Research factors impact on customer satisfaction in Vietnam restaurants

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ABSTRACT

Along with changes in Economy, Tourism and the influence of foreign waves, the market of Food Service in Vietnam has also changed to meet the needs of customers. At many restaurants in Vietnam, customer satisfaction can greatly affect restaurant revenue. Therefore, it is essential to determine which perceived quality factors affect customer satisfaction. The survey was conducted through questionnaires collected from 329 respondents, who experienced in restaurant services in Vietnam. In this paper, four factors are found that have influence on customer satisfaction in restaurants: Service quality, Product quality, Environment and Price. In addition, the research also gives some contributions based on the research results, helping businesses understand customers and meet customer satisfaction requirements in the restaurant.

Keywords: customer satisfaction, regression, STASTISTICA 10, Vietnam Restaurants

1. Introduction

By definition on the Cambridge dictionary, restaurant is a business place where people can choose meals prepared and served at the table, and customers usually pay after using the service.

Vietnam is known as a country in Southeast Asian with unique culinary culture, impressing the palate not only for domestic tourists but also international ones (Le, 2010).

One of the reasons why Vietnam tourism has been growing strongly is the fantastic cuisine (Vu, 2013). Gordon Ramsay, the chef who owns golden hands with 16 prestigious Michelin stars, once admitted that he would only be a coward if he was born in Vietnam. That once again confirms the subtlety and finesse to create a Vietnamese cuisine and shows that the great value of Vietnamese cuisine has contributed to the development of the hospitality industry, thus opening up a great potential to generate revenue for restaurants.

According to the statistics of the Vietnam National Administration of Tourism, in 2018, there were 2,400 new accommodation establishments in operation, including 83 registered accommodation establishments rated from 3 to 5 stars. Also in 2018, 5-star hotel room rates continued to increase at 4.1%, 4-star hotel room rates fell at 2.3%. In tourism, the restaurant service sector is an integral part of the destination product portfolio and an important component of national socio-economic development strategies (Grosspietsch, 2006). Due to the large number of employees employed and low start-up costs compared to other industries, this field is an accessible business choice for many people. The function of tourism is to provide restaurant service businesses with benefits that not only help them increase net income, but also contribute to the sustainable development of the hospitality industry.

2. Literature review

2.1. Customer Satisfaction

According to Kotler et al. (2002), customer satisfaction is the degree to which a person's emotional state stems from a comparison of results obtained from the consumption of products and customer expectations. In a time when the market is fiercely competitive, regardless of the industry, to survive and develop, it is necessary to have a strategy to attract and serve customers well to achieve customer satisfaction. Restaurants need to recognize the importance of meeting customers' needs and expectations, putting their needs and desires into the center of marketing research and business activities.

2.2. Perceived quality

In the restaurant industry, it is extremely difficult to ensure that customers who come after meals with satisfaction will surely return to that restaurant. However, the quality of perceived service is considered as a factor that strongly influences both customer satisfaction and intention to return (Haque & Khan 2013). Customer satisfaction is imperative for service organizations because of a positive correlation with their customers' future attitudes, intentions and behaviors. According to research by Susskind

and Chan (2000), there are three components that positively impact on customer satisfaction in restaurants: good food, good service and pleasant surroundings. Meals have become an integral part of people' lifestyles, customer demands are increasingly rigorous, and competition between restaurants is more fierce, forcing businesses to think of the best ways to satisfy their customers.

2.3. Service quality

Service quality is always appreciated by the restaurant in the process of serving customers. This is reflected in the choice of uniforms, the way to communicate and serve from the manager to the staff because they are the face of the restaurant (Kang, 2009). Moreover, the staffs always contact with customers directly, make customers feel comfortable until the payment time. Therefore, the role and influence of the service staff on the quality of products in restaurants is enormous. Along with the purpose of improving the quality of services in the hotel, the facilities in the restaurant are also focused on investment (Oyewole, 2008). From design, decoration, interior of the restaurant to utensils such as bowls, chopsticks, plates, cutlery, toothpicks, glasses ... are all efforts of the restaurant to increase the quality of the restaurant, further make a difference for their businesses.

2.4. Product quality

The core product provided by the restaurant is the food and beverage service. Food and drink is the restaurant's flagship product, also a powerful weapon and the soul of a restaurant (Yulisetiarini, 2014). Many restaurants are known for special and unique food and drinks and few places can imitate the special taste (Khan, 2011). One of the main goals for a restaurant is to satisfy the needs of the restaurant, and the quality of what goes through the customer's taste buds is of utmost importance.

