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## A Quantitative Study of Factors Affecting Customer Satisfaction of the Street Food Restaurants in Bangkok

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### Abstract

The purpose of this study is to explore the factors affecting customer satisfaction of the street food restaurant in Bangkok.

**Design/Methodology/Approach:** This research is to explore the factors that affect the customer satisfaction of the street food restaurant in Asia by using secondary data analysis, archival study approach. This study has been using four frameworks from previous studies to create a new conceptual framework.

**Findings:** This study provided factors that impact the customer satisfaction of the street food restaurant in Asia. Our research was about the customer satisfaction of the street food restaurant in Asia that were affected by food

quality, service quality, physical environment quality and customer perceived value.

**Research Limitations/Implications:** There are several limitations to investigating the factors that affect the customer satisfaction of the street food restaurant in Asia. Previous research is being used for specific purposes. In addition, the independent variables in this study are limited and cannot cover the entire field linked to the restaurant industry.

**Originality/value:** This study can provide important information regarding how to improve customer satisfaction in the restaurant industry.

**Keywords:** Customer Satisfaction, Food Quality, Service Quality, Physical Environment Quality, Customer Perceived Value, Street Food, Asia Restaurant

**JEL Classification Code:** M3, M30, M31, M37

### 1. Introduction

#### 1.1 Background of the study

People's food options are becoming increasingly diverse, and roadside stalls are gradually becoming formalized and commercialized food markets as the times progress. In addition, with the development of society and the rise in the consumption level of consumers, there has been a trend toward personalization and diversification in consumer consumption. This causes consumers to focus not only on the quality and characteristics of food, but also on the spiritual satisfaction obtained during the consumption process (Kaewmahaphinyo *et al.*, 2021)<sup>[26]</sup>.

The history of food sold on the street is both long and prestigious. Today, around 2.5 billion people consume food purchased from street vendors on a daily basis. Street food has become an integral part of the culture and cuisine of many cities and towns across Asia, whether they are large or tiny. This is true for both the larger cities and the smaller towns. On their way to work or during their lunch breaks, many people in Asia purchase ready-to-eat food and beverages. Businessmen and construction workers from the countryside frequently eat together (Florentinus, 2017)<sup>[12]</sup>.

Everyone recognizes the benefits of street food: it is inexpensive, readily available, nutritious, and offers a wide variety of traditional dishes with a variety of flavors. In addition to being treasured for its contribution to a society's cultural and social legacy, street food has also become a crucial component of the food supply. In reality, a significant portion of the population relies on street food to meet their nutritional requirements. People with little or no money usually get their food from street vendors. Many people have found that snack stands are the easiest and cheapest way to get balanced food (Florentinus, 2017)<sup>[12]</sup>.

At the same time, the increase in the number of street foods indicates that the economic situation in the area is good, if the economy is bad, no one will come out to spend, the street foods will soon not be able to continue, and naturally, a decrease in the number and scale will occur. Moreover, the direct reason for the increase in street food is the increase in foreign population, which is also a symptom of economic development (Ji, 2019)<sup>[22]</sup>.

The identification of the factors that affect customer satisfaction in the street foods service industry will be the focus of this study (Ji, 2019)<sup>[22]</sup>.

### 1.2 Problem statements

Street food has always been an important part of Asian food culture. The epidemic has affected not just one land, but many continents (Nicola *et al.*, 2020)<sup>[38]</sup>. Many companies have changed their business models in response. Because of the huge decline in sales, the whole industry chain also had a butterfly effect for it. Many companies even resorted to layoffs to control costs. Some traditional restaurants are gradually going digital and changing their menus and prices to attract regular customers (Bakers *et al.*, 2020; Richards & Rickard, 2020; Seetharaman, 2020)<sup>[3, 46, 52]</sup>. Including the government's tighter control of the region, many street food establishments had to close. This series of effects have made the street food industry depressed. However, there are still many operators who persist in the food market. How to survive the total blockade, how to stand out, how to return to the era of subservience, how to enhance their business model according to the actual situation, maintain the catering industry, and improve customer satisfaction became a particularly important point. In this study, it is necessary to identify the primary factors influencing customer satisfaction and to assess their positive and negative effects.

### 1.3 Objectives of study

The purpose of this research is to discuss the factors affecting customer satisfaction of the street food restaurant in Asia. The following variables were derived from the collection of articles and literature on customer satisfaction affecting Asian street food restaurants, like food quality, service quality, physical environment quality and customer perceived value. Therefore, this study aims to precisely investigate the variables that influence customer satisfaction.

1. To determine the effect of food quality and customer satisfaction.
2. To determine the effect of service quality and customer satisfaction.
3. To determine the effect of physical environment quality and customer satisfaction.
4. To determine the effect of customer perceived value and customer satisfaction.

### 1.4 Research Questions

1. Does food's quality have a significant effect on customer satisfaction?
2. Does service's quality have a significant effect on customer satisfaction?
3. Does physical environment's quality have a significant effect on customer satisfaction?
4. Does customer perceived value have a significant effect on customer satisfaction?

### 1.5 Significant of the study

This study will help street food owners, stakeholders, street food restaurant managers, and customers to understand, respectively, what drives consumer consumption decisions, how to improve street food effectiveness, how to attract more guests, and how to improve the dining experience. By investigating four elements (food's quality, service's quality, physical environment's quality, and customer perceived value), it will help the corresponding groups of people to identify, target, and better serve and retain customers.

First, it is beneficial for street food restaurant owners because they can realize the current shortcomings of the restaurant. Therefore, an appraisal plan for street food restaurant managers can be developed to motivate them so that they can create more value for the restaurant and achieve improvements in the restaurant.

Secondly, it is advantageous for the manager of a street food restaurant to understand which variables in the restaurant have a direct impact on customer satisfaction and to adjust countermeasures based on these independent variables. For example, the impact of food quality on customer satisfaction can be used to do service training for employees to improve their overall enthusiasm and quality of service. For the impact of the environment on customer satisfaction, do adaptable decoration or create your own theme restaurant, so as to improve customer satisfaction to attract more customers, etc.

Therefore, through research and understanding customer satisfaction, we can improve our products and improve our business even more. To analyze and consider consumer needs from the customer's perspective, using the customer's point of view rather than their own. Make use of the merchant's own characteristics to make continuous progress and efforts. Achieve better management results.

### 1.6 Limitations of the study

There are a few restrictions on our research that make it difficult to investigate how factors such as the quality of the food, the service, the physical environment, and the value that the consumer perceives it to have, which all contribute to overall customer happiness. First, this study only looks at a small number of independent variables, which makes it hard to look at the restaurant industry as a whole. Secondly, due to the post COVID-19 Pandemic, many restaurants are currently able to serve in public places, which greatly increases the scope of our investigation, therefore physical interviews and surveys are difficult to conduct. Lastly, since the current study is only based on a sample of Thai residents, the generalization of the results may be limited. Because of time and cost constraints, the measurement of the data may not be representative of consumer satisfaction with street food restaurants across the Asian population, nor can it be generalized to other types of restaurants.

