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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
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(MRS 2017)**

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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Track: Business and Management

Information Exposure, Factors Contributing to Selection of Restaurant Services

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Abstract

This research "Information Exposure Contributing to Selection of Restaurant Services" is a survey research which aims to examine the exposure of information in the food industry, as well as factor behind the selection of restaurant services. It also seeks to study the opinion of the people towards customer services. Thus, the study will seek to find methods to develop marketing communication in the food sector. The targeted population in this study includes residents in Mahachai Subdistrict, Samut Sakhon Province. The results of the study show the demographic information of the sample population: majority are single females between 18-22 year-old with high vocational, technical certificate educational background; salary of more than 20,000 baht per month; most choose to consume fast food, casual dining, and buffet. Information exposure in the food industry among the population shows that most people receive news through television, family members, and news publications. Factors that contribute to the choice of restaurants services are flavor, variety of dishes, cleanliness, and price. Most people give priorities to price and the quantity of the food, label that shows food price, the hours of operation, food tasting, and restaurant membership. As for the restaurant services, people wants fast and efficient services, friendly staff, and attentiveness to the customers.

Keywords: Information Exposure, Factors Contributing To Choice Of Restaurant Services

I. Introduction

Food is considered one of the most important thing for human's body. So every human being needs food to conduct their daily lives. If restaurants can attracts customers from various nationalities, including Thais, foreigners, and customers, it would mean there will be more income for the staff.

Good restaurant services will satisfy the customers, as well as those who are visiting the restaurants. It also determines the success of the restaurants, so it is vital that restaurants employee place emphasis on the services provided to the customer. This is because restaurant staffs are the face of the restaurants.

Providing good services also depends on the employee, who must have good attitudes, be polite, and good hospitality. This is to win the hearts of the customers who visited the restaurant. Good services can also make customers decided whether to visit the restaurant and it also shows the credibility and faith of the place, which will also impact future orders (Prapat siriwongrangsarn, 2012).

In 2013, there were a total of 61,760 restaurants registered with the Department of Business and Development, Ministry of Commerce. In the food and beverage section, there were a total of 6,933 (a decrease from 2010 and 2011, with a total of 7,907 and 7,099 respectively). 6,002 were registered as companies and 931 were registered as limited partnership (Kasikorn Research Center, 2013)



Figure 1. Restaurants Registered With The Department Of Business And Development, Ministry Of Commerce

Source: Kasikorn Research Center, 2013

Although, there is a decline in the number of registered restaurants, it is noted that there is a steady increased in the number of juristic entity from 919 in 2010 to 1,169 2013. This information indicated that there is still high interest among restaurants services in the country.

In late 2015, the Asean Economic Community (AEC) were implemented, which means countries in the Association of Southeast Asian Nations became “one family.” The AEC allows free flow of labors among the ASEAN countries, which also impact labor forces in Thailand. However, this has also put Thailand as a hub of AEC. (<http://www.thai-aec.com>).

Thus, the authors opined that there needs to be a change in the restaurant sector to comply with the changes in the world economic trend. This is to also develop the marketing strategies to meet the standards of the AEC. Successful business will need to create close and long term relationship with its customers. Due to the nature of the services, which requires confidence and trust, the relations between the customers and the provider has become an important key to any businesses. This means, a successful business depends on the services provided by the individual staff. So, it is up to the staff that needs to keep the image and credibility of the restaurants. At the same time, restaurant owners will also need to pay attention to the staff so that they can provide consistent good services to the customers.

