南華大學管理學院企業管理學系管理科學碩士班

碩士論文

Master Program in Management Sciences
Department of Business Administration
College of Management
Nanhua University
Master Thesis

以服務品質模式探討產品特性及產品價值對柬埔寨消費者滿意度影響之研究

The Study of Service Quality Effect on Product
Characteristic and Products Value Effect to Customer
Satisfaction in Cambodia

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An Somoun

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Advisor: Hsin-Kuang Chi, Ph.D.

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碩 士 學 位 論 文

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Letter of recommendation for ABT Masters

An Som Oun, a student of NHU Master Program for Business Administration for 2 years, has completed all of the courses and theses required for graduation.

1. In terms of studies, An Som Oun has acquired 36 credits, passed all of the obligatory subjects such as Strategic management, Business research method, Operation management, Management science etc. (Please refer to transcript.)

2. In terms of theses, An Som Oun has completed the following:

   i.   Master thesis: The study of Service Quality effect on product characteristic and products value effect to customer satisfaction in Cambodia.

   ii.   Conference : The study of Service Quality effect on products value impact on customer satisfaction in Cambodia

I believe that An Som Oun has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, The study of the influence among service quality, product value, product characteristic, word of mouth, on customer satisfaction in Cambodia –Mediation Effect of product value, word of mouth, for the oral defense.

Academic Advisor:

Date: 108/12/12

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南華大學管理學院企業管理學系管理科學碩士班

108 學年度第 2 學期碩士論文摘要

論文題目：以服務品質模式探討產品特性及產品價值對柬埔寨消費者滿意度影響之研究

研究生：安書孟　　　　　　　　　指導教師：紀信光, 博士

論文摘要內容：

　　這項本研究是關於不同變量之間的相互關係，並著重於一些影響因素和阻礙客戶滿意度的因素。如果餐廳能夠了解客戶的看法和需求，並避免他們造成顧客的不喜歡的顧客，那麼它就可以獲得競爭優勢。此外，由於柬埔寨顧客滿意度的障礙最近有所增加，因此了解顧客滿意度的障礙也可能導致飯店中的顧客數量增加。這項研究的目的是通過測量藉由服務品質質量，產品價值，產品特徵，口碑和顧客對中介和調節效果的滿意度的中介和調節效果，來通過餐廳的服務績效來檢查顧客的需求。最初的本研究以使用在線問卷的定量方法作為調查方法。它還總結了調查研究結果的某些含義，可以為年輕的企業家和餐館企業主提供一些有關如何提高其餐館服務質量以達到客戶滿意度的見識。此外，還考慮了一些可能的未來研究方向。然後，將為以後的研究改進提供建議。

關鍵字：服務質量、產品價值、產品特徵、口碑、客戶滿意度

Title of Thesis: The Study of Service Quality Effect on Product
Characteristic and Products Value Effect to Customer
Satisfaction in Cambodia

Department: Master Program in Management Sciences, Department of
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Graduate Date: June, 2020   Degree Conferred: M.B.A

Name of Student: An Somoun   Advisor: Chi, Hsin-Kuang Ph.D

Abstract

This study is regarding the interrelationships among different variables and focuses on some of the influence factors and the obstructions to customer satisfaction. The restaurant can gain a competitive advantage if they can understand their customer's perceptions and needs and avoid what customers do not like. Besides, understanding the barrier to customer satisfaction can also lead to boosting among restaurants as in Cambodia since it has been increasing recently. The goal of this study is to examine the customer's want through the restaurant's service performance by measuring service quality, product value, product characteristics, word of mouth, and customer satisfaction with both mediation and moderation effect. The primary research used the quantitative method of online questionnaires as the survey method. It also concluded some of the implications of the findings, which can provide young entrepreneur and restaurant business owners some insight on how to improve their restaurant service quality to reach customer satisfaction. Also, some directions for possible future researches are showed to consider. Then, the recommendations will be provided for future study improvement.

Keywords: Service Quality, Product Value, Product Characteristic, Word of Mouth, Customer Satisfaction

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Recently, there has been renewed interest in dining outside due to people are very busy with their work, their own business and some of them think that cooking is wasting a lot of time, so people decide to have a meal at the restaurant or taking away to home. There are a lot of restaurants have been run business in Cambodia recent year, and some of them were failed and some of them were very successful based on different technique in applying service strategies and other effective variables were involved. Based on Parasuraman, Zeithaml, and Berry (1985) was followed developed SERQUAL with ten dimensions originally in 1985, but after that, in 1988 it was considered with five dimensions as the usefulness of service quality that would like to give a brief explanation in the chapters which would contributed to developing the service in the restaurant. As a new methodology described by American marketing professors, Parasuraman, Zeithaml, and Berry (1988) proposed that in the immersing of the service strategies as followed and developed multiple scales of PZB model in order to measure customer perception of service quality and also contribute to enhancing the customer service. Moreover, in the view the use of PZB model tools word as the independent variable to develop in the case develop to improve customer satisfaction outcome and we have found that each sub-variables of PZB model is perfectly be used and it positively influences the customer being satisfied.

In concerning of the Cambodia's restaurants have been finding and learning how to keep and attract the customer come to their restaurant annually. In fact, in this study, product value and product characteristic are also played

important variables to investigate on the customer expectation that has been performing by the restaurant and how these variables contribute and achieve in the restaurant system of Cambodia. According to Beckwith and Lehmann (1973); Bettman, Capon and Lutz (1975) have researched that product characteristic have been improved day by day in order to take customer attention and customer need, product factors are intimately associated with the product and determine the nature of the product, and alternative products on the basis of some assessment of multiple kind including test, food innovation and quality, Standard, Natural & Freshness and Cleanliness that all of these important components of characteristic of product would make the customer believe and trust. In the other hand, guest also expect to get value of food as the restaurant provided beside the testy, standard and so on, therefore product value is the value that customer expect to get such as good customer service for the food and service, Design, Brand, Price, hygiene and healthiness has been studied by Monroe and Krishnan (1985); Buzzell and Gale (1987); Zeithaml (1988); Cronin et al (2000); Caruana and Fenech (2005); Harcar et al., (2006).

Of course, when restaurants have performed the good performance in customer service and foods, so it will be possibly influenced to other people by the current customer have been talking around. As stated by Oliver (1997), customers judge the restaurant by its service performance and all information of restaurants will shape the customer's own subsequent expectation and other customer through word of mouth. There are attracting considerable of WOM (word of mouth) is the part that contributes to reach more customer and also drive restaurant being a successful achievement.

In the recent year people of Cambodia like to eat at restaurant, and mostly for city people that have no time in cooking, especially for rich family and young people, since the restaurants have cooked the foods with many flavors

and all are likely to be good, so Cambodia people like it a lot even foreigners who used to had dinning in Cambodia' restaurant such as Prohok, Amok, Sour Soup, Kari and so on, so in this study we expect that it can contribute to help either local restaurant and modern restaurant by developing the service performance to reach the customer want with their service providence to feat the guest who is considered to have the meal in their restaurant. The research of Zeithaml, Gremler and Bitner (2006) stated that the instrument of judgment for the features of that food/service which is served to meet customer's perception is related to consumption level, consumption-related fulfillment.

Concerning customer satisfaction, it has always been an exciting topic for the researchers, but most are focused more on the factors that influence the satisfied rather than factors that can moderate the customer satisfaction. This study aimed to find out the connection between SERQUAL model (service quality), product value, product characteristics, WOM and customer satisfaction in Cambodia university students and the employed. The result can help the restaurant owners understand the keys factor to avoid when doing the restaurant business and factors to enhance in their business model for making a better business decision and generate many restaurants that have the better customer service for the foods and service. Thus, the more customers are satisfied, the more successful of restaurant.

1.2 Research Objective

There are five primary objectives in this study to give a clear view what this study is all about
- To examine the connection between the five variables: PZB model, product value, product characteristic, WOM and customer satisfaction

- To explore the mediation influence of product value while service quality in relation with customer satisfaction
- To study the mediation effects of WOM while product characteristic in relation with customer satisfaction
- To investigate the moderation effects of product characteristic while Service quality in relation with customer satisfaction
- To analyst the sources of different based on the demographic characteristics like: genders, ages, occupation, incomes and the average frequency of having meals in the restaurant.

1.3 The Procedure and Research Structure

First of all, this research chose a human topic related to the restaurant and every generation of people who like dinning at restaurant, then showed the research background, objectives and motivations. After that, a literature review was shown in relation to PZB model (service quality), product value, product characteristics, WOM and customer satisfaction, especially about the interrelationship among five research constructs above. Thirdly, conceptual model and hypotheses with interrelationships between each construct were explored. Then, questionnaire and data sample were designed, focused on the Cambodia restaurants and those who like dinning. Next, data analysis and test had occurred. After that, the discussion about these variables had been shown based on the results. Finally, the conclusions and implication were showed base on the results of this thesis. The respondents are Cambodia university students who are studying in Cambodia and the employed people who are working in Cambodia. The methodology to analyze data and hypotheses will be these techniques: - Descriptive Statistic Analysis

- Factor Loading and Reliability Test

- The Independent Sample t-test

- ANOVA (one-way analysis of variance)

- Regression Analysis (Multiple regression and Hierarchical Regression)

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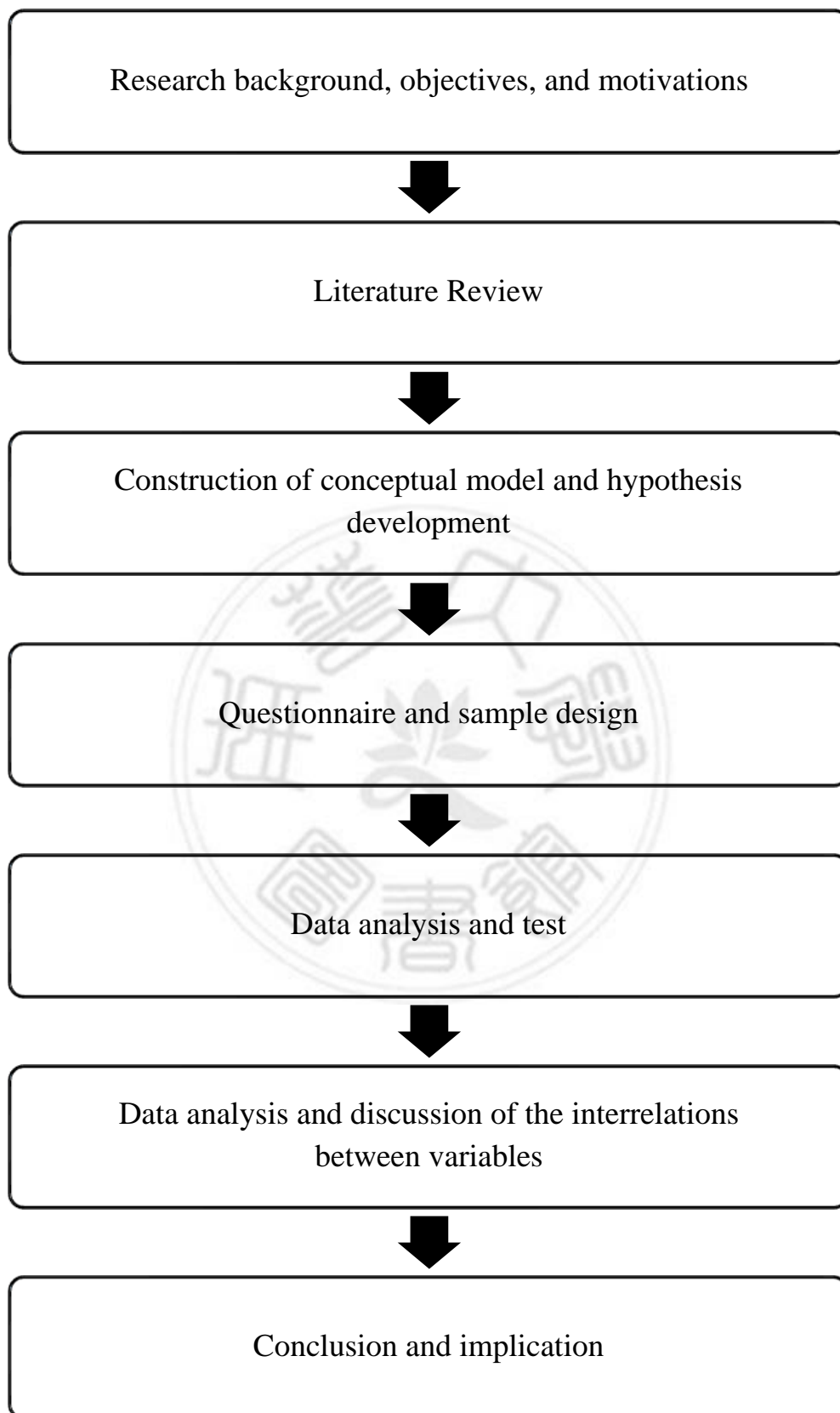
Figure 1.1 Research process.

Source: Original Study

The content of this study was divided into five chapters which are summarized of each chapter below:

- Chapter one: Introduction

Chapter one will shows the research background and research motivation of the study, and then bases on the research process and establishment of conceptual model to raise the objectives.

- Chapter two: Literature Review

In chapter two, the relationship of literatures concerning SERQUAL model (service quality), product value, product characteristics, WOM and customer satisfaction will be mentioned. The definition of each research constructs will also be explained.

- Chapter three: Method of research

In this chapter, the framework model and construct measurements with research design for this study were outlined. Besides, sampling plan, questionnaire design, data collecting process and technique methodologies have been discussed as well.

- Chapter four: Research Analysis and Finding

The rate of respondents' characteristics was showed in the first table. After that, will be the table of descriptive statistics for questionnaire items. Next, the result table of factor loading and reliability test for each items of research constructs was presented in the middle part of chapter four. After that, the results for each hypothesis would be presented to discuss.

- Chapter Five: Conclusions and suggestions

The last chapter will summarize the main results in this study as well as the discussion. Based on the results, the suggestion for future researches will be presented.

CHAPTER TWO
LITERATURE REVIEW

This literature review will discuss about the previous studies regarding the effects of PZB (service quality), product characteristic and product value on customer satisfaction and any theories related. The study has supported by Schneider (2007) that the perfect dinning as the one with the perfect atmosphere of the place, fine tableware and clarifies in the service that make the wonderful dinner event, as cited in Harden (2007). Thus, there is the high promises on first-class cutlery, tableware (which could be the special one), good napkin, linens and table clothes which is appropriate to use during dinning, and with well service serving. The restaurant is strictly that staffed was trained and assign in the position of the culinary institutions. It follows as the professional staff should do during the dinning time like dress code for guests and properly clothes such as a jacket suit may be required. As reported in the dining atmosphere is the good form to present the good service which mean that every step in eating was serve very carefully by the staff that have to be aware to serve the customer properly. Thus, the food was serve when the dishes are already on the table and waiter or waitress served in front of the guest as order, and with the fresh dishes that was prepared and everything was make sure that foods are served before it was very less on the table and be on time.Service quality product supplies an advantageous way to improve and excellently developed with measuring program best produced by PZB within 1988, all 5 measurements which are the product improving were described as reliability (Product quality), responsiveness (Service quality), assurance, empathy and also tangibles (Actual environment or even design), so according to previously studied of Sabir, Irfan, Akhtar, Naeem, Abbas Pervez and Rehman (2014) have

determined that those factors which satisfy the customer on the dimensions of service quality. The kind of product characteristics including test, food innovation, Standard, Natural & Freshness and Organic will contribute to customer satisfaction. In this concept of customer satisfaction study is about the product of restaurant' providing which is definitely value in quality of foods, service, hygiene and healthiness.

2.1 Service Quality

American marketing professors, Parasuraman, Zeithaml, and Berry (1988) improved a multiple dimension for estimating the perceptions of customers in quality of the service. It was called PZB model (service quality) and it used to measure service quality. The following are the types of measurements/items used to understand quality of service: Reliability, Responsiveness, Assurance, Empathy and Tangibles.

According to Parasuraman, Zeithaml and Berry (1988) stated that reliability is the capability to acting of the service performance and the restaurants have promised to customers. Responsiveness illustrates the supposing to accommodate people dining in the restaurant with prompt service. Assurance stands for the education and courtesy to inspire trust and confidence by employees and the strength of the restaurant. Empathy relates to the customers that get care by the restaurant; the firm provides its customers with individualized care. Lastly, tangibles concern physical facilities appearance, equipment, organization, and communication materials. Zeithaml (1988) give the definition of the customer's judgment and expectations are based on the service quality that they have met of the overall perfectly or wonderful of the service providing. Thus, it is the customer's measurement evaluation formed to comparing the restaurant's performances in expectations and perceived (Bolton

and Drew, 1991; Parasuraman et al., 1985, 1988). Based on this gap previous theory, Parasuraman et al. (1988) developed SERVQUAL as strategies to measure the quality of service. Five dimensions were consist of PZB that was considered to use in the restaurant field: reliability, responsiveness, empathy, assurance, and tangibles. Since it was first developed, numerous studies have applied this dimension to evaluate the situation of the restaurant quality service (Caruana et al., 2000; Lee and Lambert 2000).

