Marketing Factors Affecting Customer Satisfaction in Services of Riverside Cruise Floating Restaurant

Pisit Chumnanna

Abstract— This research aims to 1) study levels of service marketing mix that affects customer satisfaction in services of Riverside cruise floating restaurant, 2) to study service marketing mix that affects customer satisfaction in services of Riverside cruise floating restaurant, 3) to create forecasting formula of customer satisfaction in services of Riverside cruise floating restaurant. The forecasting variables are service marketing mix. The sample of this research is 400 Thai customers who use services of the floating restaurants of the Both Riverside cruises; Riverside 2 providing buffet dinner and Riverside 3 providing a la carte dinner. The sampling technique used in this research is convenience samplings and questionnaires are the research instrument used to collect data. The obtained data are analyzed with statistical analysis software and the statistics include frequency, percentage, standard deviation, Pearson Product Moment Correlation Coefficient and Ordinary Least Squares Multiple Regression.

The research results revealed that levels of service marketing mix affecting customer satisfaction in services of Riverside cruise floating restaurant overall were in a high degree ($\overline{X}$ = 3.70). Considered each aspect, it was found that 9 important aspects with high significance include Product ($\overline{X}$ = 3.82), Price ($\overline{X}$ = 3.67), Place ($\overline{X}$ = 3.73), Promotion ($\overline{X}$ = 3.49), People ($\overline{X}$ = 3.81), Physical evidence ($\overline{X}$ = 3.79) and process ($\overline{X}$ = 3.74).

Multiple correlation coefficient between forecasting variables (predictors) of the 7 aspects and customer satisfaction in services of Riverside cruise floating restaurant had statistical significance of correlation level of .05, R = .568 and could explain 31 percent variance in customer satisfaction in services of Riverside cruise floating restaurant (Adjusted R2 = .310). Forecasting formula can be written as:

Raw Score (Unstandardized) Regression Equation

$Y = 1.203 + .150X_1$ (Product) $+ .146X_2$ (Price) $+ .393X_6$ (Physical evidence) $+ .157X_7$ (Process)

Standardized Score Regression Equation

$Z = 0.156Z_1$ (Product) $+ 0.166Z_2$ (Price) $+ 0.355Z_6$ (Physical evidence) $+ 0.157Z_7$ (Process)

Keywords—Marketing mix, Satisfaction, Riverside cruise floating restaurant.

Pisit Chumnanna is with the Faculty of Management Bansomdejchaopraya, Rajabhat University, Bangkok, Thailand

I. INTRODUCTION

Due to consequences of rapid social and economic changes from the past to these days, economic expansion and competition highly occur. People most likely give importance and devote most of their daily life to working so that each second will be spent most wisely. In relation to fast-paced environment, most people do not have time for cooking. They turn to use services in food shops or fast food restaurants mushrooming around. Time pressure results in consumption behavior pattern of people in general that is obviously changed. People these days prefer to eat out rather than at home. They try searching places where tasty food are served no matter far or near especially those guaranteed with food awards like Shell Chuan Shim, Mae Choi Nang Ram and Mai Long Mai Ru to review if the food there are tasty as have been told or not . People prefer food restaurants that are clean, convenient and provided with abundant parking spaces (Siriwan Saereerat:2007). Today most consumers require the amount of leisure time rather than money as they have less relaxing time than they had in the past. If there are places that available for people to get relaxed and enjoy food eating, they would be the top priority for those who do not have much time and require relaxation.

With extensive experiences and skills in restaurant and food services management of Riverside hotel as well as new concept that allows customers to enjoy food eating on river cruises along Chao Phraya River, the first floating restaurant on cruise was available for service. It built a good reputation to Riverside hotel and made wildly known to customers in general. Not only customers can enjoy food eating on the cruise, but also get stunned by marvelous view along both sides of Chao Phraya River at night time. Shows and services provided on the cruise can impress both Thai and international customers very much. The shows include live music, Thai traditional art shows such as Thai dance, sword dance, fire baton performance, etc. as well as a service of shooting photographs on a cruise. Since restaurant business is highly competitive; therefore floating restaurants available on the 2 cruises require marketing strategy and service method adjustment to facilitate customer needs that are higher and in

the meantime can complete with other competitors that are greatly mushrooming (Riverside Bangkok: 2016).

Based on the above reasons, the researcher is interested in studying marketing factors that affect customer satisfaction in services of Riverside cruise floating restaurant so as to obtain research results to make a plan and adjust operational strategies in order to facilitate customer needs and reach competitive advantage.

