

# **A MODEL OF PROMOTING RESTAURANT SERVICING TO SUVARNABHUMI INTERNATIONAL AIRPORT**

by

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## **ABSTRACT**

The first place of impression on arrival via air transportation was the country international airport. The increased volume of world passengers presented by Council Airport International (CAI) were more than 1,952,000,000 ; 2,074,000,000; and 2,176,000,000 in 2009, 2010, and 2011 in each year respectively. The Suvarnabhumi International Airport (VTBS) was in rank of World Top 20 Busiest Airport in at least last 4 years. The congruence of country's policies and CAI information were able to adapt to achieve the highest advantage from these passengers. Not only superb servicing but also restaurant servicing were also able to promote to foreign passengers at VTBS as a pilot project. In this research, there were three objectives: 1) to conclude the secondary data on Marketing Environment 2) to analyze the favorites observed variables; 3) to analyze and conclude the latent variables; 4) to present the model of Promoting Restaurant Servicing. The used methodologies were Non Structured Interview and Participant Observation to collect primary data from foreign passengers to create proper questionnaire, the Exploratory Factor Analysis (EFA.) to classify the observed variables, and Confirmatory Factor Analysis (CFA.) to strengthen the latent variables. The observed variables derived from the interviewed to questionnaire, the procedure of Item Objective Congruent (IOC) and Content Validity, the indicated value of Cronbach's Alpha reliability was .867. The sampling group was 600 foreign passengers within a month at VTBS. The result found that firstly, there were 30 favorite observed variables. Secondly, prior to the analysis of the EFA., there were only 26 observed variable out of 30 had been classified into 6 latent variables. Finally, the 6 components had been confirmed by CFA, which were: Service Quality Strategy; Allot Location Strategy; Adequate Restaurant Strategy; Traditional Food Style Strategy; World Food Centre Strategy; and Price Control Strategy respectively to promote the Restaurant Servicing.

## **KEYWORDS**

Model of Promoting, Restaurant Servicing, Foreign Passenger

## **INTRODUCTION**

The air passengers carried include both domestic and international aircraft passengers of air carriers registered in the Thailand was 19,993,134; 19,618,735; and 20,303,062 in the year 2008, 2009, and 2010 respectively (Bank, 2012). Moreover, there have a number of projects encouraged the Thai Food to the World policy since 2008. Not only World's Best City award to Bangkok city but also maintaining the improving latency process to systemized force new entrepreneur to achieve the NFI STAR certification. Evaluated entrepreneurs who received the certificate are able to be member of the Hazard Analysis Critical Control Point (HACCP) standard program which is measuring unit for food safety in Thailand. A reason convinced foreign passengers travel to Thailand are not only the interesting country but also tradition culture both location and traditional food. To improve and standardize the International Airport Restaurant Servicing in term of servicing, therefore, the model is importance.

The objectives of this study are: 1) to conclude the secondary data on Marketing Environment, 2) to analyze the favorites observed variables, 3) to analyze and conclude the latent variables, and 4) to present the model of Promoting Restaurant Servicing.

## METHODOLOGY

The literature review on document and electronic document to clue the current doubt. These doubts have been used to set the proper process to arrange team to do the Non Structured Interview and Participant Observation to collect primary data from foreign passengers. The observed variables derived from the interviewed to questionnaire, information used to create proper questionnaire. The result found that there were 30 favorite observed variables. The questionnaire has been viewed through the Item Objective Congruent (IOC) and Content Validity, the indicated value of Cronbach's Alpha reliability was .867. The sampling group was 600 foreign passengers. Duration setting is within a month at VTBS. The data gained from launching have been collected. The Exploratory Factor Analysis (EFA.) used to classify the observed variables. There were only 26 observed variable out of 30 had been classified into 6 latent variables. These latent variables were used to Confirmatory Factor Analysis (CFA.) to confirm the strengthen of these latent variables.