Bitner, Boms, and Mohr (1994) said the quality of the restaurant service as the consumer's fulfillment perception of the organization and its service which is the relative inferiority or superiority. As stated by Gronroos (1984) service quality is the outcome of an evaluation process, where the consumers compare their expectations of the service in different restaurants have provided. Wong (2004) found that emotional satisfaction is positively affected by the quality of service that in term positively affects buyer satisfaction and relationship quality. Moreover, based on Nikolich and Sparks (1995) revealed that since perceived levels of the restaurant service provider based on the relationship of the restaurant performance to the customers, the service quality tries to achieve customer's judgment and estimate may higher or lower depending on the restaurant' performance to the customer during the service delivery. Reliable, prompt, and assured service can be considered intangible sign that influence satisfaction and post-consumption behaviors Brady and Robertson (2001). Thus, in this research about the quality of service refers to the restaurant employees provided the level of service to the customer that use those dimension have been mention above. Those five dimensions was mentioned above, impact on customer service quality expectations and the restaurants' performance on service quality. Below outlines the dimensions in greater depth in relation to the research study on customer satisfaction on

restaurants in Cambodia. Service quality has been developed by researchers in many different ways.

2.1.1 Reliability

The restaurant does everything well - maybe not outstanding but you will not be disappointed. According to Parasuraman, Zeithaml, and Berry (1988) defined that reliability refers to the restaurants' power to provide services as promised to their customers order and needs. It also includes the restaurants consistency in delivering their promises in resolving customer issues and maintaining explicit service positioning. There is also a need to priorities good first impressions from customers, so being able to provide good customer service and quality of service including good quality food or products and environments is a significant determination of customer satisfaction. Therefore, restaurants need to ensure that they are consistently living up to customer expectations and needs at all times Delgado and Ballester (2004). Moreover, if the customer focuses on the restaurant's atmosphere, environment or hygiene or the quality of its workers, then the restaurants need to develop a better level of reliability in order to meet the expectations of the customers so that customers accept the quality of service provided.

Reliability refers to the capacity of a restaurant that has established services which are the customer can dependably and carefully. In its most comprehensive understanding, reliability means that an organization has promised to customers with the service delivers to them Jordan and Prinsloo (2001); Lee and Johnson (1997); Zeithaml and Bitner (2003). In restaurants, the service that restaurant with the customer is reliability regarding to the good arrangement of menu items, reservations of tables and detailed billing amongst others. Saad Andaleeb and Conway (2006) have determined that Product quality has the necessary in the full-service restaurant industry as like quality

of service. In concepts of the product quality the more you are reliable the more customers possibly would be satisfied with your product. This is the point of management of Customer relationship (CRM) that how much your customers have honorable and trusted upon the reliability of your products. Once he or she would present the full-service restaurant with security to complete her or his customers, they are not become a faithful customer but also will become the brand ambassador and will add in customer equity of the restaurant.

About customers at US, based on both the measurement way and necessary of service weigh reliability dimension of service quality is commend important factor that meets the customer satisfaction derived from regression analysis of Parasuraman, Zeithaml, and Berry (1988). The SERVQUAL literature identifies reliability as the capability that the restaurant is able to achieve for the customer as their promises. There is considerable by Saad Andaleeb and Conway (2006) has been identified that for the restaurant industry, reliability interprets into the food that restaurant provided with freshness and temperature of the food (hot or cold depend on food type) and there is the response when customers receiving the wrong foods, thus wrong would be free to show the feel sorry to customer (dependably & accurately). Interestingly, these reliability aspects or measures can also represent or call as the "food quality" (provided fresh, at the right temperature, and error-free). In this regard, there was limited research on food quality and customer satisfaction. Considerable research has been conducted there would be a lot of food option for customer because customer segment are different. All Menu design and the number of all food items on a menu have also been extended and raised in the researched and summarized in the trade literature which based on a lot of scholars. However, what attributes of "food quality" restaurant

goer's desire most have received little attention. And they do the researched on the customer but they have not shared the information to others.

2.1.2 Responsiveness

In previous studies have defined Responsiveness refers to the willingness of the restaurant to accommodate customer and render prompt service by the restaurant's commitment in order to reach out customer's need and satisfaction, based on Lee and Hing (1995) supported that performing of restaurant is responsive necessary, therefore dealing with the customer's requests immediately, questions, and complaints promptly and attentively. Responsiveness is communicated to customers by the period they have to wait for assistance, reply to questions, or attention to problems. It is to state, that service working to enhance the quality with responsiveness if, for example, habitus are timely assisted with the wine list and menu, or if the staff responds appropriately to a customer's request for prompt assistance Zeithaml and Bitner (2003). Responsiveness, as examined by the PZB service quality, is defined as the staff as the willingness and commitment to be helpful and to provide with quick service to the customer. In the perfect service restaurants, patrons expect to get well treat in the service servers and understand their needs or want and address the foods to them on time and flexible.

The former studied that trustworthiness and also responsiveness operating industry just like a restaurant can be a lot more much better. In the literature review there are several researchers that based on Sabir, Irfan, Akhtar, Naeem, Abbas Pervez & Rehman (2014) has been widely investigated that in full-service restaurants, the servers be able to understand customer needs their require as possible as restaurant can and address them in a timely manner. SO, many factors of the quality of service include responsiveness which is among

one of those factors which provide the customer with satisfaction on the service quality dimension.

2.1.3 Assurance

Assurance relates to the staff that provide the service with their honest and be warn to make the customer confidence and trust to have meal in that restaurant. Zeithaml and Bitner (2003) have mentioned that this dimension becomes necessary when the uncertain feeling of the patrons about the offering of service of a restaurant to customer. Assurance may be specific if, for example, what make patrons can trust the helped made by the restaurant's company, feel comfortable and free to the food is from contamination or pollution and happily to enjoy the food without scared of insult or recrimination.

In furthermore, Zopiatis and Pribic (2007) proposed that cleanliness around the restaurant, attitude of the staffs, quality of menu items, when employees' professionalism and wonderful atmosphere are the most incredible factors impact on restaurant customers' dining choices. Liu and Jang (2009) conducted that the importance-performance analysis on a sample of Chinese restaurant the most necessary attitude of restaurant attributes that customers indicated the food of the restaurant would be the safety of the food that had check properly.

2.1.4 Empathy

Andaleeb and Conway (2006) has aimed that empathy is referring to, caring, individualized concentration, the restaurant understand the thoughts felling or emotion and provide its customers, and the restaurant would treat the

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customer with the comfortable treating to the customer feel that they was care by the waiter or waitress working in that restaurant. Empathy is regarding to the customer was treated during the dining time and how much the restaurant taking of the customer in order make customer felling of special. The essence of empathy is by serving the customer with the full of attention to make customer fell of awesome with the service, that customers fell amazing to the waiter or waitress treated them in the dinning Zeithaml and Bitner (2003). Customers want organizations to understand and make them feel important as the customer that dining in their restaurant when providing services to them. The performance of employees by greeting customers by name and good smile in restaurants may show empathy to patrons, knowing their dietary requirements/preferences, and being understanding / sympathetic towards their problems. Zeithaml and Bitner (2003) raised the ideas supported that the essence of empathy is by conveying, through personalized service, that customers are special and unique.

2.1.5 Tangible

Chowdhary and Prakash (2007) concluded in the restaurant that achieved the service with tangible is more likely to be more appealing and attract more people, the reliability of restaurant should be require more tangible. Further, a lot of restaurant have to compete each other, therefore it will be compare customer so tangible is not that enough to be present, so the assurance and empathy will also the factors make restaurant to be more attractively. Refer to which is assigned as the natural appearance of the facilities, equipment, staff, and written materials by firms to convey the image and signal quality. Restaurant's physical attributes, which are the first experiences of customers when they enter the restaurant. Customer satisfaction is a study that is made on

the customer assumption of a right and satisfied service encounter that has defined by Cronin and Taylor (1992).

According to Lee and Johnson (1997) and Zeithaml and Bitner (2003) Muhamad Saufi yudin Omar et al (2016) has realized that Procedia - Social and Behavioral Sciences tangibles pertain to the appearance of the establishment's physical facilities, equipment, and personnel. Thus, restaurants used view of tangibles to appeal the customer with tangible environment of the restaurant with the wonderful service to buyers. The aforesaid authors coincide that services are intangible not only because customers cannot see, feel, smell, hear or taste, but it is also because they are difficult to conceptualize, therefore, the more tangible of restaurant provide is the more customer feel and see based on their conceptualize.

2.2 Product Value

Erdem and Swait (1998) have stated that brand of the organization has been emphasized as the value, the important of brain that has been exist, it necessary to creates one of the specific brand which is one of the first thing that pop up in and connecting to the mind of customer in the market that brand is the first they would come up with. Consequently, brand was made the value in customer mind that they already experience that they get from the restaurant with the vakue Aaker (1991); Baldauf et al., (2003); Kim et al., (2008); Kwun and Oh, (2004). Aaker (1991) proposed a model stating the brand of an organization created the value by their product and build up the good relationship with customer's perceived value. The postulation that he supported is that brand equity is a multidimensional factors that represents customers' emotional perception towards a brand; this perception would be effect to customers feel value as their perception.

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Return frequency that influences by the price of food which is the major factor. Gordon-Larsen, Guilkey, and Popkin (2011) have said that the most influential factor is the food price which would be the people's food choices, so they would care about the price and investigate the price which is acceptable as what they spend. Not all consumers are the same as general, so they have different thinking and different level of customers. Kemp (2013) said that to define a target customer is necessary: the consumer at whom the product is aimed at. Customers of the fast-food restaurants are children, young adults, and students and maybe the meal restaurant is for workers and those who have no time in cooking. Mason, Jones, Benefield, and Walton (2013) have raised the idea that the low-cost and the quick-service restaurant industry was designed around the concept of providing fast and convenient dining experiences. Law, Hui, and Zhao (2004) have concerned that if at the food outlets in front of school and working places and the price is too high, even with the quality, but there would be more options for worker's mind that they would better to prefer the cheaper ones, and canteen or at home would be the choice for students. Because there are many food restaurants these days. This increases competition among them. Deck and Gu (2012) presented that people are trying to experience with every restaurant to explore the food quality with the appropriate price especially low price is the first one in their mind and that would lead restaurants to try to lower prices, but that is not always true.

Presentation, as through Namkung and Jang (2007), to plate the foods is a technique, how to satisfy the client's perception of quality by decorating attractively of restaurant take their customer attention. As has been suggested by Ha and Jang (2010), positive connection quality of foods and the customer perception and expectation. Lim (2010) incorporates this finding; service and foods performance to make the customer satisfaction based on the restaurant

market. More than that, the food fresh, according to Shaharudin et al. (2011) was the important factor for customer would chose as their first choice. It is because the trend is set these days that consumer's look for fresh foods or foods served in a fresh manner which they find hygienic. Therefore, to ensure freshness, food should be served in a timely method. If consumers get satisfaction and achieve good experience, they will continuously spread the positive and good word of mouth to other potential users to stimulate their intent to retry the fast-food service providers. The definition of good quality may be different to different consumers. Thus, based on Shaharudin et al., (2011) said that it is impossible to make the customer perception being satisfy by quality because their views are differ perspectives.

2.3 Product Characteristic

The researches of product characteristics has been improve day by day. Beckwith and Lehmann (1973); Bettman, Capon, and Lutz (1975) have proposed that refer to product factors are closely associated with the product which impact on the health and it indicates to the nature of the product and alternative products based on some assessment of multiple kinds including test, food innovation, Standard, Natural & Freshness and Organic. Lockie et al., (2002) has said that organic food was described as a good product characteristic which means "food supported to have been produced, stored, and processed without adding synthetic fertilizers and chemicals". Numerous studies have paid attention to how consumers perceive the foods that have used organic products to cook for the customers Cerjak et al., (2010); Asioli et al. (2014); Hemmerling et al., (2016). it cares about people provide people healthier and safer with their food providing that have no chemical, in contrast, it contains more vitamin that supports customer health. The two major factors for organic

food preference were shown to be a lower perceived level of contamination and higher nutrient content of organic vegetables Hoefkens, Verbeke and Van Camp (2011). However, food products before those foods become to dishes which are ok for eat that had cooked with a lot of ingredients to achieve the characteristic of the food property. Customer segment or choice to choose the food are different: (Example some of them are diet, some of them are vegetarian), as restaurant has to be more concern about this to offer all type of customers, so they are be able to choose as the foods they want, and alos concern about the product function which refer to the vitamin, nutrient of the food that provide to the customer. Sijtsema, Linnemann, Gaasbeek, Van, Dagevos, and Jongen, (2002).

During process-quality indicators are of impact on the internal or external signals investigated just before the decision making to buy the food there are the choices option process. There are the different to make the decision based on three groups of characteristics, namely, instrumental, rational, and emotional (Sijtsema, Linnemann, Gaasbeek, Van, Dagevos, and Jongen 2002). The instrumental characteristics have a strategies and way ideality, which checks the fat level which contain in the food. Finally, there are emotional characteristics, for example, customers eat that food or product because they think that those foods are good for their health. The most important attribute influencing restaurant decisions food quality is rated as in a lot of research on the customer behaviors select the characteristic if the food Soriano (2002) and perfectly be able to make the good relation with customer Bitner and Hubbert (1994). It is descried as the level of customer fulfillment about the service foods Peri (2006). According to Namkung and Jang (2007) presented that the food quality which is regarding to the food that support health, yummy, good look and attractive when customer see it. The keep the

food as the quality restaurant has to make it quality with delicious and especially for those who like the foods. According to Voon (2011), food quality is also familiar as one of the key factors for consumer satisfaction and loyalty.

Lockie (2006) promoted that organic food consumption is increasingly popular for USA people and parts of Europe and around the world. The Global Strategic Business Report (Global Industry Analysts, 2006) noted that the USA, Germany, Great Britain, Denmark, Italy, and Austria are top leaders in the world in the trend of eating organically and organic food consumption have been developed well-structured markets catering. By 2009 there are a lot of countries, most of them are western side that support too have more organic product even those products are quite high, but is still high demand for people because their education know that healthy is more important, people are happy to pay with the things that the good impact to them. Today, organic consumption is associated not only with health concerns but also with social, economic and environmental sustainability. Based on Ebrahimi (2007) suggested that agricultural and food industry authorities agree that the peak of the organic food trend should be improve because it has not yet been reached, and there are still panting and lack of some technique to plating the food and still some are care about money, so they still sell some chemical food and present as the organic one and this mostly happened at Asian side. However, New Zealand is main country that can specify behind in this globle trend. According to an old report by Ritchie and Campbell (1996), organic production in New Zealand was very little attention to the government and spread out to the whole country, in fact that the organic product and chemical product are totally different such growing period, quantity of product after harvesting and so on.

2.4 Word of Mouth (WOM)

Word of mouth, can be characterized by the going of data from individual to individual by oral correspondence, which could be as simple as telling someone the season of day. Word of mouth also refer to the conversation of the customers have spread out restaurant performance such as the foods, services, environment and so on, which influence to other customers, moreover it's talking about experience against their expectations in the restaurant and this talking would contribute to make customer be satisfied or dissatisfied through their mouths. It is a powerful persuasive force, particularly in the diffusion of information about new products Dean and Lang (2008). According to Ennew (2000), WOM is used to describe the communication between the customer to others either positive or negative depending on the restaurant service and performance. Katz and Lazarsfeld (1995) proposed the effective that the more positive word of mouth is the more influence to the perception even than newspaper, and magazine advertising, four times more impact than personal selling and twice as effective as radio advertising in influencing consumers to switch brands. based on Taghizadeh, Taghipourian, and Khazaei (2013) had researched that restaurant employees who are the provider the service that was effected by Word of mouth either good or bad according to the service quality that customer experience. As stated by Oliver (1997) in these services, consumers are very attention on the advice and suggestions from other people who had been experienced the service before, customers notice the restaurant's service performance and they use it as information to compared to other restaurant in order to shape their own thinking and result expectations from every restaurant as well as expectations of others through word of mouth.

Based on previous researcher's theory, word of mouth be more positive and become customers' long-term buying decision behavior; the more satisfied

a customer is, the more WOM information she/he got from others. Postive word of mouth when customers consume or experience a in the restaurant, they will make the comparison of their expectations with the product or service that perform by the restaurant and, based on their own experience, will judge the product or service to be the positive or negative in their mind. When the actual performance can't meet positive expectation, the customer will contain with the negative state in their mind and it cause the dissatisfied; on the direction, whenever the actual service perform meet the customer's want, then result the satisfaction to the customer with the high service performance of organization. Customer satisfaction would have the positive thing in their mind and positive WOM will spread positive information to other people Shi et al. (2016).