### 1.7 Scope of the study

This study will evaluate the factors that contribute to consumer satisfaction in restaurants that serve street food, including the quality of the food, the service, the physical atmosphere, and the perceived value to the customer. This study draws on previous research papers and materials. The correlation between the variables was used to develop

hypotheses and conceptual frameworks by referencing four frameworks from prior research. As a direct result of this, the purpose of this research was to carry out an in-depth investigation of the connection that exists between the independent variables and the level of pleasure experienced by the target audience.

## 1.8 Definitions of the study

### 1.8.1 Food Quality

In this study, food quality means the quality characteristic of food which consists of appearance-e.g., size, shape, raw materials, texture, flavor and nutritional content.

### 1.8.2 Service Quality

In this study, service quality means the quality characteristic of service which consists of reliability, tangibility, empathy, responsiveness and assurance.

### 1.8.3 Physical Environment Quality

In this study, it is the street food restaurant atmosphere, design, decoration style, etc. and the quality of the dining environment.

### 1.8.4 Customer Perceived Value

In this study, customers' perceived value refers to the way the consumer views a product, including form, task, availability, emotion, pricing and reputation.

### 1.8.5 Customer Satisfaction

In this study, customer satisfaction refers to measurement of how happy (or unhappy) customers are with a restaurant's food quality, service quality, physical environment quality and customer perceived value.

## 2. Literature Review and Hypotheses Development

### 2.1 Theories of Each Variable

#### 2.1.1 Food's Quality

Many diners choose a restaurant based on its reputation for good food. According to Ramanathan *et al.* (2016) [45], the quality of the cuisine is the aspect that has the greatest impact on the level of satisfaction a client experiences, followed by pricing, atmosphere, and service. It is also usually considered to be the most important factor in determining the level of satisfaction experienced by customers and their post-meal continuance intention (Sulek & Hensley, 2004) [55]. In addition, there is a favorable correlation between the quality of the cuisine and the amount that customers are willing to pay at restaurants (Njite *et al.*, 2015) [39]. The quality of food is determined by a variety of intricate aspects, including the food's physiochemical, chemical, and microbiological properties, as well as its nutritional value and its level of safety (Trigno *et al.*, 2015) [58]. "Food safety" is also a significant indicator of the quality of the food, as evidenced by the fact that customers have more positive opinions about establishments and a greater tendency to pay more money when those establishments have higher food safety requirements (Lin & Wu, 2016) [31].

#### 2.1.2 Service's Quality

Service quality has been extensively analyzed from various perspectives in the existing literature (Harrington *et al.*, 2017; Jin *et al.*, 2018 [23]; Lai, 2015 [29]). The quality of the service

provided is essential to the development of a favorable reputation among restaurant guests as well as to the overall success of the establishment. In accordance with reports, business owners are concerned about the significance of service quality and customer satisfaction and are pleased with competitive strategies to differentiate themselves from the competition and boost customer spending (Barnes *et al.*, 2016) [5]. In their study of luxury restaurant customers, according to the findings of Jun *et al.* (2017) [25], the quality of the food and the quality of the service are the two characteristics that have the most impact on the degree to which customers are satisfied, loyal, and motivated to spread positive word of mouth about an establishment. In a study that reached similar conclusions, Liu and Tse (2018) [32] discovered that the level of customer satisfaction in the quick service restaurant industry was significantly correlated with the promptness with which service was provided. In addition, research has demonstrated the correlation between service quality and customer willingness to return (Liu & Tse, 2018 [32]; Namkung & Jang, 2007).

#### 2.1.3 Physical Environment's Quality

A main marketing approach that restaurant owners and merchants can use to differentiate themselves from their competitors is to focus on the quality of the physical location in which their establishment is located. A restaurant's physical environment ("ambience") is defined as "a spatially conscious design that encourages a specific emotional impact on customers, ultimately enhancing their willingness to purchase a product or service." their service" (Heung & Gu, 2012, p. 1170) [16]. The visible and invisible components of the restaurant's inside and exterior make up the physical environment (Jalilvand *et al.*, 2017; Ryu *et al.*, 2012) [21, 51], as well as all physical objects and stimuli quality (e.g., decoration, spatial arrangement, surroundings, ease and tidiness), layout (Ha & Jang, 2012) [14], and convenience (Choi *et al.*, 2012). The quality of a restaurant's physical environment significantly influences consumers' perceptions of food service providers (Nguyen & Leblanc, 2002) and provides customers with a unique dining experience (Choi *et al.*, 2012). Because it attracts customers, the physical environment is also an essential element (Ha & Jang, 2012) [14], "customers use the physical environment to judge the quality of a product or service" (Ha & Jang, 2012, p. 204) [14], and create positive customer emotions that promote purchasing behavior (Marinkovic *et al.*, 2014) [35].

#### 2.1.4 Customer Perceived Value

Perceived value is what a customer thinks about when weighing the benefits and costs of buying a product or service (Yuen *et al.*, 2018 [62]; Aw *et al.*, 2019). Vera and Trujillo (2013) [60] also say that perceived value is when customers think that what they get is worth more than what they pay for the product or service. So, we think of perceived value as how the customer sees the benefits of a product or service in relation to how much it costs. Perceived value is the preference or evaluation of whether a product attribute satisfies their needs and satisfaction in a given situation (Lim *et al.*, 2014) [30]. Studies in the past have shown that a consumer's perception of value can be a good predictor of satisfaction and purchase intentions (Ryu *et al.*, 2012) [51]. Lim *et al.* (2014) [30] found that how people thought a product was worth affected how they felt about buying it.

### 2.1.5 Customer's Satisfaction

In spite of the intense competition, restaurants still need to determine the areas in which they fall short and use the management and promotion strategies that have proven to be the most successful in order to increase the level of customer satisfaction (Hsiao *et al.*, 2016) <sup>[18]</sup>. Customer happiness is a crucial business need that greatly influences a customer's propensity to repurchase (He & Song, 2009). Customer satisfaction forecast returns visits and new customers (Barber *et al.*, 2011 <sup>[4]</sup>; Tuu & Olsen, 2009) and offers considerable advantages to businesses (Brunner *et al.*, 2008). The topic of "customer satisfaction" has occupied a prominent place in the marketing literature for a decade, and customer satisfaction research tends to be more theoretically embedded than most other research (Oh & Kim, 2017) <sup>[41]</sup>. Numerous quantitative studies have shown that customer satisfaction with a restaurant is most strongly influenced by three factors: the quality of the service received, the quality of the food, and the physical atmosphere (Ma *et al.*, 2011 <sup>[33]</sup>; Namkung & Jang, 2008; Bunarunraksa & Nuangjamnong, 2022 <sup>[7]</sup>; Mattila, 2001).

