

Abstract

Name : Factors affecting the decision to eat Bar-B-Q Plaza in Bangkok Area.
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The purposes of this research, the study factors affecting to the decision to eat at BBQ Plaza restaurants located in Bangkok, are

- 1) To study behavior of customers to choose to eat at BBQ Plaza restaurants located in Bangkok
- 2) To study factors affecting to the decision to eat at BBQ Plaza restaurants located in Bangkok

Research methodology in this study is survey research. Survey questionnaire was used to collect data. Sample is 400 customers, who came to eat at BBQ Plaza restaurants located in Bangkok. Purposive sampling was used to select sample group. Cornbrash Alpha Formula was used as an estimated of the reliability of a test. Sample size is 30. The result of reliability of test is at 0.930. Data was analyzed by descriptive analysis, which is frequency distribution, percentage, mean and standard deviation. Quantities analysis was used in difference test by using T-test and F-test, comparison test by using Least Significant Difference(LSD) test and correlation test by using Chi-Square test. Measure correlation by using contingency coefficient at significant level 0.05. Data was analyzed by SPSS.

The result of this study shows that most customers choose special set food (price 230 Baht) and single dish, respectively. The reason to eat here is to meet and to eat out on special occasion, respectively. Frequency to eat here is about 1-2 times. The average cost customers pay is 500-1000 Baht. Factors affecting the decision to eat here is marketing factor, service, personal staff, and price, marketing promotion, place and product, respectively.

The result of different test shows that personal factor, which is age and monthly income, affects the decision to eat at BBQ Plaza restaurants located in Bangkok. The result of correlation test shows that eating behavior, which is type of food and eating time, relates to factors affecting the decision to eat at BBQ Plaza restaurants located in Bangkok. The service factor relates to grilled food at BBQ Plaza the most. The place factor relates to eating time the most.

Recommendations

1. From this study, it is found that service, which is in marketing factor, affects the decision to eat at BBQ Plaza restaurants located in Bangkok the most. Therefore, BBQ Plaza should pay attention to offer good service from greeting, accompany customers to the table, serve food and drink, and cashier service until customers go out of restaurant. Good service can make customers feel impressive and come back to eat again. It is necessary to pay attention to train staff to have service mind and work efficiently.
2. From this study, it is found that customers focus on variation and types of food the most. Therefore, BBQ Plaza restaurant should pay attention to improve the tats of food, cooking, food selection, clean, nutrition and suitable price. Various menus should be provided. Select good and standard quality food and ingredients as well as offer palatable food for customers.

3. From this study, it is suggested that BBQ Plaza should focus on marketing activities to let customers know about service information. BBQ Plaza should provide discount, membership registration, suitable media advertisements including new menu presentation etc.