2.5 Customer Satisfaction

Zeithaml, Gremler, and Bitner (2006) stated that the consumption level, consumption-related the restaurant feather of the food/service tries serve and perform to customer in order to reach customer perception. Thorsten and Alexander (1997) found that every restaurants have different strategies factors to compete each other based on services/foods quality that Customer get the level of satisfying. In the term of relationship marketing, customer satisfaction would bring the long term of customer intention and attention and because of unsatisfied customers also a lot of change, so when the restaurants have the high commitment to compete for each other in the restaurant market field Lin and Wu (2011). Customer satisfaction regarding to what the restaurant have achieve to the great performance to customer, and the level that reataurant achieve is that customer expected Kumar (2012); Lombard (2009); Santouridis and Trivellas (2010). Hui and Zheng (2010) defined satisfaction as the

perceived quality that customers get and they would judge how was the restaurant is based on restaurant performance to the customers.

There were factors which is brands characteristics that is quality which mean brands of restaurant represent to their restaurant quality so they estimate the satisfaction of the customer Khan and Afsheen (2012). Customer satisfaction can be say point of service meet customer expectations and define when the level of the service is to meet the customers wants Malik and Ghaffor (2012). The studied by Oliver's (1997) that the satisfaction the customer is basically mean to the service condition of restaurant: that it's this consumer's fulfillment result. It's a ruling that a product or services feature, or these performances are based on perform itself, and it come with the fulfillment of those services. Moreover, the study believe that it is not all level of the well-being which is the knowledge of service/foos. Satisfaction is probably ordinary consider as the consequences of kind of product resulting Oliver (1981).

According to Brečić, Mesić and Cerjak, (2017) just raised up the importance of intrinsic and extrinsic is a critical thing that quality food characteristics are the importance of intrinsic and extrinsic because by different consumer segments, intrinsic refer to the quality feature of product regarding to the physical aspect, extrinsic is refer to the product itself that which is that kind of food country, price, name, and…etc... Customer satisfaction is defined herein as Oliver's (1997) terms: those are the consumer's fulfillment response. It is already a judgment that a quality of your restaurant, or the product or service itself, deliver a happiness level of fulfillment consumption. In other words, we can say it in overall that the satisfaction of the customer is based on their seeing, hearing, reading about the food/service which are effected to their physical thinking, more over it is depend what they had experience in the restaurants and then the measure the satisfied between each restaurant and

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judge as giving a vote in order to know that they like the experience in this restaurant.

2.6 Hypotheses Development

2.6.1 Interrelationship between Service Quality with Product Value

The relationship between service quality and product value is evident in a number of studies. Studies by Zeithaml (1988) demonstrate that perceived service quality is an antecedent to product value and emphasises the "gets" in the service delivery process. Others indicate that when a restaurant or organisation provides good service quality it generally leads to a better perception of product value (Bolton and Drew, 1991; Cronin et al., 1997; Dodds, Monroe, and Grewal, 1991; Fornell, 1992; Ostrom and Iacobucci, 1995; Sweeney et al., 1999). Therefore, increasing or focusing on service quality within a restaurant setting can really enhance product value, allowing customers to have trust and reliance on the products they receive at any given restaurant (Rangaswamy, Burke, and Oliva, 1993). The PZB dimensions of reliability, responsiveness, assurance, empathy, sensory and tangibles are all components of service quality that have direct impacts on product value. It is important that we propose the following hypothesis:

H1: Each dimension of service quality is positively effects to Product value.

2.6.2 Interrelationship between Service Quality with Customer Satisfaction

As discussed in our literature review, studies by Parasuraman et al. (1988) developed SERVQUAL in 1985, which consists of 10 dimensions that measures service quality in restaurants. In 1988, they condensed it to 5 dimensions which include: reliability, responsiveness, assurance, empathy and

tangibles. These dimensions provide insight and a measuring tool, to help understand the relationships between service quality and customer satisfaction. Literature studies from Cronin and Taylor (1992); Grönroos (1984); Parasuraman et al., (1985; 1988); Taylor and Baker (1994) strongly discuss this in detail. The service quality of a restaurant is significant in resulting in customer satisfaction. For example, restaurants need to demonstrate good service quality such as professionalism, good communication and interpersonal skills, efficiency, quality of products to increase customer satisfaction. As Anderson, Fornell, and Lehmann (1994) demonstrates, that customer satisfaction is greatly influenced by the perceived service quality, therefore it is important that customers have experiences within these domains to produce overall satisfaction. On the basis of the above discussion, we recommend the following:

H2: Each variable of service quality is positively significant with customer satisfaction.

2.6.3 Interrelationship between Product Value with Customer Satisfaction

There is a strong relationship between product value and customer satisfaction. When the product that is being purchased is of great value and is of good quality and checks all boxes of the factors that influence customer satisfaction, then it would be evident that the customer would be very much satisfised after their experience in the restaurant. It is critical that product value is empahsised because it is linked to market share, relationship marketing, and future purchase intentions from the customer (Patterson and Spreng, 1997). Product value is also important as it really dictates the position of the customer as to whether they are satisfied or dissatisfied with the restaurant and the degree

or intensity of satisfaction/dissatisfaction experienced (Spreng, Dixon, and Olshavsky, 1993). Overall, perceived product significant effect to customer satisfaction (Fornell, Johnson, Anderson, Cha, and Bryant, 1996; Lee and Kim, 1999). On the basis of the above discussion, we propose the following hypothesis:

H3: Product value is positively effects to customer satisfaction.

2.6.4 Interrelationship between Product Characteristic with Word of Mouth

Word of mouth is a significant factor that influences people to try out new restaurants that they have never been to before. People can trust what their families or friends say about their experiences with restaurants. That is why it is important to pay attention to the product characteristics in the restaurant setting. Product characteristics as discussed earlier, are the products tastiness, cleanliness, hygiene with regards to occupational health and safety standards, freshness, food innovation and quality, all influence the customer's measure of satisfaction and whether they feel it is of benefit to recommend to others. If customers are satisfied with the product characteristic amongst other factors, then they are much more likely to recommend the restaurant to others. Public visibility is also an important technique to increase word of mouth through accessibility. For example, if restaurants strategically provide good visual images of the foods or the restaurant aesthetics on the front shops then it is more likely to be brought up in conversations. The following hypothesis is proposed:

H4. There is a significant effect between Product Characteristic and Word of Mouth.

2.6.5 Interrelationship between Product Characteristic with Customer Satisfaction

Again, product characteristic has a positive correlation with customer satisfaction. Therefore, good product characteristic is positively correlated with increased customer satisfaction. However, the opposite can be seen, where the product characteristics are measured as being perceived poorly, then there will be a decrease in customer satisfaction. When a customer is satisfied with their experiences of the restaurant including the product characteristics then they are also more likely to recommend to others. Pricing is a significant component of product characteristic. The prices of dishes need to be appropriate and represent the value of the product. Due to the market competitiveness of the restaurant industry, customers are able to establish internal reference prices. This means that they can have a perceived price or value they will pay for the product. If there is a strong discrepancy between the perceived price and actual restaurant price, then this can impact on customer's satisfaction (Grewal et al., 1998). Prices set should be equal to the market price and not overpriced, as this can impact on the customers satisfaction.

H5. There is a significant correlation between brand equity and pricing with the customer satisfaction.

2.6.6 Interrelationship between Word of Mouth with Customer Satisfaction

In a study by Katz and Lazarfeld (1995), they found that word of mouth is very powerful to change the customers perception and it's very effectively even than the newspaper, magazine, and even TV or any social medias and it possibly to let the customer change the brand of the restaurant. For products that are perceived as largely intangible then word of mouth is especially

important (Taghizadeh, Taghipourian and Khazaei, 2013). Customers rely heavily on others (word of mouth) they can trust with regards to restaurant recommendations and they take performance outcomes of services to shape their own expectations and whether they will try that restaurant or not.

H6. There is a significant effect between word of mouth and customer satisfaction.

2.6.7 Mediation influence of Product Value while PZB Model in relation with Customer Satisfaction

Product value is one of the factors that mediates the relationship between PZB model (variables of service quality) and customer satisfaction. Therefore, it is dependent upon the product value that results in the increase or decrease of service quality and customer satisfaction. Bolton and Drew (1991a) reported that product value is a significant determinant of customers' behavior intentions to become loyal to telephone service by continuing the relationship and engaging in positive word-of-mouth communication. This demonstrates that the product value of restaurant products could have a significant impact on the relationship between the service quality and customer satisfaction. So we would like to test the mediation effect of product value on the relationship between Service Quality and customer satisfaction.

H7. Product Value mediates the relationship between each variable of service quality and Customer Satisfaction.

2.6.8 Mediation influence of Word of Mouth while Product Characteristic in relation with Customer Satisfaction

Fitzsimons, (2008) demonstrated that the product is very important to influence word of mouth and makes the product accessible to the public market.

As stated above, research study by Katz and Lazarsfeld, (1995) found the benefits and effectiveness of word of mouth more than other forms of marketing such as newspaper or magazine advertising, etc. There is strong correlations between all three factors of product characteristic, word of mouth and customer satisfaction. When a product is of good value and quality, then it is more likely to be recommended by others and also increases customer satisfaction. This strongly supports the following hypothesis that:

H8. Word of mouth mediates the relationship between product characteristic and customer satisfaction.

2.6.9 Moderation influence of Product Characteristic while PZB model in relation with Customer Satisfaction

It's has been demonstrate by Anderson, Fornell, and Lehmann (1994) that the quality of service provided to the customer' required or perception is the impact on the customer satisfaction outcome, therefore this would keep more customer coming annually. Moreover, there are important components of the variable product characteristic has been contribute to the success of making customer satisfaction such as product physical design and pricing Darley and Gilbert (1985). According to others studies have raised up the antecedent of the relationship between PZB model with customer satisfaction and product characteristic with customer satisfaction above which propose in this study to operate the product characteristic as moderate would like to test the hypothesis that would like to show below.

H9: Influence moderates of product characteristic in relation between service quality and customer satisfaction.

CHAPTER THREE
RESEARCH METHODOLOGY

The objectives of chapter three is to explain the research model and the hypotheses with the measurement of the five constructs of research. Besides, it also introduces the research method to test the hypotheses mentioned above. First of all, the chapter will describe the proposed conceptual framework and hypotheses to be tested. Second, will shows the sampling plan, questionnaire design, and the data analysis techniques would be showed in this chapter as well.

3.1 Research Model

This study had developed a research framework based on the literature review in chapter two; then, the hypotheses would be mentioned according to the model, (see Figure 3.1).
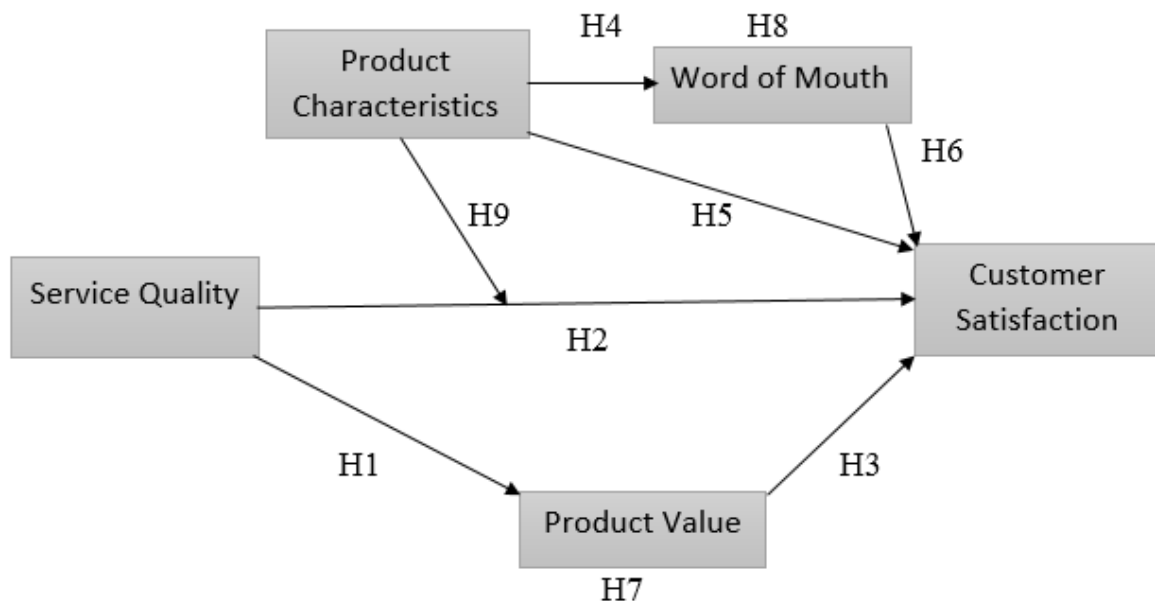
Figure 3. 1 Research Model

Source: Original Study

PZB Model, Product Characteristic, Product Value and WOM are considered as independent variables, while Customer Satisfaction is considered as a dependent variable. In addition, Product Value and WOM act as mediating variables and product characteristic treated as moderating variables. According to Figure 3.1 and above literatures mentioned the hypotheses were constructed as below:

H1. There is a significant effect between each dimension of service quality and product value.

H2. There is significant effect between each of service dimension quality and customer satisfaction.

H3. There is a significant effect between product value and customer satisfaction.

H4. There is a significant effect between product characteristics and word of mouth.

H5. There are significant between brand equity and pricing effect on the customer satisfaction.

H6. There is a significant effect between word of mouth and customer satisfaction.

H7. Product value mediates the relation between Service Quality and customer satisfaction.

H8. Word of mouth mediate the relation between product characteristic and customer satisfaction.

H9. Product Characteristic moderate when Service Quality in relation with customer satisfaction.

3.2 Sampling Plan and Data Collection

The data in this thesis was collected by sending 58 questionnaires to universities students and workers in Cambodia. The sampling plan was developed to assure that certain forms of respondents are encompassed in this study. The students and employees, who are studying and working in Phnom Penh city of Cambodia, were asked for answering the survey. Due to the time and convenience of collecting data, a part of the survey questionnaires was sent out to 310 students and worker indirectly through social media and such as Facebook, Instagram, Line, Telegram and…etc…. It took approximately two months (from August to September 2019) for the survey to complete. In total, 310 survey questionnaires were delivered directly to the students and employees through those social media and afterward 300 were returned and used.

Data collection consisted of steps below. Firstly, identifying related research variables through literature review and advice from the thesis advisor. The second step was to complete the drafting of the survey questionnaire. The final step was delivery the Khmer questionnaire indirectly through social media to Cambodian respondents. When the data was totally completed, it could be used for analyzing in the following step.

3.3 Instrument

There is a survey conducted to collect data for variables of the study. The research questionnaire with 58 items is developed to obtain the responses from university students, workers and overall people are living in Cambodia. The research questionnaire was divided into two parts. The first one consisted of five constructs: PZB model (Service Quality) (Reliability: 7 Items, Responsiveness: 4 items, Assurance: 7 items, Empathy: 8 items and Tangible:

5 items), Product Value (7 items), Product Characteristic (6 items), Word of Mouth (4 items), and Customer Satisfaction (10 items). The second part was demographics which included Gender, age, Occupation, incomes and for those people who like to have meals outside frequencies (See appendix). The detailed contents of the questionnaire are shown in the Appendix. The seven-point scale named Likert type scales with 1= strongly disagree, 2= disagree, 3= partial disagree, 4= both disagree and agree, 5= partial agree, 6= agree 7= strongly agree.

This scale was used to measure the variable. The respondents were asked to rate for the survey.

3.4 Translation

According to the items of questionnaire created in English, and the survey will target the people who were employed in Cambodia. Thus, conducting the questionnaire would be careful by translating into the Khmer language in order to be a convenience for the respondent to be easy to understand the question is talking about. The question will send to the professional translator center in Cambodia to make the questionnaire more professional and match with the meaning between English and Khmer version. Then, it should be double check by using the questionnaire in the Khmer language to translate in the English version in order to be transparent with these two languages version. Therefore, the final version of Khmer language questionnaire will confirm after double check the meaning of these two languages with modifying some problem.

3.5 Construct measurement

This study has studied five research constructs, after that the interrelationship among these variables also be assessed. The main identified

constructs are PZB model (Service Quality), Product Value, Product Characteristic, Word of Mouth and Customer Satisfaction. Each construct has its operational conceptions and measurement items and the appendix tables present the questionnaire items for this study.

3.5.1 Service Quality

Service quality is usually defined as the customer's judgment and expectation of the overall excellence or superiority of the service (Zeithaml, 1988). We considered it into five dimension that we have used to measure the customer service quality, therefor it is most likely use to develop the quality of service in the restaurant in order to reach out a lot of customers. There are five dimension that play important role in this service quality concept that we have mentioned above and have been combined "Reliability, Responsiveness, Assurance, Empathy and Tangible" with 33 items questionnaires as shown below:

Reliability

(SQR1) The restaurant always provide good customer service (E.g. polite with greeting, positive attitude, attentive and clear communication with customer)

(SQR2) I feel comfortable eating the cooked foods in this restaurant.

