

The Relationship between Service Quality, Positive Word of Mouth and Customer Satisfaction of Foreign Restaurant Customers in Lampang Province, Thailand.

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Abstract

The purposes of this research were to study the relationship of service, quality, and word-of-mouth communication on the customer satisfaction of international restaurant service in Lampang province and the quality of service consists of 5 dimensions: Assurance, Reliability, Tangibles, Empathy, and Responsiveness. In addition, the result of the good service quality will affect customer satisfaction, impressions and the customer will communicate to others to use the service continuously. This research collected information from 407 customers of international restaurants in Lampang province. The data were collected in April 2021 and were analyzed by using frequency, percentage, arithmetic mean, standard deviation, factor analysis, multiple regression analysis, and content analysis, and then were presented.

Research conclusion in the relationship of service quality and word-of-mouth communication on the customer satisfaction of international restaurant service in Lampang province, it was found that the quality of service of Empathy, Tangibles, and Responsiveness affected with word-of-mouth communication factors but reliability and assurance did not affect with word-of-mouth communication factors. Moreover, service quality of Assurance, Tangibles, and Empathy affected customer satisfaction. Furthermore, Word-of-mouth communication affected customer satisfaction, which can be described as word-of-mouth behavior can be either impressed or unimpressed which consumers will tell in a positive or negative way depending on their satisfaction with the service quality of international restaurants. Satisfaction with the service quality of international restaurants will affect the repurchasing of consumers in Mueang district, Lampang province.

Keywords: Service quality, Word of Mouth, Customer satisfaction

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Introduction

Lampang is a province in northern Thailand. It has a long history and culture. It is also one of the few cities in Thailand where tourists can take a horse-drawn carriage to visit its attractions. Many consumers have a taste for international food such as Chinese hot pot restaurants, Japanese restaurants, and Korean BBQ restaurants. International food is not only a favorite of foreigners living in Thailand, but also popular among Thai people. International restaurant operators must focus on service quality and food quality to satisfy and allow customers to communicate with their acquaintances in order to use the service to generate sales continuously. Nowadays, the competition in the restaurant business is intensifying as consumers expect the quality of the products and the quality from the establishments such as having a variety of food menus. The structure of the restaurant (design, decoration theme, lighting, green plants, etc. furniture, special tableware, etc.) includes store design to create an overall atmosphere for consumers to visit the restaurant. Besides, it can be completely immersed in the exotic theme atmosphere and can create satisfaction for customers to come back to use the service continuously.

Such challenging factors are likely to put pressure on restaurant business operators; especially small-medium entrepreneurs including street food that has a storefront to urgently adjust. Operators may choose a course of action based on the importance of problems and existing resources, such as accelerating more channels to reach consumers in order to reduce sales problems or creating a difference through the value of products and services, creating quality of service in order to impress customers and communicate to others. This is to increase the chances of returning to use the service again and again for consumers. Or it will be a business process adjustment to be more flexible and efficient (Kasikorn Research Center, 2020)

The restaurant business faces ongoing challenges after the return of the Covid-19 epidemic, the 3rd wave resulted on April 29, 2021, the government announced the upgrade of 6 provinces to be the highest and strictest control areas (dark red), namely Bangkok, Chonburi, Chiang Mai, Nonthaburi, Pathum Thani and Samut Prakan prohibit eating inside the restaurant including limiting the opening and closing times in the controlled area and maximum control area which came into effect on May 1, 2021, has a further effect on the survival of restaurant business operators. It is expected to affect each type of restaurant as follows:

Severely affected restaurants from the contraction of revenues of the main sales channels and high cost structure, including full service restaurants, especially restaurants located in shopping malls and tourist attractions. That is likely to have a huge decline in income. As a result, it is expected that sales of restaurant businesses in this group in 2021 are expected to be in the range of 139-1444 billion baht, or a contraction of 12.0% to 8.9 % (Kasikorn Research Center (2020)). A new epidemic calls for dividing tables and maintaining a

safe distance between people when dining in restaurants. As a result, fewer people come to international restaurants.