Good services depend on the employee, who will need to have good attitude. Good services includes good manners, politeness, and friendliness, will determine whether the customers will come back and receive the services again

Objectives and Research Methodology

Framework:

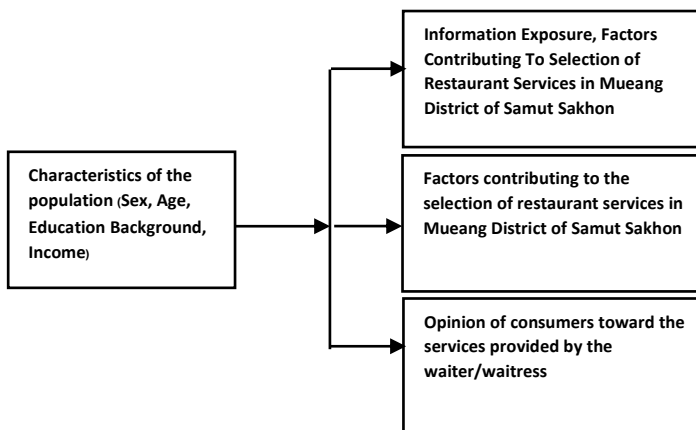


Figure 2. Research Framework

Objectives

1. To study in the current business model.
2. To study the methods of information exposure in the restaurant services in Muang District of Samut Sakorn Province
3. To study the factors that influence the choice of restaurants among consumers in in Muang District of Samut Sakorn Province
4. To study consumer feedback on the services provides by waiters/waitresse

II. Research Methodology

The population in this study include residents in Mahachai District of Samut Sakhon Province ranging from different gender, age, occupation, and etc. Details are as followed:

District	Male	Female	Total	Household
Samut Sakhon Municipality	30,964	32,288	63,252	18,376
Mahachai Sub-District	24,180	25,056	49,236	14,767
Tha Chalom Sub-District	4270	4615	8885	2357
Krokkrag Sub-District	2514	2617	5131	1252

Source: General Register Office, Department of Provincial Administration (7 July 2016)

Sample In this study, the researchers recruited subjects from Mahachai District, Samut Sakhon Province

This research determine the size of the sample population at the confidence Interval at .05 (or σ Confidence Interval) or the size of the error (e) + 5% of the percentage of the total population. This research uses quantitative research and survey research, with a one-shot case study for the general population. Each province has a combined total of 49,236 people, which is used to calculate the sample size that would be acceptable and appropriate for the representation of the population following Taro Yamane formula.

The total population of the study. The general population Living in Mahachai district Local Municipality Sakhon Samutsakorn The sample size was calculated according to the formula of Taro Yamane is the number of samples in this study were 400 men to surrender.

$$n = \frac{N}{1 + Ne^2}$$

n = number of samples

N = population
e = the average discrepancy between the sample and the average population (= 0.05).

$$\text{Substitute } n = \frac{49,236}{1 + 49,236 (0.05)^2} = 400 \text{ people}$$

The total population of the study includes residents Living in Mahachai district of Samut Sakorn. The sample size was calculated according to the formula of Taro Yamane is 400 people.

The tools used to collect data

In this study, the researchers have divided the tools into two steps:

1. qualitative research (interviews with two private companies to study the problems and methods of marketing communications). The researchers also seeks to find problems and suggestions for data analysis and synthesis.
2. Survey research and there all of the four methods were used to seek te answer for all of the all four objectives.

The detailed of the research are as followed:

Step 1 Qualitative Research.

Interview two companies: Central Restaurants Group Company Limited and Macthai Company to find information on marketing communication.

Step 2 Survey Research which is divided into three steps:

- First : Demographic characteristics (gender, age, education, marital status, income)
Second : Exposure to information on restaurant
Third : Factor that affects consumers' choice of restaurants.
Fourth : Opinions of consumers on the waiters/waitresses
Fifth : Suggestions and recommendation

Tools created for the research: Creating research tools are divided as follow:

First phase (research and qualitative survey research), the researchers collected data in seven steps:

1. Creating survey from researched text books on management and development and interview with the relevant agencies on the scope and issue
2. Diagnosis and are considered some of the amendments.