(SQR3) The restaurant follows the food health and safety standards (i.e. the food is cooked well)

(SQR4) Waiters/waitresses are friendly and polite upon arrival to the restaurant

(SQR5) The service is quick and efficient.

(SQR6) The menu is well laid out, with good illustrations and details about the foods.

(SQR7) The restaurant facilities are clean.

Responsiveness

(SQRS1) Employees always listen intently and pay attention to my order.

(SQRS2) The waiter/waitresses always brings out the correct order for me.

(SQRS3) The restaurant manages customer complaints well.

(SQRS4) The restaurant provides me with a seat promptly.

Assurance

(SQA1) The food was bland and pretty average.

(SQA2) I never feel sick after eating the food in this restaurant.

(SQA3) The restaurant upholds food health and safety standards.

(SQA4) Meat and vegetables that are used contain vitamins which have a good impact on health.

(SQA5) Waiters/waitresses are always understanding and kind towards me.

(SQA6) The restaurant provides good quality service.

(SQA7) I feel safe to have meals at this restaurant.

Empathy

(SQE1) I feel that the food is very tasty and has unique flavors.

(SQE2) Most of the employees always recognize me and calls my name respectfully.

(SQE3) Restaurant Servers most of the time know what I prefer and want.

(SQE4) The restaurant provides fast and efficient service to my satisfaction.

(SQE5)The restaurant has options for both vegetarian and non-vegetarian people.

(SQE6) The restaurant has a great atmosphere, with good music to accompany my meal.

(SQE7) The waiters/waitresses are skillful with how to serve the customer.

(SQE8) Open to customer complaints and will rectify accordingly if appropriate to do so.

Tangible

(SQT1) The restaurant décor is very attractive.

(SQT2) I feel l have privacy when I have a family meal in this restaurant.

(SQT3) The waiters/waitresses always tell me about new dishes on the menu.

(SQT4) The restaurant bathrooms for men and women are very hygienic.

(SQT5) There are secured parking for customers.

(SQT6) The restaurant provides brochures.

(SQT7) Provides appropriate seating for take away customers.

3.5.2 Product Value

Based on Namkung and Jang (2007), Refer to quality of restaurant provides the good customer service for the food and service, Design, Brand, Price, hygiene and healthiness. Product is the basic of big support in the restaurant, so it is very important to keep our product value that can keep the attractive customer and believe in our restaurant product. Below will shows the list of all ''Product value'' five questionnaires items:

(PV1) I have a good time dining here because I felt a sense of happiness.

(PV2) Restaurant provide the hygiene foods and healthy.

(PV3) I always get what I expected to eat in this restaurant.

(PV4) I enjoy exciting new food items.

(PV5) I enjoyed being immersed in exciting new items of food.

3.5.3 Product Characteristic

The studied of Beckwith and Lehmann (1973); Bettman, Capon, and Lutz (1975) has researched that product characteristic is the product factor are intimately associated with the product and determine as nature, test, food innovation, standard and freshness and organic that we have been taking to

support in this study with seven items of questionnaires is shown in the following:

(PC1) The food looks very fantastic.

(PC2) Restaurants serves fresh quality food every time.

(PC3) The food smells delicious.

(PC4) Very often the food looks good.

(PC5) I feel that the food is very tasty and unique

(PC6) The foods are very good look with the attractive decoration.

(PC7) Restaurant using the organic vegetable to make the foods.

3.5.4 Word of Mouth

According to Ennew (2000) WOM Refer to the conversation of the customers have spread out restaurant performance such as the foods, services, environment and so on, which influence to other customers, moreover it's talking about experience against their expectations in the restaurant and this talking would contribute to make customer be satisfied or dissatisfied through their mouths. (WOM1) I would like to speak positive about this restaurant to others.

(WOM2) I encourage friends and relative to visit the restaurant because of food.

(WOM3. I would like to recommend this restaurant to others due to its quality and standard.

(WOM4) I would like to tell people about my wonderful experience at this restaurant.

3.5.5 Customer Satisfaction

Customer satisfaction Refers to the restaurant renders the customer service to meet customer's expectation with foods, services, and environment and so

on, which is related to consumption level, consumption-related fulfillment and happiness with experience in the restaurant. Kumar, (2012); Lombard, (2009); Santouridis and Trivellas, (2010); Hui and Zheng (2010). So this concept of customer satisfaction is when they feel satisfied with restaurant's performance by its customers service, and it get a lot of support in literature review and we list down here with 10 question of " Customer Satisfaction" is shown below:

(CS1) I feel this restaurant values me as a customer.

(CS2) The restaurant inform me the new food and things.

(CS3) I feel satisfied with restaurant employees because they are very courteous.

(CS4) I am satisfied with the restaurant facilities because it is neat and organized.

(CS5) I feel satisfied that the foods were served hot and fresh.

(CS6) I am satisfied with the waiter/waitresses who was able to answer all my queries.

(CS7) I feel satisfied with the food because it is very tasty and flavorful.

(CS8) Restaurant always have promotion for those who are member in the restaurant.

(CS9) I feel great about dining in this restaurant.

(CS10) Restaurant many unique features.

3.6 Demographic

The demographic characteristics had designed to investigate the dissimilar features among every respondent, who took part in this survey. According to others studies in the past and the measurement needed for this study, the individual demographic features could be measured by the following indicators:

- Gender

- Ages

- Incomes

- Occupation

- Average Frequency of Having Meals in the Restaurant

3.7 Pilot Test

The Pilot testing, has selected a group of people that try the system under test and provide the feedback before the full deployment of the system. The research questionnaires was translated into Khmer and then translate back into English one more time to double check the meaning of the items remained the same. A trial test had conducted in quantitative study by taking from 60 respondents in Cambodia. Then, the form of questionnaires will send to respondents as the line through email, Facebook…, etc. Thus, this trial data was analyzed in reliability test to get the internal consistency of each item and factors. On the other hand, an acceptable level of internal consistency would be reflected in the Cronbach's α value of no less than 0.60 for the research. Therefore, the results of the Cronbach's α showed that the questionnaires of each variable had relatively high coefficient α higher than 0.60.

3.8 Data Analysis Procedure

The software program named SPSS version 20 was used to calculate the data. To test the hypotheses as developed from this study, six methodological techniques were adopted: - Descriptive Statistic Analysis

- Factor loading and Reliability test

- Independent Sample t-test

- One-way analysis of variance ANOVA

- Multiple Regression Analysis

- The Hierarchical Regression Analysis

3.8.1 Descriptive Statistic Analysis

To measure the characteristics of the variables, the method named Descriptive Statistic Analysis is extremely useful. It calculates the means of each variable, plus the standard deviations also mentioned.

3.8.2 Factor loading and Reliability Tests

Factor analysis:

The goal of factor analysis is to examine the underlying variance structure of the set of correlation coefficients. Factor analysis not only is used to summarize or reduce data but also exploratory or confirmatory purpose. Factory analysis assumes that a small number of unobserved variables are responsible for the correlation between a large numbers of observed variables. In other words, the latent cannot be directly observed, but they affect other observable variables. Factor analysis use to assume that the variance of each observed variables comes from two parts: a common part shared with other variables that stimulus correlation among them, and a unique part that is different from other variables. The common parts are called factors, and these factors represent the latent constructs. Measurement items with factor loadings greater than 0.6 will be selected as the member of a specific factor.

Reliability test:

After running reliability test, Item-to-total Correlation and Cronbach's α will be shown. These results measure the correlation of each item to the sum of the remaining items within one factor. This approach presumes that total score is valid and thus the extent to which the item correlates with the total score is

indicative of convergent validity for the item. Items with correlation lower than 0.5, will be deleted from analysis process.

3.8.3 Independent Sample t-test

To test whether the differences between two groups in relation with single variable, independent sample t-test is used for this case. In this study, it was applied to compare the differences between male and female in the five constructs: service quality, product value, product characteristic, word of mouth and customer satisfaction.

3.8.4 One Way Analysis of Variance (ANOVA)

To test whether the differences between more than two groups in relation to one variable, one-way ANOVA is used in this case. In this study, it was applied to compare the differences between demographic variables (i.e. genders, ages, educational levels, incomes and the employed) of the respondents in the five constructs: PZB model (Service Quality), product value, product characteristic, word of mouth and customer satisfaction. The analysis will be significant with t-value higher than 1.98, also the p-value lower than 0.05.

3.8.5 Regression Analysis
Multiple Regression Analysis

The multiple regression analysis is used to analyze the relationship between a single dependent variable and several independent variables. Thus, the primary purpose of multiple regression analysis is to predict the dependent variable with a set of independent variables. Another objective of multiple regression is to maximize the overall predictive power of the independent

variables as represented in the variate. Multiple regression analysis can also meet an objective comparing two or more sets of independent variables to determine the predictive power of each variate. The analysis will be significant when the R-square higher than 0.1 ($R^2>0.1$), correlation higher than 0.3 and F-value is higher than 4. In this study, the multiple regression analysis was conducted to examine the mediating variable of product value between independent variable of PZB model (service quality) and dependent variable of customer satisfaction, mediating variable of WOM between independent variable of product characteristics and dependent variable of customer satisfaction.

Hierarchical Regression Analysis

To test how moderating variable of product characteristic effect on the relationship between the independent variable of PZB model (service quality) and the dependent variable of customer satisfaction, and the method named hierarchical regression analysis was conducted.

CHAPTER FOUR

DATA ANALYSIS AND RESULT

In this chapter, it interpreted the result of data that surveyed from the respondent. This chapter includes a section of the empirical results of the research. The first section is the descriptive analysis of the respondents including the response rates, characteristics of the respondents, and the measurement results of variables. The second section is the results of factor analysis and the reliability tests of measurement scales which consist of principal component factor analysis, item-to-total correlation, and Cronbach's α. The third section is the confirmatory factor analysis. The final parts present the results of data analysis associated with each research hypothesis.

4.1 Description Analysis

For the descriptive analysis part, it presented the characteristic of the respondents by recognizing the necessary information from them; moreover, it also displayed the mean and SD of all item in the survey question.

4.1.1 Characteristic of Respondent

After collecting the data from respondents, and the survey also requires characteristic of respondents were presented. Table 4.1 display the statistic of demographic of respondent which describe the characteristic of gender, age, occupation, income, experience of having meal in restaurants or running a restaurant and average frequency on having meal in the restaurants.

Table 4.1 Characteristic of Respondents

Item	Description	Frequency	%
Gender	Male	158	52.7
	Female	142	47.3
Age	Less than 20	27	9.0
	20-30	155	51.7
	31-40	97	32.3
	41-50	15	5.0
	More than 50	6	2.0
Occupation	Government worker	69	23.0
	Private-worker	54	18.3
	Self-employed	49	16.3
	Studying & working	108	36.0
	Students	19	6.3
Income	<200$	11	3.7
	200-300$	68	22.7
	300-400$	80	26.7
	400-500$	106	35.3
	>500$	35	11.7
Average Frequency on having meals in the restaurants	Once a week	65	21.7
	Twice a week	67	22.3
	4 times a week	52	17.3
	Once a month	71	23.7
	Twice a month	32	10.7
	Everyday	13	4.3

Source: Original Study

Table 4.1 shows that there are 52.7% of males and 47.3% of females. Among five categories of people who are in the age section; there are 9.0 of people in the age of customer and employee who are <20 years old, people of

age 20-30 years old are 51%, 31-40 years old of people are 32.3%, 5.0 of age 41-50 are respectively and 2.0% of respondent of people of age >50 who get involved in this study.

4.1.2 Measurement Result for Relevant Research Variables

Table 4.2 demonstrate the mean and standard deviation of each item of the constructs. The table stated seven items of reliability of service quality, four items of responsiveness of service quality, seven items of assurance of service quality, eight items of empathy of service quality, seven items of tangible of service quality, six items of product value, seven items of product characteristic, four items of word of mouth and ten items of customer satisfaction.

Table 4.2 Descriptive Analysis for questionnaire items

Item	Description	Mean	Standard Deviation
Reliability of Service Quality			
SQR1	The restaurant always provide good customer service (E.g. polite with greeting, positive attitude, attentive and clear communication with customer)	3.98	1.221
SQR2	I feel comfortable eating the cooked foods in this restaurant.	4.04	1.236
SQR3	The restaurant follows the food health and safety standards (i.e. the food is cooked well)	3.82	1.027
SQR4	Waiters/waitresses are friendly and polite upon arrival to the restaurant	3.80	1.053
SQR5	The service is quick and efficient.	3.79	1.009
SQR6	The menu is well laid out, with good illustrations and details about the foods.	3.81	1.012
SQR7	The restaurant facilities are clean.	4.28	1.239

Table 4.2 Descriptive Analysis for questionnaire items (Continued)

Item	Description	Mean	Standard Deviation
Responsiveness of service quality			
SQRS1	Employees always listen intently and pay attention to my order.	5.73	1.116
SQRS2	The waiter/waitresses always brings out the correct order for me.	5.34	0.906
SQRS3	The restaurant manages customer complaints well.	5.74	1.090
SQRS4	The restaurant provides me with a seat promptly.	5.83	1.056
Assurance of service quality			
SQA1	The food was bland and pretty average.	4.52	1.491
SQA2	I never feel sick after eating the food in this restaurant.	4.56	1.356
SQA3	The restaurant upholds food health and safety standards.	4.56	1.456
SQA4	Meat and vegetables that are used contain vitamins which have a good impact on health.	4.44	1.417
SQA5	Waiters/waitresses are always understanding and kind towards me.	4.27	1.230
SQA6	The restaurant provides good quality service.	4.46	1.436
SQA7	I feel safe to have meals at this restaurant.	4.27	1.240
Empathy of service quality			
SQE1	I feel that the food is very tasty and has unique flavors.	5.86	1.114
SQE2	Most of the employees always recognize me and calls my name respectfully.	5.73	1.153
SQE3	Restaurant Servers most of the time know what I prefer and want.	5.77	1.077
SQE4	The restaurant provides fast and efficient service to my satisfaction.	5.76	1.062
SQE5	The restaurant has options for both vegetarian and non-vegetarian people.	5.79	1.074

Table 4.2 Descriptive Analysis for questionnaire items (Continued)

Item	Description	Mean	Standard Deviation
SQE6	The restaurant has a great atmosphere, with good music to accompany my meal.	5.84	1.058
SQE7	The waiters/waitresses are skillful with how to serve the customer.	5.76	1.087
SQE8	Open to customer complaints and will rectify accordingly if appropriate to do so.	5.75	1.009
Tangible of service quality			
SQT1	The restaurant décor is very attractive.	5.64	1.182
SQT2	I feel l have privacy when I have a family meal in this restaurant.	5.55	1.235
SQT3	The waiters/waitresses always tell me about new dishes on the menu.	5.57	1.290
SQT4	The restaurant bathrooms for men and women are very hygienic.	5.55	1.160
SQT5	There are secured parking for customers.	5.65	1.188
SQT6	The restaurant provides brochures.	5.78	1.144
SQT7	Provides appropriate seating for take away customers.	5.78	1.144
Product Value			
PV1	The food at the restaurants is hygienic and healthy.	5.72	1.121
PV2	Restaurant provide the hygiene foods and healthy.	5.74	1.102
PV3	I always get what I expected to eat in this restaurant.	5.69	1.133
PV4	I enjoy exciting new food items.	5.65	1.131
PV5	I enjoyed being immersed in exciting new items of food.	5.63	1.151
Product Characteristic			
PC1	The food looks very fantastic.	5.45	1.321
PC2	Restaurants serves fresh quality food every time.	5.48	1.312
PC3	The food smells delicious.	5.42	1.325

Table 4.2 Descriptive Analysis for questionnaire items (Continued)

Item	Description	Mean	Standard Deviation
PC4	Very often the food looks good.	5.38	1.317
PC5	I feel that the food is very tasty and unique	5.39	1.345
PC6	The foods are very good look with the attractive decoration.	5.25	1.423
PC7	Restaurant using the organic vegetable to make the foods.	5.18	1.427
Word of Mouth			
WOM1	I would like to speak positive about this restaurant to others.	5.71	1.196
WOM2	I encourage friends and relative to visit the restaurant because of food.	5.76	1.136
WOM3	I would like to recommend this restaurant to others due to its quality and standard.	5.81	1.186
WOM4	I would like to tell people about my wonderful experience at this restaurant.	5.76	1.135
Customer Satisfaction			
CS1	I feel this restaurant values me as a customer.	3.70	0.902
CS2	The restaurant inform me the new food and things.	3.77	0.994
CS3	I feel satisfied with restaurant employees because they are very courteous.	3.80	1.005
CS4	I am satisfied with the restaurant facilities because it is neat and organized.	3.79	1.046
CS5	I feel satisfied that the foods were served hot and fresh.	3.79	1.009
CS6	I am satisfied with the waiter/waitresses who was able to answer all my queries.	3.81	1.013
CS7	I feel satisfied with the food because it is very tasty and flavorful.	3.82	1.013

Table 4.2 Descriptive Analysis for questionnaire items (Continued)

Item	Description	Mean	Standard Deviation
CS8	Restaurant always have promotion for those who are member in the restaurant.	3.78	1.026
CS9	I feel great about dining in this restaurant.	3.78	0.994
CS10	Restaurant many unique features.	3.80	1.007

Source: Original Study

4.2 Factor Analysis and Reliability

To check the reliability of each item, the research used the factor and reliability technique to observe the items of the survey questionnaire. The first analysis examined the factor loading by considering:

- Factor loading higher than 0.6
- KMO is higher than 0.5
- The eigenvalue is higher than 1
- Item-to-total correlation and communalities are equal to or higher than 0.5
- The second analysis examined the Cronbach's Alpha using the minimum criteria of 0.7 to measure the reliability of the factors.