Service quality means providing services that meet customer expectations. Service quality is linked to service level and related to the interests and reputation of foreign restaurants as well as the survival and development of international restaurants. In the context of an international restaurant may focus on “Harmonious Service” which is the merging and reflects the service style with love, skill, efficiency, knowledge, and good installation of personnel and actively expresses the harmonious relationship with customers. Service quality consists of 5 dimensions: Assurance, Reliability, Tangibles, Empathy, and Responsiveness. In addition, the result of the business quality of service will result in customer satisfaction, impression, and communication to others to use the service continuously.

Customer satisfaction is when customers receive products and services that meet or exceed their expectations. Customer satisfaction in international restaurants is the level of match between customer expectations and customer experience. In other words, it is the level of feeling and satisfaction that customers get from how they feel about the food or surroundings of an international restaurant. If customer satisfaction with foreign restaurants increases, sales volume will increase greatly, customers will repeatedly buy products from international restaurants and will come back for service, affecting customer loyalty and communicate to other people.

The use of positive word-of-mouth as a very effective marketing method in today's mobile internet era means that new international restaurants are in the process of opening international restaurants to communicate with customers and customers to keep them informed and recommend it to other people, such as having a saying on an online website, delicious food, or a photo of themselves in a restaurant to Facebook or Line, etc. This affects the distribution of products, international brands and service quality of international restaurants extensively. This led many consumers to come to international restaurants to try out the recommended service.

However, despite the research that has been studied on issues related to service quality word-of-mouth communication and continued satisfaction, but under the circumstances changing environment coupled with the increasing competition in business operations. Entrepreneurs need information to make informed decisions. From the information and problem conditions mentioned above, the researcher is interested in conducting the study service quality relationship, Word-of-mouth communication on the satisfaction of international restaurant service users in Lampang province and the research results gained will be used as a guideline for entrepreneurs to resolve, improve, and develop an efficient international restaurant business in Lampang province to be in line with the needs of the target group and be able to upgrade the business to be in accordance with the standards.

Research objectives

To test the relationship of service quality, Word-of-mouth communication on the satisfaction of international restaurant service users in Lampang province.

Research hypothesis

- H1a Assurance service quality to customers influences word-of-mouth communication.
- H1b Reliability service quality influences word-of-mouth communication.
- H1c Tangibles service quality influences word-of-mouth communication.
- H1d Empathy service quality influences word-of-mouth communication.
- H1e Responsiveness service quality influences word-of-mouth communication
- H2a Assurance service quality to customers influences on customer satisfaction.
- H2b Reliability service quality Trust in Service influences on customer satisfaction.
- H2c Tangibles service quality influences on customer satisfaction.
- H2d Empathy service quality influences on customer satisfaction.
- H2e Responsiveness service quality influences on customer satisfaction.
- H3 Word-of-mouth communication influences customer satisfaction.

Literature review

Service Quality

Definition of Service Quality Sarawut Jangjaidee (2009) said that quality refers to the characteristics that meet appropriate standards, error free, resulting in good results and satisfying the needs of service users. Somwong Pongsataporn (2007) commented that service quality is an attitude that the service recipient collects information about the expectation that it will receive from the service which if it is at an acceptable level and service recipients will be satisfied with the service. There will be different levels according to individual expectations and this satisfaction is a result of the evaluation received from that service at any point in time. The quality of that service is the ability to respond to the expectations of users as well based on reliability, convenience, and speed as well as the value for money in terms of price, quality, and quantity of products and service. The quality of service is achieved when the user compares the actual perception with that expectation. Therefore, the most successful businesses of the future will be those that use a model that puts the people at the center of the product. Campaigns and marketing strategies and must receive the best service to feel the importance and create continuous repeat use of the service.

The study on the quality of such services was used the above-mentioned model used in the study with five quality components as follows:

1) R: Reliability means service providers must demonstrate reliability, providing services as promised to meet the needs of customers. Reliability means the ability to provide

services that meet the promises made to the service provider. The services provided at all times are accurate, appropriate, and consistent at all times. This makes the service recipient feel service received reliable, can be trusted, reliable, which comes from honesty and the sincerity of the service provider to help create a better customer experience, more likely to be a repeat customer.

2) A: Assurance means service providers must build confidence for customers. When customers come in contact with politeness and have good knowledge in service.

3) T: Tangibles refers to facilities, equipment, and modern aesthetics. Personnel have a professional personality.

4) E: Empathy means paying attention and understanding the needs of customers with care.