3. Take the revised survey questionnaire and ask five experts to review the content and make necessary changes according to the experts' recommendation.
4. Take the survey questionnaire and try it out with the community that are not from the sample population at least 10 people
5. Test for reliability of the questionnaire and find the coefficient alpha according to Cronbach method (Cronbach).
6. Revised the questionnaire based on feedback and suggestions to before using it of the sample population
7. Create the final questionnaire to be used on the sample population

How to collect data

Information are gathered from books, articles, academic papers. They are later brought to develop marketing communication methods. For information in the set areas, handing out questionnaires was used to collect additional information.

Data analysis and statistics used in the research:

Analysis from the sample (survey) was used to study the methods that can upgrade tourist destinations by means of local cuisine.

1. Personal factors, including gender, age, occupation, income, education, analyzed by using percentage and frequency
2. To get information about the business of services to the public by analyzing frequency distribution and distribution percentage
3. Factors that affect the choice of restaurants and frequency distribution analysis and distribution percentage were used
4. Consumer feedback on the services provider by staff were analyze by frequency distribution and percentage distribution

III. Results

Table 1 shows the percentage of the sample that was exposed to information regarding food services

Type of Media	\bar{X}	SD	Mean
1. Newspaper	2.66	1.285	Medium
2. Radio broadcast	2.15	1.179	Low
3. Television	3.40	1.321	High
4. Journals/Magazines	2.22	1.063	Low
5. Broadcast tower/Community radio.	1.70	.945	Low
6. Brochures /Leaflets/Bulletins	1.81	.860	Low
7. Internet	2.02	1.184	Low
8. Medical / Nursing / Health Officer	1.80	.909	Low

9.	Public health volunteer	1.74	1.042	Lowest
10.	Community leader /chief/ headman/monk /religious leaders.	1.70	1.016	Lowest
11.	Neighbors /friends	2.42	1.191	Low
12.	Family members /relatives	3.12	1.245	Medium

Table 1 showed that the public received information about restaurant services from television the most with an average of 3.40 at high level, followed by media, family members/relatives with an average of 3.12 and publications with an average of 2.66 at medium level. The media exposure is minimal with broadcast tower/ community radio and community leader/chief/headman/monks /religious leaders with an average of 1.73 at the lowest level.

Table 2 shows the percentage of the sample by a factor that affects the choice of restaurants.

Preferred Restaurant	\bar{X}	SD	meaning
1. Products			
• Variety of choices	2.66	1.285	Medium
• Health benefits	2.15	1.179	Low
• Cleanliness	2.22	1.063	Low
• Taste	3.40	1.321	High
2. Experts			
• Clear price label	1.81	.860	Low
• Reasonable prices for the quality	2.02	1.184	Low
3. Distribution			
• Home delivery	1.80	.909	Low
• Accessibility of the restaurant	1.74	1.042	Lowest
• Atmosphere	1.70	1.016	Lowest
• Cleanliness	2.42	1.191	Low
• Time of operation	3.12	1.245	Medium
4. Promotion			
• Free testing	3.40	1.321	High
• Continued advertisement	1.81	.860	Low
• Offered membership card	2.02	1.184	Low
• Redeem points	1.80	.909	Low
5. Service			

• Quality fast service	2.66	1.285	Medium
• Service standards	1.70	1.016	Lowest
• Comfortable	3.40	1.321	Much
6. Place			
• Atmosphere	3.12	1.245	Medium
• Cleanliness	2.66	1.285	Medium
• Spacious parking space	2.22	1.063	Low
• Near residential areas	1.70	.945	Lowest

Table 2 shows factors that influence the selection of restaurants in six aspects: product, price, distribution channels and promotion of services and facilities.

In term of products, most people give importance to the taste of the food with an average of 3.40, follow by the variety of the choices with an average of 2.66 at the medium level, and cleanliness at a low level with 2.22.

For the price, most people give importance to the reasonable pricing with an average of 2.02 at the low level, and the price label with an average of 1.81 at the low level.

For the distribution channel, most people focused on the operation hour with an average of 3.12 at the medium level, and cleanliness with an average of 2.42.

