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Satisfaction of Food Service Entrepreneurs: A Case Study of Hotels and Restaurants in Koh Samui, Thailand

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Abstract

This study aims to (1) assess the satisfaction levels of hotel and restaurant businesses using the services of Betagro Public Company Limited in the Koh Samui area, Surat Thani Province, and (2) examine factors related to the satisfaction levels of these businesses with Betagro's services. This quantitative research utilized questionnaires for data collection. The sample consisted of 140 respondents, including purchasing managers, head chefs, and restaurant owners in Koh Samui, Surat Thani. The questionnaires were checked for completeness and accuracy to serve as a basis for statistical analysis. Descriptive statistics, including frequency and percentage, were presented in tabular form with accompanying explanations. Statistical tools included T-tests and F-tests. The findings revealed that (1) different business factors did not result in significant differences in satisfaction levels among hotel and restaurant businesses with Betagro's Koh Samui branch, and purchasing volume also did not affect satisfaction levels, with statistical significance across five areas at the 0.05 level: tangibility, reliability, responsiveness, assurance, and empathy. (2) Expectations were significantly related to satisfaction among hotel and restaurant businesses with Betagro's Koh Samui branch. Product, price, distribution channels, promotional efforts, personnel, and processes showed a high overall correlation with satisfaction across all dimensions.

Keywords: satisfaction, expectations, food service business

Introduction

Sales is a critical function within marketing, playing a significant role in the marketing system by facilitating the creation and exchange of goods and services. This process not only drives economic growth at the local level but also fosters a society characterized by convenience and contentment through the provision of products for sale. Sales principles are thus a fundamental aspect of marketing, serving as the key mechanism for transferring ownership of goods or services from sellers or producers to buyers or consumers, thereby enabling businesses to achieve their objectives. Betagro is a leading integrated food business in Thailand, encompassing the entire supply chain from upstream to downstream. Its operations include animal feed production, animal pharmaceuticals and supplements, livestock farming, meat processing, and the distribution of high-quality food products to consumers, as well as pet products. With production and distribution bases across Thailand and exports to key international markets, Betagro continues to expand into neighboring countries.

The competitive landscape in the restaurant industry has seen significant shifts, driven by changing consumer behavior and heightened demand for health-conscious and safe food options. This trend has prompted restaurants to scrutinize and select ingredients that align with consumer expectations for quality, freshness, and hygiene. Such demands influence consumer decisions in selecting restaurants, with factors like the availability of fresh, clean, and hygienically prepared food products being essential considerations. The objectives of this study are twofold: ^[1] to examine satisfaction levels, and ^[2] to investigate the factors associated with satisfaction among hotel and restaurant businesses using Betagro Public Company Limited's services in the Koh Samui area, Surat Thani Province.

Literature Review

This study examines the satisfaction and behavior of hotel and restaurant entrepreneurs toward Betagro Public Company Limited's Koh Samui branch in Surat Thani Province. The researcher reviewed relevant concepts and theories as follows:

Satisfaction

Kittiya Hemank (2005) ^[2] defined satisfaction as a driving force rooted in basic needs, closely connected to outcomes and associated with motivation and incentives, while avoiding undesirable elements. Oliver, R.L. (1980) ^[5] described satisfaction as a response reflecting a customer's perception of an objective. It pertains to customer attitudes toward goods and services, with varying perspectives depending on each individual's viewpoint. Saroj Saisombat (2008) ^[8] stated that satisfaction depends on the learning process combined with the individual's feelings. Satisfaction can be measured in several ways, including:

1. Questionnaires – A widely used method for assessing satisfaction.
2. Interviews – A technique-based method requiring skilled interviewers to encourage accurate responses.
3. Observation – Observing behavior before and after activities. Satisfaction measurement can vary depending on convenience, suitability, and goals, contributing to a reliable and effective assessment.

Consumer Behavior

Phattanarun Sunantanasuk (2018) ^[7] noted that consumer behavior analysis involves researching consumption and purchasing behaviors to understand consumer demands. This information helps in formulating marketing strategies to effectively meet consumer needs. Ongat Patawanit (2002) ^[4] defined consumer behavior as actions related to obtaining goods and services, including decision-making processes that aim to maximize buyer satisfaction. Consumers' purchasing decisions may be influenced by certain incentives that align with their attitudes.

Motivation

Kotler and Keller (2012) ^[3] explained that various factors can serve as motivations, influencing behavior toward goal attainment. Organizations must understand consumer expectations and responses, gathering desired incentives to drive behavior. Solomon (2011) ^[9], as referenced by Wikantha Rattanapongpakorn (2015), explained that motivation has two types: intrinsic motivation and extrinsic motivation.