5) R: Responsiveness means the intention to show readiness, always happy, and prompt service (Zeithaml, Parasuraman, & Berry, 1990)

Word-of-mouth communication

Douglas (2006) has defined word-of-mouth marketing (WOM) refers to word-of-mouth information of products and services from one person to another group and increase into many groups, expanding, gradually spreading out would be considered as the distribution of important message of the goods and services without a marketing budget. The significance should be spent on positive word-of-mouth for the product and service rather than the negative. Then it spread like wildfire and difficult to control. Therefore, modern marketing must know how to create word of mouth and know the control. The substance of the product must be in the desired direction although not all.

Thirakit Nawarat Na Ayudhya (2006) gave the idea in the service marketing communication mix that word-of-mouth communication is an important reference; especially, for hospitality business which the information being disseminated in this way can be both positive and negative. In addition, in the current state that online communication technology plays an important role in marketing. Word-of-mouth communication can also be used in online formats such as product and service reviews, especially in restaurants and is continually becoming more and more important. Word-of-mouth communication can take the following form:

1. Positive word-of-mouth communication, when customers are satisfied with the service, they will pass it on to others. It is an important source of reference, especially in the healthcare service business or professional services such as doctors, dentists, management consultants, architects, and accountants, etc. Communication in this way will help organizations to save costs when compared to other communication methods.

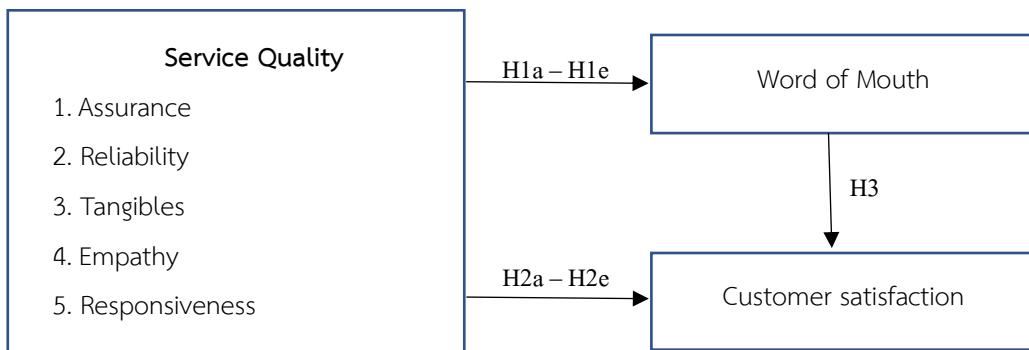
2. Negative word-of-mouth communication, if the customer is not satisfied with the service received, he may also convey that dissatisfaction to other customers as well. Therefore, service marketers should be more careful about the negative impact of word-of-mouth communication as there are many definitions of word-of-mouth communication. In this research, the researcher can conclude that word-of-mouth behavior refers to verbal communication between one person telling another person about his or her impression or dissatisfaction with the product or service that the person making the referral has had a direct experience with about that product or service. And the person who has been referred may continue to pass on the message they received to other people they know, make the message that the first person speaks widely which is a dissemination that is difficult to control. However, it is a marketing strategy that does not waste advertising costs.

Since the introduction of the Internet WOM has become even more interesting for marketers than before. “The nature of the Internet allows marketers to use many different forms of communication such as videos, games, and interactive websites in their viral campaigns” (Van der Lans, R. Van Bruggen, G. Eliashberg, & Wierenga, 2010) By using the Internet marketers also have more control over their WOM campaigns. Before the introduction of the Internet marketers were spreading messages to a group of opinion leaders hoping 8 that they were willing to forward these messages. By using the Internet marketers can monitor their WOM campaigns and interfere if necessary. This research should contribute to improving their WOM campaigns by identifying factors leading to consumer's willingness to share, which now can be influenced by marketers.

Customer Satisfaction

Rangsun Lert Nai Sat (2020) studied, “Assessment of the Level of Satisfaction with the Service Quality of Japanese Restaurants in Thailand”. The objectives of this research were the study of service usage behavior of Thai consumers and to assess the level Satisfaction with the service quality of Japanese restaurants in Thailand. In this research, RATER (Reliability, Assurance, Tangibles, Empathy, Responsiveness) was used as a model for evaluating the quality of services per 3P perspectives, namely, People, Process and Physical Evidence to find points that should be improved in the development of restaurant service in Thailand and to be used as a model for improving the service quality of other restaurants in Thailand.