4.2.1 Service Quality
4.2.1.1 Reliability

After conducting the factor analysis and reliability test, the 6 items of Reliability were better than the requirement that mention above KMO of reliability was 0.923, eigenvalue was 4.524. Moreover, reliability had accumulate a total of 64.623% which showed these were critical underlying factors for this construct. The loading of each item was bigger than 0.6 also,

all items-to-total correlation of reliability was above 0.05, and the Cronbach's Alpha (0.905) was also greater than 0.7. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.3 Result of FL and Reliability of Reliability

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Reliability (KMO=0.923)	SQR		4.524	64.623%		0.905
	SQR1	0.747			0.655	
	SQR2	0.704			0.601	
	SQR3	0.880			0.810	
	SQR4	0.885			0.814	
	SQR5	0.880			0.815	
	SQR6	0.875			0.800	
	SQR7	0.611			0.508	

Note: SQR= Reliability of Service Quality

Source: Original Study

4.2.1.2 Responsiveness

The KMO of the four items of responsiveness of service quality in Table 4.4 were better than the requirement of 0.50, eigenvalue was 2.523. The reliability had accumulate a total of 63.066% which showed these are important underlying factors for this construct. The loading of items were above 0.06. Beside, all items-to-total correlation of responsiveness were above 0.5, and the Cronbach's Alpha (0.801) was also bigger than 0.7. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.4 Result of FL and reliability of responsiveness

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Responsiveness (KMO=0.650)	**SQRS**		**2.523**	**63.066%**		**0.801**
	SQRS1	0.909			0.797	
	SQRS2	0.798			0.626	
	SQRS3	0.714			0.509	
	SQRS4	0.743			0.543	

Note: SQRS= Responsiveness of Service Quality

Source: Original Study

4.2.1.3 Assurance

All items have the factor loading greater than 0.6 and highest is SQA5 with a factor loading of 0.912 indicating this item had the highest relation to compatibility. All of the item to total correlation are greater than 0.5. Cronbach's Alpha greater than 0.6 and eigenvalue greater than 1 as shown below compatibility Cronbach's α= 0.929 and eigenvalue = 4.953. The reliability had accumulate a total of 70.756% of explained variance shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4.5 Result of Factor Loading and Reliability Test on Assurance

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Assurance (KMO=0.930)	**SQA**		**4.953**	**70.756%**		**0.929**
	SQA1	0.780			0.706	
	SQA2	0.730			0.649	
	SQA3	0.924			0.885	

Table 4.5 Result of Factor Loading and Reliability Test on Assurance (Con)

SQA4	0.893			0.842	
SQA5	0.912			0.868	
SQA6	0.894			0.840	
SQA7	0.728			0.642	

Note: SQA= Assurance of Service Quality

Source: Original Study

4.2.1.4 Empathy

After doing Factor Analysis and Reliability Test on Empathy has shown in the Table 4.6 that, all items have Factor Loading greater than 0.6. All item to total correlation are greater than 0.5. Cronbach's Alpha is bigger than 0.6 and eigenvalue greater than 1as showed below in the table that compatibility Cronbach's Alpha = 0.854 and eigenvalue = 3.969. The reliability had accumulate a total of 49.608% of explained variance shows these are important underlying factors for this construct.

Table 4.6 Result of Factor Analysis and Reliability of Empathy

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Empathy (KMO=0.888)	**SQE**		**3.969**	**49.608%**		**0.854**
	SQE1	0.696			0.586	
	SQE2	0.718			0.608	
	SQE3	0.756			0.655	
	SQE4	0.727			0.621	
	SQE5	0.695			0.584	
	SQE6	0.715			0.608	
	SQE7	0.697			0.589	
	SQE8	0.623			0.512	

Note: SQE= Empathy of Service Quality

Source: Original Study

4.2.1.5 Tangible

The KMO of this seven items of Tangible in Table 4.7 were better than the requirement of 0.5, eigenvalue was 3.564. Tangible of service quality had the accumulated a total of 51.723% which show that these are important underlying factors for this construct. Factors loading of each item is greater than 0.6. Additionally, all items-to-total correlation of Tangible was not lower than 0.5, and the Cronbach's Alpha (0.842) was not smaller than 0.7 with value 0.842. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.7 Result of FL and Reliability of Tangible

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Tangible (KMO=0.864)	SQT		3.621	51.723%		0.842
	SQT1	0.618			0.500	
	SQT2	0.785			0.675	
	SQT3	0.813			0.713	
	SQT4	0.697			0.572	
	SQT5	0.700			0.574	
	SQT6	0.731			0.612	
	SQT7	0.672			0.548	

Note: SQT= Tangible of Service Quality

Source: Original Study

4.2.2 Product Value

The KMO of this 5 items of Product Value in Table 4.8 were better than the requirement of 0.50, and its eigenvalue was 2.943. Product Value had accumulated a total of 58.870% which showed that these are important

underlying factors for this construct. The loading of each item was not lower than 0.6 with the highest value of PV1=0.792, and the lowest point was PV5=0.670. Beside, all items-to-total correlation of product value in this analysis was not lower than 0.5, and the Cronbach's Alpha (0.824) was not smaller than 0.7 with its value of 0.824. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.8 Result of FL and reliability of Product Value

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Service Quality (KMO=849)	**PV**		**2.943**	**58.870%**		**0.824**
	PV1	0.792			0.646	
	PV2	0.764			0.615	
	PV3	0.771			0.620	
	PV4	0.764			0.698	
	PV5	0.670			0.512	

Note: PV= Product Value

Source: Original Study

4.2.3 Product Characteristic

The KMO of this 7 items of Product Characteristic in Table 4.9 were better than the requirement of 0.50, and its eigenvalue was 4.178. Product Characteristic had accumulated a total of 59.689% which showed that these are important underlying factors for this construct. The loading of each item was not lower than 0.6. All items-to-total correlation of product value in this analysis was not lower than 0.5, and the Cronbach's Alpha (0.887) was bigger than 0.7. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.9 Result of FL and Reliability of Product Characteristic

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Product Characteristic (KMO=0.886)	**PC**		**4.178**	**59.689%**		**0.887**
	PC1	0.816			0.722	
	PC2	0.773			0.672	
	PC3	0.794			0.695	
	PC4	0.818			0.725	
	PC5	0.779			0.691	
	PC6	0.726			0.637	
	PC7	0.694			0.601	

Note: PC= Product Characteristic

Source: Original Study

4.2.4 Word of Mouth

The KMO of this 4 items of Word of Mouth in Table 4.10 were better than the requirement of 0.50, and its eigenvalue was 2.664 which is greater than 1. Product Value had accumulated a total of 66.611%% which showed that these are important underlying factors for this construct. The loading of each item was greater than 0.6 with the highest value of WOM2=0.828. Beside, all items-to-total correlation of product value in this analysis was bigger than 0.5, and the Cronbach's Alpha (0.833) was greater than 0.7 with its value of 0.833. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.10 Result of FL and Reliability of Word of Mouth

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Word of Mouth (KMO=0.808)	**WOM**		**2.664**	**66.611%**		**0.833**
	WOM1	0.827			0.675	
	WOM2	0.828			0.678	
	WOM3	0.824			0.671	
	WOM4	0.785			0.622	

Note: WOM= Word of Mouth

Source: Original Study

4.2.5 Customer Satisfaction

After conducting the factor analysis and reliability test, the ten items of customer satisfaction were better than the requirement that mentioned above. KMO of customer satisfaction had the accumulated a total of 73.200% which showed that these are important underlying factors fir this construct. The loading of items were greater than 0.6, and all items-to-total correlation of each item of customer satisfaction was not smaller than 0.7. Based on all requirement, it inferred that the reliability and internal consistency are suitable.

Table 4.11 Result of FL and reliability of Customer Satisfaction

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Customer Satisfaction (KMO=964)	**CS**		**7.320**	**73.200%**		**0.959**
	CS1	0.775			0.727	
	CS2	0.871			0.837	
	CS3	0.875			0.841	
	CS4	0.871			0.837	
	CS5	0.872			0.838	
	CS6	0.862			0.826	

Table 4.11 Result of FL and reliability of Customer Satisfaction (Continued)

CS7	0.850			0.813	
CS8	0.866			0.831	
CS9	0.852			0.815	
CS10	0.857			0.821	

Note: CS= Customer Satisfaction

Source: Original Study

4.3 Independent Sample T-test

To verify whether there is a different of Service Quality (SQ) and its sub-variables, Product Characteristic (PC), Product Value (PV), Word of Mouth (WOM) and Customer Satisfaction (CS) with gender, and this study conducted a t-test. In the table 4.12 showed that there is no different thinking between Male and Female on Service Quality (SQ), Product Characteristic (PC), Product Value (PV), Word of Mouth (WOM) and Customer Satisfaction because the p- value of all factors are greater than 0.05 that requirement id that the p-value should be lower than 0.05 so the it will have the significant of different thinking. In this result indicate that male and female had the same thinking in this study.

Table 4.12 Result of Independent T-test with Gender

Factor		Male	Female	t-value	p-value
		n=158	n=142		
Service Quality	Reliability	3.9430	3.9195	.231	.818
	Responsiveness	5.7089	5.6127	1.007	.315
	Assurance	4.4033	4.4819	-.588	.557
	Empathy	5.7903	5.7711	.218	.827
	Tangible	5.6582	5.6308	.277	.782
Product Characteristic		5.6139	5.7676	-1.543	.124

Table 4.12 Result of Independent T-test with Gender (Continued)

Product Value	5.3797	5.3471	.270	.787
Word of Mouth	5.7025	5.8222	.-1.090	.277
Customer Satisfaction	3.7551	3.8148	-.602	.548

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4 One Way Analysis of Variance ANOVA

To compare the dissimilarity of the dimension's mean score based on respondent's ages, Occupation, incomes, and average frequency of having meal in the restaurant, the one-way ANOVA was conducted.

This method is widely used to studies involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference factors of service quality and its sub-variables, product characteristic, product value, word of mouth, and customer satisfaction among each group. The one way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as an independent variable. To check the ANOVA whether there is significant between groups, firstly, we should check with the F-value and P-value of each constructs and see if there are any statistically significant we further check with the Levene statistic to see if there are any significant of variable, so we will compare the mean group of variable in Dunnett T3.

4.4.1 Age

There were four factors statistically significant within nine constructs among different age groups of Reliability of Service Quality (SQR) checked with Anova SQR (F=2.611, p=.036, p<0.05) was significant, checked with levene= 2.290, p=0.06, p>0.05 was not significant, SQR (mean(1)=3.9085,

(2)=3.9134, (5)=5.0476) Post Hoc checked by sheffe ((5)>(2)>(1)) where the group of age more than 50 years old (mean=5.0476) were higher than group age of 20-30 years old (mean=3.9134) and it is higher than group age less than 20 years old (mean= 3.8095), Assurance of Service Quality (SQA) checked with Anova SQA (F=12.888, p=.000, p<.000) was significant, checked with levene=9.223, p=.000, p<.001 was significant, SQA (mean(1)=4.4762, (2)=4.2378, (3)=4.4138, (4)=6.1426) Post Hoc checked by Dunnett T3 ((4)>(1)>(3)>(2)) where the group age of 40-50 years old (mean=6.1426) was the highest as showed in the table 4.13 and the lowest is group age of 20-30 years old (mean=4.4762), and Empathy of Service Quality (SQE) checked with Anova SQE (F=5.113, p=.001, p<.01) was significant checked with levene=8.097, p=.000, p<.001 was significant, SQE (mean(1)=5.9259, (2)=5.7879, (3)=5.8157, (4)=5.7583, (5)=4.4583) Post Hoc checked by Dunnett T3 ((1)>(3)>(2)>(4)>(5)) where the group age of less than 20 years old (mean=5.9259) was the highest as showed in the table and group age of more than 50 years old (mean=4.4583) was the lowest, and Product Characteristic (PC) check with Anova (F=3.487, p=.008, p<0.01), was significant, check with levene=5.250, p=.000, p<.001 was significant, PC (mean(1)=5.0847, (2)=5.3793, (3)=5.2577, (4)=5.1047, (5)=6.0952) Post Hoc checked by Dunnett T3 where the group of age more than 50 years old (mean=6.0952) is the highest respond while the group age of less than 20 years old (mean=5.0847) is the lowest. (See Table 4.13)

Table 4.13 Results of the Difference of the Factors within the nine Constructs among Group of Age Levels

Factors	<20 (1)	20-30 (2)	31-40 (3)	41-50 (4)	>50 (5)	F-value	P-value	Scheffe Or Dun
SQR	3.8095	3.9134	3.9278	3.9238	5.0476	2.611	.036	(5)>(2)>(1)

Table 4.13 Results of the Difference of the Factors within the nine
Constructs among Group of Age Levels (Continued)

Factors	<20 (1)	20-30 (2)	31-40 (3)	41-50 (4)	>50 (5)	F-value	P-value	Scheffe Or Dunnett T3
SQRS	5.7778	5.6532	5.6418	5.5833	5.9583	.376	.826	NS
SQA	4.4762	4.2378	4.4138	6.1426	5.6905	12.888	.000	(4)>(1)>(3)>(2)
SQE	5.9259	5.7879	5.8157	5.7583	4.4583	5.113	.001	(1)>(3)>(2)>(4)>(5)
SQT	5.8624	5.5806	5.6716	5.6762	5.8333	.752	.557	NS
PV	5.6963	5.6606	5.6454	6.000	6.2000	1.118	.348	NS
PC	5.0847	5.3797	5.2577	5.1048	6.0952	3.487	.008	(5)>(2)>(3)>(4)>(1)
WOM	5.9444	5.7613	5.6237	6.0333	6.3750	1.710	.148	NS
CS	3.7556	3.7387	3.7897	3.8667	4.7500	2.088	.082	NS

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.2 Occupation

There are statistically significant of all factors within nine constructs among different occupation group that showed in the Table 4.14 and it demonstrate that Reliability of Service Quality (SQR), checked with Anova (F=9.144, p=.000, p<0.001) was significant, checked with levene=20.712, p=.000, p<.001 was significant, SQR (mean(1)=4.3333, (2)=3.5584, (3)=3.6997, (4)=4.0397, (5)=3.5414) Post Hoc checked by Dunnett T3 ((1)>(4)>(3)>(2)>(5)) where the group occupation of Government worker

(mean=4.3333) is the highest while group of student (mean=3.5414) is the lowest, Responsiveness of Service Quality (SQRS), Anova SQRS (F=4.338, p=.002, p<.01) was significant, levene=3.641, p=.007, p<.01 was significant, SQRS (mean(1)=5.5507, (2)=5.9455, (3)=5.3520, (5)=5.9211) Post Hoc checked by Dunnett T3 ((2)>(5)>(1)>(3)) where the group occupation of private worker (mean=5.9455) is highest while group Self-Employed (mean=5.3520) is the lowest, Assurance of Service Quality (SQA), Anova SQA (F=121.458, p=.008, p<.01) was significant, levene=21.884, p=.000, p<.001 was significant, SQA (mean(1)=5.6460, (2)=5.3481, (3)=3.8426, (4)=3.6389, (5)=3.5338) Post Hoc checked by Dunnett T3 ((1)>(2)>(3)>(4)>(5)) where the group occupation of Government worker (mean=5.6460) is the highest when student group (mean=3.5333) is the lowest, Empathy of Service Quality (SQE), SQE Anova (F=3.481, p=.000, p<.001) was significant, levene=18.443, p=.000, p<.001 was significant, SQE (mean(1)=5.5217, (2)=5.9477, (5)=6.0329) Post hoc checked by Dunnett T3(5>2>1>) where the group occupation of student (mean=6.0451) is the highest while group government worker (mean=5.5217) is the lowest, and Tangible of Service Quality (SQT) SQT Anova (F=6.336, p=.000, p<.001) was significant, levene=29.489, p=.000, p<.001 was significant, SQT (mean(1)=5.3830, (2)=5.9792, (4)=5.5013, (5)=6.0451) Post Hoc checked by Dunnett T3 ((5)>(2)>(4)>(1)) where the group occupation of student (mean=6.336) is the higher than group private worker and Studying and working while group government worker (mean=5.3830) is the lowest respond, Product Value (PV), Anova PV (F=13.264, p=.000, p<.001) was significant, levene=31.701, p=.000, p<.001 was significant, PV (mean(1)=6.0058, (2)=5.9600, (3)=5.8571, (4)=5.2444, (5)=5.8105) Post Hoc checked by Dunnett T3 ((1)>(2)>(3)>(5)>(4)) where is the group of government worker (mean=6.0058) is the highest while group