## 2.2 Related Literature Review

### 2.2.1 Food quality and customer satisfaction

The provision of high-quality, fresh food is a difficult undertaking for caterers. The caliber of the cuisine plays a significant role in maintaining consumer satisfaction. Customers and rival businesses share a common worry regarding food quality (Ryu & Han, 2010) <sup>[47]</sup>. According to preceding investigations, the quality of the meal should have a beneficial impact on consumer satisfaction (Bujisic *et al.*, 2014 <sup>[6]</sup>; Dutta *et al.*, 2013). Client contentment is impacted by the effectiveness of the food and the services provided. Quality of service cannot guarantee higher satisfaction if the meal is of poor quality. Having high-quality food and services can increase customers' contentment (Nitchote & Nuangjamnong, 2022; Kim & Ham, 2016; Sulek & Hensley, 2004) <sup>[40, 27, 55]</sup>.

### 2.2.2 Service Quality and customer satisfaction

The writings of Oliver (1993) <sup>[42]</sup> and Cronin and Taylor (1992) <sup>[11]</sup> showed that although the ideas of service quality and customer satisfaction are different, they are closely related.

While SERVQUAL is regarded as a system approach and entails an analysis of total evaluation of the service or product, customer satisfaction is evaluated in connection to specific events. (Cronin & Taylor, 1992; Parasuraman *et al.*, 1988; Ting, 2004) <sup>[11, 43, 17]</sup>. In contrast to perceived service quality, which is a general opinion or attitude relating to service advantage, customer satisfaction is related to a specific transaction. This was confirmed by Parasuraman *et al.* (1988) <sup>[43]</sup>, who found that the difference lies in the fact that customer satisfaction is related to a transaction in particular. Sureshchandar *et al.* (2002, p. 372) <sup>[57]</sup> demonstrate that "there is a strong dependency between service quality and customer satisfaction, and an increase in one may lead to an increase in the other". Grönroos (2007) <sup>[13]</sup> also states that it is firstly the perception of service quality and secondly the perception of satisfaction or dissatisfaction with the service quality.

Positive perceptions of service quality contribute to customer satisfaction (Hutchinson *et al.*, 2009) <sup>[19]</sup>. According to Uddin and Akhter (2012) <sup>[59]</sup>, "the difference

between customer expectations and actual performance is reflected as perceived service quality." In the service delivery sector, perceived encounters with quality problems are directly and favorably correlated with satisfaction. (Carranza *et al.*, 2018; Nguyen *et al.*, 2018; Srivastava, 2015) <sup>[8, 37, 54]</sup>. Cronin and Taylor (1992) <sup>[11]</sup> studied that the connection between customer pleasure, service quality, and purchasing intent. They discovered that a key factor in determining contentment is quality of services. Ting (2004) <sup>[17]</sup> study is consistent with these results; According to him, service quality accurately captures customer pleasure, and there is evidence of a statistically significant relationship between the two in service plants. Customers judge the quality of a service as soon as they use it or receive it, and they then contrast their perception with their expectations. Service quality perceptions, expected service levels, and the discrepancy between these two factors might influence customer satisfaction or discontent levels (Ryu & Han, 2010) <sup>[47]</sup>.

### 2.2.3 Physical Environment Quality and customer satisfaction

Researchers Heung and Gu (2012) <sup>[16]</sup> refer to the physical environment of a restaurant as "a conscious spatial design to encourage a specific emotional impact on the customer, ultimately enhancing his/her willingness to purchase a product or service." "Customers utilize the physical environment to determine the quality of a product or service" (Ha & Jang, 2012, p. 204) <sup>[14]</sup> and the physical environment attracts customers, according to prior study (Ha & Jang, 2012) <sup>[14]</sup>. Also, stress the need of having an adequate physical atmosphere for the restaurant in order to increase customer satisfaction (Han & Ryu, 2009; Ryu & Han, 2010a) <sup>[15, 48]</sup>.

The physical environment factors of a restaurant provide information that enables customers to determine the image of the restaurant (Baker *et al.*, 1994) <sup>[2]</sup>; therefore, these factors are considered to be important determinants of restaurant image (Ryu *et al.*, 2012) <sup>[51]</sup>. Additionally, having an appealing physical environment is seen to be essential for projecting a positive restaurant image. Examples of this include music, lighting, interior design, layout, etc. (Jin *et al.*, 2012a; Ryu *et al.*, 2008) <sup>[24, 50]</sup>.

### 2.2.4 Customer Perceived Value and customer satisfaction

The research that has been done up till now reveals that a customer's perception of value has been recognized as a reliable predictor of both customer satisfaction and consumer intentions to make a purchase. (Andreassen & Lindestad, 1998; Chiou, 2004; McDougall & Levesque, 2000; Patterson & Spreng, 1997; Ryu *et al.*, 2008, 2010) <sup>[1, 9, 36, 44, 50, 49]</sup>. Chiou (2004) <sup>[9]</sup> demonstrates that customer perceived value is an important driver of customer satisfaction with ISPs. According to Andreassen and Lindestad (1998) <sup>[1]</sup>, Customer satisfaction in the service sector is positively correlated with customer perceived value. Patterson and Spreng (1997) <sup>[44]</sup> also confirmed a positive and direct association between consumers' perceived value and customer satisfaction. According to McDougall and Levesque (2000) <sup>[36]</sup>, the perceived service quality and the customer's perceived value were the two most powerful factors in determining whether or not a consumer was satisfied with a product or service in four different service industries: restaurants, automotive services,

beauty stylists and dentistry. Ryu *et al.* (2008)<sup>[50]</sup> found that customer perception of value was highly influenced by the overall fast food restaurant image, and both factors had a major impact on customer satisfaction. Furthermore, it was discovered that the general reputation of fast-food restaurants, the perceived importance of such values, and customer satisfaction are significant predictors of consumer behavior intentions.

### 2.3 Hypotheses development

As the literature review presented above, therefore the researcher has formulated the hypotheses for a quantitative study of factors affecting customer satisfaction of the street food restaurants in Bangkok detailed shown below.

**Hypothesis 1 (H1).** There is a significant effect between food quality and customer satisfaction.

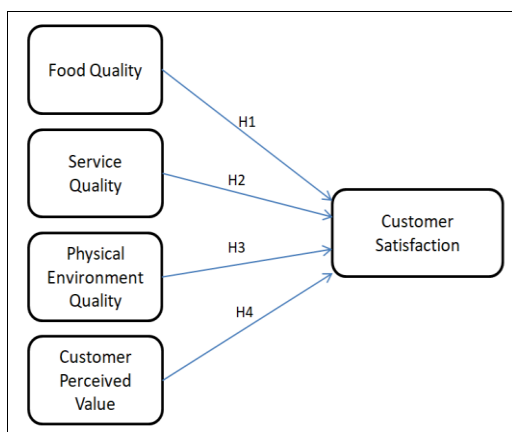
**Hypothesis 2 (H2).** There is a significant effect between service quality and customer satisfaction.