Hypothesis and Conceptual Framework



Methods

1. Population

The research population was Foreign restaurant customers in Lampang province which has a total of 54 shops (Public Health Division Mueang Municipality, 2018) by collecting data from 407 international restaurant users in Lampang province.

2. Data analysis

In this research, the researcher used descriptive statistics and inferential statistics to analyze the data with the following details.

1. Descriptive statistics for percentage analysis, mean, and standard deviation.

2. Statistics used in the quality analysis of the instrument to determine the confidence of the instrument (reliability) using the alpha coefficient method as 0.595

3. The statistics used to test the hypothesis are multiple regression analysis

3. Data analysis

Analyze the relationship of service quality, Word-of-mouth communication on the satisfaction of international restaurant service users in Lampang province, where the researcher used descriptive statistics which showed the statistics about the basic data of the population in the research as a percentage, mean, standard deviation (SD). Besides, the statistical values obtained from the analysis results are compared with the criteria defined by the obtained scores which will be analyzed to find the mean and interpret the meaning of the mean by priority and test the hypothesis by using multiple regression analysis.

Results of Data Analysis

Table 1 Mean and Standard Deviation of the respondents, 5 aspects of service quality

Assurance	Level of importance		
	\bar{x}	S.D.	Interpret
1. Customers feel confident in using the service at the restaurant.	3.99	0.756	high
2. The standard of service is acceptable to customers.	4.08	0.793	high
3. Staff provide service with politeness.	4.08	0.788	high
4. Employees are knowledgeable that can give advice and answer questions of customers correctly.	4.03	0.776	high
Overall average	4.05	0.521	high
Reliability	Level of importance		
	\bar{x}	S.D.	Interpret
1. Employees have knowledge of goods and services.	3.98	0.794	high
2. Employees are able to give advice and answer questions of customers accurately.	4.10	0.787	high
3. The food sold in the shop is of good quality.	4.04	0.863	high
4. The shop is open-closed according to the time that has been notified.	4.05	0.785	high
Overall average	4.04	0.556	high
Tangibles	Level of importance		
	\bar{x}	S.D.	Interpret
1. Employees are courteous, ready, and willing to serve.	4.04	0.673	high
2. Employees are willing to listen to suggestions and opinions of customers.	4.09	0.806	high
3. Employees provide services efficiently with good quality.	4.12	0.798	high
4. The interior and exterior of the shop are beautiful.	3.96	0.737	high
5. The shop has enough tables and chairs provided suitably for service.	4.08	0.745	high
Overall average	4.06	0.478	high

Empathy	Level of importance		
	\bar{x}	S.D.	Interpret
1. Employees take care and respond to the needs of customers very well.	4.05	0.769	high
2. Employees can remember details of customers such as food or beverages that customers like.	4.08	0.741	high
3. The shop is open during convenient for customer service.	4.00	0.794	high
4. The shop assumes the benefit of the customer to be the most important thing.	4.07	0.806	high
Overall average	4.05	0.516	high
Responsiveness	Level of importance		
	\bar{x}	S.D.	Interpret
1. Employees are ready to will provide services to customers in a timely manner.	4.00	0.754	high
2. Employees have informed customers to know exactly when they will receive the service, for example, how many minutes it will take to cook to be able to serve, etc.	4.03	0.850	high
3. Employees have sufficient knowledge to respond to customer requests.	3.99	0.800	high
4. Service is fast and on time.	3.99	0.775	high
Overall average	4.00	0.535	high

From Table 1, it was found that the importance of service quality factors in Assurance, Reliability, Tangibles, Empathy, and Responsiveness as a whole were at a high level. The overall mean of Tangibles was 4.06, Empathy was with an average of 4.05, Reliability was 4.04, and Responsiveness was 4.00

Table 2 Mean and standard deviation of respondents in the factor of word-of-mouth communication

Word of Mouth	Level of importance		
	\bar{x}	S.D.	Interpret
1. You like to tell others about the stories you have used in international restaurants.	4.05	0.706	high
2. You tend to seek advice from people who have used a restaurant before deciding to use it.	4.03	0.812	high
3. You tend to advise others when you are satisfied with the restaurant's products and services.	4.08	0.770	high
4. You often seek out other customer satisfaction information from the Internet or social media.	4.03	0.770	high
Overall average	4.05	0.497	high