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studying and working (mean=5.2444) is the lowest, Product Characteristic (PC), Anova PC (F=8.324, p=.000, p<.001) was significant, levene=11.213, p=.000, p<.001 was significant, PC (mean(1)=5.8986, (2)=4.9429, (3)=5.3528, (4)=5.2063) Post Hoc checked by Dunnett T3 ((1)>(3)>(4)>(2)) where the group of government (mean=5.8986) is the highest when the group of private worker (mean=4.9429) is the lowest, Word of Mouth (WOM), Anova WOM (F=8.683, p=.000, p<.001) was significant, levene=22.014, p=.000, p<.001 was significant, WOM (mean(1)=6.1667, (2)=6.000, (3)=5.7653, (4)=5.4421) Post Hoc checked by Dunnett T3 ((1)>(2)>(3)>(4)) where the group of government worker (mean=6.1667) is the highest and studying and working (mean=5.4421) is the lowest and Customer Satisfaction (CS), Anova CS (F=6.589, p=.000, p<.001) was significant, levene=24.114, p=.000, p<.001 was significant, CS (mean(1)=4.1493, (2)=3.5236, (3)=3.5408, (4)=3.8454, (5)=3.4789) Post Hoc checked by Dunnett T3 ((1)>(3)>(2)>(4)>(5)) where is the group occupation of Government worker (mean=4.1493) has the highest respondent when the group Student (mean=3.4789) has the lowest respondent. (See Table 4.14)

Table 4.14 Results of the Difference of the Factors within the nine Constructs among Group of occupation types

Factors	Government Worker (1)	Private worker (2)	Self-employed (3)	Studying and Working (4)	Student (5)	F-value	P-value	Dunnett T3
SQR	4.3333	3.5584	3.6997	4.0397	3.5414	9.144	.000	(1)>(4)>(3)>(2)>(5)
SQRS	5.5507	5.9455	5.3520	5.6875	5.9211	4.338	.002	(2)>(5)>(1)>(3)
SQA	5.6460	5.3481	3.8426	3.6389	3.5338	121.458	.008	(1)>(2)>(3)>(4)>(5)
SQE	5.5217	5.9477	5.8724	5.7866	6.0329	3.481	.000	(5)>(2)>(1)
SQT	5.3830	5.9792	5.8017	5.5013	6.0451	6.336	.000	(5)>(2)>(4)>(1)

Table 4.14 Results of the Difference of the Factors within the nine
Constructs among Group of occupation types (Continued)

Factors	Government Worker (1)	Private worker (2)	Self-employed (3)	Studying and Working (4)	Student (5)	F-value	P-value	Dunnett T3
PV	6.0058	5.9600	5.8571	5.2444	5.8105	13.264	.000	(1)>(2)>(3)>(5)>(4)
PC	5.8986	4.9429	5.3528	5.2063	5.5714	8.324	.000	(1)>(3)>(4)>(2)
WOM	6.1667	6.000	5.7653	5.4421	5.3684	8.683	.000	(1)>(2)>(3)>(4)
CS	4.1493	3.5236	3.5408	3.8454	3.4789	6.589	.000	(1)>(3)>(2)>(4)>(5)

Note: *p<.05, **p<.01, ***p<.001
Source: Original Study

4.4.3 Income

There is no significant difference in most of the factors within nine constructs among different income groups except for Empathy of Service Quality (SQE), Anova SQE (F=2.959, p=.020, p<.05) was significant, checked with levene=4.165, p=.000, p<.001 was significant, checked with Dunnett T3 where the respondent group income of 200$ (mean=6.227) is higher than group income of 200-300$ (mean=5.5239). (See Table 4.15)

Table 4.15 Results of the different of factors within the nine constructs among of group Income Levels

Factors	<200$ (1)	200-300$ (2)	300-400$ (3)	400-500$ (4)	>500$ (5)	F-value	P-value	Dunnett T3
SQR	3.6494	3.9034	3.973	3.9313	3.9837	.372	.829	NS
SQRS	5.8636	5.5074	5.6125	5.7358	5.8000	1.293	.273	NS
SQA	3.7922	4.5777	4.4946	4.4218	4.3102	1.274	.280	NS

Table 4.15 Results of the different of factors within the nine constructs among of group Income Levels (Continued)

Factors	<200$ (1)	200-300$ (2)	300-400$ (3)	400-500$ (4)	>500$ (5)	F-value	P-value	Dunnett T3
SQE	6.0227	5.5239	5.7844	5.8880	5.8750	2.959	.020	(1)>(2)
SQT	6.1299	5.6387	5.7125	5.5647	5.5959	1.273	.281	NS
PV	5.8909	5.7971	5.6150	5.5943	5.8514	1.194	.313	NS
PC	5.6494	5.4223	5.4071	5.2642	5.3673	.533	.712	NS
WOM	5.3182	5.6728	5.7219	5.9151	5.6786	1.553	.187	NS
CS	3.5091	3.7882	3.8500	3.7358	3.8514	.537	.709	NS

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.4 Average Frequency of Having Meals in the Restaurant

In the Table 4.16 showed that there is no statistically significant difference of all factors within the nine constructs among groups of Average Frequency of Having Meals in the restaurant. After all factors was checked by Anova SQR (F=1.147, p=.335, p>.05), SQRS (F=1.338, p=.248, p>.05), SQA (F=.126, p=.986, p>.05), SQE (F=.552, p=.737, p>.05), SQT (F=.994, p=.422, p>.05), PV (F=.788, p=.559, p>.05), PC (F=1.099, p=.361, p>.05), WOM (F=.836, p=.525, p>.05), and CS (F=.619, p=.686, p>.05) were not statically significant difference in every constructs. (See Table 4.16)

Table 4.16 Result of the different of factors within the nine constructs of group Average Frequency of Having Meals in the Restaurant level.

Factors	Once a week (1)	Twice a week (2)	4 times a week (3)	Once a month (4)	Twice a month (5)	Everyday (6)	F-value	P-value	NS
SQR	3.8659	4.0171	3.7033	4.0241	4.0268	4.0000	1.147	.335	NS
SQRS	5.5769	5.7201	5.7404	5.5528	5.6563	6.1154	1.338	.248	NS
SQA	4.4901	4.4350	4.4478	4.3622	4.5268	4.4066	.126	.986	NS

Table 4.16 Result of the different of factors within the nine constructs of group Average Frequency of Having Meals in the Restaurant level. (Con)

Factors	Once a week (1)	Twice a week (2)	4 times a week (3)	Once a month (4)	Twice a month (5)	Everyday (6)	F-value	P-value	NS
SQE	5.8250	5.7369	5.7692	5.7077	5.8750	6.0096	.552	.737	NS
SQT	5.4703	5.7143	5.6758	5.6137	5.8036	5.8242	.994	.422	NS
PV	5.7477	5.5343	5.6731	5.7972	5.6187	5.7846	.788	.559	NS
PC	5.3978	5.2580	5.1374	5.4950	5.5223	5.5495	1.099	.361	NS
WOM	5.7615	5.9142	5.7981	5.6937	5.5234	5.7308	.836	.525	NS
CS	3.8169	3.8299	3.5962	3.8408	3.8000	3.7692	.619	.686	NS

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.5 Relationship among the Constructs

To test the hypotheses, and the relationship among the five constructs, and bivariate correlations among the variables for the study are shown in Table 4.15. This study also adopted Baron and Kenny's (1986), approach to test the mediation and moderation effect of the variables.

4.5.1 Relationship among the Five Constructs

The highest mean was for Word of Mouth (5.7592) with a standard deviation of .94967, while the lowest mean was Customer Satisfaction (3.7833) with the standard deviation of .85691. The correlation coefficients can help shows the bivariate relationships among the 5 variables. Based on the correlation analysis of each variable it can be seen that some constructs are significantly positively correlated with one another among those 5 constructs. Firstly, this study discusses the relationship among the variables used for testing the hypothesis; with service quality are significantly positively

correlated with the variable of word of mouth (r=0.499, p<0.001), and significantly positively correlated with customer satisfaction (r=0.408, p<0.001). Product values are significantly positively correlation with product characteristic (r=0.705, p<0.001), and significant positively correlation with customer satisfaction (r=0.187, p<0.001), while product characteristics are also significant positively correlation with customer satisfaction (r=0.275, p<0.001). Second, this study found that the strongest relationship among the 5 variable is product value and product characteristic (r=0.705, p<0.001). there are some variable indicate in the Table 4.17 that some variables are have a weak correlation between each other because the sample correlation coefficient is move closely to 0, there is weak correlation between service quality and product value (r=.112, p>005), while it also have a weak correlation with product characteristic (r=0.08, p>005). And there is a variable of product characteristic has a weak correlation with word of mouth (r=-.034, p>0.005) with r is negative, therefore, these two variables move in opposite directions.

Table 4.17 Result of the Correlation of the Five Constructs

Variables	Means	SD	SQ	PV	PC	WOM	CS
SQ	5.0614	.42713	1				
PV	5.6867	.86335	.112	1			
PC	5.3643	1.04287	.080	705***	1		
WOM	5.7592	.94967	.499***	.016	-.034	1	
CS	3.7833	.85691	.408***	.187***	.288***	.275***	1

Note: 1. *p<.05, **p<.01, ***p<.001, r= Sample correlation coefficient

2. SQ= Service Quality, PV= Product Value, PC= Product

Characteristic, WOM= Word of Mouth, CS= Customer Satisfaction

Source: Original Study

4.6 The Mediation Effect of Product Value between Service Quality and Customer Satisfaction

To explore the mediation effect of product value between service quality and customer satisfaction, relate to numerous studies demonstrated that service quality leads to service value in a service encounter Bolton and Drew, (1991); Cronin et al., (1997); Dodds, Monroe, and Grewal, (1991); Fornell, (1992); Ostrom and Iacobucci (1995); Sweeney et al., (1999). According to Baron and Kenny (1986), there are four steps to check the mediation effect of the variables: firstly, measuring whether the mediator has been in a significant relationship with the independent variable; secondly, to check that whether there is a significant relationship between the independent variable and the dependent variable; next step is to make a test to examine whether the mediator is significantly in the relationship with the dependent variable, when the independent variable be controlled; the last step is to establish that there are any the mediating between the mediator with the independent-dependent variables relationship, the effect of the independent variable on the dependent variable, controlling for the mediator should be zero.

Table 4.18 Result of Mediation Test of Product Characteristic between Service Quality and Customer Satisfaction.

Variables	PV	CS	CS	CS
	Model 1	Model 2	Model 3	Model 4
SQ	.112*	.408***		.387***
PV			.288***	.257***
R	.112	.408	.288	.482
R^2	.013	.166	.083	.232
Adj- R^2	.009	.164	.080	.277
F-value	3.778	59.442	26.939	44.851
P-value	.043	.000	.000	.000
D-W	.424	.132	.138	.154

Table 4.18 Result of Mediation Test of Product Characteristic between Service Quality and Customer Satisfaction. (Continued)

Variables	PV	CS	CS	CS
	Model 1	Model 2	Model 3	Model 4
Max VIF	1.000	1.000	1.000	1.006

Note: 1. *p<.05, **p<.01, ***p<.001, β: Standardized coefficient

   2. SQ= Service Quality, PV= Product Value, CS= Customer Satisfaction

Source: Original Study

According to the Table 4.18, model 1 tested the relationship between service quality (independent variable) and product Value (mediator), and result show that service quality is significant and positively affected to product Value (β=.112, p<0.05); for model 2 was tested the relationship service quality (independent variable) and customer satisfaction (dependent variable), and the result shows that service quality is significant positively affected to customer satisfaction (β=.408, p<0.001);next, the relationship (between product value) independent variable and customer satisfaction as the dependent variable as the model 3, the result show that the product value is significant positively affected to the customer satisfaction (β=.288, p<0.001), therefore H1, H2 and H3 are supported. Finally, service quality and product value regressed with customer satisfaction shows (β=.387, p<0.001; β=.257, p<0.001) respectively in model 4. The results in model 4 showed that R^2=0.232 and the adjusted R^2 = 0.277, meaning that 27.70% of the variance in customer satisfaction can be predicted from service quality and product value. F-value equals 44.851 (p<0.001) is significant. For multicollinearity, max VIF is 1.006.

According to the result above, the beta value of customer satisfaction is reduce from 0.408 to 0.387, and both service quality and product value are significantly relate to customer satisfaction. Therefore, H7 is supported.

Customer satisfaction provides a partial mediation effect on the relationship between service quality and product characteristic.

4.7 The Mediation Effect of Word of Mouth between Product Characteristic and Customer Satisfaction

To examine the mediation effect of word of mouth between product characteristic and customer satisfaction. The Table 4.19 below begun to test the relationship between Product Characteristic (independent variable) and Word of Mouth (mediator or dependent variable), the result in the model 1 showed that product characteristic is not significant affected to word of mouth. According Baron and Kenny (1986) tested, there is no significant effect on mediation effect. H4: product characteristic effect on word of mouth was rejected, because the beta value is lower than the requirement and p-value is bigger than 0.05 (β=0.34, p=.554, p>0.05), In contrast, there is a direct effect of product characteristic (independent variable) significant positively on customer satisfaction (dependent variable) (β=.288, p=.000, p<.001) in Model 2, and Model 3 also showed that there is a significant positively effect of word of mouth on customer satisfaction (β=.275, p=.000, p<.001), hence based on the Multiple regression the H5 and H6 are supported.

Table 4.19 Result of Mediation test of Word of Mouth between Product Characteristic and Customer Satisfaction Outcome.

Variables	WOM	CS	CS	CS
	Model 1	Model 2	Model 3	Model 4
PC	0.34	.288***		.298***
WOM			.275***	.285***
R	0.34	.288	.275	.405
R^2	.001	.083	.076	.164
Adj-R^2	-.002	.080	.073	.159

Table 4.19 Result of Mediation test of Word of Mouth between Product Characteristic and Customer Satisfaction Outcome. (Continued)

Variables	WOM	CS	CS	CS
	Model 1	Model 2	Model 3	Model 4
F-value	.350	26.939	24.385	29.166
P-value	.554	.000	.000	.000
D-W	.443	.138	.151	.179
Max VIF	1.000	1.000	1.000	1.001

Note: 1. *p<.05, **p<.01, ***p<.001, β: Standardized coefficient

(PC= Product Characteristic, WOM= Word of Mouth, CS= Customer Satisfaction)

Source: Original Study

4.8 The Moderation Effect of Product Characteristic between Service Quality and Customer Satisfaction

The result of this table 4.20 present about the moderation of Product Characteristic between Service Quality and Customer Satisfaction (see table 4.20). As showed that the model 1 in the table, the result discloses that service quality is positively and significantly affected to product characteristic (β=0.408, p<0.001), and Model 2 also showed that product characteristic is positively and significantly affected to customer satisfaction (β=0.288, p<0.001), therefore, H2 and H5 are supported. As shown in model 3 in the Table 4-20, the result showed that both independent variables (service quality, β=0.387, p<0.01) and moderating variables (product characteristic, β=0.257, p<0.001) are significant affected to dependent variable (customer satisfaction). In addition, the result in model 4 revealed the interaction effect of service quality and product characteristic is significant affect to customer satisfaction (R^2 = 0.229, β= 0.262, p<0.01, max VIF= 1.020), so H9 is support. This meant that product

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characteristic is moderate of the relationship between service quality and customer satisfaction.

Table 4.20 The moderate Test of Product characteristic the Relationship between Service Quality and Customer Satisfaction.