2.5. Environment

The restaurant environment will be reflected in the choice of the location of restaurants, many restaurants choose places that are tourist places, beautiful and clean landscapes, near the city center ... where restaurants can find potential customers that can come to their restaurants (Canny, 2014). Inside the hotel, the decorations and music are also researched and considered by hotel owners to give their restaurant an environment that meets as many customers as possible.

2.6. Price

In the current competitive period, customers are always looking for high-class restaurants with delicious food and drinks, but also affordable prices. Restaurants also recognize that so they offer a lot of promotions, discounts to drive customers to their restaurants

(Rahman et al., 2012). In addition, restaurant managers must calculate all expenses, offering reasonable prices to customers but still earning revenue. In the context of many restaurants changing up, owners have applied methods of calculating the cost of food based on competitors to create competition and save calculation time. Accordingly, restaurant owners will set the price of food equal to or lower than that of competitors to attract customers. However, this calculation of food cost puts a great pressure on the kitchen department because they have to balance the ingredients and ingredients so that the food cost of the food reduces but still has to be guaranteed.
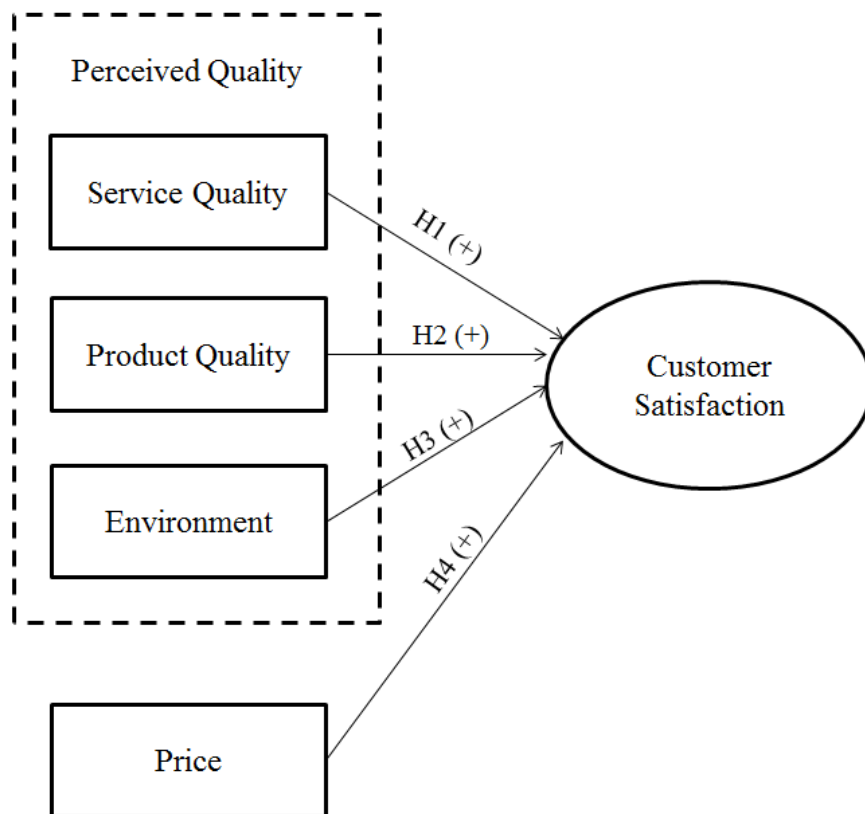

Figure 1. Proposed Model

3. Methodology

3.1. Collect data and questionnaire

Three hundred twenty nine people who have had dining experience in a restaurant in Vietnam will be selected to take part in answering the questionnaire in this study. In addition to supporting research, other information is also collected from the respondent: Gender, Age, Marital status, Education Level, Monthly income and Frequency of going to restaurants.

3.2. Data analysis

3.2.1. Exploratory Factor (EFA):

The factors in the EFA are determined through statistical analysis results, not from the theory, and the name of the selected statistics after completing the analysis. The EFA is implemented when it is not known how much it is, and what conditions are affected.

3.2.2. Confirmatory factor analysis (CFA):

The factor analysis method asserts that CFA accepts the hypotheses of the researchers, determined by the relationship between each variable and one or more factors. In this case, the CFA works to review the suitability of the existing model for the number of research data. In other words, the CFA seeks to determine the appropriateness of the existing rational model for the number of research data.

3.2.3. Regression analysis:

This is a statistical method that the expected value of one or more random variables is predicted based on the condition of the other variables. Regression analysis coincides not only with the curve but also with a model with random components and determined (deterministic and stochastic components).

3.2.4. Descriptive Statistics:

STATISTICA 10 is applied to describe and understand the properties of a particular data set by providing brief summaries of the sample and its parameters.