From Table 2, it was found that the importance level of word-of-mouth communication factor overall was at a very high level. The overall average was at 4.05, standard deviation was 0.497

Table 3 Mean and Standard Deviation of Respondents in satisfaction factor

Satisfaction	Level of importance		
	\bar{x}	S.D.	Interpret
1. You are satisfied with the decoration style and dining environment and lighting atmosphere of the international restaurant.	4.01	0.748	high
2. The quality of the food received is appropriate (delicious food with reasonable price).	4.07	0.768	high
3. The service you receive is appropriate.	4.01	0.791	high
4. You are satisfied with the freshness of the food.	4.02	0.769	high
Overall average	4.03	0.511	high

From Table 3, it was found that the importance level of satisfaction factors overall was at a very high level. Overall average was at 4.03 standard deviation was 0.511

Part 3 Service quality and positive word-of-mouth communication influences the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province.

Table 4 Results of Multiple regression analysis.

Service quality	Word of mouth					
	B	Std.Error	β	t	sig	VIF
Constant (a)	0.334	0.109		3.063	0.002	
Assurance	0.021	0.053	0.022	0.405	0.686	4.886
Reliability	-0.140	0.046	-0.156	-3.010	0.003*	4.322
Tangibles	0.396	0.055	0.381	7.243	0.000*	4.444
Empathy	0.388	0.050	0.403	7.826	0.000*	4.262
Responsiveness	0.253	0.047	0.272	5.397	0.000*	4.085

F=241.700 sig=0.000^a AdjR²=0.748 R²=0.751

* Statistical significance level 0.05

From Table 4, the test results of the correlation between the independent variables that were correlated with each other and the quality of services in Assurance, Reliability, Tangibles, Empathy, and Responsiveness to word-of-mouth communication by statistical values used to measure the relationship of the independent variables were VIF (Variance Inflation Factor). The VIF values of the independent variables were 4.886, 4.322, 4.444, 4.262 and 4.085, respectively, which were less than 10 (Hair, Anderson, Tatham, & Black, 1995) indicating that the independent variables were not related. The test results revealed that there were 4 independent variables, namely Reliability, Tangibles, Empathy, and Responsiveness, which influenced word-of-mouth communication of international restaurant service users in Mueang Lampang district, Lampang province with a statistical significance at the 0.05 level.

The results of the multiple regression test by enter method showed that service quality influenced word-of-mouth communication among international restaurant users in Mueang Lampang district, Lampang province, the respondents focused on Empathy the most, with a standard regression coefficient of 0.403, followed by the Tangibles with a standard

regression coefficient of 0.381, followed by Responsiveness with a standard regression coefficient of 0.272, and finally Reliability had a standard regression coefficient of - 0.156, respectively. From such results, it can predict service quality and word-of-mouth communication among international restaurant users in Mueang Lampang district, Lampang province was 74.8% with the following forecast

$$WOM = 0.381TAN -0.156REL+ 0.272 RES +0.403EMP$$

From this equation can explain that when word of mouth changed 1 unit will make TAN increased 0.381 , REL decreased 0.156, RES increased 0.272 unit และ EMP increased 0.403

Table 5 The results of the multiple regression analysis

Service Quality	Satisfaction					
	B	Std.Error	β	t	sig	VIF
Constant (a)	0.079	0.88		0.890	0.374	
Assurance	0.538	0.043	0.548	12.602	0.000*	4.886
Reliability	0.022	0.038	0.024	0.583	0.560	4.322
Tangibles	0.259	0.044	0.242	5.831	0.000*	4.444
Empathy	0.187	0.040	0.189	4.647	0.000*	4.262
Responsiveness	-0.032	0.038	-0.033	-0.838	0.403	4.085

F=436.555 sig=0.000^a AdjR²=0.843 R²=845

* Statistical significance level 0.05

From Table 5, the correlation test results between independent variables that are related to each other (Multicollinearity) of the quality of service in Assurance, Reliability, Tangibles, Empathy, and Responsiveness to the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province.