Analysis of Expectation Factors in Customer Purchasing Decisions with Betagro, Koh Samui Branch

Table 1: Shows the mean and standard deviation of expectation factors influencing customer purchasing decisions with Betagro, Koh Samui branch

Expectation Factors in Customer Purchasing Decisions with Betagro, Koh Samui Branch	Mean (\bar{x})	S.D.	Level of Opinion
1. Product	3.75	0.737	High
2. Price	3.78	0.850	High
3. Distribution Channels	3.94	0.419	High
4. Marketing Promotion	3.85	0.831	High
5. Personnel	3.82	0.659	High
6. Process	3.65	0.829	High
Average	3.80	0.617	High

Methodology

Population and Sample

The population in this study comprises hotel and restaurant customers in Koh Samui District, Surat Thani Province, who conduct business with Betagro Public Company Limited. The sample for this study includes hotel and restaurant customers in Koh Samui District, Surat Thani, who have made purchases with Betagro, as indicated by usage statistics.

Research Instruments

The research instrument used in this study is a questionnaire, developed based on a review of relevant literature, theories, and related studies to cover the study's content and objectives comprehensively.

Data Analysis

Data collected from the questionnaires will be analyzed after the responses are verified for completeness. Data processing will be conducted using SPSS for Windows, utilizing the following statistical analyses:

1. Descriptive Statistics: This involves analyzing the environmental factors of the sample group. Frequency and percentage will be calculated, and results will be presented in tables with accompanying descriptions.
2. Analysis of Expectations Regarding Business Factors: For hotel and restaurant businesses using Betagro's services in Koh Samui, data will be analyzed using frequency and percentage, with findings presented in tables with narrative descriptions.
3. Analysis of Satisfaction Regarding Business Factors: For hotel and restaurant businesses using Betagro's services in Koh Samui, frequency and percentage will be calculated and presented in tables with descriptive commentary.

Research Findings

This study on the satisfaction of business factors among hotel and restaurant groups using the services of Betagro Public Company Limited in the Koh Samui area, Surat Thani Province, involved a sample of 140 respondents. The collected data were analyzed using SPSS software, and the results are presented in three sections:

Business Analysis of Respondents

The sample in this study consists of hotel and restaurant customers in Koh Samui District, Surat Thani Province. Business characteristics analyzed include purchase volume from Betagro, frequency of purchases, duration of business relationship with Betagro, type of business, ownership of business premises, and engagement in additional businesses beyond the primary one.

From Table 1, when considering the mean and standard deviation of expectation factors in customer purchasing decisions with Betagro, Koh Samui branch, the overall mean was found to be 3.80, indicating a high level of expectations. The majority of respondents rated distribution channels at the highest level, with a mean of 3.94. This was followed by

marketing promotion, rated at a high level with a mean of 3.85; personnel, also at a high level with a mean of 3.82; price, at a high level with a mean of 3.78; product, at a high level with a mean of 3.75; and process, at a high level with a mean of 3.65, respectively.

Analysis of Satisfaction with Betagro's Services at Koh Samui Branch

Table 2: Shows the mean and standard deviation of satisfaction levels regarding Betagro's services at the Koh Samui branch.

Satisfaction with Betagro Services, Koh Samui Branch	Mean (\bar{x})	S.D.	Level of Opinion
1. Tangibility of Service	3.86	0.883	High
2. Reliability and Trust	3.84	0.669	High
3. Responsiveness to Customers	3.66	0.842	High
4. Assurance to Customers	3.91	0.823	High
5. Empathy	4.55	0.218	Very High
Average	3.96	0.512	High

From Table 2, which presents the mean and standard deviation of satisfaction with Betagro's services at the Koh Samui branch, the overall mean was found to be 3.96, indicating a high level of satisfaction. Most respondents rated empathy at the highest level, with a mean of 4.55. This was followed by assurance to customers at a high level, with a mean of 3.91; tangibility of service with a mean of 3.86; reliability and trust with a mean of 3.84; and responsiveness to customers with a mean of 3.66.

Hypothesis Testing

Hypothesis 1: Different business factors influence the satisfaction of hotel and restaurant groups with Betagro, Koh Samui branch, in Surat Thani Province.

Results for Hypothesis 1 indicate that different purchase volumes with Betagro affect the satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.05 level in 1 out of 5 aspects, allowing for an error margin of no more than 5%. The differences observed for each factor are as follows:

1. Purchase Volume: The satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, varied across all five aspects. When considered individually, satisfaction levels differed significantly in responsiveness to customers and assurance to customers, with statistical significance at the 0.05 level.
2. Frequency of Purchase: The satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, was consistent across all five aspects when assessed by purchase frequency. The research found no significant differences in satisfaction across any aspect based on purchase frequency.

