

# A Study of Relationship between Customer Perceived Value, Perceived Price, Affect, Interaction Orientation and Customer Satisfaction towards Thai Suki Restaurant

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**Abstract**—This research explores the factor that have a relationship with customer satisfaction. This article focuses on customer satisfaction towards Thai Suki restaurant. The objective of this research is to identify the relationship between factors; customer perceived value, perceived price, affect, interaction orientation and customer satisfaction towards Thai Suki restaurant. 400 questionnaires were distributed to respondents at Thai Suki restaurant in Bangkok by using judgment sampling and convenience sampling techniques to collect the data. Pearson's Correlation Coefficient was used to analyze the hypotheses in this study. All factors that were considered in this research include customer perceived value, perceived price, affect, interaction orientation and found a positive effect on customer satisfaction. There are several recommendations were provided to increase the level of customer satisfaction.

**Keywords**—Customer Satisfaction, Customer Perceived Value, Perceived Price, Affect, Interaction Orientation

## I. INTRODUCTION

DEVELOPING dining experience is the main purpose of restaurant manager consider to attract customers (Hoare and Butcher, 2007; Jensen and Hansen, 2007) [2]. When the customer is satisfied with food and service in restaurant, they will be more likely to revisit the restaurant to increase its profit (Gupta et al., 2007) [2]. Customer satisfaction is an overall essential evaluation of customer experience with service or product (Sindnav et al., 2006) [4]. In addition, this is a sense that customer's consumption provides result to against a standard of pleasure or displeasure (Oliver, 1999) [4]. Satisfaction is also related to psychological attitude that feel during customer consumption. Moreover, customer satisfaction defined as an evaluation process where the customer compares with their previous expectation of service experience with the service they receive (Gilbert et al., 2004) [1]. Customer satisfaction is the individual perception of product or service performance that is related to their

expectation and attitude. Also, customer satisfaction can change towards consumption experience (Torres and Kline, 2006) [2]. Customer satisfaction conceptualized as customer fulfillment response and also is a judgment of product or service feature through pleasurable level including over or under fulfillment (Oliver, 1997) [6]. Various empirical researchers studied about factors affecting customer satisfaction and found that customer perceived value, perceived price, affect, and interaction orientation towards Thai Suki restaurant influence their experience.

Nowadays, most of people choose to dine outside because it is convenient and comfortable. Moreover, the main reasons that people select restaurant are vary between foods, worth for money, good taste and service. Customers also have more concern with their health through selecting healthy food which is a match with Thai Suki restaurant. The main food is Suki that include many kinds of vegetables, fish and etc. Thai Suki restaurant was established more than 25 years and now have more than 400 branches around Thailand. In addition, Thai Suki restaurant already explained to Japan, Vietnam, Singapore and Indonesia. This Thai Suki restaurant is the first restaurant that uses electric pot in Thailand. Thai Suki restaurant is also prominent with healthy family restaurants through fresh, clean and good quality of food by good service.

In this research, the researchers studied the factors that influence customer satisfaction towards Thai Suki restaurant. There is significant to help Thai Suki restaurant at Central in Bangkok has more of an understanding with their customer and create more customer satisfaction. It brings benefit to attracting in both customer satisfaction and revisits to Thai Suki restaurant in Bangkok.

## II. LITERATURE REVIEW

### A. Customer Satisfaction

Oliver (1997) [2] conceptualized customer satisfaction as the customer fulfillment response that used to evaluate products and services through the overall pleasurable level of over or under level of consumption-related fulfillment. In addition, Gilbert et al. (2004) [1] implied that customer satisfaction as customer's evaluation process to compare with

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previous expectation and perceived service experience. Moreover, Torres and Kline (2006) [2] stated that customer satisfaction as the individual perception of product or service that related to customer expectation. Also, attitude of customer satisfaction changes through the consumption experience (McCullough et al., 2000; Oliver, 1981) [2].

**B. Customer Perceived Value**

Zeithaml (1988) [3] conceptualized customer perceived value as the personal customer comparison between the perception over benefit and perceived cost paid. Only customer would rather use the service provider that use the concept of customer perceived value to evaluate product or service. Moreover, this concept of customer perceived value is very subjective and personal Parasuraman et al. (1985) [3]. In additional, customer perceived value means the customer received trade-off between benefit or quality and costs that include financial, mental transaction cost, time and energy (Oliver and Desarbo, 1988; Kotler, 2000; Komulainen et al.) [6].

**C. Perceived Price**

Zeithaml (1988) [1] implied that perceived price is what the customer gives up for gaining product or service. In general, customer perceived is price a monetary price or non-monetary price. Moreover, Han and Ryu (2009) and Zeithaml (1988) [1] stated that price tag indicates the price of product but actually price is encoded by customer in comparative and subjective manner. The customer also interprets an objective price into perceived price. This interpreted process contributes the comparison between different products or services of a provider with respect to the objective price and what is received through transaction. In addition, Ryu et al. (2010) [1] conceptualized that perceived price entails a comparison that logically falls under cognitive component or what refer to utilitarian value.