For the promotion, most people focused on the free tasting with an average of 3.40, membership with an average of 2.02 at the low level.

For services, most people focused on fast purchasing with an average of 3.40 at the high level, and fast service with an average of 2.66 at the medium level. In terms of the location, most people give importance to the interior with an average of 3.12, follow by cleanliness of the area with an average of 2.66 at the medium level.

Table 3 shows the percentage of the sample population on the attitudes of consumers towards the service of the staff.

The service of staff		SD	meaning
1. Attentiveness to the customers	2.63	1.23	Medium
2. Assistance to the customers	2.19	1.23	Low
3. Efficiency and fast service	3.49	1.28	High
4. Cleanliness of the waiters/waitresses	2.34	1.08	Low
5. Accuracy of the services	1.73	0.94	Lowest
6. Provide knowledge about the food/services	1.87	0.88	Low

7. Fairness	2.06	1.19	Low
8. Response to problems	1.88	0.95	Low
9. Keep the same service standard	1.92	1.28	Low
10. Attention and enthusiasm	1.82	1.22	Low
11. Knowledge and expertise	2.44	1.18	Low
12. Friendliness	3.18	1.21	Medium
13. Good manners	1.88	0.95	Low
14. Courteous and politeness	1.92	1.28	Low

Table 3 showed that the consumer feedback on the staff give most importance to the fast services with an average of 3.49 at the high level, follow by good hospitality with an average of 3.18 in the medium level, attentiveness with an average of 2.63 at the medium level and the accuracy with an average of 1.73 at the lowest.

IV. Conclusions

The results of the marketing communication methods in the food sectors:

1. As for receiving information on restaurants sectors, most people received news through television with an average of 3.40 at high level, followed by media, family members /relatives with an average of 3.12 at the medium level, and publications with an average of 2.66 at medium level, while people received news through broadcast tower/community radio and community leader/chief/headman/monks/religious leaders with an average of 1.73 at the low level.
2. In term of products, most people give importance to the taste of the food with an average of 3.40, follow by the variety of the choices with an average of 2.66 at the medium level, and cleanliness at a low level with 2.22. For the price, most people give importance to the reasonable pricing with an average of 2.02 at the low level, and the price label with an average of 1.81 at the low level. For the distribution channel, most people focused on the operation hour with an average of 3.12 at the medium level, and cleanliness with an average of 2.42. For the promotion, most people focused on the free tasting with an average of 3.40, membership with an average of 2.02 at the low level. For services, most people focused on fast purchasing with an average of 3.40 at the high level, and fast service with an average of 2.66 at the medium level. In terms of the location, most people give importance to the interior with an average of 3.12, follow by cleanliness of the area with an average of 2.66 at the medium level.
3. As for consumer feedback on the service of the waiters/waitresses, most people preferred fast services with an average of 3.49 at the high level,

follow by good hospitality with an average of 3.18 in the medium level, attentiveness with an average of 2.63 at the medium level and the accuracy with an average of 1.73 at the lowest.

Discussions

To receive information about restaurants services, it is noted that people receive information via television and family members/relatives. Factors that influence the choice of restaurants include products, distribution channel, and promotion services. Most people preferred the taste of the food, variety of choices. This is also consistent with Siriphong Uvanit that (2554) that said consumers focus on the products and variety of the choices in the products. In terms of price, it is found that respondents also give importance at a high level, as well as the distribution, cleanliness of the restaurants. In terms of distribution, consumers also give importance to membership services. In this similar to Kitima Lumphakdi and Kraichit Sutamueng (2011), which said consumers pay attention to the price factor. Location and accessibility, as well as guidance to customers also contribute to the future services of the restaurants. It will also helps business owners to publicize their company via electronic means, which will help speed the publicize information of the businesses. This will also improve the image of the company by using CRM and a mixture of 7 P's that will eventually attract more customers to the restaurants.

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