Variables	CS			
	Model 1	Model 2	Model 3	Model 4
Independent Variable				
SQ	.408***		.387***	.354***
Moderating Variable				
PC		.288***	.257***	.244***
Interactive Effect				
SQ*PC				.262***
R^2	.166	.083	.232	.299
Adj-R^2	.164	.080	.227	.292
F-value	59.442	26.939	44.851	42.116
P-Value	.000	.000	.000	.000
D-W	.132	.138	.154	.221
Fax VIF	1.000	1.000	1.006	1.020

Note: 1. *p<.05, **p<.01, ***p<.001, β: Standardized coefficient

2. SQ= Service Quality, PC= Product Characteristic, CS= Customer Satisfaction

Source: Original Study

CHAPTER FIVE

CONCLUSION AND DICUSSION

5.1 Research Conclusion

Table 5.1 Result of the tested hypothesis

	Hypotheses	Result
H1	Service Quality have significant positively impact on Product Value	Supported
H2	Service Quality have significant impact on customer Satisfaction	Supported
H3	Product Value have significant positively impact on Customer Satisfaction	Supported
H4	Product Characteristic have significant positively impact on Word of Mouth	Not Supported
H5	Product Characteristic have significant positively impact on Customer Satisfaction	Supported
H6	Word of Mouth have significant positively impact on Customer satisfaction	Supported
H7	Product Value mediates the relation between each variable of service quality and Customer Satisfaction.	Supported
H8	Word of mouth mediates the relation between product characteristic and customer satisfaction.	Not Supported
H9	Influence moderates of product characteristic in relation between service quality and customer satisfaction.	Supported

Source: Original Study

This study purpose are (i) to explore the effect between service quality and product value (ii) to analysis the effect between service quality and customer satisfaction (iii) to check the effect between product value and customer satisfaction (iv) to examine the effect between product characteristic and customer satisfaction (v) to investigate the effect between product characteristic and word of mouth (vi) to test the effect between word of mouth and customer satisfaction (vii) to check how product value mediates the relation between service quality and customer satisfaction (viii) to analysis how word of mouth mediate the relation between product characteristic and customer satisfaction (ix) to inspect how product characteristic moderate when service quality in relation with customer satisfaction.

The theoretical framework for this study was developed based on the above literature explained in chapter 2. From the result of this research, it has been found that service quality, product value, product characteristics, word of mouth to be the main drivers for customer satisfaction outcome, as indicated in Table 5-1 above which shows the hypotheses tested with the results. According to the results, a number of conclusions have been drawn from the study. This study has found that service quality have a significant positively impact on customer satisfaction, supported the previous finding of Nikolich and Sparks (1995), Bitner, Boms and Mohr (1994) and Gronroos (1984) where the service quality have significant positively effect on customer satisfaction. This finding indicate that the service quality reach the customer satisfaction base on their customer service performance in the restaurant and how it deliver to the customer perception and trust.

According to some previous research and this current study research shows that component of product value are significant positively effect to the customer satisfaction, Started by Erdem and Swait (1998), Namkung and Jang

(2007) and Shaharudin et al. (2011) that product value which are brand equity, technical plate foods and freshness are paly important part to improve the customer trust, believe and perception of what they actually see in the restaurant that appealing them by provide the customer with the value of their product such as the product that are known (brand equity), healthy with freshness and organic and food quality with acceptable price.

This study also found that product characteristic also impact on customer satisfaction, described by the literature review above there are some of information about the component of food characteristic which are food test, food innovation, standard and freshness of organic product, this study also conclude by Beckwith and Lehmann (1973); Bettman, Capon and Lutz (1975) that these all component of product characteristic in the restaurant will be effect to the customer, most of the time when the first time dinning of the customer in that restaurant, therefor when the restaurant provide the organic, freshness and standard which characterize the good option and appealing for the customer. On the other hand, the perception of customer would depend on the food characteristic whether they like it more than other restaurant or not, so that is depend on their comparison between one restaurant to another restaurant and which are feel satisfy with.

This research study also propose that the product characteristic have the positive impact on word of mouth which mean what characteristic of foods do the customer eat and it would effect to the customer perception and give the record to the other customers. As the previous research of Berger and Heath 2007; Wojnicki and Godes (2008) proposed that more interesting products may generate longer conversations or more positive WOM.

The result of this study also demonstrate that the word of mouth also the one key to reach the customer perception through their talking with their

dinning experiencing in the restaurant. The previous finding of Ennew (2000) also supported and conclude that people will discuss between group to group that it is positive or negative depend on the product provider and the positive WOM mouth of the restaurant would achieve more customer and effect to customer satisfaction.

5.2 Research Discussion and Implication

This study aimed is to investigate the impacts of other variable on customer satisfaction outcome. The significant among service quality, product value, and customer satisfaction which have been proven in the upper section that reveal some meaningful thing to study to improve the service quality in the restaurant. Each dimension of Service Quality have indirect effect on the product value and customer satisfaction. In the other word, the customer will explore the restaurant which provides the customer with good of foods value that assist with quality service, therefore how the restaurant provide the value to the customer when they dinning in their restaurant such as healthy, testy acceptable price and so on. The result has been consistent by the previous research by Anderson, Fornell, and Lehmann (1994) found that customer satisfaction requires experience with the service, and is influenced by the perceived service quality and value of the food that provide to the customer which is the appealing point for customer matter. On the other hand, service quality have the indirect impact on the word of mouth and customer satisfaction that the word of mouth would increase or decrease the customer perception on the restaurant after they have experiencing in the restaurant, therefore, the restaurant service quality and word of mouth are consistency each other to reach customer perception in order to achieve customer satisfaction. There is also found that service quality indirect effect to the product characteristic and

customer satisfaction, according to some previous researcher as found that there are important components of the variable product characteristic has been contribute to the success of making customer satisfaction such as product physical design and pricing by Darley and Gilbert (1985). This finding have been prove and support from many research in the literature review that product characteristic as the moderation of predictor of service quality have positive impact on the customer satisfaction, so it suppose that dinning is not only the good service but the food quality and price also play important role to involve in the customer satisfaction concept in every restaurant in Cambodia.

5.3 Research Limitation and Future Research Suggestion

This study have several limitation, Firstly, due to some difficulties and the period of time that the survey was conducted, the way to choose a sample for this study is mainly based on convenience. Thus the result can't represent to whole dining restaurant in Cambodia. Hence, the further study should be done with a larger size and different sample group in order to increase representation of all generational groups. Secondly, the study results come from the universities students, employed and those who experience dinning, so it opens up for any further study to apply this model so as to investigate the impact of service quality, product value, product characteristic, word of mouth and customer satisfaction of university student, employed those who experience dinning in Cambodia. Thirdly, due to the time limit of this research it only examines the significant effect of both mediator, so future research should be compared to whether which one is more important than the others, as well as positive and negative describe of the mediator to give more in-depth understanding to the study. Lastly, a qualitative study might allow the respondents to express their opinions on restaurant service quality in order to

further understanding deeper into the issues. and due to the H4 is not supported because there is no any effect between these two variable, so this study suggest to the next study should use word of mouth as outcome

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APPENDIX QUESTIONNAIRE

កម្រងសំណួរ

Thank you very much for participating in this survey! The survey is being done by a master of business administration student in the Department of Business Administration at Nanhua University, Taiwan. All of the answers provided in this survey will be kept confidential. No identifying information will be provided to the public, individuals or organizations. The survey data will be reported for the purpose of this study only. You will be asked to rate how each statement describes you feel about the statements. Answers can range from strongly disagree (1), disagree (2), partially disagree (3), either disagree nor agree (4), partially agree (5), agree (6), strongly agree (7). It will take approximately 20 minutes to complete the questionnaire.

សូមអរគុណច្រើនចំពោះការចូលរួមក្នុងការស្ទង់មតិនេះ! ការស្ទង់មតិនេះកំពុងត្រូវបានធ្វើដោយនិស្សិតសិក្សាអនុបណ្ឌិតផ្នែកគ្រប់គ្រងអាជីវកម្មនាយនៃដ្ឋានគ្រប់គ្រងពាណិជ្ជកម្មនៅសកលវិទ្យាល័យណានហ័រ, តៃវ៉ាន់។ ចម្លើយទាំងអស់ដែលបានផ្តល់នៅក្នុងការស្ទង់មតិនោះនឹងត្រូវរក្សាទុកជាការសម្ងាត់។ មិនមានព័ត៌មានកំណត់អត្តសញ្ញាណដែលនឹងត្រូវបានផ្តល់ជូនជាសាធារណៈជនបុគ្គលឬអង្គការឡើយ។ ទិន្នន័យស្ទង់មតិនឹងត្រូវបានរាយការណ៍សម្រាប់គោលបំណងនៃការសិក្សានេះតែប៉ុណ្ណោះ។

អ្នកនឹងត្រូវបានស្នើសុំឱ្យវាយតម្លៃពីរបៀបដែលសេចក្តីថ្លែងការណ៍និមួយៗពណ៌នាអំពីអារម្មណ៍របស់អ្នកអំពីសេចក្តីថ្លែងការណ៍។ ចំលើយអាចរាប់ចាប់ពីការមិនយល់ស្របខ្លាំង (១) មិនយល់ស្រប (២) ការមិនយល់ស្របផ្នែកខ្លះ (៣) ទាំងមិនយល់ស្របនិងយល់ស្រប (៤) ការព្រមព្រៀងដោយផ្នែក (៥) យល់ស្រប (៦) យល់ស្របយ៉ាងខ្លាំង (៧) ។ វានឹងចំណាយពេលប្រហែល ២០ នាទីដើម្បីបំពេញកម្រងសំណួរ។

Section 1: Service Quality (គុណភាពសេវាកម្ម)	Level of Agreement (កម្រិតនៃការយល់ព្រម)						
សូមក្រឡេកទៅមើលសំណួរខ្លីទាក់ទងនឹងភាពអាច ទុកចិត្តបាននៃគុណភាពសេវាកម្មហើយបន្ទាប់មក កម្រិតនៃកិច្ចព្រមព្រៀងលើវត្ថុនីមួយៗដែលមាន មូលដ្ឋានលើមតិរបស់អ្នក Please take a short look on the questions below related with the reliability of service quality, and then CIRCLE the level of agreement on each of the items below base on your opinion	Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតមិនយល់ស្របបន្តិចៈ)	either disagree nor agree (ទាំងមិនយល់ស្របនិងយល់ស្រប)	partially agree (កម្រិតយល់ព្រមដោយផ្នែក)	agree (យល់ព្រម)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
1	(SQ1) The restaurant always provide good customer service. E.g. polite with greeting, positive attitude, attentive, clear communication with customer) (SQ1) អាជនីយដ្ឋានតែងតែផ្តល់ជូន អតិថិជននូវសេវាកម្មល្អៗ ឧ។ គួរសម ជាមួយការស្វាគមន៍ឥរិយាបថវិជ្ជមានយក ចិត្តទុកដាក់និងទំនាក់ទំនងច្បាស់លាស់ ជាមួយអតិថិជន)	1	2	3	4	5	6	7
2	(SQR2) I feel comfortable eating the cooked foods in this restaurant.	1	2	3	4	5	6	7

	(SQR2) ខ្ញុំមានអារម្មណ៍ស្រួលក្នុងការ បរិភោគអាហារឆ្ងាញ់នៅក្នុងអាជីវដ្ឋាន នេះ។								
3	(SQR3) The restaurant follows the food health and safety standards (SQR3) អាជីវដ្ឋានធ្វើតាមស្តង់ដារ សុខភាពនិងសុវត្ថិភាពចំណីអាហារ	1	2	3	4	5	6	7
4	(SQR4)Waiters/waitresses are friendly and polite upon arrival to the restaurant (SQR4) អ្នកបម្រើមានភាពរាក់ទាក់និង សុភាពរាបសានៅអាជីវដ្ឋាន	1	2	3	4	5	6	7
5	(SQR5) The service is quick and efficient. (SQR5) សេវាកម្មរហ័សនិងមានប្រសិទ្ធ ភាព។	1	2	3	4	5	6	7
6	(SQR6) The menu is well laid out, with good illustrations and details about the foods. (SQR6)បញ្ជីមុខម្ហូបត្រូវបានរៀបចំយ៉ាង ល្អ ដោយមានរូបភាពល្អៗ និងព័ត៌មាន លំអិតអំពីអាហារ។	1	2	3	4	5	6	7
7	(SQR7) The restaurant facilities are clean. (SQR7) គ្រឿងបរិក្ខារអាជីវដ្ឋានគឺ ស្អាត។	1	2	3	4	5	6	7

	Please take a short look on the questions below related with the responsiveness of service quality, and then CIRCLE the level of agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងភាពឆ្លើយតបនៃគុណភាពសេវាកម្មហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀងលើចំណុចនីមួយៗដែលមានមូលដ្ឋានលើមតិរបស់អ្នក	Strongly disagreed (មិនយល់ស្របបំផុត)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតនៃការមិនយល់ស្របខ្លះៗ)	either disagree nor agree (ទាំងមិនយល់ស្របនិងយល់ស្រប)	partially agree (កម្រិតការយល់ស្របដោយផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
1	(SQRS1) Employees always listen intently and pay attention to my order. (SQRS1)និយោជិកតែងតែស្តាប់ដោយយកចិត្តទុកដាក់លើរបៀបរបស់ខ្ញុំ	1	2	3	4	5	6	7
2	(SQRS2) The waiter/waitresses always brings out the correct order for me. (SQRS2) អ្នករត់តុតែងតែនាំមកនូវលំដាប់ត្រឹមត្រូវសម្រាប់ខ្ញុំ។	1	2	3	4	5	6	7
3	(SQRS3) The restaurant manages customer complaints well. (SQRS3) អាជនីយដ្ឋានគ្រប់គ្រងការអាយយោបល់របស់អតិថិជនបានល្អ។	1	2	3	4	5	6	7
4	(SQRS4) The restaurant provides me with a seat promptly.	1	2	3	4	5	6	7

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		Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតមិនយល់ស្របបន្តិច)	either disagree nor agree (ទាំងមិនយល់ស្របទាំងយល់ស្រប)	partially agree (កម្រិតយល់ស្របអាចយល់ផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
	(SQRS4) អាជនីយដ្ឋានផ្តល់ឱ្យខ្ញុំកន្លែងអង្គុយបានល្អ							
	Please take a short look on the questions below related with the Assurance of service quality, and then CIRCLE the level of agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងការធានាគុណភាពសេវាកម្មហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀងលើចំណុចនីមួយៗដែលមានមូលដ្ឋានលើមតិរបស់អ្នក							
1	(SQA1) The food was bland and pretty average. (SQA1) ម្ហូបនេះគឺមានលក្ខណៈត្រឹមត្រូវនិងមធ្យមគួរសមៗ	1	2	3	4	5	6	7
2	(SQA2) I never feel sick after eating the food in this restaurant. (SQA2) ខ្ញុំមិនដែលមានអារម្មណ៍ឈឺទេបន្ទាប់ពីបរិភោគអាហារនៅក្នុងអាជនីយដុ្ឋាននេះៗ	1	2	3	4	5	6	7
3	(SQA3) The restaurant upholds food health and safety standards. (SQA3) អាជនីយដ្ឋានរក្សាស្តង់ដារសុខភាពនិងសុវត្ថិភាពចំណីអាហារៗ	1	2	3	4	5	6	7

4	(SQA4) Meat and vegetables that are used contain vitamins which have a good impact on health. (SQA4) សាច់និងបន្លែដែលត្រូវបានប្រើមានផ្ទុកនូវវីតាមីនដែលជះឥទ្ធិពលល្អដល់សុខភាព។	1	2	3	4	5	6	7
5	(SQA5)Waiters/waitresses are always understanding and kind towards me. (SQA5) អ្នករត់តុតែងតែមានការយោគយល់និងចិត្តល្អចំពោះខ្ញុំ។	1	2	3	4	5	6	7
6	(SQA6) The restaurant provides good quality service. (SQA6) អាជីវដ្ឋានផ្តល់ជូននូវសេវាកម្មដែលមានគុណភាពល្អ។	1	2	3	4	5	6	7
7	(SQA7) I feel safe to have meals at this restaurant. (SQA7) ខ្ញុំមានអារម្មណ៍ថាមានសុវត្ថិភាពក្នុងការទទួលទានអាហារនៅអាជីវដ្ឋាននេះ។	1	2	3	4	5	6	7
Please take a short look on the questions below related with the empathy of service quality, and then CIRCLE the level of agreement on each of the items below base on your opinion	Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (ការមិនយល់ស្របដែលក្ដុះ)	either disagree nor agree (ទាំងមិនយល់ស្របនិងយល់ស្រប)	partially agree (កម្រិតមួយរៀងរាងជាប់ផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)

	សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងការយល់ចិត្តនៃគុណភាពសេវាកម្មហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀងលើវត្ថុនីមួយៗដែលមានមូលដ្ឋានលើមតិរបស់អ្នក							
1	(SQE1) I feel that the food is very tasty and has unique flavors. (SQE1) ខ្ញុំមានអារម្មណ៍ថាអាហារមានរសជាតិឆ្ងាញ់និងមានរសជាតិប្លែកៗ។	1	2	3	4	5	6	7
2	(SQE2) Most of the employees always recognize me and calls my name respectfully. (SQE2) និយោជិកភាគច្រើនតែងតែស្គាល់ខ្ញុំហើយហៅឈ្មោះខ្ញុំដោយការគោរព។	1	2	3	4	5	6	7
3	(SQE3) Restaurant Servers most of the time know what I prefer and want. (SQE3) ម៉ាស៊ីនបម្រើអោជនីយដ្ឋានភាគច្រើនដឹងពីអ្វីដែលខ្ញុំចូលចិត្តនិងចង់បាន។	1	2	3	4	5	6	7
4	(SQE4) The restaurant provides fast and efficient service to my satisfaction. (SQE4) អោជនីយដ្ឋានផ្តល់ជូនសេវាកម្មរហ័សនិងប្រសិទ្ធភាពដល់ការពេញចិត្តរបស់ខ្ញុំ។	1	2	3	4	5	6	7