**D. Affect**

Bagozzi et al. (1999) [1] conceptualized affect as a mental process that includes emotion, mood and attributes. Moreover, Schoefer and Diamantopoulos (2008) [1] implied that affect is different from emotion with problems of service setting. Also, Dube and Menon (2000) [1] stated that service emotion is affective response and is generated from perception of service attributes. In addition, affective response is the result from a cognitive evaluation process or previous cognition, Zajonc and Markus (1999) [1]. Cognitive-affect also has a direct perspective to the customer during the per-purchase process Shiv and Fedorikhin (1999) [1].

**E. Interaction Orientation**

Ramani and Kumar (2006) [2] were the first developers of interaction orientation idea implied that interaction orientation reflects firm's ability and have an interaction with individual customers. Moreover, the firm can take advantage of information obtained through successive interaction for maintaining profitable and long-term customer relationship.

Also, Nazdrol et al. (2011) [2] conceptualized interaction orientations that can improve performance of the manufacturer with customer attitude and loyalty through the firm's good internal promotion innovations. In addition, Ramani and Kumar (2006) [2] stated that interaction orientation can increase positive word of mouth to encourage new customer. Interaction orientation also is both specific and actionable to improve a firm to achieve superior performance. Interaction orientation is composed with four elements as shown below:

- The concept of the customer is the unit of individual customers is used to analyze every marketing decision (Hoekstra et al., 1999) [2].
- Interaction response capacity represents degree of successful products or services and is able to build relationships with individual customers through feedback from customer's previous behavioral responses (Liang and Zhang, 2012) [2].
- Customer empowerment refers to range or ways that the firm provides to customers to enable them to connect with firms to actively shape transactions through effective collaborate by sharing information, esteem, criticism, suggestion and idea about product and service (Prahalad and Ramaswamy, 2004) [2].
- Customer value management the range that firm can define and measure individual customer value in guiding of marketing decision (Thomas et al., 2014) [2].

**III. RESEARCH FRAMEWORK AND HYPOTHESES**

Base on previous empirical researches provided evidence. In the conceptual frame work, customer satisfaction is the dependent variable that is affected by four independent variables; customer perceived value, perceived price, affect and interaction orientation towards Thai Suki restaurant. Interaction orientation includes four sub-variables that are concept of customer, interaction response capacity, customer empowerment and customer value management.

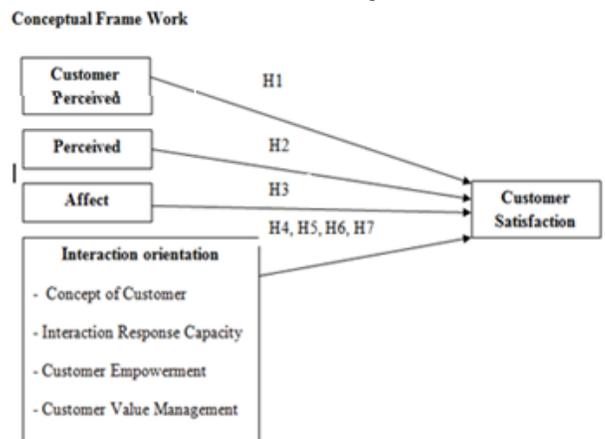


Fig. 1 Conceptual frame work of customer satisfaction toward Thai Suki restaurant

**IV. HYPOTHESES**

The null-hypotheses were formulated as follows:

H1o: There is no relationship between customer perceived value and customer satisfaction.

H1a: There is a relationship between customer perceived value and customer satisfaction.

H2o: There is no relationship between perceived price and customer satisfaction.

H2a: There is a relationship between perceived price and customer satisfaction.

H3o: There is no relationship between affect and customer satisfaction.

H3a: There is a relationship between affect and customer satisfaction.

H4o: There is no relationship between interaction orientation in terms of concept of customer and customer satisfaction.

H4a: There is a relationship between interaction orientation in terms of concept of customer and customer satisfaction.

H5o: There is no relationship between interaction orientation in terms of interaction response capacity and customer satisfaction.

H5a: There is a relationship between interaction orientation in terms of interaction response capacity and customer satisfaction.

H6o: There is no relationship between interaction orientation in terms of customer empowerment and customer satisfaction.

H6a: There is a relationship between interaction orientation in terms of customer empowerment and customer satisfaction.

H7o: There is no relationship between interaction orientation in terms of customer value management and customer satisfaction.

H7a: There is a relationship between interaction orientation in terms of customer value management and customer satisfaction

## V. RESEARCH METHODOLOGY

The researchers used descriptive research to explain the characteristics of a certain group and estimate the proportion of people within a specified population who perform in certain way. Moreover, descriptive research should characteristics of a situation in this research. Churchill (1999) [5] implied descriptive research as being applied to interpret identify questions, survey people, and begin data collection with the survey method of previous analysis. Most of collected data are quantitative and statistical techniques are used to summarize the information.