**Hypothesis 3 (H3).** There is a significant effect between physical environment quality and customer satisfaction.

**Hypothesis 4 (H4).** There is a significant effect between customer perceived value and customer satisfaction.

### 2.4 Conceptual Framework

In this study, the researcher has employed four theoretical frameworks to construct the conceptual framework. The first theoretical framework is by Shahzadi *et al.* (2018)<sup>[53]</sup>, the second theoretical framework from Mannan *et al.* (2019)<sup>[34]</sup>, the third theoretical framework from Zhang *et al.* (2013)<sup>[63]</sup>, and lastly, the fourth theoretical framework is by Jalilvand *et al.* (2017)<sup>[21]</sup>. Therefore, the conceptual framework of a quantitative study of factors affecting customer satisfaction with street food restaurants in Bangkok has been presented in Fig 1.



Source: Author

**Fig 1:** The conceptual framework of a quantitative study of factors affecting customer satisfaction of the street food restaurants in Bangkok

## 3. Research Methodology

### 3.1 Research Design

This study's objective is to investigate the elements that determine the level of customer satisfaction with Asian street food. These criteria include the quality of the food, the service, the physical environment, and the customer's perception of the value of the food. In addition, the level of influence that each variable that affects customer satisfaction will be determined through the course of this research study. Because this is a quantitative study, it

incorporates a number of different forms of analysis, such as Cronbach's Alpha, multiple linear regression, and a descriptive data study.

The questionnaire consists of three parts, 33 items that relate to five variables of the research model, 3 items related to screening questions, 24 items are related to measuring variables, and 6 items are related to demographic information.

The researcher applied non-probability sampling method using online survey strategy, which is a method that includes non-random selection based on convenience and ease of data collection. Whether, the researchers gathered information by convenience sampling and snowball sampling. First responders will be selected based on the purpose of the study. The researchers chose a non-probability sampling strategy for their studies due to time constraints, which requires social distancing, which requires social isolation. Therefore, this strategy is suitable because the researcher can simply collect data when it is convenient. First, Cronbach's alpha is used to check the reliability of the questionnaire and whether there is uncertainty or confusion about the measurement items in the questionnaire. A small group of 70 samples was taken through a test to check the reliability of the questionnaire and to check for any confusion with the measurement items in the questionnaire. In this study, the researchers used a five-point Likert scale to assess respondents' attitudes and levels of agreement with each variable. The statistical level was defined as 1 representing "Strongly Disagree" to 5 representing "Strongly Agree". Moreover, the researchers used a multiple linear regression (MLR) to analyze the factors that affect customer satisfaction of Asian street food.

### 3.2 Reliability with pilot test

The researchers choose to employ Cronbach's Alpha test in order to administer a pilot test to a sample of 70 participants, with the aim of identifying any inconsistencies or flaws within the variables present in the questionnaire. Cronbach's Alpha is a statistical metric employed to assess the reliability of measurement variables, serving as an indicator of consistency.

Cronbach's Alpha is a widely recognized metric that can be employed to assess and evaluate the dependability of research. The information provided originates from Peter's work in 1979. In order to be deemed reliable, Cronbach's Alpha should possess a minimum value of 0.6, as suggested by Sekaran (1992). This criterion allows for the acceptance of the dependability of Cronbach's Alpha within the study.

Table 1 shows that the authors use Cronbach's Alpha to measure the scale of reliability using the SPSS program to determine how closely related to one another a collection of products are when they are viewed as a whole group. The result showed the overall variables of the factors that impact the customer satisfaction of Asian street food consist of 5 items ( $\alpha = .816$ ). The result demonstrated that the Cronbach's Alpha for food quality of 5 items is .816, the 5 items of service quality is .741, the 4 items of physical environment quality is .843, the 6 items of customer perceived value is .744, and 4 items of customer satisfaction is .735. All factors that impact the customer satisfaction of Asian street food are above 0.6, this means they are reliable. The study of the investigation's data unveiled the Cronbach's Alpha level, which is presented in the table 3.4 provided below.

**Table 1:** Result from Pilot Test - Cronbach’s Alpha

| Variables                    | Cronbach's Alpha | Number of Items | Strength of Association |
|------------------------------|------------------|-----------------|-------------------------|
| Food Quality                 | 0.816            | 5               | Reliable                |
| Service Quality              | 0.741            | 5               | Reliable                |
| Physical Environment Quality | 0.834            | 4               | Reliable                |
| Customer Perceived Value     | 0.744            | 6               | Reliable                |
| Customer satisfaction        | 0.735            | 4               | Reliable                |

Note.  $n = 70$

**3.3 Content validity with the index of item-objective congruence**

For the questionnaire, the authors use the Item Objective Congruence (IOC) Index for screening the item quality of each question in the questionnaire. The authors asked the opinion of experts to determine the content validity score. For IOC value, the result minimum was 0.67. Since the result is greater than 0.5, all questions are appropriate to distribute to the respondents. The IOC Index is provided in Table 2.

**Table 2:** Weight scores by three experts

| Items                               | Experts |   |   | IOC Score | The IOC Index Mean Scores | Decision   |
|-------------------------------------|---------|---|---|-----------|---------------------------|------------|
|                                     | 1       | 2 | 3 |           |                           |            |
| <b>Food Quality</b>                 |         |   |   |           |                           |            |
| FQ1                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| FQ2                                 | 1       | 0 | 1 | 2         | 0.67                      | Applicable |
| FQ3                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| FQ4                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| FQ5                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| <b>Service Quality</b>              |         |   |   |           |                           |            |
| SQ1                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| SQ2                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| SQ3                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| SQ4                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| SQ5                                 | 0       | 1 | 1 | 2         | 0.67                      | Applicable |
| <b>Physical Environment Quality</b> |         |   |   |           |                           |            |
| PEQ1                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| PEQ2                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| PEQ3                                | 0       | 1 | 1 | 2         | 0.67                      | Applicable |
| PEQ4                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| <b>Customer Perceived Value</b>     |         |   |   |           |                           |            |
| CPV1                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| CPV2                                | 1       | 0 | 1 | 2         | 0.67                      | Applicable |
| CPV3                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| CPV4                                | 1       | 0 | 1 | 2         | 0.67                      | Applicable |
| CPV5                                | 1       | 1 | 1 | 3         | 1                         | Applicable |
| CPV6                                | 1       | 0 | 1 | 2         | 0.67                      | Applicable |
| <b>Customer satisfaction</b>        |         |   |   |           |                           |            |
| CS1                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| CS2                                 | 1       | 1 | 0 | 2         | 0.67                      | Applicable |
| CS3                                 | 1       | 1 | 1 | 3         | 1                         | Applicable |
| CS4                                 | 1       | 1 | 0 | 2         | 0.67                      | Applicable |