#		Strongly disagreed (ម៉ិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (ការមិនយល់ស្របផ្នែកខ្លះ)	either disagree nor agree (ទាំងមិនយល់ស្របទាំងយល់ស្រប)	partially agree (ការព្រមព្រៀងអោយផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
5	(SQE5) The restaurant has options for both vegetarian and non-vegetarian people. (SQE5) អាជនីយដ្ឋានមានជម្រើសសម្រាប់ទាំងអ្នកតមសាច់និងអ្នកមិនបរិភោគៗ	1	2	3	4	5	6	7
6	(SQE6) The restaurant has a great atmosphere, with good music to accompany my meal. (SQE6) អាជនីយដ្ឋានមានបរិយាកាសអស្ចារ្យមានភ្លេងល្អមជាមួយអាហារខ្ញុំៗ	1	2	3	4	5	6	7
7	(SQE7) The waiters/waitresses are skillful with how to serve the customer. (SQE7) អ្នករត់តុមានជំនាញជាមួយរបៀបបម្រើអតិថិជនៗ	1	2	3	4	5	6	7
8	(SQE8) Open to customer complaints and will rectify accordingly if appropriate to do so. (SQE8) បើកចំហចំពោះការអោយរបស់អតិថិជនហើយនឹងកែតម្រូវឱ្យបានត្រឹមត្រូវប្រសិនបើសមស្របៗ	1	2	3	4	5	6	7
Please take a short look on the questions below related with the tangible of service quality, and then CIRCLE the level of								

	agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណូរខ្លីទាក់ទងនឹងភាពជាក់ស្តែងនៃគុណភាពសេវាកម្មហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀងលើវត្ថុនីមួយៗដែលមានមូលដ្ឋានលើមតិរបស់អ្នក							
1	(SQT1) The restaurant décor is very attractive. (SQT1) ការតុបតែងអាជីវនីយដ្ឋានមានភាពទាក់ទាញណាស់ៗ	1	2	3	4	5	6	7
2	(SQT2) I feel l have privacy when I have a family meal in this restaurant. (SQT2) ខ្ញុំមានអារម្មណ៍ថាខ្ញុំមានភាពឯកជននៅពេលខ្ញុំមានអាហាររគ្រួសារនៅក្នុងអាជីនីយដ្ឋាននេះៗ	1	2	3	4	5	6	7
3	(SQT3) The waiters/waitresses always tell me about new dishes on the menu. (SQT3) អ្នករត់តុតែងតែប្រាប់ខ្ញុំពីមុខម្ហូបថ្មីៗនៅលើមុខម្ហូបៗ	1	2	3	4	5	6	7
4	(SQT4) The restaurant bathrooms for men and women are very hygienic. (SQT4)បន្ទប់ទឹកអាជីនីយដ្ឋានសម្រាប់បុរសនិងស្ត្រីមានអនាម័យណាស់ៗ	1	2	3	4	5	6	7
5	(SQT5) There are secured parking for customers.	1	2	3	4	5	6	7

		Strongly disagreed (ធ្មែយលុប្រែបបច្ចាំង)	Disagree (ធ្មែយលុប្រប)	partially disagree (ការមិនយល់ស្របបែផ្នែកខ្លះ)	either disagree nor agree (ទាំងមិនយល់ស្របទាំងយល់ស្រប)	partially agree (ការយល់ព្រៀងអនាយយផ្នែក)	agree (យល់ព្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
6	(SQT5) មានចំណតរថយន្តមានសុវត្ថិភាពសម្រាប់អតិថិជនៗ							
6	(SQT6) The restaurant provides brochures. (SQT6) ភោជនីយដ្ឋានផ្តល់ខិត្តប័ណ្ណៗ	1	2	3	4	5	6	7
7	(SQT7) Provides appropriate seating for take away customers. (SQT7) ផ្តល់កន្លែងអង្គុយសមរម្យសម្រាប់អតិថិជនរងចាំខ្ញុំទៅផ្ទះៗ	1	2	3	4	5	6	7

Section 2: Product Value
(តម្លៃផលិតផល)

Level of Agreement
(កម្រិតនៃការយល់ព្រម)

		Strongly disagreed (ធ្មែយលុប្រែបបច្ចាំង)	Disagree (ធ្មែយលុប្រប)	partially disagree (ការមិនយល់ស្របបែផ្នែកខ្លះ)	either disagree nor agree (ទាំងមិនយល់ស្របទាំងយល់ស្រប)	partially agree (ការយល់ព្រៀងអនាយយផ្នែក)	agree (យល់ព្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
	Please take a short look on the questions below related with product value, and then CIRCLE the level of agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងតម្លៃផលិតផលហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀងលើរបស់នីមួយៗនៅខាងក្រោមផ្អែកលើមតិរបស់អ្នកៗ							
1	(PV1) The food at the restaurants is hygienic and healthy. (PV1) អាហារនៅភោជនីយដ្ឋានមានអនាម័យនិងមានសុខភាពល្អៗ	1	2	3	4	5	6	7

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2	(PV2) I always get what I expect to eat in this restaurant. (PV2) ខ្ញុំតែងតែទទួលបានអ្វីដែលខ្ញុំរំពឹងថានឹងបរិភោគនៅក្នុងអាជីវដ្ឋាននេះ។	1	2	3	4	5	6	7
3	(PV3) I have a good time dining here because I felt a sense of happiness. (PV3) ខ្ញុំមានពេលសម្រាកទទួលទានអាហារនៅទីនេះពីព្រោះខ្ញុំមានអារម្មណ៍សប្បាយរីករាយ។	1	2	3	4	5	6	7
4	(PV4) I enjoy exciting new food items. (PV4) ខ្ញុំរីករាយនឹងមុខម្ហូបថ្មីគួរឱ្យរំភើប។	1	2	3	4	5	6	7
5	(PV5) All foods prices are reasonable and acceptable. (PV5) តម្លៃអាហារទាំងអស់គឺសមរម្យនិងអាចទទួលយកបាន។	1	2	3	4	5	6	7

Section 3: Product Characteristic (លក្ខណៈផលិតផល)	Level of Agreement (កម្រិតនៃការយល់ព្រម)						
Please take a short look on the questions below related with product characteristic, and then CIRCLE the level of agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងលក្ខណៈផលិតផលហើយបន្ទាប់មកកម្រិតនៃកិច្ចព្រមព្រៀង	Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតមិនយល់ស្របផ្នែកខ្លះៈ)	either disagree nor agree (ទាំងមិនយល់ស្របទាំងមិនយល់ស្រប)	partially agree (កម្រិតយល់ស្របអាចយល់ផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)

	លើធាតុនីមួយៗខាងក្រោមអាស្រ័យលើមតិរបស់អ្នក							
1	(PC1) The food looks very fantastic. (PC1) ម្ហូបមើលទៅអស្ចារ្យណាស់។	1	2	3	4	5	6	7
2	(PC2) Restaurants serves fresh quality food every time. (PC2)ភោជនីយដ្ឋានមានបម្រើអាហារដែលមានគុណភាពស្រស់រាល់ពេល។	1	2	3	4	5	6	7
3	(PC3) The food smells delicious. (PC3) ម្ហូបមានក្លិនឈ្ងុយឆ្ងាញ់។	1	2	3	4	5	6	7
4	(PC4) Very often the food looks good. (PC4) ជាញឹកញាប់ម្ហូបមើលទៅល្អ។	1	2	3	4	5	6	7
5	(PC5) I feel that the food is very tasty and unique. (repeated) (PC5) ខ្ញុំមានអារម្មណ៍ថាអាហារមានរសជាតិឆ្ងាញ់និងប្លែក។	1	2	3	4	5	6	7
6	(PC6) The foods are very good look with the attractive decoration. (PC6) អាហារគឺមើលទៅល្អណាស់ជាមួយនឹងការតុបតែងដ៏ទាក់ទាញ។	1	2	3	4	5	6	7
7	(PC7) Restaurant uses organic vegetables to make the foods.	1	2	3	4	5	6	7

		Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតមិនយល់ស្របដែរ៖)	either disagree nor agree (ទាំងមិនយល់ស្របនិងយល់ស្រប)	partially agree (កម្រិតត្រៀងមនោជាប់ផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
	(PC7) អាជនីយដ្ឋានប្រើប្រាស់វ៉ាងងដើម្បីធ្វើអាហារៗ							
Section 4: Word of Mouth (ពាក្យសំដីចេញពីមាត់)		Level of Agreement (កម្រិតនៃការយល់ព្រម)						
Please take a short look on the questions below related with word of mouth, and then CIRCLE the level of agreement on each of the items below base on your opinion

សូមក្រឡេកមើលសំណួរខ្លីៗទាក់ទងនឹងពាក្យសំដីហើយបន្ទាប់មកគូសរង្វង់កម្រិតនៃការព្រមព្រៀងលើវត្តុនីមួយៗខាងក្រោមដែលផ្អែកលើមតិរបស់អ្នក

សូមក្រឡេកមើលព័ត៌មានខ្លីៗទាក់ទងនឹងផលិតផលនិងកម្រិតនៃកិច្ចព្រមព្រៀងលើមូលដ្ឋានខាងក្រោមអាស្រ័យលើមតិយោបល់របស់អ្នក | | | | | | | | |
| 1 | (WOM1) I would like to speak positive about this restaurant to others.
(WOM1) ខ្ញុំចង់និយាយវិជ្ជមានពីអាជនីយដ្ឋាននេះដល់អ្នកដទៃ។ | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | (WOM2) I encourage friends and relative to visit the restaurant because of the quality of foods and service.
(WOM2) ខ្ញុំលើកទឹកចិត្តមិត្តភក្តិនិងសាច់ញាតិឱ្យមកមើលអាជនីយដ្ឋាន | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

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		Strongly disagreed (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	partially disagree (កម្រិតមិនយល់ស្របខ្លះ)	either disagree nor agree (ទាំងមិនយល់ស្របនិងយល់ស្រប)	partially agree (កម្រិតយល់ស្របដោយផ្នែក)	agree (យល់ស្រប)	strongly agree (យល់ស្របយ៉ាងខ្លាំង)
	ដោយសារតែគុណភាពនៃអាហារនិងសេវាកម្ម។							
3	(WOM3) I would like to recommend this restaurant to others due to its quality and standard. (WOM3) ខ្ញុំចង់ណែនាំអាជីវកម្មដ្ឋាននេះដល់អ្នកដទៃដោយសារតែគុណភាពនិងស្តង់ដារបស់វា។	1	2	3	4	5	6	7
4	(WOM4) I would like to tell people about my wonderful experience at this restaurant. (WOM4) ខ្ញុំចង់ប្រាប់ប្រជាជនអំពីបទពិសោធន៍ដ៏អស្ចារ្យរបស់ខ្ញុំនៅអាជីវកម្មដ្ឋាននេះ។	1	2	3	4	5	6	7

Section 5: Customer Satisfaction
(ភាពពេញចិត្តរបស់អតិថិជន)

Level of Agreement
(កម្រិតនៃការយល់ព្រម)

Please take a short look on the questions below related with Customer Satisfaction, and then circle the level of agreement on each of the items below base on your opinion សូមក្រឡេកមើលសំណួរខ្លីទាក់ទងនឹងការពេញចិត្តរបស់អតិថិជនហើយគូសរង្វង់កម្រិតនៃកិច្ចព្រមព្រៀងលើវត្ថុនីមួយៗនៅខាងក្រោមផ្អែកលើមតិរបស់អ្នក							

	សូមក្រឡេកមើលព័ត៌មានខ្លីៗទាក់ទងនឹងផលិតផលនិងកម្រិតនៃកិច្ចព្រមព្រៀងលើមូលដ្ឋានខាងក្រោមអាស្រ័យលើមតិយោបល់របស់អ្នក							
1	(CS1) I feel this restaurant values me as a customer. (CS1)ខ្ញុំមានអារម្មណ៍ថាអាជនីយដ្ឋាននេះផ្តល់តម្លៃដល់ខ្ញុំជាអតិថិជនៗ	1	2	3	4	5	6	7
2	(CS2) The restaurant inform me the new food and things. (CS2) អាជនីយដ្ឋានប្រាប់ខ្ញុំពីអាហារនិងរបស់ថ្មីៗៗ	1	2	3	4	5	6	7
3	(CS3) I feel satisfied with restaurant employees because they are very courteous. (CS3)ខ្ញុំមានអារម្មណ៍ពេញចិត្តនឹងបុគ្គលិកអាជនីយដ្ឋានពីព្រោះពួកគេមានសុជីវធម៌ណាស់ៗ	1	2	3	4	5	6	7
4	(CS4) I am satisfied with the restaurant facilities because it is neat and organized. (CS4) ខ្ញុំពេញចិត្តនឹងគ្រឿងបរិក្ខារអាជនីយដ្ឋានព្រោះរាស្នាតនិងមានការរៀបចំៗ	1	2	3	4	5	6	7
5	(CS5) I feel satisfied that the foods were served hot and fresh. (CS5) ខ្ញុំមានអារម្មណ៍ពេញចិត្តដែលអាហារត្រូវបានបំរើក្តៅនិងស្រស់ៗ	1	2	3	4	5	6	7

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6	(CS6) I am satisfied with the waiter/waitresses who was able to answer all my queries. (CS6)ខ្ញុំពេញចិត្តនឹងអ្នករត់តុដែលអាចឆ្លើយសំណួរទាំងអស់របស់ខ្ញុំ។	1	2	3	4	5	6	7
7	(CS7) I feel satisfied with the food because it is very tasty and flavorful. (CS7)ខ្ញុំមានអារម្មណ៍ពេញចិត្តនឹងម្ហូបព្រោះវាមានរសជាតិឆ្ងាញ់និងមានរសជាតិឈ្ងុយឆ្ងាញ់។	1	2	3	4	5	6	7
8	(CS8) Restaurant always have promotion for those who are member in the restaurant. (CS8) អាជីវដ្ឋានតែងតែមានការផ្សព្វផ្សាយសម្រាប់អ្នកដែលជាសមាជិកនៅក្នុងអាជីវដ្ឋាន។	1	2	3	4	5	6	7
9	(CS9) I feel great about dining in this restaurant. (CS9) ខ្ញុំមានអារម្មណ៍ល្អណាស់ចំពោះការបរិភោគអាហារនៅអាជីវដ្ឋាននេះ។	1	2	3	4	5	6	7
10	(CS10) Restaurant many unique features. (CS10) អាជីវដ្ឋានមានលក្ខណៈពិសេសប្លែកៗជាច្រើន។	1	2	3	4	5	6	7

Respondent Information

អ្នកឆ្លើយសំនួរ

For our information, would you please indicate the following questions below.

សំរាប់ជាពត៌មានសូមឆ្លើយសំណួរមានដូចខាងក្រោម

1. Gender:

១ ភេទ

☐ Male   ☐ Female

☐ ប្រុស   ☐ ស្រី

2. Age:

២ អាយុ

☐< 20   ☐20-30   ☐31-40   ☐41-50   ☐>50

☐< ២0   ☐២0-៣0   ☐៣១-៤0   ☐៤១-៥0   ☐>៥0

3. Occupation:

៣ មុខរបរ

☐ Government worker ☐ Private worker ☐ Self-employed
☐ Studying and working ☐Student
☐ ការងាររដ្ឋ   ☐ ការងារឯកជន   ☐អាជីវកម្មការងារខ្លួនឯង   ☐រៀនផងនិងធ្វើការផង   ☐ សិស្សនិស្សិត

4. Income:

៤ ប្រាក់ចំណូលប្រចាំខែ

☐<200$ ☐200-300$ ☐300-400$ ☐400-500$ ☐>500$

☐<២០០$ ☐២០០-៣០០$ ☐៣០០-៤០០$ ☐៤០០-៥០០$ ☐>៥០០$

5. Average Frequency of Having Meals in the Restaurant

៥ ភាពញឹកញាប់ជាមធ្យមនៃការមានអាហារនៅក្នុងភោជនីយដ្ឋាន

☐Once a week ☐ Twice a week ☐ 4 times a week ☐ Once a month
☐Twice a month ☐ Everyday

☐ម្តងក្នុងមួយសប្តាហ៍☐ពីរដងក្នុងមួយសប្តាហ៍ ☐ បួនដងក្នុងមួយសប្តាហ៍☐ម្តងក្នុងមួយខែ

☐ពីរដងក្នុងមួយខែ☐រៀងរាល់ថ្ងៃ

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