thai restaurants?

What factors contribute to long-term customer loyalty among Chinese tourists?

How do external events, such as economic changes or pandemics, influence satisfaction and loyalty?

5. Examining Post-Dining Behaviors

This study focuses on customer satisfaction during the dining experience. Future research could explore the impact of satisfaction on post-dining behaviors, such as word-of-mouth recommendations, social media sharing, and repeat visits.

Potential Questions:

How does satisfaction translate into positive word-of-mouth among Chinese tourists?

What role does satisfaction play in encouraging repeat visits to Thai restaurants during subsequent trips?

How does social media activity after dining experiences impact restaurant branding and customer acquisition?

6. Investigating the Role of Technology in High-End Dining

With the increasing integration of technology in the restaurant industry, future studies could explore how technological innovations influence customer satisfaction in high-end dining contexts.

Potential Areas of Focus:

The use of digital menus, online reservations, and payment systems to enhance convenience.

The role of social media in shaping customer expectations and experiences.

The impact of interactive dining technologies, such as augmented reality or virtual tours, on satisfaction.

7. Regional Comparisons Within Thailand

This study collected data from major tourist destinations, such as Bangkok, Chiang Mai, Phuket, and Pattaya. Future research could investigate regional variations in customer satisfaction to identify location-specific factors.

Potential Questions:

How do satisfaction drivers differ between urban and rural dining locations in Thailand?

What role does regional cuisine play in shaping customer satisfaction and expectations?

How do restaurant characteristics vary across different regions, and what impact do they have on satisfaction?

8. Employing Mixed-Methods Approaches

Future research could combine quantitative and qualitative methods to gain a more holistic understanding of customer satisfaction.

Quantitative Research: Use statistical techniques to analyze larger datasets and identify significant patterns.

Qualitative Research: Conduct interviews or focus groups to explore the subjective experiences and preferences of diners, providing richer insights into their expectations and satisfaction drivers.

9. Investigating Sustainability and Ethical Practices

With growing consumer awareness of sustainability and ethical practices, future studies could explore how these factors influence satisfaction in the high-end dining sector.

Potential Topics:

The impact of sourcing locally grown, organic ingredients on customer satisfaction.

The role of eco-friendly practices, such as waste reduction and energy-efficient operations, in enhancing brand reputation and customer loyalty.

How ethical labor practices in the hospitality industry affect perceptions of value and satisfaction.

Future research should expand upon the findings of this study by exploring additional variables, adopting diverse methodologies, and examining broader contexts. These directions will not only enrich the academic understanding of customer satisfaction but also provide practical insights for the global hospitality and tourism industries.

Conclusion

This study provides significant theoretical and practical implications for enhancing customer satisfaction through the strategic application of the 7P marketing mix. However, it also acknowledges several limitations that offer avenues for future research. By addressing these limitations, future studies can provide a more comprehensive understanding of cross-cultural consumer behavior and contribute to the ongoing development of effective marketing strategies for the global restaurant industry.

Development Recommendations

The research findings demonstrated that high-end Thai restaurants attracted Chinese visitors well, including the quality of food, the quality of service, and the quality of the environment creating extensive overall customer satisfaction. These core strengths should continue, especially through ensuring that food is fresh, integrating cultural elements into offerings, and offering an immersive dining experience while delivering a high-quality Thai-style service to meet customer expectations. In addition, using social media platforms for bolstering customer engagement and building the brand identity at the same time, while concurrently keeping in pace with the demographics of customers, particularly female customers.

However, to further increase the overall customer satisfaction, the restaurants should further fine-tune their pricing strategy along with interactive experiences and marketing efforts. To do this, pricing transparency can be increased, as well as tiered services that attract a wider customer base. Other ways customers can engage with you is by adding interactive dining such as live cooking demonstrations or DIY activities. In addition, digital marketing strategies need to be strengthened, and healthy dining options are to be promoted to attract younger and health-conscious customers as well as facilities convenient for the old. Last of all, we can refine our feedback mechanisms, utilizing the data features associated with our customers to pinpoint opportunities to improve our services and allow services to be more precise and personal.

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Demography

Gender

Female Male

Age

18-27

28-37

38-47

48-57

Above 57

3.Education

Below high school and high school Bachelor degree Master degree

Above Master degree

Instruction: Please mark ✓ in the blank that match your opinion level.