II. OBJECTIVES

1. To study levels of service marketing mix that affects customer satisfaction in services of Riverside cruise floating restaurant
2. To study service marketing mix that affects customer satisfaction in services of Riverside cruise floating restaurant
3. To create forecasting formula of customer satisfaction in services of Riverside cruise floating restaurant

III. SCOPE OF THE STUDY

A. Population

Population in this study is Thai customers who use services of floating restaurants on the two Riverside cruises, namely Riverside cruise 2 providing dinner buffet and Riverside 3 where a la carte dinner is served. The exact number of population is unknown.

B. Sample

The sample in this study is Thai customers who use services of floating restaurants on the two Riverside cruises, namely Riverside cruise 2 providing dinner buffet and Riverside 3 where a la carte dinner is served. The exact number of population is unknown. Estimation of a population proportion formula is used to determine the appropriate sample size when the exact number of population is unknown with the 95% confidence level (Narasri Waiwanichkul and Choosak Udomsri, 1999). Therefore, the sample size is equal to 385 persons and the researcher gather data from 400 persons.

C. Sampling Method

Non-probability sampling technique; quota sampling, is used for random sampling. The data are collected from the sample from the 2 cruises equally, 200 persons of each, totally 400 persons.
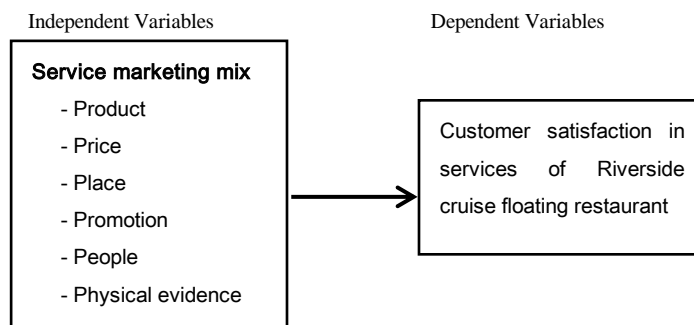
D. Research variables

1. Independent variable can be categorized as
   - Service marketing mix
2. Dependent variable can be categorized as
   - Customer satisfaction in services of Riverside cruise floating restaurant

IV. RESEARCH HYPOTHESIS

Service marketing mix has positive correlation with customer satisfaction in services of Riverside cruise floating restaurant.

V. CONCEPTUAL FRAMEWORK

Independent Variables   Dependent Variables

Service marketing mix
- Product
- Price
- Place
- Promotion
- People
- Physical evidence

→ Customer satisfaction in services of Riverside cruise floating restaurant

VI. RESEARCH METHODS

A. Research instrument

Researcher used questionnaires as a research instrument. The questionnaires are about a study of marketing factors that affect customer satisfaction in services of Riverside cruise floating restaurant which can be divided into 3 parts as follow:

Part 1: questionnaires about personal factors. They are close ended questions, only one answer is selected from multiple choices.

Part 2: questionnaires about service marketing mix that affects customer satisfaction in services of Riverside cruise floating restaurant. They are 5 rating scale questions following Likert's Scale.

Part 3: questionnaires about customer satisfaction in services of Riverside cruise floating restaurant. The questions follow 5 points Likert's scale.

B. Data analysis

Data gathered from the questionnaires are analyzed with statistical analysis software. The statistics used are frequency, percentage, mean, standard deviation, Pearson product moment correlation coefficient, and ordinary least square multiple regression.

VII. RESULTS

From data analysis, it was found that:

Service marketing mix

Overall service marketing mix affecting customer satisfaction in services of Riverside cruise floating restaurant was at a high level ($\overline{X}$ = 3.70). When individual aspects were considered, it was found that 7 aspects were at a high level including product ($\overline{X}$ = 3.82), price ($\overline{X}$ = 3.67) , place ($\overline{X}$ = 3.73), promotion (= 3.49) , people (= 3.81) , physical

evidence ($\overline{X}$ = 3.79) and process ($\overline{X}$ = 3.74).

Multiple regression analysis revealed the results as follow:

TABLE I
CORRELATION COEFFICIENT (R), COEFFICIENT OF
DETERMINATION (R2) AND TEST OF STATISTICAL SIGNIFICANCE

R	R2	Adjusted R2	SEE	F	Sig
.568	.322	.310	.549	26.628	.000

The Table 1 revealed that the correlation coefficient between independent and dependent variables was equal to .568. Independent variables could explain 31 percent variance in dependent variables and the output of the test of statistical significance was .000. It indicated that population correlation was true.