The statistical value used to measure the relationship of the independent variables was VIF (Variance Inflation Factor). It was found that the VIF values of the independent variables were 4.886, 4.322, 4.444, 4.262 and 4.085, respectively, which were less than 10,

(Hair, Anderson, Tatham, & Black, 1995) indicating that each independent variable was unrelated

The results revealed that 3 independent variables, namely Assurance, Tangibles, and Empathy, influenced the satisfaction of international restaurant service users in Mueang Lampang district Lampang province had a statistical significance at the 0.05 level.

The results of the multiple regression test by Enter method showed that service quality influenced the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province the highest by the respondents gave importance to the issue of Assurance with a standard regression coefficient of 0.548, followed by Tangibles with a standard regression coefficient of 0.242, followed by Empathy with a standard regression coefficient of 0.189, respectively. These results can predict service quality influencing the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province was 84.3% with the following forecasting equations:

$$SAT = 0.242TAN + 0.548 ASS + 0.189EMP$$

From this equation can explain that when satisfaction changed 1 unit will make TAN increased 0.242 unit, ASS increased 0.548 and EMP increased 0.189 unit.

Table 6 The results of multiple regression analysis

Multicollinearity	Satisfaction					
	B	Std.Error	β	t	sig	VIF
Constant (a)	0.730	0.127		5.738	0.000	
Word of mouth	0.815	0.031	0.792	26.114	0.000	1.000
F=681.963	sig=0.000 ^a	AdjR ² =0.626	R ² =0.627			

* Statistical significance level 0.05

From Table 6, the test results for the relationship between the independent variables of word-of-mouth communication influencing the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province.

The results showed that there were independent variables in word-of-mouth communication influenced on the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province with a statistical significance at the 0.05 level.

The results of the multiple regression test by enter method revealed that word-of-mouth communication influenced the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province with a standard regression coefficient of 0.792. From these results, word-of-mouth communication could influence the satisfaction of international restaurant service users in Mueang Lampang district, Lampang province was 62.6 percent. The forecast equation can be written as follows. The variables are as follows:

$$SAT = 0.792WOM$$

From this equation can explain that when satisfaction changed 1 unit will make WOM increased 0.792 unit.

From the results of the data analysis, it was found that service quality and word-of-mouth communication, There was a relationship with the customers' satisfaction who came to use international restaurants in Muang District, Lampang Province, which was consistent with the concept of service quality. Positive word-of-mouth communication and the concept of consumer satisfaction. Therefore, the entrepreneur of the international restaurant in Mueang District, Lampang Province should pay attention to the factors which were mentioned above for making customers satisfaction and repeat use service continuously

The Results of Hypothesis Test

Table 7 Hypothesis Test Table

Research hypothesis		t	sig	Interpret
H1a	Service quality in Assurance factor influenced word-of-mouth communication	0.405	0.686	Reject
H1b	Service quality in Reliability factor influenced word-of-mouth communication	-3.010	0.003*	Reject
H1c	Service quality in Tangibles factor influenced word-of-mouth communication	7.243	0.000*	Accept
H1d	Service quality in Empathy factor influenced word-of-mouth communication	7.826	0.000*	Accept
H1e	Service quality in Responsiveness factor influenced word-of-mouth communication	5.397	0.000*	Accept
H2a	Service quality in Assurance factor influenced customer satisfaction.	12.602	0.000*	Accept
H2b	Service quality in Reliability factor influenced customer satisfaction.	0.583	0.560	Reject
H2c	Service quality in Tangibles factor influenced customer satisfaction.	5.831	0.000*	Accept
H2d	Service quality in Empathy factor influenced customer satisfaction.	4.647	0.000*	Accept
H2e	Service quality in Responsiveness factor influenced customer satisfaction.	-0.838	0.403	Reject
H3	Word of mouth communication influences customer satisfaction.	26.114	0.000*	Accept

* Statistical significance level 0.05

Discussion

From the analysis of research data on “Service Quality and Word-of-mouth Affect Customer Satisfaction of International Restaurant Service in Mueang Lampang District, Lampang Province”, the results can be discussed as follows:

Service quality in Reliability had a negative influence on word-of-mouth communication and reject the assumption that H1b Reliability consists of employees are able to advise and answer customer inquiries accurately and that the store is open and closed on time, and the food that is sold in the shop is good quality products and the staff are knowledgeable of goods and services. The standard of service is acceptable to customers, employees, and polite service. However, under the situation of the Covid-19 outbreak, it may affect the normal operation of the business, for example, the opening-closing time is not specified. As a result, there was no relationship between the reliability of word-of-mouth communication. The relationship among service quality in Reliability influenced on word-of-mouth communication. This is consistent with Rosen (2000) described the role of word-of-mouth communication in relation to risk: In deciding to buy goods and services, consumers will talk to each other to reduce risks in many aspects, including the price of the product and the uncertainty in the product; especially when the product is expensive. Consumers are aware of the high purchase risk. Therefore, the level of consumer risk leads to reliability. If the level of risk of a product is high, it has a positive effect on perception and Reliability of eWOM data.