Also, the researchers applied survey technique by distributing questionnaire at Thai Suki restaurant at Central Ladprao branch. The target population is the customers who have experience with Thai Suki restaurant. The researchers applied non-probability technique to find the sampling unit by using judgment sampling and convenience sampling techniques to collect the data. In addition, the researchers designed to test the hypothesis by using Pearson Correlation analysis, which is the most popular method that predicts the relationship of one variable to another. A correlation coefficient identifies both the magnitude of linear relationship and direction of the relationship.

## VI. FINDING RESULTS

TABLE I  
THE RESULT FROM HYPOTHESIS

| Hypothesis   | Type of Statistic              | Significance | Correlation Coefficient | Result     |
|--|--------------------------------|--------------|-------------------------|------------|
| H1o: There is no relationship between customer perceived value and customer satisfaction.  | Pearson's correlation analysis | 0.000        | .658**                  | Reject H1o |
| H2o: There is no relationship between perceived price and customer satisfaction.   | Pearson's correlation analysis | 0.000        | .499**                  | Reject H2o |
| H3o: There is no relationship between affect and customer satisfaction.  | Pearson's correlation analysis | 0.000        | .541**                  | Reject H3o |
| H4o: There is no relationship between interaction orientation in terms of concept of customer and customer satisfaction.           | Pearson's correlation analysis | 0.000        | .507**                  | Reject H4o |
| H5o: There is no relationship between interaction orientation in terms of interaction response capacity and customer satisfaction. | Pearson's correlation analysis | 0.000        | .577**                  | Reject H5o |
| H6o: There is no relationship between interaction orientation in terms of customer empowerment and customer satisfaction.          | Pearson's correlation analysis | 0.000        | .514**                  | Reject H6o |
| H7o: There is no relationship between interaction orientation in terms of customer value management and customer satisfaction.     | Pearson's correlation analysis | 0.000        | .636**                  | Reject H7o |

## VII. SUMMARY AND CONCLUSION

All hypotheses were supported at the significance level of .000. There were strong positive relationship between

variables represent in hypotheses 1 and 4 (correlation coefficient = .658 and .636). Additionally, there was moderately positive relationship between variables in

hypotheses 2,3,4,5 and 6 (correlation coefficient = .499, .541, .507, .577 and .514 respectively).

From the demographic analysis the researchers found information relating to the majority of customers of Thai Suki restaurant in Bangkok. As the results showed, the researchers analyzed to describe the major of customers of Thai suki restaurant at Bangkok who are female, in the age range of 18 to 25 years old, earned an income of between 15,001 to 30,000 Baht and normally came to dine with their family.

### VIII. RECOMMENDATIONS

The study revealed that customer perceived value and interaction orientation in term of customer value management have strong positive relationship with customer satisfaction. Also, all perceived price, affect, interaction orientation in term of concept of customer, interaction response capacity and customer empowerment has moderately positive relationship. In this case, some meaningful and practical recommendations can be derived from the results to help in the management and staff of Thai Suki restaurant.

Thai Suki restaurant manager should improve and maintain both customer perceived value and perceived price. For example, Thai Suki restaurant manager should start to improve fresh and high quality of the ingredient that also effect to get high quality of food and source to serve the customer. Moreover, Thai Suki restaurant should improve and maintain the standard of good taste with both food and source as the uniqueness of Thai Suki restaurant in all branches. Thai Suki restaurant should influence customer to feel worth of money through the same level of taste, quality and quantity of food in every branch of Thai Suki restaurant. All of these help to lead the customer perceived high value and increase customer satisfaction toward Thai Suki restaurant.

According to the result with strong positive relationship between interaction orientation in term of customer value management and customer satisfaction, Thai Suki restaurant should create more collaboration with credit card, True card or AIS serenade to give extra promotion or discount to customer. In addition, Thai Suki restaurant also creates sweepstake activities to give profit back to customers such as coupon discounts, free of charge for that meal and free family trip with super star.

For the other results of this study, customer satisfaction has moderate positive relationship with affect, interaction orientation in term of concept of customer, interaction orientation and customer empowerment. Then, the employee staff of Thai Suki restaurant should get training to provide friendly service and attending to customer's request at the same standard level with every branch. Thai Suki restaurant should maintain staff's dancing time to make customer feel enjoy to dine at Thai Suki restaurant. Staff of Thai Suki restaurant should also help the customer to feel happy and enjoy with special time. For example, Thai Suki restaurant provide free cake, and staff help to take photo memory with special event for the customer. Furthermore, Thai Suki

restaurant should create more variety of new food, beverages and desserts that suit with the main group of customer which is families. Also, Thai Suki restaurant should increase more channel to encourage the customer to give problem and suggestion. This can help Thai Suki restaurant to gather useful information to improve service quality for increasing customer satisfaction.

### VII. FURTHER RESEARCH

For future research, the researchers could study different independent variables such as restaurant image, food quality, service quality and quality of physical environment. Also, other researchers should study Thai Suki restaurant in other regions in Thailand or collected data from different geographic areas.

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