4. Result

4.1. Demographic statistics

In this study, 329 sample questionnaires were collected from respondents who lived and worked in Vietnam. Participants who answer the questionnaire will also be those who have had experience using the restaurant services. The gender difference of the respondents was not significantly different: The number of male is 159 (48.3%) and the number of Female is 170 (51.7%). The age group below 19 has the lowest number in this survey (24 respondents, 10%), the remaining age groups have a certain similarity in the percentage. Regarding the marriage status of respondents, 194 people are single (59.0%) and 135 are married (41.0%). The education level of the participants who fill out the questionnaire is mostly bachelor level (139 people, 42.2%). Regarding occupation, the people in this survey are evenly distributed: Student (64 people, 26.8%), Self - Business (71 people, 29.7%), Company-employee (60 people, 25.1%), Housewife (44 people, 18.4%). The income of respondents in this research is also high: 149 people with income from USD $1000-2000 and most will go to the restaurant every month to use services.

TABLE 1. Demographic statistics

Gender	Frequency	Percent
Male	159	48.3%
Female	170	51.7%
Age	Frequency	Percent
Under 19	24	10.0%
19-25	94	39.3%
26-35	88	36.8%
36-45	54	22.6%
Over 45	69	28.9%
Marital status	Frequency	Percent
Single	194	59.0%
Married	135	41.0%
Education level	Frequency	Percent
Bachelor	139	42.2%
Master	109	33.1%
Doctor	30	9.1%
Others	51	15.5%
Occupation	Frequency	Percent
Student	64	26.8%
Self – Business	71	29.7%
Company-employee	60	25.1%
Housewife	44	18.4%
Monthly income	Frequency	Percent
Lower than USD $1000	109	33.1%
USD $1000-2000	149	45.3%
More than USD $3000	71	21.6%
Frequency of going to restaurants	Frequency	Percent
Weekly	58	17.6%
Monthly	115	35.0%
Quarter day	57	17.3%
Once a year	99	30.1%

4.2. EFA and CFA evaluation

The KMO coefficient (Kaiser-Meyer-Olkin) is the index used to consider the suitability of factor analysis. A high KMO value means that factor analysis is appropriate. In the research results of collected data, KMO index was reached 0.753, expressed the

appropriateness of factor analysis. The Bartlett test is a statistical quantity used to consider the hypothesis of non-correlated variables in the population. If this test is statistically significant (Sig. <0.05), the observed variables are correlated with each other in the population, hence the result Sig = 0.00 in this research has met the standard.

TABLE 2. KMO and Bartlett's Test

KMO Test	0.753	
Bartlett's Test of Spherisity	Chi Square	2934.132
	df	210
	Sig	0.00

TABLE 3. Rotation Sums of Squared Loadings results

Total	% of Variance	Cumulative %
2.913	15.331	15.331
2.151	11.323	26.655
2.115	11.132	37.786
2.062	10.854	48.64
1.778	9.359	57.999

In this study, five independent variables are predicted that have influence on the attitude of buying men's grooming products in Vietnam, so in the table Rotation Sums of Squared Loadings results only has five factors are rotated. Cumulative value indicates Total Variance Explained reached 57,999%, met the standard (greater than 50%). From that result, 57.999% of the change in factors explained by the observed variables.

Regarding the Rotated Component Matrix, we can see that variable P3 has 2 loading factors with the difference of 0.533 - 0.335 < 0.3, so the variable P3 is not qualified and removed. The remaining variables all yield greater than 0.4, so we can conclude that this model has 4 independent variables: SQ (Service Quality): SQ1, SQ2, SQ3, SQ4, SQ5; P (Price): P1, P2, P4, P5, E (Environment): E1, E2, E3, E4, E5 and PQ (Product Quality): PQ1, PQ2, PQ3, PQ4, PQ5.

TABLE 4. Rotated Component Matrix

	1	2	3	4
SQ4	0.805			
SQ1	0.739			
SQ3	0.728			
SQ5	0.698			
SQ2	0.611			
P1		0.907		
P4		0.904		
P2		0.536		
P3	0.335	0.533		
P5		0.516		
E5			0.895	
E4			0.485	
E2			0.718	
E1			0.631	
E3			0.576	
PQ1				0.901
PQ2				0.646
PQ3				0.772
PQ5				0.705
PQ4				0.667

After running Cronbach's alpha, all items have factor loading over the recommended number of 0.3, which means all factors are satisfactory. Besides, for reliability, greater than 0.6 as the minimum value for Cronbach's alpha (Nunnally, 1978).