**4. Data Analysis**

**4.1 Reliability Testing**

A total of 450 questionnaires from respondents were collected. To conduct inferential statistics, the researcher chooses to administer Cronbach's Alpha test of reliability to identify any inconsistencies or flaws in the variables. Hence, based on a sample size of 450 participants, the authors employ Cronbach's Alpha as a statistical measure to assess the reliability of the scale. This is accomplished through the utilization of the SPSS program, which determines the

degree of interrelatedness among a collection of questions. The findings are presented in Table 3. The findings indicated that the collective variables of the factors influencing customer satisfaction at street food restaurants in Asia included five items ( $\alpha = .846$ ). Furthermore, it should be noted that all variables exhibit validity and reliability, as their values exceed 0.8, thereby suggesting a high level of dependability. The Cronbach's alpha coefficients for the quality of the five food items, the five service quality items, the four physical environment quality items, the six customer perceived value items, and the four customer satisfaction items are .819, .807, .850, .786, and .801, respectively.

**Table 3:** Cronbach’s Alpha (n = 450)

| Variables                    | Cronbach's Alpha | Number of Items | Result   |
|------------------------------|------------------|-----------------|----------|
| Food Quality                 | 0.819            | 5               | Reliable |
| Service Quality              | 0.807            | 5               | Reliable |
| Physical Environment Quality | 0.850            | 4               | Reliable |
| Customer Perceived Value     | 0.786            | 6               | Reliable |
| Customer Satisfaction        | 0.801            | 4               | Reliable |

**4.2 Descriptive Analysis of Demographic Data**

The researchers employed a descriptive analysis technique within the SPSS software to examine the demographic data of the participants. The demographic variables encompassed in this study include gender, age, country of residence (with a focus on favorite food), educational attainment, occupational status, and monthly income. Based on the available data, the authors have the opportunity to elucidate the respondent's attributes through the application of descriptive analytic techniques.

Table 4 presents data pertaining to the frequency distribution and percentage of the sample size, which consists of 450 respondents.

**Gender:** In the sample of 450 participants, the proportion of females was found to be 50.2%, slightly exceeding the proportion of males at 49.8%. The survey yielded a total of 226 responses from ladies and 224 responses from males. The distribution of *age* among the 450 respondents does not exhibit any statistically significant variation, with proportions ranging from 22.9% to 27.3%. The age group ranging from 40 to 49 years old had the highest number of responders, totaling 123 individuals, which accounts for 27.3% of the total sample. In contrast, the age group of individuals over 49 years old had the lowest number of responders, totaling 104 individuals, which accounts for 22.9% of the total sample. Furthermore, the proportions of participants belonging to the age group of 18-29, with a count of 104, and the age group of 30-39, with a count of 120, were found to be 23.1% and 26.7%, respectively. In Bangkok, *which country's street food establishments do you prefer the most?* The survey encompassed a sample size of 450 participants, each exhibiting distinct culinary inclinations for street food throughout several Asian nations. Chinese cuisine was the preferred choice among the majority of survey participants, as indicated by the biggest number of respondents, totaling 88 individuals, which accounted for 19.6% of the total sample. The proportion of individuals with a preference for Japanese cuisine is the smallest, with a total of 61 respondents, or 13.6% of the

sample population. The preference for Thai and Singaporean cuisine is marginally lower compared to that of Chinese cuisine, with 78 and 82 individuals respectively, representing 17.3% and 18.2% of the total population. The proportion of individuals who express a preference for Korean cuisine and Malaysian cuisine is comparable, with 71 individuals (15.8%) and 70 individuals (15.6%) respectively. **Education Level:** Out of the total sample size of 450 participants, it was found that 104 individuals, accounting for approximately 23.1% of the respondents, possess a High school education level. A total of 118 participants were surveyed, of which 26.2% reported possessing a bachelor's degree. The data reveals that among the respondents, the percentage of individuals holding a Master's degree was the lowest, with a count of 100, or 22.2% of the total. Conversely, the largest number of respondents possessing a Ph.D. or higher degree was 128, accounting for 28.4% of the sample. **Occupation:** Out of the total sample size of 450 participants, the category with the lowest representation was students, including 64 individuals or 14.2% of the respondents. Conversely, the category with the highest representation was labeled as "others," consisting of 86 individuals or 19.1% of the respondents. There was no statistically significant disparity observed in the number of individuals employed in alternative occupations since the data revealed that 83 individuals, constituting 18.4% of the total, were government employees. The number of individuals employed in the private sector corresponds to the number of individuals engaged in entrepreneurial activities, with a total of 70 individuals accounting for 15.6% of the population. The total count of individuals who were without employment was 77, representing a percentage of 17.1%. The survey revealed that a significant proportion of participants reported a monthly income exceeding 60,001 Thai Baht, with 240 respondents constituting 53.3% of the sample. This was followed by 147 respondents (23.7%) who reported earning between 45,001 and 60,000 Thai Baht per month. Additionally, 42 respondents (9.3%) reported earning between 30,001 and 45,000 Thai Baht, while 13 respondents (2.9%) reported earning between 15,001 and 30,000 Thai Baht. Lastly, a minority of 8 respondents (1.9%) reported earnings below 15,001 Thai Baht per month.

**Table 4:** Analysis of demographic variables utilizing frequency distribution and percentage

| Demographic Factors   | Frequency  | Percent    |
|---|------------|------------|
| <b>Gender</b>   |            |            |
| Male  | 224        | 49.8       |
| Female  | 226        | 50.2       |
| <b>Total</b>  | <b>450</b> | <b>100</b> |
| <b>Age (Years)</b>  |            |            |
| 18 – 29 years old   | 104        | 23.1       |
| 30 – 39 years old   | 120        | 26.7       |
| 40 – 49 years old   | 123        | 27.3       |
| Over 49 years old   | 103        | 22.9       |
| <b>Total</b>  | <b>450</b> | <b>100</b> |
| <b>Which country is street food restaurants' do you like best in Bangkok?</b> |            |            |
| China   | 88         | 19.6       |
| Thailand  | 78         | 17.3       |
| Singapore   | 82         | 18.2       |
| Japan   | 61         | 13.6       |
| Korea   | 71         | 15.8       |
| Malaysia  | 70         | 15.6       |

|                         |            |            |
|-------------------------|------------|------------|
| <b>Total</b>            | <b>450</b> | <b>100</b> |
| <b>Education Level</b>  |            |            |
| High school             | 104        | 23.1       |
| Bachelor's Degree       | 118        | 26.2       |
| Master's Degree         | 100        | 22.2       |
| Ph.D. or higher         | 128        | 28.4       |
| <b>Total</b>            | <b>450</b> | <b>100</b> |
| <b>Occupation</b>       |            |            |
| Student                 | 64         | 14.2       |
| Government Employee     | 83         | 18.4       |
| Private Employee        | 70         | 15.6       |
| Business Owners         | 70         | 15.6       |
| Unemployed              | 77         | 17.1       |
| Others                  | 86         | 19.1       |
| <b>Total</b>            | <b>450</b> | <b>100</b> |
| <b>Income per month</b> |            |            |
| Less than 15,001 Baht   | 8          | 1.8        |
| 15,001 – 30,000 Baht    | 13         | 2.9        |
| 30,001 – 45,000 Baht    | 42         | 9.3        |
| 45,001 – 60,000 Baht    | 147        | 32.7       |
| More than 60,001 Baht   | 240        | 53.3       |
| <b>Total</b>            | <b>450</b> | <b>100</b> |