## RESULTS ANALYSIS, DISCUSSION, AND CONCLUSION

The first purpose of this research, the secondary data on Marketing Environment aimed to explore the current situation, the obstacle of promoting restaurant servicing to Suvarnabhumi international airport by using the secondary data from literature review and interviewed concerned stakeholder (expert, regulator , restaurant' entrepreneur, marketing manager who roles with restaurant at Suvarnabhumi international airport). The result generated from Marketing Environment Effect by analyzing the term of Political, Environment, Social, and Technology. There were as following:-

**Political** – Recently, several opportunities of airliner to serve many passengers because of the policies on ASEAN. The political of government was ASEAN open skies in 2015. Because of air transport and tourism was one of service sector that had to be promoted and liberalization become an ASEAN community. This result was stimulated of airliner to invest and provider facilities (Airport) to serve passenger that could not be ignored the restaurant the Suvarnabhumi international airport. Therefore the entrepreneur had the opportunity to invest and expand the base of customer as passenger at the airport.

**Environment** – The expansion of customer at the Suvarnabhumi international airport effects to both internal and external. It found that the internal effect of restaurant are inside industry such as the new entrepreneur of restaurant are became the competitor of restaurant and franchising restaurant had several promoting to stimulated customer or passenger to used their service. For the external effect was depended on fluctuated situation such as natural disaster, it was effect to obstacle the customer to use the service from restaurant at Suvarnabhumi international airport.

**Social** – Thailand had many several social style because of many lifestyle of Thai people were determined the services types of restaurant such as teenager were almost didn't often to use the restaurant are not franchising. There was also spending of modern trade of restaurant that well-known in the restaurant Suvarnabhumi international airport. Therefore the entrepreneur should be continuing for their products and services to serve several of diversification of customer sociality.

**Technology** – The several of marketing services were promoted through the social media to stimulate their promotion for customer to use of services such as check-in restaurant from Facebook and capture picture to get 20% for this services. Another result found that the free Wi-Fi or hotspot is the core of marketing technology to persuaded became as customer cause of user have new mobile phone and tablet for connect the communication via social media by 7 day and 24 hours services.

The result of second purpose for analyses the favorites observed variables by exploratory factor analysis (EFA) technique from the concept to explore factor as favorites observed variable. This result was found that Kaiser-Meyear-Olkin measure of sampling adequacy as 0.824. The total group of observed variables from Total Variance Explained had 6 groups of factors. All of the observed variables used by each group of observed variables were initial eigenvalues had greater than 1 and the factor score is greater than 0.5 (Jöreskog & Sörbom, 1996; Wiratchai, Jöreskog, & Sörbom, 1995). From each group of observed variables could be explained as following table:-

**TABLE 1**  
**THE ANALYSIS OF FAVORITES OBSERVED VARIABLES**  
**BY USING EXPLORATORY FACTOR ANALYSIS**

Observed Variable	Factor					
	1	2	3	4	5	6
Emergency first aid preparation	0.764					
Consistency service	0.756					
Language improvable	0.728					
Being full of service mind	0.676					
Sanitary restroom system	0.661					
Friendly Servicer	0.66					
Variety of restaurant dispersion		0.735				
Distance to the restaurant		0.729				
Easy sign to find required restaurant		0.714				
Balance of rest room and restaurant		0.701				
Zoning among national food		0.69				
Allocated restaurant systematically		0.602				
Zoning Restaurant Decoration			0.811			
Traditional decoration			0.787			
The number of restaurant available			0.723			
24 Hr. restaurant available			0.654			
Variety of international fast food style				0.807		
Regional Thai food restaurant				0.802		
Regional Thai restaurant decoration				0.694		
Ability to be World best service					0.777	
Ability to be World food center					0.772	
Variety of continental food available					0.651	
Ability of restaurant service to serve increased passengers					0.603	
The value of price suit to specific food style						0.808
Price discrimination to foreign passengers						0.737
Value of price is acceptable						0.706