Service quality in terms of Tangibles influenced word-of-mouth communication. It accepted the assumption H1c, because employees provide efficient and quality, and staff are willing to listen to advice, opinions of customers and the shop has enough tables and chairs provided. Suitable for service and staff are courteous, ready, and willing to serve and the interior and exterior of the shop are beautiful. It was consistent with Nattakarn Kruechaikaew (2014) It was found that the respondents had a perception of service quality in terms of Tangibles at a high level, but considering each type sorted from highest to lowest, including the arrangement of equipment and tools for eating sufficiently. The Japanese restaurant has a clean and Japanese interior and the number of employees serving is sufficient. The staff are dressed politely, and the number of chairs for customer service is sufficient for service and the number of parking spaces for customer service is sufficient respectively at a high level. It influenced on word-of-mouth communication which is related in the same direction. Besides,

Sasiprapha Charoensap (2014) studied on the service quality and word-of-mouth communication affecting the quality assessment of premium restaurant service among consumers in Bangkok. The results showed that the service quality of Tangibles does not affect the service quality assessment of the consumers in the premium restaurants in the Bangkok area because the service users of the premium restaurants may not care about the things facilitating or giving importance to the Tangibles. It is the last factor when compared to other factors. The results of this study are consistent with the research of Lanna Thaichaicharoen (2014) From research on service factors affecting the selection of airlines in Thailand. The results showed that the concrete factor (Tangibles) had the lowest priority, which did not affect the selection of domestic airlines.

Service quality in Empathy had a positive influence on word-of-mouth communication. It accepted the assumption H1d because employees can remember customer details such as food or beverages that the customer likes and the store assumes the interests of the customer. The customer is the most important thing and the staff takes care and responds well to the customer's needs. Besides, the shops are open during that time convenient for customer to get service. It is consistent with Nattakarn Kruechaikaew (2014) who said that the respondents had a perception of service quality in Empathy at a high level, but when considering each type in order from most to least: Staff are willing to help customers. Employees pay attention to the needs of customers and the shop provides equal care to customers, respectively. It was at a high level. It influenced word-of-mouth communication in the same direction, which is consistent with the study of Saowanee Kongcharoenporn and Cholthit Darawong (2021) that studied the level of service quality, satisfaction and word-of-mouth behavior among students of renting houses in Chonburi province. The results showed that service quality affects satisfaction and word-of-mouth in the context of rental home services. In particular, Empathy is an important factor that a rental home business must have the first.

Service quality in Responsiveness to customers had a positive influence on word-of-mouth communication so it accepted the assumption H1e that is due to employees have informed customers and know exactly when customers will receive the service, for example, how many minutes it will take to cook to be able to serve, etc., and staff are ready to provide services to customers in a timely manner and the service is fast, timely, on time. Moreover, there are sufficient staff to respond to customer requests. Such results are consistent with

Nuttakarn Kruechaikaew (2014) in terms of Responsiveness the respondents perceived the quality of service in Responsiveness at a high level, but when considering each type in order from the most to the least, the employees are polite, courteous and service-minded. The staff are enthusiastic in serving. Customers receive food and beverages as ordered quickly, and staff providing services quickly, and in a timely manner, respectively, at a high level influence on word-of-mouth communication with a relationship in the same direction. This is consistent with the research of Hatairat Bunlue (2013) from the research on “Customer satisfaction with the service of Government Savings Bank Chitralada Branch”. The research found that most of the respondents had a level of satisfaction in meeting their needs with number one which affects the service of the Government Savings Bank, Chitralada branch.

