

Factors that Affect Consumer Satisfaction in Using the Service Restaurants that Use Automatic Food Ordering Programs in Bangkok

Phetcharaporn Wongluang¹,
Chanpen Wisunyahajorndej²,
Tichcha Boonrueangkha³,
and Kankamon Naksrisang⁴
Bangkokthonburi University, Thailand
¹peporn1@gmail.com

Abstract - The objective of this research was to study the factors affected the satisfaction of consumers in using restaurants that use the automatic food ordering program in Bangkok. By using questionnaires with 5 levels rating scale for data collection, from consumers who come to restaurants that use the automatic food ordering program in Bangkok as the sample of 400 people. The statistics used were mean, standard deviation and multiple regression equations. The results showed that marketing mix factors (4P), service factors and motivation factors affected the satisfaction of consumers in using restaurants that use automatic food ordering programs in Bangkok. With a statistical significance of 0.05 level.

Keywords - Technology, Automatic Food Ordering Program

I. INTRODUCTION

Food is the most important factor in human life, causing the food business to grow every year and the tendency of home cooking to be reduced and to change the way to eat out more. Continuously because the current social conditions give time to work, the haste of traveling therefore does not have enough time to cook and the desire to change the atmosphere. In the same foods repeatedly added to create an atmosphere of fun with

family and friends. Not only, the consumers behavior of finding places to eat in terms of price and quality, which are becoming new values that people in society are interested in and also attention to the selection. For example, healthy food in 2017, the restaurant business will grow more prominent than the overall market value and tend to buy brands from foreign countries into Thailand to meet the needs of consumers, resulting in the Kasikorn Thai Research Center. That in 2017, the restaurant business will grow 6.9-8.9 percent from the year 2016 worth 108,000 - 110,000 million baht.

From the above analysis, the restaurant business must adjust to be in line with the behavioral changing of consumers in today's society. Entrepreneurs must speed up the development of food quality, decorate the restaurant to be attractive, look for strengths and opportunity to increase appealing to their restaurant business, with a focus on boosting sales and increasing customer base. The researcher therefore found that the food ordering program, which is a new technology, more interesting because it is a technology that promoted by using the 4Ps in marketing mix theory to study the satisfaction and motivation theory. Add interest to that restaurant to be different from other restaurants and also study the theory of accepting new innovations about what consumers think about Use new innovations. Large restaurant businesses such

as MK, McDonald have adopted the automatic food ordering program but currently there are not many stores that use the automatic food ordering program, so it is one of the interesting ways to apply to the business that the food ordering program has developed from the benefits of ERP (Enterprise Resource Planning) systems to reduce problems within the organization, Reduce costs and maximize the benefits of the organization.

Therefore, the researcher was interested to conduct research on factors affecting the satisfaction of consumers in using restaurants that use automatic food ordering programs in Bangkok for entrepreneurs or those involved in the restaurant business, food could be used to make decisions about developing and improving business services to be more efficient and able to increase sales.

II. OBJECTIVE

1) To study marketing mix factors affecting the satisfaction of using restaurants with automatic food ordering program.

2) To study the acceptance of the use of new technology, the difficulty of use that affects the satisfaction in using restaurants that use automatic food ordering programs.

3) To study the motivation that affects the satisfaction of using the restaurant using the automatic food ordering program.

III. RESEARCH METHODOLOGY

The instrument used in the study were questionnaires on factors affecting the satisfaction of consumers in using the service at restaurants using automatic food ordering programs in Bangkok which are divided into 2 parts.

Part 1: Personal question for respondents regarding gender, age, education, number of frequency in using the service at restaurants which using automatic ordering programs in Bangkok.

Part 2: Questions about the factors that affect the satisfaction with the use of the restaurants used automatic food ordering program in marketing mix, the acceptance information technology and motivation. By dividing the Likers Scale measurement into 5 levels, sample size of 400 people by convenient random sampling Using Yamane's success formula (1967) with 95% confidence level and error 5%.

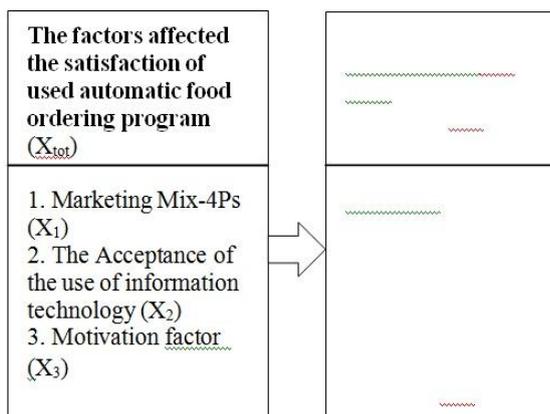
IV. RESEARCH RESULT

1) Most of the respondents were female with the age range of 20-25 years, most of which were undergraduate studies. Have an average monthly income 15,000-35,000 baht by eating around 2-5 times per month and most of them have more than one year of technology experience.