### 4.3 Descriptive Analysis with Mean and Standard Deviation

This section presents a summary of the Mean and Standard Deviation for each group variable, namely food quality, service quality, physical environment quality, customer perceived value, and customer happiness. The analysis of these variables will be discussed in the subsequent sections. According to the findings presented in Table 5, the highest average score for Food Quality (FQ) was seen for the statement "I receive food prepared using fresh raw ingredients from the restaurant," with a mean rating of 4.44. However, the lowest average score was obtained by the statement "I obtain food with a high nutritional value from the restaurant," which had a mean score of 3.79. The maximum value of the standard deviation was observed in the statement "I obtain food from the restaurant that possesses a high nutritional value," with a corresponding value of 1.292. In contrast, the lowest rating obtained was 0.928, indicating that the meal supplied by the restaurant was perceived to have a satisfactory texture.

According to Table 5, the Service Quality (SQ) analysis indicated that the statement "I received reliable service from the restaurant" obtained the highest average Service Quality score of 4.54. The statement exhibiting the lowest mean value, specifically 3.57, was "I perceive a sense of tangibility in relation to the services rendered by the restaurant." The statement exhibiting the greatest standard deviation was "I perceive a sense of empathy emanating from the services rendered by the restaurant," with a numerical value of 1.366. Conversely, the statement "The restaurant provided me with dependable service" obtained the lowest score of 0.812.

According to the data presented in Table 5, the highest average score for Physical Environment Quality (PEQ) was 4.60, corresponding to the statement "I experienced a strong sense of appetite in the restaurant environment." The statement that exhibited the lowest mean score, which was calculated to be 3.93, was "I can derive pleasure from my meals in this aesthetically pleasing interior design." The statement exhibiting the greatest standard deviation, 1.097, was "I can derive pleasure from my food in the context of this aesthetically pleasing interior design." Conversely, the statement "I experienced a heightened sense of hunger while

dining at this establishment" obtained the lowest rating of 0.671.

The statement exhibiting the highest average Customer Perceived Value (CPV) in Table 5, with a mean score of 4.33, pertained to the perception of the restaurant's food quality in terms of both visual appeal and flavor. On the other hand, the lowest average score recorded was 3.92, indicating that participants perceived "The restaurant as a whole had an emotional impact on me" to have the least influence among the statements evaluated. The statement exhibiting the greatest standard deviation, 1.233, was "I opine that this establishment has successfully achieved its stated objectives and undertakings." Conversely, the statement that received the lowest score was "In my opinion, the food at this establishment is satisfactory in terms of both visual appeal and flavor." The value 0.892 is observed.

According to the findings presented in Table 5, it is evident that the statement "I really like the quality of the environment of this restaurant" is associated with the highest mean value of 4.13 for Customer Satisfaction (CS). On the other hand, the lowest average score recorded was 3.88, indicating respondents' level of satisfaction with the perceived value of the restaurant as perceived by the customers. The statement exhibiting the greatest standard deviation was "I am highly content with the caliber of the cuisine offered at this establishment," with a value of 1.135. However, the customer's perceived value of this restaurant is satisfactory to me. The score of 0.954 was the lowest among the received scores.

**Table 5:** The result of Mean and Standard Deviation (n=450)

| <b>Food Quality</b>   | <b>Mean</b> | <b>S.D.</b> |
|---|-------------|-------------|
| FQ1: I get food made by fresh raw materials from the restaurant.  | 4.44        | .957        |
| FQ2: I get food with high nutritional value from the restaurant.  | 3.79        | 1.292       |
| FQ3: The food I received from the restaurant had a good texture.  | 4.35        | .928        |
| FQ4: I can get great flavors from the food of this restaurant.  | 4.12        | 1.119       |
| FQ5: The food I received from the restaurant had a large size and good shape.   | 4.27        | .999        |
| <b>Service Quality</b>  |             |             |
| SQ1: I received reliable service from the restaurant.   | 4.54        | .812        |
| SQ2: I feel tangibility from the services provided by the restaurant.   | 3.57        | 1.335       |
| SQ3: I feel empathy from the services provided by the restaurant.   | 3.60        | 1.366       |
| SQ4: I can feel responsive from the services provided by the restaurant.  | 4.33        | .895        |
| SQ5: I can feel assured by the overall service system from the services provided by the restaurant.                                 | 4.42        | .888        |
| <b>Physical Environment Quality</b>   |             |             |
| PEQ1: I was full of appetite in this restaurant environment.  | 4.60        | .671        |
| PEQ2: I feel happy that the design of this restaurant is full of harmony.   | 4.57        | .815        |
| PEQ3: I can enjoy my food in this comfortable decoration design.  | 3.93        | 1.097       |
| PEQ4: I provide a cleaner and more hygienic environment and a more suitable atmosphere to attract customers and make them enjoy it. | 4.09        | 1.066       |
| <b>Customer Perceived Value</b>   |             |             |
| CPV1: I think the food in this restaurant is good in terms of appearance and taste.   | 4.33        | .892        |

|   |      |       |
|---|------|-------|
| CPV 2: I think this restaurant has accomplished its stated goals and tasks. | 3.97 | 1.233 |
| CPV 3: I experienced the availability of practicality in this restaurant.   | 4.06 | 1.068 |
| CPV 4: The restaurant as a whole had an emotional impact on me.             | 3.92 | 1.042 |
| CPV 5: I think the pricing of the restaurant is very reasonable.            | 3.94 | 1.073 |
| CPV 6: I think the restaurant has a great reputation.                       | 4.10 | .994  |
| <b>Customer satisfaction</b>  |      |       |
| CS1: I am very satisfied with the quality of the food in this restaurant.   | 3.92 | 1.135 |
| CS2: I was very impressed with the quality of service at this restaurant.   | 4.08 | 1.043 |
| CS3: I really like the quality of the environment of this restaurant.       | 4.13 | 1.086 |
| CS4: I am satisfied with the customer's perceived value of this restaurant. | 3.88 | .954  |

#### 4.4 Hypothesis Testing Results

##### 4.4.1 Summary of Multiple Linear Regression

In this section, the investigators employed multiple linear regression as a statistical technique to assess the impact of various factors on customer satisfaction. In the context of employing multiple linear regressions, it is advisable to consider the presence of multicollinearity, as it can provide insights into the identification and potential elimination of outliers. Furthermore, Akinwande *et al.* (2015) argue that the Variance Inflation Factor (VIF) exhibits improvement when the number of overlapping variables presented is limited to five or fewer. Moreover, the R-squared (R<sup>2</sup>) coefficient, which quantifies the proportion of variability in the dependent variable that can be explained by the independent variable, can serve as a means to characterize the variable. The ultimate outcome is depicted in the Table 4.4 presented below.