Table 1 illustrates the favourites observed variable could be explained and determined the strategy of each group of observed variables as 1. Service Satisfaction Strategy contained with 1.1 Emergency first aid preparation, 1.2 Consistency service, 1.3 Language improvable, 1.4 Being full of service mind, 1.5 Sanitary restroom system, and 1.6 Friendly Servicer, 2. Adequate Restaurant Strategy contained with 2.1 Variety of restaurant dispersion, 2.2 Distance to the restaurant, 2.3 Easy sign to find required restaurant, 2.4 Balance of rest room and restaurant 2.5 Zoning among national food, 2.6 Allocated restaurants systematically, 3. Allot Location Strategy contained with 3.1 Zoning Restaurant Decoration, 3.2 Traditional decoration, 3.3 The number of restaurant available and 3.4 24 Hr. restaurant available, 4. Conserved Traditional Food Style Strategy contained with 4.1 Variety of international fast food style, 4.2 Regional Thai food restaurant and 4.3 Regional Thai restaurant decoration, 5. World Food Centre Strategy contained with 5.1 Ability to be World best service, 5.2 Ability to be World food center, 5.3 Variety of continental food available and 5.4 Ability of restaurant service to serve increased passengers, 6. Price Control Strategy contained with 6.1 The value of price suit to specific food style, 6.2 Price discrimination to foreign passengers, and 6.3 Value of price is acceptable, respectively

The result of the third purpose was to analyze and conclude the latent variables. This found that the total of 26 observed variable from 30 observed variables used into 6 strategies by Confirmatory Factor Analysis (CFA). The consideration of statistic by  $\chi^2 / df$  (CMIN/DF), P value, GFI, AGFI, NFI, TLI, IFI, CFI, RMR, RMSEA, HOELTER (Jöreskog & Sörbom, 1996; Wiratchai et al., 1995) could be shown as following:-

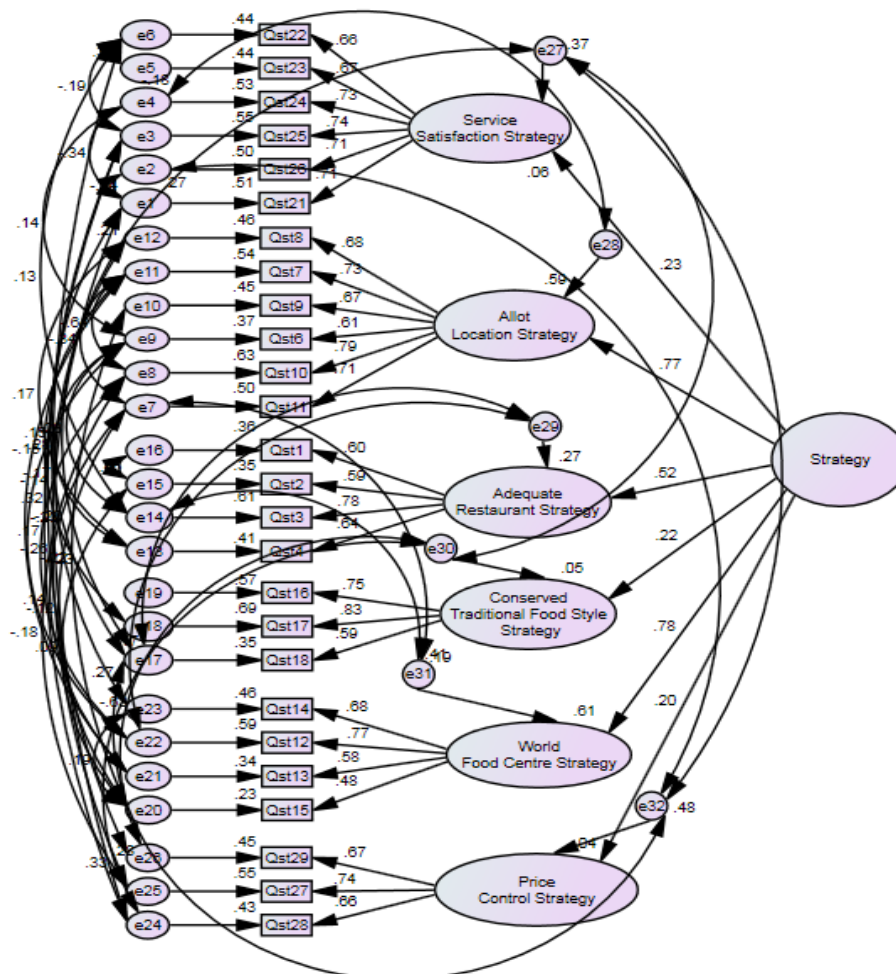
**TABLE 3**  
**CONSIDERATION BY CONFIRMATORY FACTOR ANALYSIS**