5 means strongly agree

4 means agree

3 means neither agree nor disagree

2 means disagree

请问您是否光顾过泰国餐厅? Have you ever visited Thailand restaurant?	是□ 否□				
7P Marketing Mix	comment level				
	1	2	3	4	5
	strongly disagree 非常不同意	disagree 不同意	neither agree nor disagree 既不同意也不反对	agree 同意	strongly agree 非常同意
1. Product 产品					

1 means strongly disagree

1.1. 食品质量：餐厅提供的食物新鲜度会影响你对这家餐厅的满意度 1.1. Food quality: The freshness of the food served at a restaurant will affect your satisfaction with the restaurant.					
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<p>1.2. 独特的菜品： 餐厅提供的食物具有泰国特色元素 (如： 1.用斑斓叶、芭蕉叶等具有泰国特色的植物用来装食物。 2.传统的泰式冬阴功汤 3.泰式水果雕刻)</p> <p>1.2.Unique dishes: The restaurant serves food with Thai elements (Eg: 1. Use pandans, plantain leaves and other plants with Thailand characteristics to hold food. 2. Traditional Thai Tom Yum Soup 3. Thai fruit carving)</p>					
<p>2. Price 价格</p>					
<p>2.1.餐厅基于菜品的独特性/体验价值进行定价（菜品因为味道或者造型的独特价格更高。）</p>					

2.1.Restaurants price based on uniqueness / experience value of dishes(Dishes are more expensive because of their unique taste or shape)					
2.2.餐厅基于服务的独特性/体验价值进行定价（如：跟主厨一起参与烹饪过程，服务人员进行泰国传统舞蹈表演等）					
2.2.Restaurants price based on uniqueness of service/experience value. (Eg: participate in the cooking process with the chef, and perform traditional Thailand dance performances by the service staff.)					
3. Place 渠道					
3.1.餐厅附近交通便利， 堵车时间短 可以快速到达					
3.1.The transportation near the restaurant is convenient, and the traffic jam time is short and you can get to it quickly.					
3.2. 可以进行线上点餐/订位					
3.2.Online ordering/reservation is available					
4. Promotion 宣传					

<p>4.1.通过促销渠道购买的与原价购买的菜品质量相同</p> <p>4.1.Dishes purchased through promotional channels are of the same quality as those purchased at the original price</p>					
<p>4.2.实物与广告一致</p> <p>4.2.The actual product is consistent with the advertisement.</p>					
<p>4.3 实物与社交媒体上宣传的内容一致</p> <p>4.3 The physical item is consistent with what is advertised on social media.</p>					
<p>5. People 人员</p>					
<p>5.1. 服务人员提供高质量服务</p> <p>5.1.The service staff provides highquality service</p>					
<p>5.2. 服务人员的服务内容</p> <p>是具有泰国传色的（如：服务员穿着泰国传统服饰，服务人员为顾客展示泰国传统舞蹈。）</p>					

5.2.The service provided by the service staff is of traditional Thai characteristics. (For example, the waiter wears traditional Thailand costumes. The service staff shows customers traditional Thailand dances.)					
6. Process 过程					
6.1.餐厅上菜速度很快 6.1.The restaurant serves food very quickly					
6.2.餐厅支持多种付款方式 (如: 微信、支付宝、visa 卡等) 6.2.The restaurant supports multiple payment methods.(Eg: WeChat, Alipay, Visa card, etc)					
7. Physical evidence 装修					
7.1.餐厅的环境氛围是具有泰国传统特色的(如: 餐厅播放有泰国特色的音乐、店里使用泰国传统特色的香薰、					
餐桌摆放具有泰国特色的花) 7.1.The restaurant's atmosphere is traditional Thai.(Eg, the restaurant plays music with Thailand characteristics. Uses traditional Thailand aromatherapy in the store. Displays flowers with Thailand characteristics on the table.)					

<p>7.2.餐厅的装修具有泰国传统特色 (餐厅的外观或者内部设计具有泰国特色、墙壁上用泰国经典的木雕或传统壁画装饰、餐厅的门框、墙壁或天花板上使用金箔镶嵌或装饰,模仿泰国宫殿的奢华装饰风格,展现传统的泰式建筑细节、使用泰国传统材料制作的竹制或藤制家具,如椅子、桌子和灯具,突出自然质朴的泰式装修风格。)</p> <p>7.2.The restaurant's decoration has traditional Thai features(The exterior or interior design of the restaurant is unique to Thailand. The walls are decorated with classic</p>					
<p>Thailand wood carvings or traditional murals.Gold leaf is inlaid or used to decorate the door frames, walls, or ceilings, imitating the luxurious style of Thai palaces and showcasing traditional Thai architectural details.Bamboo or rattan furniture made with traditional Thailand materials, such as chairs, tables and lamps, accentuate the natural and rustic Thai ornament.</p>					
<p>Customer Satisfaction</p>	<p>Comment Level</p>				
	1	2	3	4	5

1. 我认为我光顾过的泰国餐厅食物质量很高 1. I think the Thai restaurants I visit have high quality food					
2. 我认为我光顾过的泰国餐厅价格很合理 2. I think the prices at the Thai restaurants I've visited are very reasonable					
3.我认为我光顾过的泰国餐厅服务人员素质高且专业水平强。 3.I think the Thailand restaurant I have visited has high quality and professional staff.					

VITA