2) The over all of marketing mix factors affecting the satisfaction of using restaurants with automatic food ordering program, the acceptance of the use of new technology, the difficulty of use that affects the satisfaction in using restaurants that use automatic food ordering programs, the motivation that affects the satisfaction of using the restaurant using the automatic food ordering program were at high levels.

3) The results of the hypothesis analysis show that it was based on the 3 hypotheses which were marketing mix, the acceptance of the use of information technology and motivation factor. Found that motivation affected the satisfaction of consumers. In using restaurants that use automatic food ordering programs in Bangkok with significantly statistics at the 0.05 level.

A. Research Framework



V. DISCUSSIONS

Discussion of research results on factors affecting the consumer satisfaction. In using restaurants using the automatic food ordering program in Bangkok, the researcher presented and evaluated the results of the research to explain and confirm the consistency of the results with the hypothesis of the research by explaining the results of the research that support the theory and research related following details; The marketing mix with statistical significance statistics at the 0.05 level. When studying in item, found that consumers were satisfied with using the food ordering program, which the service was more convenient and faster, making the location look more modern to use the service. Also accurate as required to clearly present or recommend promotions. Consistent as McCarthy (2009), states that every operation. In order to enable the organization to achieve its goals or objectives and meet the needs and satisfaction of consumers by providing products or services from manufacturers to consumers, so finding ways to increase profit. To provide services to make the target group or consumers satisfied by the service, which more convenient, fast, modern, and accurate as a part of the needs of consumers and consistent with the research results of Techaboonthepaporn, (2011). Facebook marketing factors that influence the decision to buy products and services of consumers in Bangkok, with There are consistent reasons for marketing factors affecting consumers' purchasing decisions

about goods and services. The result of the production or service level, the decision making level of marketing promotion were the effect of. Therefore, the use of automated food ordering programs combined with marketing mix was very useful. Considered to be a motivation for attention selected and use in accordance with the research results of Techaboonthepaporn, (2011). Regarding the factors of Marketing on Facebook (Facebook) that affects the decision to buy products and services of consumers in the city of The Maha Nakhon on a consistent reason that motivation, whether emotional or rational Influence on motivation to Consumers buy products or services. In conclusion, using an automatic food ordering program can be said that motivation is an internal driving force to motivate. Giving consumers the desire to use the service from education, technology acceptance with statistical significance of 0.05 level, when studying individually and found that what consumers were satisfied with using the first order food program. It was not a short time to provide services and easy to use, which was consistent as Foster (1973), defined that the acceptance of information technology, people were learning through education through the level of awareness which was caused by acceptance, and if learning comes from self-practice and knowing that it could really benefit, then decided to accept it when consumers try using technology, new cause learning benefits. Rather than creating technological acceptance.

Prasertoui (2014), Addresses the definition of accepting information technology as a behavior that will accept something that was better to use by occurs from learning which took time and was consistent with the research of Komprasertvit, (2014). Attitudes, knowledge, understanding, behavior and characteristics of using technology that had an influence on decide on the use of an automatic telephone payment machine with a reasonable reason in regard to the reason of decide to use because it was easy to use and more convenient. That made consumers acceptable in technology, Therefore, using the automatic food ordering program means that the adoption of technology

is that it makes Consumers make use of that technology and it means that the technology is more useful to use. Go on by evaluating their feelings, resulting in technology acceptance from satisfaction studies. After studying the questionnaire, it was found that what consumers are satisfied with. When using the food ordering service because Solving problems of services that make improvements. Revise the service to be better and create the incentive to try new technology which consistent as Aday and Andersan (1975), describe six basic types of user satisfaction, convenience, coordination of use Coordination, courtesy and interest of service providers (Courtesy) show good behavior, medical information, quit of pocket costs, and consistent with Prasertoui's research (2014). For consistent reasons. It was said that the net benefit for users of the system quality in terms of convenience and speed. Therefore, using the automatic food ordering program has made consumers satisfied with the use of the service. More than the general service.

VI. SUGGESTIONS

A. Suggestions for Applying Research Result

Use the results of the research and present the new service as a selling point in advertising and publicizing the shop that there were different equipment in the service.

B. Suggestions for Further Research

In the future, more variables should be added in the study to enable more influence or other analytical results, which will benefit the restaurant or other businesses to adjust. They could be used to create satisfaction in using the service and be good for consumers to receive good service.

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