In this study, Table 6 presents the results of a multiple linear regression analysis conducted to examine the extent to which variables such as meal quality, service quality, physical environment quality, and customer perceived value have a significant influence on customer satisfaction. The findings from hypotheses 1, 2, 3, and 4 indicate that the independent variables employed to assess the impact on customer satisfaction are distinct and do not exhibit multicollinearity, as seen by the variance inflation factor (VIF) values being below 5. The VIF values for food quality, service quality, physical environment quality, and customer perceived value are 1.802, 2.038, 1.376, and 1.659, respectively. Furthermore, the coefficient of determination (R-square) was found to be 0.640, with a confidence level of 95%. This implies that the independent factors, namely meal quality, service quality, physical environment quality, and customer perceived value, account for roughly 64.0% of the variance in the dependent variable, customer satisfaction. The findings indicate that a significant portion of the variability in customer satisfaction, namely 64.0%, can be explained by two predictors. These predictors jointly yield a statistically significant result, as evidenced by the F(4, 445) value of 197.541, with a p-value less than .05. Upon examining the distinct contributions of each predictor, the findings indicate that meal quality ( $\beta = .138, p < .05$ ) and customer perceived value ( $\beta = .715, p < .05$ ) exhibit a statistically significant positive relationship with customer satisfaction. However, the findings do not provide



support for the relationship between service quality ( $\beta = -.004, p > .05$ ) and physical environment quality ( $\beta = .019, p > .05$ ), as the p-values exceed the threshold of 0.05. Hence, it may be concluded that there is no significant relationship between service quality, physical environment quality, and customer pleasure.

**Table 6:** Summary of Multiple Linear Regression Analysis for Hypotheses 1, 2, 3 and 4

| Variables   | B       | SE B | $\beta$                 | t (>1.96) | Sig. (<.05) | VIF   | H <sub>0</sub>   |
|---|---------|------|-------------------------|-----------|-------------|-------|------------------|
| (Constant)  | .225    | .207 |                         | 1.087     | .277        |       |                  |
| Food Quality (FQ)   | .161    | .045 | .138                    | 3.624     | <.001*      | 1.802 | Rejected         |
| Service Quality (SQ)  | - .004  | .044 | -.004                   | -.090     | .928        | 2.038 | Failed to reject |
| Physical Environment Quality (PEQ)  | .031    | .054 | .019                    | .571      | .568        | 1.376 | Failed to reject |
| Customer Perceived Value (CPV)  | .736    | .038 | .715                    | 19.513    | <.001*      | 1.659 | Rejected         |
| R <sup>2</sup>  | .640    |      | Adjusted R <sup>2</sup> |           | .636        |       |                  |
| F(4, 445)   | 197.541 |      |                         |           |             |       |                  |
| <b>Note.</b> Dependent Variable = Customer Satisfaction<br>B = The unstandardized beta; SE B = The standard error for the unstandardized beta; $\beta$ = the standardized beta; VIF = Variance Inflation Factor; Sig. = p-value |         |      |                         |           |             |       |                  |

**Hypothesis 1**

H1<sub>0</sub>: Food's Quality has no significant effect on customer satisfaction.

H1<sub>a</sub>: Food's Quality has a significant effect on customer satisfaction.

Table 6 shows the significant level was at < .001, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that food quality has a significant effect on customer satisfaction. Besides, the food quality is a strong variable that has an effect on customer satisfaction as its unstandardized B of .161. It can be implied that if food quality increases by 1%, customer satisfaction can be raised by 16.1%.

**Hypothesis 2**

H2<sub>0</sub>: Service's Quality has no significant effect on customer satisfaction.

H2<sub>a</sub>: Service's Quality has a significant effect on customer satisfaction.

Table 6 shows the significant level was at .928, which was more than 0.05. The null hypothesis failed to reject. As a result, it can be concluded that service quality has no effect on customer satisfaction.

**Hypothesis 3**

H3<sub>0</sub>: Physical Environment's Quality has no significant effect on customer satisfaction.

H3<sub>a</sub>: Physical Environment's Quality has a significant effect on customer satisfaction.

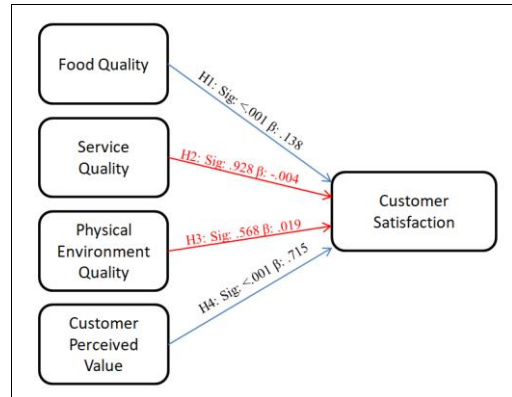
Table 6 demonstrates that the significance level was .568, which was greater than 0.05. The null hypothesis could not be rejected. Therefore, it can be concluded that the quality of service has no effect on customer satisfaction.

**Hypothesis 4**

H4<sub>0</sub>: Customer Perceived Value has no significant effect on customer satisfaction.

H4<sub>a</sub>: Customer Perceived Value has a significant effect on customer satisfaction.

The hypothesis has been rejected, and it can be concluded that perceived customer value has a significant impact on customer satisfaction. In addition, customer perceived value is a significant variable that influences customer satisfaction, as indicated by its unstandardized B value of .736. 73.6 percent increase in customer satisfaction can be implied if customer perceived value increases by 1 percent.



Source: Author

**Fig 2:** The results of the structural model

**5. Summary, Conclusion, and Recommendations**

**5.1 Summary of the Study**

The effects of food's quality, service's quality, physical environment's quality and customer perceived value on customer satisfaction were analyzed by multiple linear regression. The results of the hypothesis test showed that two independent variables failed the test and were rejected. Two passed the test. The results are shown below Table 7.