TABLE 5. Cronbach's alpha Results

Constructs Items	Factor loading	Cronbach's alpha	Constructs Items	Factor loading	Cronbach's alpha
Service Quality		0.952	Product Quality		0.944
SQ1	0.922		PQ1	0.697	
SQ2	0.863		PQ2	0.723	
SQ3	0.895		PQ4	0.721	
SQ4	0.914		PQ5	0.702	
SQ5	0.893				

Environment		0.970	Price		0.771
E1	0.824		P1	0.926	
E2	0.835		P2	0.865	
E3	0.793		P3	0.864	
E4	0.775		P4	0.906	
E5	0.797		P5	0.525	
Customer satisfaction		0.963			
CS1	0.689				
CS2	0.557				
CS3	0.628				
CS4	0.648				
CS5	0.571				

4.3. Regression analysis results

Regression coefficients for the independent variables must be less than 0.05 to be meaningful to explain the dependent variable. The regression equation:

Customer Satisfaction =

0.919 Service Quality   + 0.403 Product Quality
(2.102)   (5.838)
(0.006)   (0.042)

+ 0.653 Environment   - 0.001 Price

(-10.450)   (1.312)
(0.027)   (0.031)

TABLE 6. Regression Model

Model	Coefficients	T value	P value
(Constant)	0.000	6.392	0.077
Service Quality	0.519	2.102	0.006
Product Quality	0.403	5.838	0.042
Environment	0.653	2.450	0.027
Price	- 0.001	1.312	0.031

Through the analyzed results, it is noticeable that: Service Quality ($P = 0.006$), Product Quality ($P = 0.042$), Environment ($P = 0.027$) and Price ($P = 0.031$) have positive influence on customer satisfaction in restaurants in Vietnam.

TABLE 7. Results of Regression

Model	P value	Result
Service Quality	0.006	Supported
Product Quality	0.042	Supported
Environment	0.027	Supported
Price	0.031	Supported

5. Discussion and Conclusion

5.1. Discussion of results

H1: Service quality positively affects customer satisfaction in the restaurant. The feeling of customers who used the service is the most accurate assessment. If a restaurant receives a lot of good feedbacks from customers about the quality of the products, it proves that the level of customer satisfaction is at a high level for the restaurant's service quality. From the perspective of a restaurant manager, in order to get the best assess the quality of the service of their restaurants, they always stand on the perspective of customers to understand their wishes and requirements. This is also the reason why restaurants focus on training the service staff in a methodical manner.

H2: The quality of products through the analysis results shows that there is a positive impact on customer satisfaction in the restaurant. Food quality is the most important thing affecting the feel and satisfaction of customers about a restaurant. In case there are many customers commented on the deliciousness of the same dish, the restaurant must consider and validate the problem immediately, find the cause and provide appropriate solutions. The reason may be because the raw material is not fresh, improper cooking procedures or food presentation is not pleasing ... Regardless of any reason, the information received should have a timely solution to please customers who have used the service and future customers. In addition, ensuring hygiene and safety in food service business is also an important thing, all stages from supply, inspect, preliminary processing, storage and serving must comply with follow strict rules and procedures. Every waiter and chef should have specific responsibilities in ensuring food is hygienic and does not affect consumers' health.

H3: The analysis results show that Environment is also an extremely important factor, contributing to customer satisfaction in the restaurant. If the restaurant environment is built with comfortable and modern facilities, high aesthetics, hygiene and safety, it will make customers feel comfortable and bring satisfaction to customers. Not only that, good facilities will be the premise for the restaurant staffs to show more professionalism, meet the high requirements of customers. In contrast, lack of facilities, unhygienic, will make

customers have bad impression and make disadvantages for businesses in fierce competition.

H4: Price is also an important factor, reasonable prices will positively affect customer satisfaction. Although people who tend to go out to eat and drink at restaurants are usually good earners, the price is still a great concern of customers when the competitive environment in the restaurant industry is increasingly harsh. Restaurants continually offer attractive prices and special promotions to stimulate customers' needs but still have to ensure good revenue for the restaurant. This is extremely difficult task for restaurants, requiring the observation, understanding and calculation mind of the investor.

5.2. Limitations and Further research

This study aimed at delving into the factors that satisfy customer satisfaction in restaurants in Vietnam. Further studies will explore more about the factors affecting on customer revisit intention and factors affecting on restaurant revenue in Vietnam. This is an important factor determining the success and development of the restaurant. However, in addition to customer satisfaction, there are other factors that also significantly affect the revenue of the restaurant. Some force majeure factors such as natural disasters (storms, floods ...), epidemics (SARS, A / H5N1, H1N1, Covid 19 ...) push restaurants into situations with no workarounds and being forced to temporarily suspend operations for a long period of time.

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