3. Duration of Business Relationship with Betagro: Satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui, were similar across all five aspects. When considering each aspect individually, differences in the duration of the relationship significantly influenced empathy toward Betagro's services, with statistical significance at the 0.05 level.
4. Business Type: The satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui branch, were assessed across all five aspects based on business type. The results indicate that differences in business type did not lead to significant differences in satisfaction levels across any aspect.
5. Ownership of Business Premises: Satisfaction levels were analyzed based on the ownership of business premises. Results showed that ownership differences significantly influenced satisfaction in two areas: tangibility of service and assurance to customers, with statistical significance at the 0.05 level.
6. Engagement in Additional Businesses Beyond the Primary Business: Satisfaction levels were also examined based on whether businesses engaged in additional operations beyond their primary business. Results indicated that such differences affected satisfaction levels, particularly in the tangibility of service aspect, with statistical significance at the 0.05 level.

Hypothesis 2: Expectations are related to the satisfaction of hotel and restaurant businesses with Betagro, Koh Samui branch, Surat Thani Province.

Table 3: Relationship between Expectations and Satisfaction of Hotel and Restaurant Businesses with Betagro, Koh Samui Branch, Surat Thani Province.

Satisfaction of Hotel and Restaurant Businesses with Betagro, Koh Samui Branch, Surat Thani Province						
Expectations	Tangibility of Service	Reliability and Trust	Responsiveness to Customers	Assurance to Customers	Empathy	Overall
Product	0.229 (0.007**)	0.890 (0.000**)	0.840 (0.000**)	0.629 (0.000**)	0.543 (0.000**)	0.790 (0.000**)
Price	0.354 (0.000**)	0.768 (0.000**)	0.943 (0.000**)	0.797 (0.000**)	0.673 (0.000**)	0.895 (0.000**)
Distribution Channels	0.273 (0.001**)	0.527 (0.000**)	0.446 (0.000**)	0.432 (0.000**)	0.470 (0.000**)	0.511 (0.000**)
Marketing Promotion	0.319 (0.000**)	0.726 (0.000**)	0.678 (0.000**)	0.520 (0.000**)	0.932 (0.000**)	0.691 (0.000**)
Personnel	0.284 (0.001**)	0.959 (0.000**)	0.764 (0.000**)	0.627 (0.000**)	0.995 (0.001**)	0.802 (0.000**)
Process	0.333 (0.000**)	0.791 (0.000**)	0.945 (0.000**)	0.670 (0.000**)	0.673 (0.000**)	0.850 (0.000**)
Overall	0.355 (0.000**)	0.925 (0.000**)	0.935 (0.000**)	0.736 (0.000**)	0.901 (0.000**)	0.909 (0.000**)

Note: $p < 0.01$ indicates statistical significance at the 1% level

From Table 3, the analysis results reveal a strong positive correlation between overall expectations and satisfaction of hotel and restaurant businesses with Betagro's Koh Samui branch, with statistical significance at the 0.01 level ($r = 0.909$, Sig. = 0.000). When analyzed by individual factors, the details are as follows:

Product: Expectations regarding product have a high positive correlation with the overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.01 level ($r = 0.790$, Sig. = 0.000). Product expectations are also positively correlated with satisfaction across all specific aspects: tangibility of service ($r = 0.229$, Sig. = 0.007), reliability and trust ($r = 0.890$, Sig. = 0.000), responsiveness to customers ($r = 0.840$, Sig. = 0.000), assurance to customers ($r = 0.629$, Sig. = 0.000), and empathy ($r = 0.543$, Sig. = 0.000), ranging from low to high levels with statistical significance at the 0.01 level.

Price: Expectations regarding price also have a high positive correlation with overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.01 level ($r = 0.895$, Sig. = 0.000). Price expectations are correlated with satisfaction across all specific aspects: tangibility of service ($r = 0.354$, Sig. = 0.000), reliability and trust ($r = 0.768$, Sig. = 0.000), responsiveness to customers ($r = 0.943$, Sig. = 0.000), assurance to customers ($r = 0.797$, Sig. = 0.000), and empathy ($r = 0.673$, Sig. = 0.000), ranging from low to high levels with statistical significance at the 0.01 level.

Distribution Channels: Expectations regarding distribution channels showed a moderate positive correlation with the overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui branch, with statistical significance at the 0.01 level ($r = 0.511$, Sig. = 0.000). This factor is positively correlated with satisfaction in all specific aspects: tangibility of service ($r = 0.273$, Sig. = 0.001), reliability and trust ($r = 0.527$, Sig. = 0.000), responsiveness to customers ($r = 0.446$, Sig. = 0.000), assurance to customers ($r = 0.432$, Sig. = 0.000), and empathy ($r = 0.470$, Sig. = 0.000), ranging from low to moderate with statistical significance at the 0.01 level.