Service quality in Assurance for customers had a positive influence on customer satisfaction. It accepted the assumption H2a that due to employees serve with politeness and standards of service are acceptable to customers. Besides, employees who can give advice and answer questions of customers correctly are knowledgeable and customers feel confident in using the service at the restaurant. It is consistent with (Kaewmanee Kingngern, 2006), who studied on service quality found that Reliability and Assurance are at a high level and the research by (Wasan Rakpaen, 2007) said that the quality of service in terms of reliability influenced word-of-mouth communication, and customer satisfaction correlated in the same direction. In addition, it is consistent with the research of (Wassana Saenphoksup, 2010) from the research on “Student Satisfaction with the Services of the Registration and Evaluation Unit of the Faculty of Commerce and Accountancy, Chulalongkorn University. Satisfaction with the assurance which had a high level of satisfaction which affects the services of the Registration and Evaluation Unit of the Faculty of Commerce and Accountancy, Chulalongkorn University”. The results showed that the majority of respondents had a high level of satisfaction with the Assurance factor, which affects the services of the Registration and Evaluation Unit, Faculty of Commerce and Accountancy Chulalongkorn University.

Service quality in Tangibles had a positive influence on customer satisfaction so it accepted the assumption H2c that is consistent with (Boonsuang Jatukulsawat, 2005). Operators had expectations for the administration of customs officials of the service quality in all 5 areas were at a high level. The staff were ready to serve and have the ability to troubleshoot problems when different errors occur within the most appropriate and fastest

time. Therefore, customers are satisfied at a high level which can be discussed individually as follows: 1.1 The Tangibles aspect of the service satisfaction was at a high level which in the opinion of the researcher, it can be said that because of the location of Genet Service Center is convenient to travel to contact in a good location. The Genet Center is equipped with state-of-the-art service equipment, convenient waiting place, and the staff of Genet Center are dressed politely, so that the customer satisfaction was at a high level and had a positive influence on customer satisfaction. In addition, this is in line with (Kun-Hsi Liao & Ming-Fang Hsieh, 2011), who studied the relationship between service quality with image, customer loyalty, and satisfaction in the resort industry. It was found that service quality indirectly influenced customer loyalty through satisfaction which the tangibility of the service, reliability, assurance, responsiveness to customer, knowing and understanding customers was the right variable for customer satisfaction.

Service quality in Empathy had a positive influence on customer satisfaction. It accepted the hypothesis H2d that is consistent with the research idea of (Boonsuang Jatukulsawat, 2005) who said that caring is the aspect of credibility, trust in having the ability to troubleshoot problems when errors occur. And employees maintain customer information as well. Therefore, customer satisfaction was at a very high level, and this is consistent with the research of Jing Wang and Lijuan Cheng (2012) who studied, "The Relationship between Perceived in Service Quality of Customer Satisfaction and Customer Retention: Empirical Research". It was found that perceived in service quality and product influenced customer satisfaction, with service attention being the most important dimension influencing satisfaction.

Word of mouth communication influenced customer satisfaction. It accepted the H3 hypothesis, these results are consistent with the concept of service quality satisfaction between foreign franchised restaurants and Thai franchised restaurants which affected word-of-mouth behavior and re-using service of consumers in Bangkok by (Sora-at Panudomlak, 2014). Satisfaction with service quality of each type of franchise restaurant affects word-of-mouth behavior of consumers in Bangkok. These results are consistent with (Douglas, 2006) concept of word-of-mouth behavior; (Chatyaporn Samerjai, 2003) and (Thirakit Nawarat Na Ayudhya, 2006) and (Rosen, 2000), which can be described as Word-of-mouth behavior can be either impressed or unimpressed. Which consumers will tell in a positive or negative way depends on their satisfaction with the service quality of the franchised restaurant. Satisfaction with the service quality of each type of franchise restaurant affects the re-use of the services

of consumers in Bangkok. These results are consistent with the concept of re-use of services by (Adul Chaturongkul, 1996) which can be explained as: The return of the service will occur with consumers who are satisfied with the service quality of the franchise restaurant which consumers who are loyal, very impressed, will return to use the service repeatedly, influence of word-of-mouth communication. It is related in the same direction.

Suggestions for the further research

1. From the results of the research, it was found that the sample group searches and finds restaurants from online channels the most. Therefore, future research should study the online marketing communication model of international restaurants.
2. Should study with qualitative research methods such as in-depth interviews in order to obtain detailed information more complete.

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