

Title	Customer Perception and Satisfaction of Shan Food Restaurants in Chiang Mai
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ABSTRACT

This study was aimed to understand the customers' perception and satisfaction of Shan food restaurants in Chiang Mai. The two objectives of this study were to examine the customer perception and satisfaction of Shan food restaurants and to identify factors influencing the customer perception and satisfaction of Shan food restaurants in Chiang Mai.

In order to reach objectives of the study, the data was collected from 400 customers of Shan food restaurants in Chiang Mai. The survey questionnaire contained with four parts which are demographic information of customers, customer perception, factors influencing customer perception, customer satisfaction regarding Shan food restaurants and additional suggestion for the improvement of Shan food restaurants in Chiang Mai. The findings were analyzed by using SPSS for descriptive analysis. Moreover, independent sample t-test was used to highlight the different perception, degree of agree related influence factors and satisfaction among different groups.

The majority of the respondents' were Burmese (42.20%) and Thai (28.20%). The education level of most respondents is high school (33.20%), followed by primary (23.00%) and bachelor's degree (13.80%). Most of participants are self-employment (27.50%), students (20.80%) and private company officer (18.20%).

The result showed that the overall customer perception towards Shan food restaurants in Chiang Mai was fair ($\bar{x}=3.29$). Customer perception on food and service quality was more positive than perception towards convenience and atmosphere of the restaurants. Due to the result of the independent sample t-test, there was different perception of Burmese and Thai customers in food quality and service quality of Shan food restaurants.

In term of the factors influencing the customer perception, culture was an important factor influencing Burmese customer's perception ($\bar{x}= 4.38$) of Shan food restaurants in Chiang Mai. There was no region image impact on customers perception ($\bar{x}=1.53$) about restaurants. Most customers agreed that they have Shan food because they liked it ($\bar{x}=3.84$). Thus, personal needs of customers had an influence on their perception. At the same times, majority of respondents did not agree that they tried Shan food because they heard from friends ($\bar{x}=2.65$) but the reason they have Shan food was because of their own thought ($\bar{x}=3.06$). Result showed that past experience was also important for customers' return ($\bar{x}= 3.74$).

The study of customer satisfaction on Shan food restaurants in Chiang Mai showed that customer are more satisfied on food quality, service quality and price of food than convenience and atmosphere of restaurants. According to independent sample t-test, Burmese and Thai customers had different satisfaction about restaurants' attribute because of language barrier and condition of life. The level of satisfaction of Thai customers was lower than Burmese customers. The opinion of respondents for improvement and development of Shan Food restaurants is related to all restaurants attributes and concluded in the final analysis.