Value Index	Consideration	Factor Score
$\chi^2 / df$ (CMIN/DF)	< 2	1.368
P	> 0.05	0.000
GFI	> 0.90	0.958
AGFI	> 0.90	0.942
NFI	> 0.90	0.942
TLI	> 0.90	0.979
IFI	> 0.90	0.984
CFI	> 0.90	0.984
HOELTER	> 200	504
RMR	< 0.08	0.016
RMSEA	< 0.08	0.025

Table 3 found that all of consideration factor scores had passed. The model is good-fit to empirical data and the relationship of testing statistic, shown as the next step presented the model of Promoting Restaurant Servicing by the last purposed of this research.

The fourth purpose of the model of Promoting Restaurant Servicing was found that statistic shown as the following figure:

**FIGURE 1**  
**THE PROMOTING RESTAURANT SERVICING THROUGH CONFIRMATORY FACTOR ANALYSIS**



The figure 1 found that the model of promoting restaurant servicing related with the Marketing strategies and Service innovation, Marketing, Operation performance, Service innovation and Marketing strategies (Grönroos, 2000; Inkson & Minnaert, 2012; Yung-Sheng & Jui-Min, 2011). The promoting restaurant servicing shown as following:-

1. **Service Satisfaction Strategy** related with (Shaharudin et al., 2011; Sheehan, 2011) consist of 1.1 Being full of service mind, 1.2 Language improvable 1.3 Sanitary restroom system, 1.4 Friendly Servicer, 1.5 Consistency service, and 1.6 Emergency first aid preparation. This factor needs to consider staff who is full of service mind, improvable in term of Language, the sanitary onto the system of restroom, the colleagues are trained as friendly servicer. Not only emphasis on consistency service but also system of preparation on emergency first aid.

2. **Allot Location Strategy** related with (Jian, Schrock, Livchak, & Bing, 2011; Sharkey, Johnson, Dean, & Horel, 2011) consist of 2.1 Zoning among national food, 2.2 Distance to the restaurant, 2.3 Allocated restaurant systematically, 2.4 Variety of restaurant dispersion, 2.5 Easy sign to find required restaurant, and 2.6 Balance of rest room and restaurant. This factor needs to emphasis on zoning among national food, the distance to the restaurant by allocated restaurant systematically on the variety of restaurant dispersion. Easy sign notification makes the passenger to find required restaurant easily and should consider on balance of rest room and restaurant.

3. **Adequate Restaurant Strategy** related with (Yung-Sheng & Jui-Min, 2011) consist of 3.1 The number of restaurant available, 3.2 24 Hr. restaurant available, 3.3 Zoning Restaurant Decoration, and 3.4 Traditional decoration. This factor needs to emphasis on the number of restaurant available for 24 Hr., Zoning Restaurant Decoration, Traditional decoration are high emphasis. This factor needs to emphasis on Regional Thai food restaurant, involve with variety of international fast food style, especially regional Thai restaurant decoration.

4. **Conserved Traditional Food Style Strategy** related with ("Neighborhood fast food restaurants and fast food consumption: A national study," 2011; van der Horst, Brunner, & Siegrist, 2011) consist of 4.1 Regional Thai food restaurant, 4.2 Variety of international fast food style, and 4.3 Regional Thai restaurant decoration.

5. **World Food Centre Strategy** related with (Heathcote & Baic, 2011; Jones, 2011) consist of 5.1 Ability to be World food center, 5.2 Ability to be World best service, 5.3 Variety of continental food available, and 5.4 Ability of restaurant service to serve increased passengers. This factor needs to emphasis on the ability of World food center, World best service, emphasis on variety of continental food available, and ability to serve the number of increased passengers.

6. **Price Control Strategy** related with (Asp, 2011; Newhouse, 2011; "Restaurant," 2011) consist of 6.1 Price discrimination to foreign passengers, 6.2 The value of price suit to specific food style, and 6.3 Value of price is acceptable. This factor needs to emphasis on price discrimination to foreign passengers, and the value of price should be suit to specific food style evaluated by the price acceptable of passengers.

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