Marketing Promotion: Expectations for marketing promotion showed a moderate positive correlation with the overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.01 level ($r = 0.691$, Sig. = 0.000). This expectation is positively correlated with all specific aspects of satisfaction: tangibility of service ($r = 0.319$, Sig. = 0.000), reliability and trust ($r = 0.726$, Sig. = 0.000), responsiveness to customers ($r = 0.678$, Sig. = 0.000), assurance to customers ($r = 0.520$, Sig. = 0.000), and empathy ($r = 0.932$, Sig. = 0.000), ranging from low to moderate with statistical significance at the 0.01 level.

Personnel: Expectations for personnel demonstrated a high positive correlation with the overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.01 level. This expectation is positively correlated with all aspects of satisfaction: tangibility of service, reliability and trust, responsiveness to customers, assurance to customers, and empathy, ranging from low to high with statistical significance at the 0.01 level.

Process: Expectations regarding process showed a high positive correlation with the overall satisfaction of hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.01 level ($r = 0.909$, Sig. = 0.000). This expectation is positively correlated with

satisfaction across all aspects: tangibility of service ($r = 0.333$, Sig. = 0.001), reliability and trust ($r = 0.791$, Sig. = 0.000), responsiveness to customers ($r = 0.945$, Sig. = 0.000), assurance to customers ($r = 0.670$, Sig. = 0.000), and empathy ($r = 0.673$, Sig. = 0.000), ranging from low to high with statistical significance at the 0.01 level.

Discussion

The varying business factors influence the satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui branch, in Surat Thani Province

The results for Hypothesis 1 indicate that differences in purchase volume from Betagro lead to differing levels of satisfaction among hotel and restaurant businesses with Betagro, Koh Samui, with statistical significance at the 0.05 level and a margin of error within 5%. The analysis of each factor revealed the following:

1. **Purchase Volume:** Satisfaction levels across the five aspects of service from Betagro's Koh Samui branch varied significantly according to purchase volume. Specifically, differences in purchase volume were associated with varying levels of satisfaction in responsiveness to customers and assurance to customers, with statistical significance at the 0.05 level.
2. **Frequency of Purchase:** Satisfaction levels with Betagro's Koh Samui branch across all five aspects were analyzed based on the frequency of purchases. The results indicate no significant differences in satisfaction across any aspect when considering differences in purchase frequency.
3. **Duration of Engagement with Betagro:** The satisfaction levels across all five aspects were analyzed based on the duration of engagement with Betagro. The results indicate no significant differences in overall satisfaction. However, a detailed examination reveals that differences in engagement duration are significantly correlated with satisfaction in the empathy aspect, with statistical significance at the 0.05 level.
4. **Business Type:** Satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui branch, across all five aspects were analyzed by business type. Results indicate no significant differences in satisfaction across all dimensions based on business type.
5. **Ownership of Business Premises:** An analysis of satisfaction levels based on ownership of the business premises shows significant differences in overall satisfaction across all five dimensions. Specifically, variations in ownership are significantly associated with satisfaction in tangibility of service and assurance to customers, with statistical significance at the 0.05 level.
6. **Engagement in Additional Businesses:** Satisfaction levels across all five aspects were further analyzed based on whether businesses engage in additional operations beyond their primary business. Results reveal that differences in additional business engagement significantly impact satisfaction, particularly in the tangibility of service aspect, with statistical significance at the 0.05 level.

Expectations and Satisfaction of Hotel and Restaurant Businesses with Betagro, Koh Samui Branch, Surat Thani Province

The hypothesis test was conducted using Pearson Product Moment Correlation at a significance level of 0.05. The

correlation coefficient criteria (correlation coefficient) were applied to assess the relationship between expectations and satisfaction among hotel and restaurant businesses with Betagro, Koh Samui branch. The findings reveal a high positive correlation between overall expectations and satisfaction with Betagro, Koh Samui branch, across all aspects. The results specifically highlight that expectations regarding processes show a high positive correlation with overall satisfaction among hotel and restaurant businesses with Betagro, Koh Samui, and a significant correlation with satisfaction across each specific dimension.

Conclusion

This study on the satisfaction levels of hotel and restaurant businesses with Betagro Public Company Limited in Koh Samui, Surat Thani Province, provides insights into key findings based on the study's objectives and hypothesis. The research focused on understanding whether expectations factors correlate with satisfaction among these businesses. Results from hypothesis testing indicate that different business factors did not yield significant differences in the satisfaction levels of hotel and restaurant businesses with Betagro, Koh Samui branch.

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