**Table 7:** Summary results from the Hypotheses test

| Hypotheses   | P-value | $\beta$ | Result        |
|--|---------|---------|---------------|
| H1 <sub>0</sub> : Food's quality has no significant effect on customer satisfaction.                 | <.001*  | .138    | Supported     |
| H2 <sub>0</sub> : Service's quality has no significant effect on customer satisfaction.              | .928    | -.004   | Not supported |
| H3 <sub>0</sub> : Physical environment's quality has no significant effect on customer satisfaction. | .568    | .019    | Not supported |
| H4 <sub>0</sub> : Customer perceived value has no significant effect on customer satisfaction.       | <.001*  | .715    | Supported     |

**Note.** \*P-value <0.05;  $\beta$  = the standardized beta

The results obtained by employing multiple linear regression analysis support the notion that Customer perceived value significantly impacts customer satisfaction. The ranking outcomes of the hypothesis tests are presented in Table 8. The elements that exert the most significant influence on customer satisfaction are arranged in descending order of importance in Table 5. The findings indicate that the correlation between customers perceived value and customer satisfaction is highly significant, with a maximum coefficient of 0.715. This implies that for each incremental unit of customer perceived value, there is a corresponding increase of 0.715 units in customer satisfaction.

Additionally, the relationship between food quality and customer satisfaction is also noteworthy, albeit less pronounced, with a coefficient of 0.138. This suggests that for every unit increase in food quality, customer satisfaction increases by 0.138 units.

**Table 8:** Strengths of factor influence of variable to Customer Satisfaction

| Rank            | Independent variable     | Beta |
|-----------------|--------------------------|------|
| 1 <sup>st</sup> | Customer perceived value | .715 |
| 2 <sup>nd</sup> | Food quality             | .138 |

## 5.2 Discussion and Conclusion

The objective of this research is to ascertain the constituents of street food that impact the degree of contentment encountered by patrons. The findings of the study revealed that various elements have an impact on customer satisfaction, encompassing the quality of the meal, the level of service provided, the physical ambiance, and the perceived value by the consumer.

### 5.2.1 Food quality and customer satisfaction

This study provides evidence to support the notion that the quality of food has a noteworthy and favorable effect on the satisfaction of customers. The statistical analysis reveals that the correlation between meal quality and customer happiness is highly significant, with a p-value of less than 0.001. This finding aligns with the research conducted by Bulimic *et al.* (2014), which demonstrates a positive correlation between the quality of food and customer happiness.

The examination of the five descriptive categories pertaining to food quality, as assessed through the questionnaire, revealed that the computed average value for food quality is 4.194. The statement "I procure food prepared using fresh raw ingredients from the restaurant" has the highest average score, with a mean value of 4.44. The lowest mean is derived from the statement "I obtain food from the restaurant that possesses a high nutritional value." The maximum value for the standard deviation, however, is 1.292. The subsequent highest rating is denoted as "This restaurant's cuisine exhibits exceptional flavor," with a value of 1.119. This implies that it is imperative for restaurants to prioritize the quality of the ingredients and portion sizes in order to effectively meet the preferences of their clientele, hence enhancing overall customer satisfaction.

### 5.2.2 Customer perceived value and customer satisfaction

In the realm of customer behavior and marketing, the concepts of customer-perceived value and customer satisfaction hold significant importance. This study provides evidence to support the notion that consumer-perceived value exerts a notable and favorable impact on customer satisfaction. A consumer perceived value and customer satisfaction value of less than 0.001 is considered significant. The findings indicate that the present study aligns with the research conducted by Bunarunraksa and Nuangjamnong (2022) <sup>[7]</sup>, since it demonstrates a positive correlation between customers' perceived value and customer satisfaction within the service sector.

The examination of the six descriptive categories of customer value, as determined by the questionnaire, revealed that the average value of customer value is 4.053. The assertion that "The food in this restaurant is good in

terms of appearance and taste" exhibits a mean value of 4.33, which is the highest among all the means, and a standard deviation of 0.892, which is the lowest among all the standard deviations. Consequently, it is imperative for restaurants to prioritize the visual appeal and palatability of their culinary offerings in order to engender a sense of contentment among patrons.

### 5.2.3 Service quality and customer satisfaction

This study provides evidence to suggest that service quality does not significantly impact customer satisfaction. The observed correlation coefficient between service quality and customer satisfaction is 0.928, indicating a strong positive relationship between these two variables. The findings of this study are inconsistent with the assertions made by Wang and Nuangjamnong (2023) <sup>[61]</sup> who argue that service quality and customer pleasure are separate concepts.

### 5.2.4 Physical environment and customer satisfaction

This study provides evidence to support the assertion that there exists no statistically significant association between consumer happiness and the physical environment. The observed correlation coefficient between the physical environment and customer happiness is 0.568, indicating a substantial relationship.

## 5.3 Recommendation

The results of this study suggest that customer satisfaction is influenced by four variables: meal quality, service quality, physical environment quality, and customer perceived value. Among the variables examined, consumer perceived value and food quality emerge as the primary factors exerting significant influence on customer satisfaction. Conversely, service quality and physical environment quality demonstrate limited impact on customer satisfaction.

Based on the findings of the study, it is evident that customer-perceived value holds significant importance at the initial stage. Consequently, when formulating marketing strategies, it is imperative to prioritize client sentiments. The study demonstrates that customers prioritize the taste of the food they receive as the foremost factor. Additionally, the size of street food holds significance. Consequently, street food vendors should explore avenues to enhance the customer experience. This may involve maximizing the quantity of food provided while maintaining quality and profitability, investigating improved seasoning and cooking techniques, offering superior quality disposable tableware or packaging boxes, and employing more considerate and humane packaging for take-out orders.

Subsequently, clients exhibit concern regarding the reputation of the restaurant, necessitating an enhancement of the brand's image across all dimensions. This subsequently brings us to the subsequent phase, namely the aspect of food quality. Research findings indicate that the quality of food has a significant influence on consumer satisfaction. Hence, it is advisable for street food vendors to prioritize the utilization of fresh products while maintaining profitability, ensuring sufficient portion sizes, and enhancing their culinary expertise, among other strategies. The study identifies three key factors that contribute to client satisfaction.

In relation to the impact of the physical environment on customer satisfaction, our findings indicate that while there is a discernible influence of the physical environment on

customer satisfaction, the magnitude of this effect is minimal. Consequently, we do not deem the effect of the physical environment to be statistically significant. The observed coefficient of -0.004 suggests that there is a minimal impact of service quality on customer satisfaction.

#### 5.4 Future studies

The present study centers its attention on four characteristics, specifically food quality, service quality, physical environment quality, and customer perceived value, which exert an influence on consumer satisfaction with Asian street food. In order to enhance knowledge and comprehension, future investigations may incorporate other pertinent variables that influence customer loyalty, expand the scope of considerations, and undertake more comprehensive data gathering. The present study lacks a comparative examination of different restaurant models. In order to enhance the street food business comprehensively and facilitate its post-COVID-19 recovery, it is imperative to develop a comprehensive understanding of several aspects, including customer dynamics, market conditions, and stakeholder engagement. Given that our research solely relied on quantitative methods, it may be advantageous to do a subsequent study incorporating qualitative research in order to gain a deeper understanding of the subjective perspectives and views of our target clients.

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