TABLE II
REGRESSION COEFFICIENT (B) , STANDARDIZED REGRESSION
COEFFICIENT (B) AND TEST OF STATISTICAL SIGNIFICANCE

	Unstandardized Coefficient		Standardized Coefficient				
	B	Std. Error	Beta	t	Sig	Tolerance	VIF
Constant	1.203	.203		5.933	.000		
X₁	.150	.061	.156	2.449	.015*	.427	2.342
X₂	.146	.061	.166	2.374	.018*	.353	2.835
X₃	-.075	.058	-.078	-1.285	.200	.468	2.139
X₄	-.032	.039	-.041	-.821	.412	.708	1.413
X₅	-.088	.059	-.091	-1.501	.134	.467	2.143
X₆	.393	.079	.355	4.959	.000*	.338	2.956
X₇	.157	.062	.157	2.546	.011*	.455	2.200

*p<.05

The test of significance of regression coefficient (b) revealed that the regression coefficient of variables with statistical significance were product, price, physical evidence, process. Independent variables had the greatest effect on dependent variables were physical evidence (.000), followed by process (.011). All independent variables did not have tolerance value less than .10 and VIF value not greater than 10. Therefore, there were no problems with multicollinearity.

Multiple correlation coefficient between forecasting variables of 7 aspects and customer usage of services in Riverside floating cruise restaurant had correlation with a statistical significance level of .05, R=.568 and could explain 31 percent variance in customer usage of services in Riverside floating cruise restaurant . The equation can be written as follow:

Raw Score (Unstandardized) Regression Equation

$Y = 1.203 + .150X_1$ (Product) $+ .146X_2$ (Price) $+ .393X_6$ (Physical evidence) $+ .157X_7$ (Process)

Standardized Score Regression Equation

$Z = 0.156Z_1$ (Product) $+ 0.166Z_2$ (Price) $+ 0.355Z_6$ (Physical evidence) $+ 0.157Z_7$ (Process)

VIII. DISCUSSION

This study could be discussed as follows

1. The research results revealed that levels of service marketing mix on customer satisfaction in services of Riverside cruise floating restaurant overall was in a high degree. The highest level was product, followed by people respectively. It was consistent with a research study of Warathip Thamsangkati (2003) stated that customers use services of Andaman Princess Dinner Cruise most likely had positive attitude towards the taste of food served on the cruise, the number of staff, and nutrients in food. It was also consistent with Seree Wongmontha' s theory stated that human touch is a key in customer service. Good service does not only satisfy customers with product, but also make the contact between people in an easier manner with preference. Then, making decision on using service from any service providers depends on good impression in customer service significantly.

2. The research results indicated that service marketing mix associated with product, price, physical evidence and process were the factors that determined customer satisfaction in services of Riverside cruise floating restaurant. It was consistent with Siriwan Saereerat's theory (2003) stated that product is where the business is offered to respond customer needs or requirement and deliver customer satisfaction, price is the necessary amount that customers need to pay in order to get products or services that they make decision to buy. Therefore, sellers must realize customer perceived value and customer acceptance of product value. Physical evidence is a component arising in decision-making process of customers when using services with regards to places, hygiene, patterns, facilities and process. It delivers services that can facilitate customers in a more speedy

manner.

A. *Research suggestions*

1. A study should be conducted with other factors affecting usage of services so as to obtain results for better making improvement and development.

2. Guidelines of planning or determination of marketing strategy should be studied so as to learn about weakness and strength of Riverside cruise floating restaurant and apply the obtained information to improve the weakness.

3. A study should be conducted with problems and threats that customers experience when receiving services from Riverside cruise floating restaurant so that improvement can be made to meet customer satisfaction and decision-making on the future usage of services.

REFERENCES

[1] Narasri Waiwanichkul and Choosak Udomsri. (2006). Business Methods (the 17th edition). Bangkok: Chulalongkorn University Press.
[2] Riverside Bangkok.(2016). About Riverside. Retrieved on 2 April 2018 from http://www.riversidebangkok.com
[3] Warathip Thammasangkati. (2003). Attitude and travel behavior of service user of Andaman Princess Cruise. MBA Thesis.(Management). Bangkok: Graduate School.
[4] Siriwan Saereerat; and others. (2003). Marketing Management- a New Era. Bangkok: Diamond In Business World.
[5] _____. (2007). Marketing Strategy and Marketing Oriented Strategic Management. Bangkok: DK TODAY.
[6] Seree Wongmontha. (1999). Consumer behavior analysis. Bangkok. Theera Film & Scitex Co., Ltd.